

## CHAPTER IV

### DATA ANALYSIS AND INTERPRETATION

In this chapter, the writer focuses on the analysis and interpretation of the data related to students' perception on marketing on *Instagram* and students' preference on the use of photos and videos on the *Instagram* account. The writer analyzed the data based on related theories.

The writer made a questionnaire that consists of 28 statements and distributed the questionnaires to 30 respondents. The respondents who participated on this study are students from Faculty of Language and Arts batch 2015 and 2016. There are 28 statements in the questionnaire related to perception on marketing on *Instagram* and preference on the use of photos and videos on *Instagram*.

To make sure that the questionnaire is understandable, the writer did a pilot study. The pilot study involved 5 students who were also students from Faculty of Language and Arts. Based on reliability and validity test, there were two statements which were not reliable and valid. Using SPSS, the writer determined the validity and reliability of the questionnaire and found 26 of them are valid. After finding the valid statements, finally the writer distributed the questionnaire using Google form.

Following is the result of the questionnaire about FLA students' perception on the use of *Instagram* to market products

**Table 3.** *Result of the questionnaire FLA students' perception on the use of Instagram to market products.*

<u>No.</u>	<u>Statements</u>	<u>N</u>	<u>Mean</u>	<u>Std. Deviation</u>
1	I often use Instagram	30	0.367	0.730
2	When I'm on Instagram I actively giving feedback by commenting	30	0.393	0.691
3	When I'm on Instagram I actively giving feedback by liking	30	0.852	0.819
4	Instagram is a perfect social media to do online marketing	30	0.450	0.660
5	I often do online shopping through Instagram	30	0.388	1.194
6	I often do online shopping through Instagram because I can see the picture of the product	30	0.358	0.937
7	I often do online shopping through Instagram because I can see the video of the product	30	0.290	0.858

8	I usually skip product promotion on Instagram	30	0.380	0.964
9	I never tap “like” on a product promotion image	30	0.270	0.808
10	I never tap “like” on a product promotion video	30	0.337	0.730
11	Images are more attractive than videos	30	0.250	0.994
12	I prefer seeing images to watching videos	30	0.253	0.749
13	Promoting a product using images is more interesting than using videos	30	0.385	1.008
14	Images is more interesting because it can be viewed instantly	30	0.335	0.992
15	I usually skip images when I’m on Instagram	30	0.383	0.820
16	Photos of my friends are more interesting than product promotion images	30	0.265	1.072

17	I give comment more on images rather than videos	30	0.383	0.884
18	I tap “like” on images more than videos on Instagram	30	0.267	0.563
19	Doing marketing with videos is more interesting	30	0.352	0.730
20	I prefer watching videos rather than seeing images	30	0.288	0.764
21	Videos are more attractive than images	30	0.386	0.651
22	Videos are not interesting because they take longer to watch	30	0.242	0.959
23	Videos give more detail information than images	30	0.429	0.727
24	I always skip product promotion videos	30	0.398	0.784
25	I give comment more often on videos rather than images on Instagram	30	0.564	0.606

26	I tap “like” more often on videos rather than images on Instagram	30	0.259	0.742
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From table 1 above it can be concluded that students’ perception on marketing on *Instagram* is really positive. Statement 1 and 2, however, result in a mean of more than 4. The first one is statement 1 (*I often use Instagram*). The respondents agree that all of them use *Instagram* almost every day in their daily lives as proven by the high mean (4.53). The second statement is (*Instagram is a perfect social media for online marketing*). The mean for this statement is (4.33) that means the respondents also agree that *Instagram* is a perfect social media for online marketing. Mean for statement 3 (*I often do online shopping through Instagram*) is (3.23). The mean for this statement strengthens the previous statement. The respondents often do online shopping through *Instagram* that is why they think that *Instagram* is a perfect social media to do online marketing from their own experiences. It is also interesting to note that statement number 8 (*I usually skip product promotion on Instagram*) has a high mean (3.36). This indicates that some of the respondents usually skip product promotion on *Instagram*, some of them think that photos of their friends are also interesting to see as it is stated in statement 14 (*Photos of my friends are more interesting than product promotion images*) also has a high mean (3.23).

The positive perception on the use of *Instagram* as a media of online marketing proves that *Instagram* is preferable by online shopper.

Seen from the table above, the findings of this study indicate positive perception on both images and videos on *Instagram*. Statement 6 (*I often do online shopping through Instagram because I can see the picture of the product*) and 7 (*I often do online shopping through Instagram because I can see the video of the product*). Both have a similar mean (3.53) and (3.43) indicate that the respondents do not only pay attention to visual images but also pay attention to videos when it comes to do online shopping on *Instagram*. The mean of statement 11-15 which are above 3 shows that the respondents slightly agree that pictures are more attractive than videos. Moreover, on statement 15 (*I usually skip images when I'm on Instagram*) has a low mean (2.50) indicates that the respondents do not agree about the statement; they do not usually skip images when they are on *Instagram*.

Statements 19-24 also have a mean slightly over 3 indicating that the respondents think that videos are just as attractive as images. However, statement 22 (*Videos are not interesting because they take longer to watch*) has a mean lower than 3, it shows that the respondents also do not agree that videos are less interesting because they take longer to watch. Moreover, some of the respondents agree that videos give more detail information than images as it is stated in statement 23(4.23).

In general, the writer found that the respondents treated images and videos indifferently. Although the respondents agree to say that video provides more detailed

information and the respondents do not mind to spend longer period of time to watch it, but they do not choose video above the images. Conversely, although the respondents agree that image can give them instant information, the respondents do not prefer image as well.

The findings of this study also indicate that the respondents that participated on this study are mostly passive when they are on *Instagram* and only giving feedback by liking. Statement number 2 (*When I'm on Instagram I actively give feedback by commenting*) has a low mean (2.93). The respondents agree that they rarely give feedback by commenting and mostly by liking as it can be seen from statement number 3 (*When I'm on Instagram I actively give feedback by liking*) has high mean (4.13). Two statements also show that the respondents disagree that they never tap "like" on product promotion image / video. It is proven by the low mean of statement 9 (*I never tap "like" on a product promotion image*) (2.96) and statement 10 (*I never tap "like" on product promotion video*) (2.86). The mean for statement 18 (*I tap "like" on images more than on videos on Instagram*) is also high (3.60) while the mean for statement 26 (*I tap "like" more often on videos rather than images on Instagram*) is considered neutral (3.00). However, the means of these two statements also show that the respondents prefer giving "like" on either images or videos to giving comment. In contrast, statement 17 (*I give comment more on images rather than videos*) has a low mean (2.90) and statement 25 (*I give comment more often on videos rather than images*) also has a low mean (2.66). These two statements indicate that the respondents rarely give comment on either images or videos on *Instagram*.

Probably the reason is that it is easier to give like on *Instagram* since there is an icon for it. So, the respondents only need to “tap” the icon whenever they want to give like on pictures/ videos. Nevertheless, if the respondents want to give comment on *Instagram*, they have to think about it first. It appears that *Instagram* is a fun application that the respondents use to fill their spare time.

In short, the writer infers that the respondents of this research are passive. They tended to tap ‘like’ button but they did not like to give comments. The respondents only tapped ‘like’ and rarely gave comment to both video and images.

