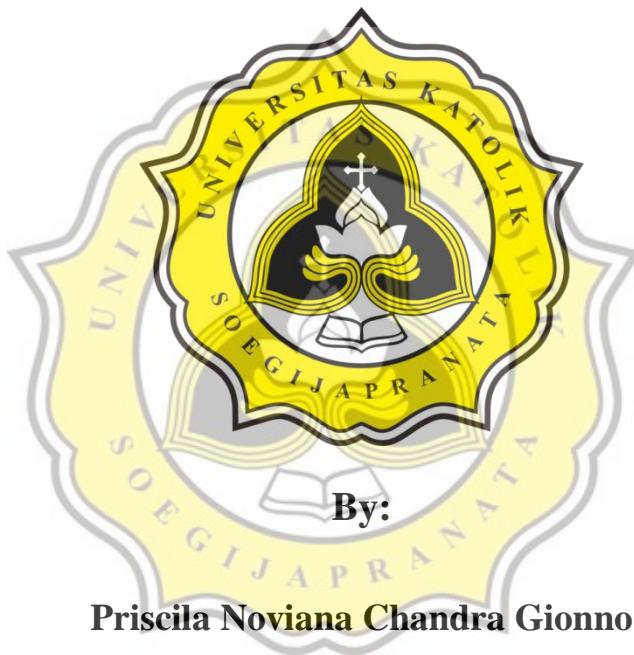


**A STUDY ON PARENTS' ATTITUDES TOWARDS THE USE OF
INSTAGRAM TO PROMOTE AN ENGLISH COURSE FOR
CHILDREN**

**A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain
the Bachelor Degree in the English Linguistics Study Program**



By:

