

CHAPTER IV

DATA ANALYSIS

In answering the research questions, the writer analyzed the data from the questionnaire that consists of some sections. First, the writer asked about the background of the parents as respondents since the main topic of this research is the parents' attitudes towards the use of *Instagram* to promote an English Course for their children. The writer used SPSS to analyze the data. The writer distributed the questionnaire to 40 parents as the respondents who have Instagram. The writer asked them to find out the Instagram account of English Course in Semarang and asked them to answer the questionnaire.

4.1. Demography Respondents

In this study, there were 40 respondents who filled out the questionnaire, both close-ended questionnaire and open-ended questionnaire. Most of the respondents on this research are mostly female, there were 22 people. However, there were also 18 male respondents. All of them live in Semarang and most of the respondents are employed.

4.2. The Attitudes of the Parents' on the Use of *Instagram* to Promote an English Course for their Children

In order to get data on the attitudes of the parents towards the use of *Instagram* to promote an English course for their children, the writer made 10 statements on it with 4 options as follows.

SS : Strongly Agree (score: 4)

S : Agree (score: 3)

TS : Disagree (score: 2)

STS : Strongly Disagree (score: 1)

Before the respondents answered the questions, the writer asked them to find out the Instagram account of English Course in Semarang or information about English Course on Instagram.

Table 3.*Descriptive Statistics*

		VAR1	VAR2	VAR3	VAR4	VAR5	VAR6	VAR7	VAR8	VAR9	VAR10
N	Valid	40	40	40	40	40	40	40	40	40	40
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		2.9000	2.9250	3.1500	3.0250	3.0750	3.1250	3.2500	3.2500	3.0250	3.0000
Std. Error of Mean		.09337	.08311	.05718	.09120	.06590	.06393	.06934	.07804	.07585	.07161
Mode		3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Minimum		2.00	2.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
Maximum		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00

The following table shows the entire items above 2.5. From the table it can be interpreted that the parents, as respondents, agree with the statements given in the questionnaire. Thus, it can be concluded that parents perceive the use of *Instagram* positively. On the first section, there are five advantages of social media that related to the attitudes of parents' towards the use of *Instagram* to promote an English Course for their children:

1. *Accessibility.*

Table 4. *Detailed Information of an English Course on Instagram is Easy to Obtain.*

	Frequency	Percent	Valid Percent
Valid 2.00	9	22.5	22.5
3.00	26	65.0	65.0
4.00	5	12.5	12.5
Total	40	100.0	100.0

The table above shows that 77.5% of the respondents in this study agreed with the statement (65% chose *agreed* and 12.5% chose *strongly agreed*). This indicates the respondents perceive positively of the statement. However, there are still 22.5% of the respondents who *disagreed*.

Table 5. *Find an information about English Course on Instagram Does Not Cost Much.*

	Frequency	Percent	Valid Percent
Valid 2.00	7	17.5	17.5
3.00	29	65.0	65.0
4.00	4	10.0	10.0
Total	40	100.0	100.0

65% of the respondents chose *agreed* and 10% chose *strongly agreed* with the statement that finding information or an English Course *Instagram* account did not cost much. However, the writer find out there are still 17.5% chose *disagreed* with the statement. This shows the respondents' positive attitude towards the statement.

The writer assumed that these six respondents *disagreed* because, when they try to find out an English Course *Instagram* account or information about the course and they cannot find it, so they keep searching and make their *Internet data* decrease very quickly.

2. *Speed.*

Table 6. *Send Messages on Instagram Quickly.*

	Frequency	Percent	Valid Percent
Valid 3.00	34	85.0	85.0
4.00	6	15.0	15.0
Total	40	100.0	100.0

Based on the table above, 100% of the respondents agreed that to send a message on *Instagram* does not need to wait long. Most of them chose *agreed* (85%), and the remaining (15%) chose *strongly agreed*. They easily send messages on *Instagram* quickly. On this feature, they also can ask about the courses (the offer advertised on the English Course *Instagram* account).

