

CHAPTER III

RESEARCH METHODOLOGY

In this study the writer examined customers' perspective and preference of using visual images or videos to promote the product. She decided to conduct a quantitative research. According to Sukamolson (2003) quantitative research is the numerical representation and manipulation of observations to describe and explain the phenomena that those observations reflect. Based on the objectives of the study, the writer decided to use descriptive statics to find what FLA Students' perception is of the use of *Instagram* to market products.

After distributing the questionnaires, the writer examined the data using SPSS and then presents the findings. The primary instrument, which becomes the object of the writer's analysis, is *Instagram*.

3.1 Method of Data Collection

3.1.1 Participants

The participants of this study were 30 students from Faculty of Language and Arts from batch 2015 and 2016. The reason the writer targeted FLA students to join this research is that usually students are the ones who are mostly active on the social media

3.1.2. Instrument

According to Wilkinson & Birmingham(2003) there are many types of research instruments that can be used. Those are interviews, questionnaire, observation, focus group discussion, and content analysis. Nevertheless, the writer chose to use questionnaire as an instrument to conduct this research. Abawi(2013) explained that questionnaire is a data collection instrument consists of series of questions and other prompts in order to gather information from respondents.

To gather the data for this research, the writer distributed questionnaires. Acharya(2010) stated that the questionnaire design is really important since an inappropriate questionnaire can mislead the research, academics and policymaking. There are 2 types of questions that can be chose, open-ended and close-ended.

The writer chose to use the close-ended questionnaire to find respondents' perception on the use of *Instagram* in marketing a product and what is the respondents' preference on the use of images and videos on the *Instagram* account. In each statement the writer provided 5 options namely Likert Scale. Those are:

- a. Strongly Agree = 1
- b. Agree = 2
- c. Neutral = 3
- d. Disagree = 4
- e. Strongly Agree = 5

3.1.3. Research Procedure

In order to solve the problem formulation, the writer held a systematic research procedure as follows:

1. First, the writer designed a close ended questionnaire about respondents' perception on marketing on Instagram and respondents' preference of images and videos on the Instagram
2. Second, the writer did a pilot study to validate the questionnaire.
3. Third, the writer selected the respondents from Faculty of Language and Arts students from batch 2015 - 2016. The writer distributed the questionnaire to the respondents.
4. Fourth, the writer analyzed the result of the questionnaire based on the respondents' answer by using Statistical Package for the Social Sciences (SPSS 24). Next, the writer tried to find the frequency distribution of each item. After that, the writer analyzed the result of the questionnaire using descriptive statistics in which mean, median and mode was found.
5. The last step was interpreting the data. The questionnaire would be considered valid if r value is more than 0.240

Table 1.*Validity Table Result**FLA Students' Perception on the Use of Instagram to Market Products.*

<u>No.</u>	<u>Statements</u>	<u>Rvalue</u>	<u>Rtable</u>	<u>Interpretation</u>
1	I often use Instagram	0.367	0.240	VALID
2	When I'm on Instagram I actively giving feedback by commenting	0.393	0.240	VALID
3	When I'm on Instagram I actively giving feedback by liking	0.852	0.240	VALID
4	Instagram is a perfect social media to do online marketing	0.450	0.240	VALID
5	I often do online shopping through Instagram	0.388	0.240	VALID
6	I often do online shopping through Instagram because I can see the picture of the product	0.358	0.240	VALID

7	I often do online shopping through Instagram because I can see the video of the product	0.290	0.240	VALID
8	I usually skip product promotion on Instagram	0.380	0.240	VALID
9	I never tap "like" on a product promotion image	0.270	0.240	VALID
10	I never tap "like" on a product promotion video	0.337	0.240	VALID
11	Images are more attractive than videos	0.250	0.240	VALID
12	I prefer seeing images to watching videos	0.253	0.240	VALID
13	Promoting a product using images is more interesting than using videos	0.385	0.240	VALID
14	Images is more interesting because it can be viewed instantly	0.335	0.240	VALID

15	I usually skip images when I'm on Instagram	0.383	0.240	VALID
16	Photos of my friends are more interesting than product promotion images	0.265	0.240	VALID
17	I give comment more on images rather than videos	0.383	0.240	VALID
18	I tap "like" on images more than videos on Instagram	0.267	0.240	VALID
19	Doing marketing with videos is more interesting	0.352	0.240	VALID
20	I prefer watching videos rather than seeing images	0.288	0.240	VALID
21	Videos are more attractive than images	0.386	0.240	VALID
22	Videos are not interesting because they take longer to watch	0.242	0.240	VALID
23	Videos give more detail information than images	0.429	0.240	VALID

24	I always skip product promotion videos	0.398	0.240	VALID
25	I give comment more often on videos rather than images on Instagram	0.564	0.240	VALID
26	I tap “like” more often on videos rather than images on Instagram	0.259	0.240	VALID
27	I never tap “like” on Instagram	0.131	0.240	INVALID
28	I never give comments on Instagram	0.198	0.240	INVALID

Table 2

Reliability Table Result

FLA Students' Perception on the Use of Instagram to Market Products

Reliability Statistics

Cronbach's Alpha	N of Items
.552	26

The questionnaire regarding FLA students' perception on the use of *Instagram* to market a product contained 2 invalid statements (see Table 1). The two invalid statements would be dropped from the questionnaire. Therefore, there would be only 26 statements in the questionnaire. Moreover, the Cronbach's Alpha value for the questionnaire is 0.552.

3.2. Method of Data Analysis

To analyze the data, the writer used descriptive statistic to analyze the data. According to Jaggi(2011) Descriptive statistic is a statistic that gives numerical and graphic procedures to summarize a collection of data in an understandable and clear way. The statistical tool that the writer used is SPSS 24 to find the mean, median, and mode. The mean, median, and mode would be presented into tables and graphics to give clear illustrations about the perception of the FLA students. Once the writer found the mean, median, and mode the data the writer interpreted the data, and the last step is made some conclusions about FLA students' perception on the use of *Instagram* to market products. Since the Likert scale that the writer used is 1-5, so when the mean that the writer got is 3, it means that the FLA students' perception of the item is neutral. When the mean is less than 3 that means the perception of that item is negative. Last, when the mean is more than 3 it means that the perception on that item is positive. The analysis focused on FLA students' perception on the use of *Instagram* to market products.