Priscila Noviana Chandra Gionno

16.J2.0004

ENGLISH DEPARTMENT

FACULTY OF LANGUAGE AND ARTS

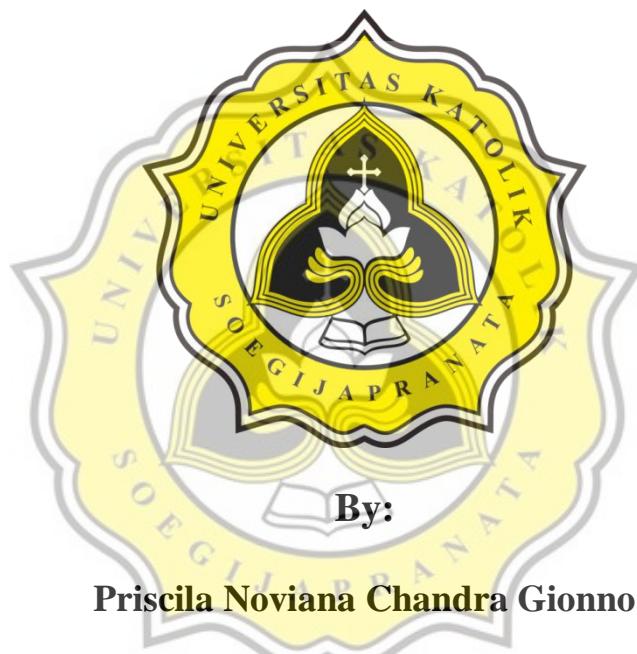
SOEGIJAPRANATA CATHOLIC UNIVERSITY

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SEMARANG**

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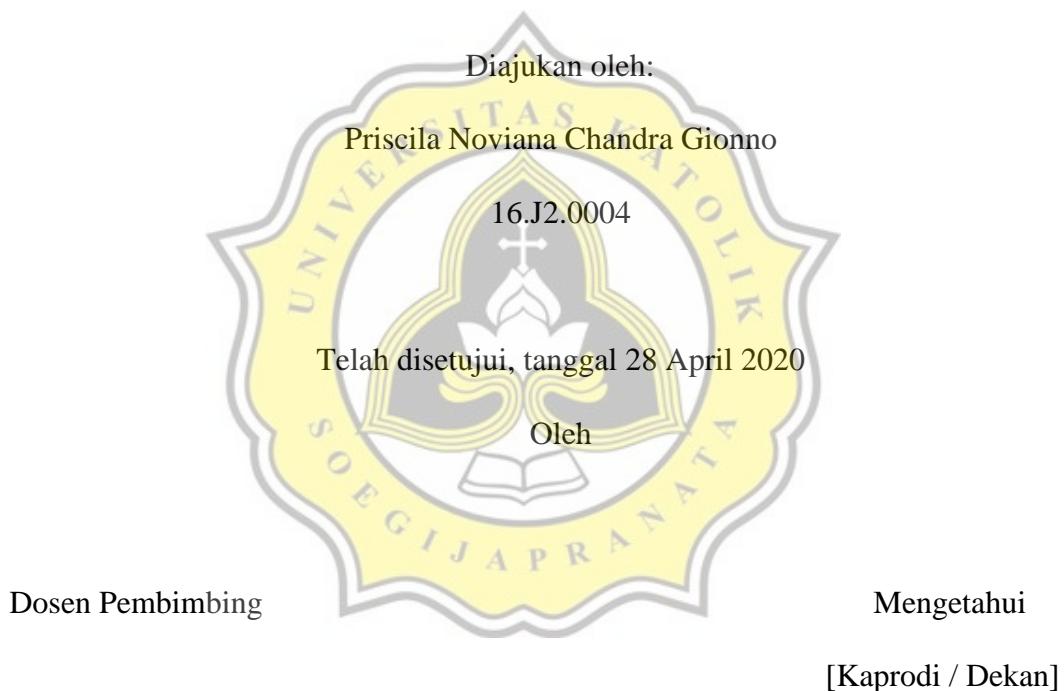
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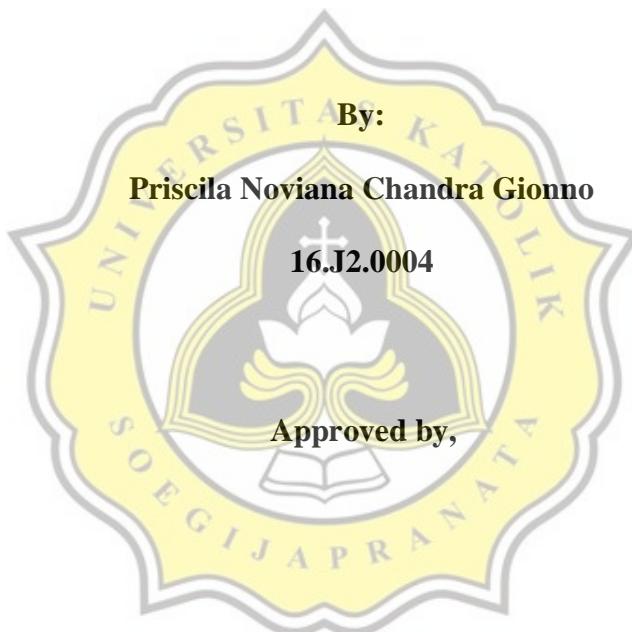
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A STUDY ON PARENTS' ATTITUDES TOWARDS THE USE OF *INSTAGRAM* TO PROMOTE AN ENGLISH COURSE FOR CHILDREN



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February 2020

The Writer,



Priscila Noviana

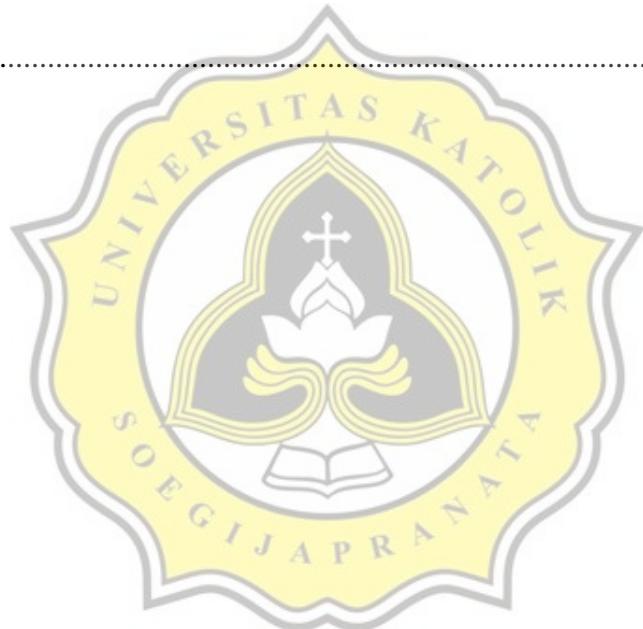
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ABSTRACT

This research aims to find out the attitudes of parents towards the use of *Instagram* to promote an English Course for children. The writer administered a set of close-ended questionnaire and an open-ended questionnaire. The questionnaire is distributed to 40 respondents who are parents in Semarang. From the result of close-ended questionnaire, it is found out that the respondents have positive attitudes towards the use of *Instagram* in promoting English Course. Meanwhile, from the results of open-ended questionnaire there are some reasons which encourage parents to choose an English Course. Those reasons are price, testimony, tutor quality, offers, infrastructure, and other reasons (needs and efficiency).

Keywords: *promotion, attitudes*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui sikap orang tua terhadap penggunaan *Instagram* untuk mempromosikan kursus bahasa Inggris untuk anak-anak. Penulis memberikan satu set kuesioner tertutup dan kuesioner terbuka. Kuesioner dibagikan kepada 40 responden yang merupakan orang tua di Semarang. Dari hasil kuesioner tertutup, diketahui bahwa responden memiliki sikap positif terhadap penggunaan *Instagram* dalam mempromosikan kursus bahasa Inggris. Sementara itu, hasil dari kuesioner terbuka ada beberapa alasan yang mendorong orang tua untuk memilih kursus bahasa Inggris. Alasan tersebut adalah harga, testimoni, kualitas pengajar, penawaran, sarana-prasarana, dan alasan lainnya (kebutuhan dan efisiensi).

Kata kunci: promosi, sikap