Table 7. *Receive Replies on Instagram Without Waiting Too Long.*

	Frequency	Percent	Valid Percent
Valid 2.00	6	15.0	15.0
3.00	27	67.5	67.5
4.00	7	17.5	17.5
Total	40	100.0	100.0

The percentage of responses who agreed with the statement is 85%. Most of the respondents (67.5%) chose *agreed* and the remaining 17.5% chose *strongly agreed*. However, from the table shows there are still 15% who *disagreed* with the statement. It can be that they do not check what time the owner replies to their messages. However, they may also be busy with their work, so they do not check their phone every time or anytime.

3. Interactivity.

Table 8. *Being Able to Use the DM Feature to Send Messages (Ask Via DM).*

	Frequency	Percent	Valid Percent
Valid 2.00	2	5.0	5.0
3.00	33	82.5	82.5
4.00	5	12.5	12.5
Total	40	100.0	100.0

Based on the table there are 95% of respondents who agreed with the statement (82.5% chose *agreed* and 12.5% chose *strongly agreed*). However, there are still 5% who *disagreed* with the statement. Many people who use *Instagram* can use the DM (direct message) feature to send a message. The DM icon is in the upper right corner. If they cannot use the DM feature, it can be their *Instagram* having problems when they want to use it.

Table 9. *Being Able to Write Comments (Opinions) in the Comments Column.*

	Frequency	Percent	Valid Percent
2.00	1	2.5	2.5
Valid 3.00	33	82.5	82.5
4.00	6	15.0	15.0
Total	40	100.0	100.0

The table shows that 97.5% of the respondents agreed (82.5% chose *agreed* and 15% chose *strongly agreed*) that they can write comments (opinions) in the comments column. It means they can comment on existing posts. There are still 2.5% who *disagreed* with the statement.

4. Longevity/Volatility.

Table 10. *Being Able to See Postings of Old Pictures or Videos on Instagram.*

	Frequency	Percent	Valid Percent
3.00	30	75.0	75.0
Valid 4.00	10	25.0	25.0
Total	40	100.0	100.0

All of the respondents (100%) agreed with the statement. Most of them chose *agreed* (75%) and the rest (25%) chose *strongly agreed*. *Instagram* users can see pictures or video posts that were uploaded a long time ago unless the posts are deleted. Then they cannot see it.

Table 11. *Being Able to See the “IG Story” Archive in Highlight.*

	Frequency	Percent	Valid Percent
Valid 2.00	1	2.5	2.5
3.00	28	70.0	70.0
4.00	11	27.5	27.5
Total	40	100.0	100.0

97.5% of the respondents agreed with the statement. There are 70% who chose *agreed* and the remaining (27.5%) chose *strongly agreed*. The highlight feature is used to archive “stories” that have been posted on IG Story. In addition, highlights can be used by *Instagram* users to summarize multiple videos and put together in one trailer theme and add a theme title for the trailer. Story highlights are below the profile and above before posting photos or video.

5. Reach.

Table 12. *Being Able to Access an English Course Account on Instagram Anytime.*

	Frequency	Percent	Valid Percent
Valid 2.00	4	10.0	10.0
3.00	31	77.5	77.5
4.00	5	12.5	12.5
Total	40	100.0	100.0

From the table above, total of the respondents who agreed with the statement is 90% (77.5% chose *agreed* and 12.5% *strongly agreed*). There are still 10%

disagreeing with the statement. They may not always open *Instagram*, or if they open *Instagram*, that is all for a short time.

Table 13. *Being Able to Share an English Course Account on Instagram to Relations.*

	Frequency	Percent	Valid Percent
Valid 2.00	4	10.0	10.0
3.00	32	80.0	80.0
4.00	4	10.0	10.0
Total	40	100.0	100.0

The table shows that 90% agreed with the statement. Mostly 80% chose *agreed* and 10% *strongly agreed*. To share an *Instagram* account is very simple, and also do not require a long time. However, there are 4 respondents (10%) who *disagreed*. There are 2 possibilities why they disagreed:

1. They do not have time to share the account, because they busy with their work.
2. They do not know how to share the account to their relations.

