

APPENDIX



1.14% PLAGIARISM APPROXIMATELY

0.6% IN QUOTES

Report #12117877

CHAPTER 1 INTRODUCTION Background of the Study In this era, Instagram is a social media widely used by the public, both in Indonesia and outside Indonesia.

13 14 Instagram itself is launched on October 6, 2010. According to Miles (2014), two years after Instagram was released, it passed over 100 million users. The data above have proven that Instagram is one of the successful social media and is in demand by many people both inside and outside Indonesia. Because of its success, Instagram itself is not only used for connecting with friends or just sharing photos of personal experiences but also used as a marketing tool for many business owners. Instagram is considered a good means to provide a good business opportunity. It is not infrequently that the owners of well-known brands use Instagram as a promotional medium. Miles (2014) said that there are more than 50 percent well-known brands using Instagram as their promotional media. The presence of famous brands on Instagram makes other businesses use Instagram as a marketing medium through photo and video uploads and mediate communication between seller and buyer. Instagram allows users to exchange comments directly on uploaded photos, making it easier for buyers to provide direct feedback on uploaded photos. It also has a Direct Message (DM) feature that sellers and buyers can use to have private

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