

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter shows the conclusion of the analysis data that have already been discussed in the previous chapter, and the writer also gives suggestions for further research.

5.1 Conclusion

Based on the analysis in chapter 4, it can be concluded that the parents and will be parents as the respondents have positive attitudes towards the use of *Instagram* to promote an English Course for children. For the general factors that encourage the parents and will be parents to send their children to join English Course after seeing the promotion on *Instagram* are price, testimony, tutor quality, offers (attractive offer), infrastructure, and needs. They also believe that using *Instagram* to promote an English Course is efficient. Besides, there are still parents who disagree because of distrusted advertising on social media.

5.2 Suggestion

About the conclusion above, the writer would like to give suggestions for further study. Not only the parents but also brothers or sisters who have younger siblings can be included as the respondents. The writer hopes that further researches

can involve more respondents and also get more in-depth data which can be obtained by conducting interviews.