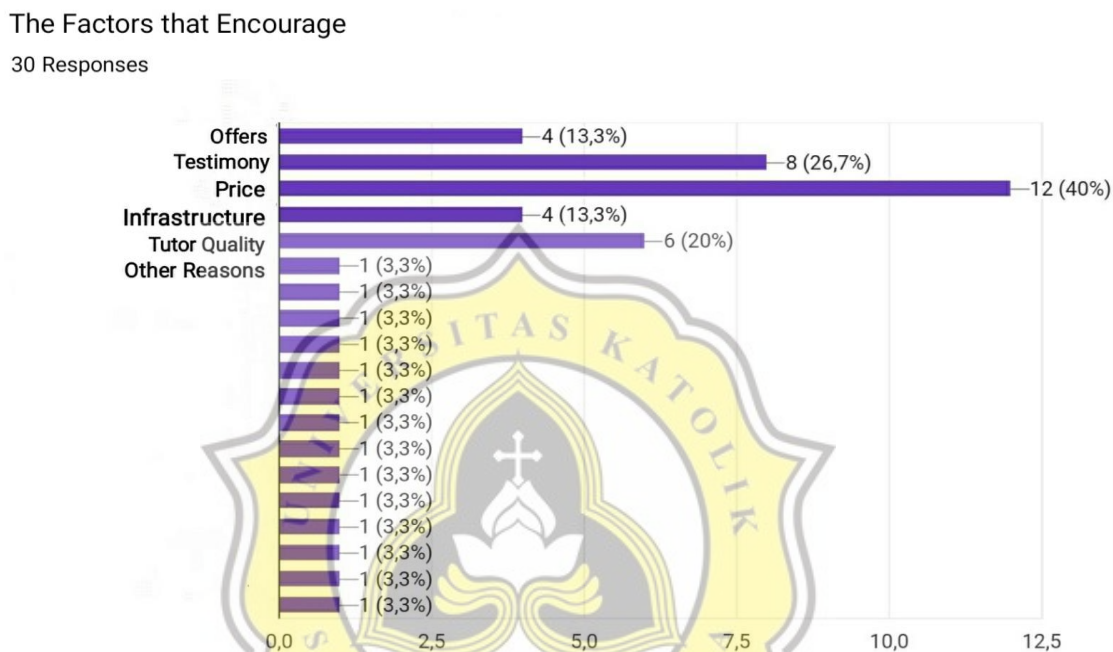
4.3. General Factors that Encourage Parents to Choose an English Course for their Children after Seeing the Promotion on *Instagram*

To find out the influencing factors, the writer makes an open-ended questionnaire. There is only one question, and the respondents answer the question briefly.

Statement for question research 2 is “Setelah Anda melihat promosi kursus Bahasa Inggris di *Instagram* apakah Anda berniat mengikuti anak Anda dalam kursus Bahasa Inggris tersebut?” (After seeing the English Course promotion on *Instagram* do you intend to register your children in the English Course?). From the table above, the writer finds out the result there are 27 respondents who *agreed* and also finds out there are 3 respondents who are *did not strongly agreed* (for the reason will be explained by the writer). Further, there still are 10 of respondents who *disagreed* with the statement. For the general factors that encourage them after seeing promotion an English Course on *Instagram* will be explained below.

Figure 2.

General Factors that Encourage the Parents' to choose an English Course for their Children after Seeing the Promotion on Instagram



Based on figure 8 above, 27 respondents *agreed* while the other 3 respondents *did not strongly agreed*. Nevertheless, the factors that encourage them are varied, and also the respondents gave their reasons or opinions (including the 3 respondents). From figure 8 above, the writer concludes several factors that encourage them to choose an English Course for their children:

1. Price (40%).

Most of the respondents chose the “price” offered when they see a promotion on *Instagram* or any social media. The price offered can also affect costumers’ interest. Affordable prices are also a consideration for parents to enroll their children in an English course.

2. Testimony (26.7%).

In addition to price, they also see the testimonies from the previous customers to prove that the business can be trusted. Before the customer buy a product or services they always look at the testimonies first, how they response, give opinions, et cetera. Testimonies are important because from that customers know the quality of the products or services, as written by the respondents:

W25: “*Testimoni yang sudah terpercaya.*”

(“Trusted testimonials.”)

