

CHAPTER V

CONCLUSION & SUGGESTION

In this thesis, the writer focuses on analyzing students' perception on marketing on *Instagram*. In this chapter, the writer would like to make some conclusions and give suggestions based on analysis and interpretation of the data in the previous chapter.

5.1. Conclusion

Based on the previous chapter, the writer found that some of the theories about marketing on *Instagram* are suitable with this research. The writer found that almost all of the respondents agree that *Instagram* is a perfect social media to do online marketing. As it can be seen from table 1 on the previous chapter, all of the FLA students have a really positive perception on the use of *Instagram* to market products. Therefore, the writer was glad she had made the right choice by choosing *Instagram* as her tool to market the product. Some of the FLA students also agree that they sometimes do online shopping through *Instagram*, so based on their own experiences; they agree that *Instagram* is really suitable to market products. Another reason why they like to do online shopping through *Instagram* is because they can see the picture and the video of the product first before they order the product.

Nevertheless, when they are on *Instagram* they tend to only like the picture or the video of the product instead of commenting on it.

5.2 Suggestion

With regard to the conclusion above, the writer would like to give some suggestions for further study on marketing on *Instagram*. The writer suggests that the future researchers can study about marketing using social media especially *Instagram* more deeply. Moreover, the writer hopes that the further research can involve more respondents in order to find out what types of the respondents are, whether they are still passive or it is only typical FLA students who are passive when it comes to using *Instagram*.