M40: “... *dan menilai dari hasil testimoni apakah sesuai atau tidak jika sesuai dilanjutkan jika tidak maka tidak perlu dilanjutkan.*”

(“... and judging from the results of the testimony whether it is suitable or not, if it is suitable to be continued but if it is not appropriate then it does not need to be continued.”)

3. Tutor Quality (20%).

Tutor quality means how the teacher teaches the children whether the way of teaching is exciting or not and also follows the school curriculum. This sentence support by the reasons of two respondents:

M1: *“Dilihat dari cara mengajar, karena dengan cara mengajar yang menarik dapat menambah semangat anak untuk belajar lebih banyak”.*

(“Seen from the way of teaching, because an interesting way of teaching can increase the enthusiasm of children to learn more”.)

W13: *“... and mengikuti kurikulum sekolah serta waktu yang fleksibel.”*

(“... and follows the school curriculum, and also flexible time.”)

4. Offers (13.3%) and Infrastructure (13.3%).

Customers attracted to a promotion if what is offered is appealing (attractive offer). In addition, customers also pay attention to existing infrastructure.

5. Other reasons (3.3%).

a. Needs.

English is an international language, so English is very important. This is the reason for parents to take their children to intend an English Course.

W16: “..., karena bahasa Inggris merupakan jendela untuk berinteraksi dengan sesama negara.”

(“..., because English is a window for interacting with fellow countries.”)

M27: “Bahasa Inggris itu wajib dan diharuskan karena sudah menjadi bahasa internasional di seluruh dunia saat ini terlebih lagi di jaman digital sekarang.”

(“English is mandatory because it has become an international language (all over the world), especially in the digital era.”)

M34: “..., karena jaman sekarang bahasa Inggris merupakan bahasa internasional yang harus dipelajari, selain itu juga bagus untuk kemampuan bahasa.”

(“..., because nowadays English is an international language that must be learned, besides it is also good for language skills.”)

b. Efficiency.

The efficiency factor can also be a reason for the respondents. They do not have to bother looking for an English Course. As in **Figure 2** (p.35), in the English Course account profile the owner has provided an accessible address and also make it easier for customer (especially the parents) who are looking for an English Course for their children, like the answers of the two respondents below:

W28: “...., *karena mudah diakses tidak perlu repot mencari tempat.*”

(“...., because it is easily accessible, there is no need to bother looking for a place.”)

M30: “*Mudah dan praktis.*”

(“Easy and practical.”)

However, here are the answers given by 3 respondents who *did not strongly agreed*:

1. W24: “Tergantung kemauan si anak. Jika ya, saya mempertimbangkan dari kualitas pengajar dan cara belajar di sana seperti apa. Harga juga menjadi pertimbangan.”

(“Depends on the child’s will. If yes, I consider the quality of the instructor and how to study there. Price is also a consideration.”)

2. W22: “Tergantung info yang saya dapat dan testimoni dari orang-orang yang sudah ikut membuktikannya sebelum saya.”

(“Depends on the info I get and testimonials from people who have helped prove it before me.”)

3. M36: “Tergantung harga yang ditawarkan.”

(“Depending on the price offered.”)

Meanwhile, there were 10 respondents chose “no”. There were even 3 respondents who chose “no” accompanied by their reasons. Following are the reasons of the respondents:

1. W9: “..., *karena kurang efisien / tidak langsung melihat (tempatny).*”

(“..., because it is less efficient / not see directly (the place).”)

2. W19: “*Saya tidak berniat mengikutkan anak saya dalam kursus bahasa Inggris.*”

(“I have no intention to including of my child in an English Course.”)

3. W31: “..., *karena kurang percaya iklan di media sosial. Lebih percaya lembaga/instansi yang benar-benar diketahui akurat dan terjamin pembelajarannya.*”

(“..., because I do not trust ads on social media. Trust more institutions/agencies that are truly known to be accurate and guaranteed learning.”)