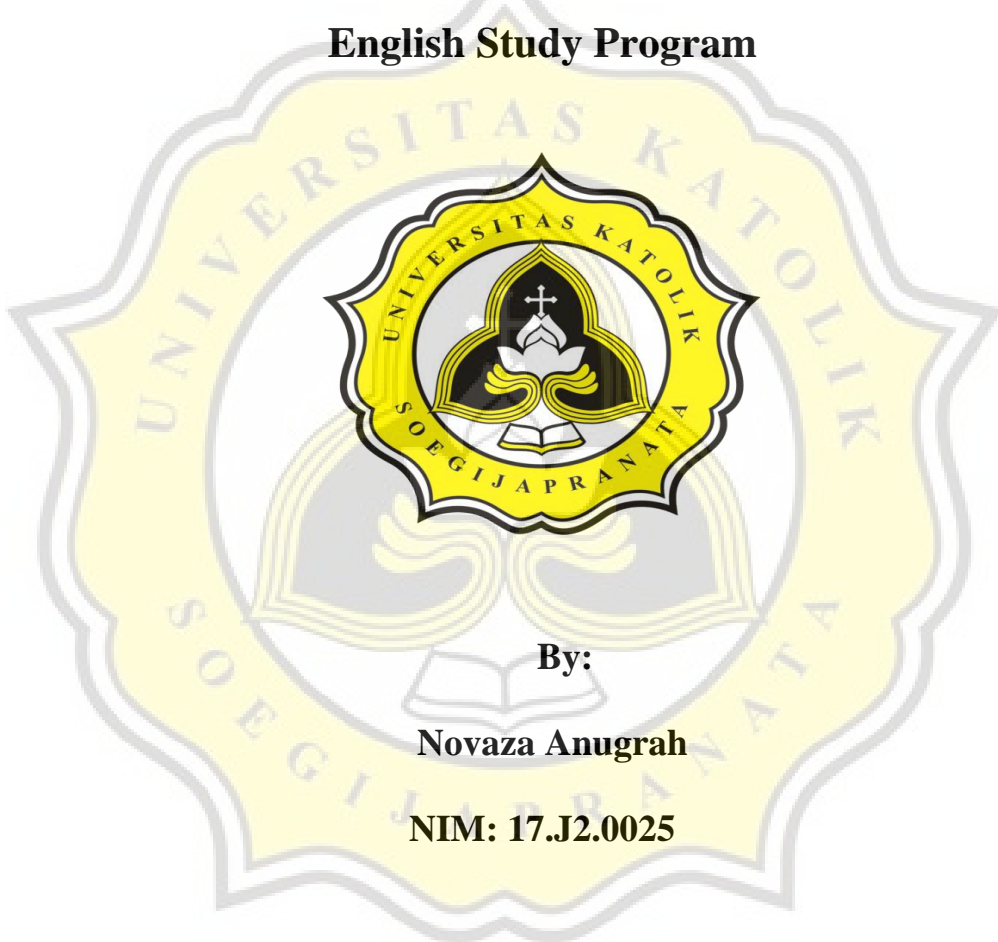


**MILLENNIALS' PERCEPTIONS OF PHOTO
PRODUCTS AND ONLINE CUSTOMER REVIEW ON
SHOPEE**

**A Thesis Presented as a Partial Fulfilment of the
Requirement for the Degree of Sarjana Sastra in the
English Study Program**



By:

Novaza Anugrah

NIM: 17.J2.0025

**ENGLISH DEPARTMENT
FACULTY OF LANGUAGE AND ARTS SOEGIJAPRANATA
CATHOLIC UNIVERSITY
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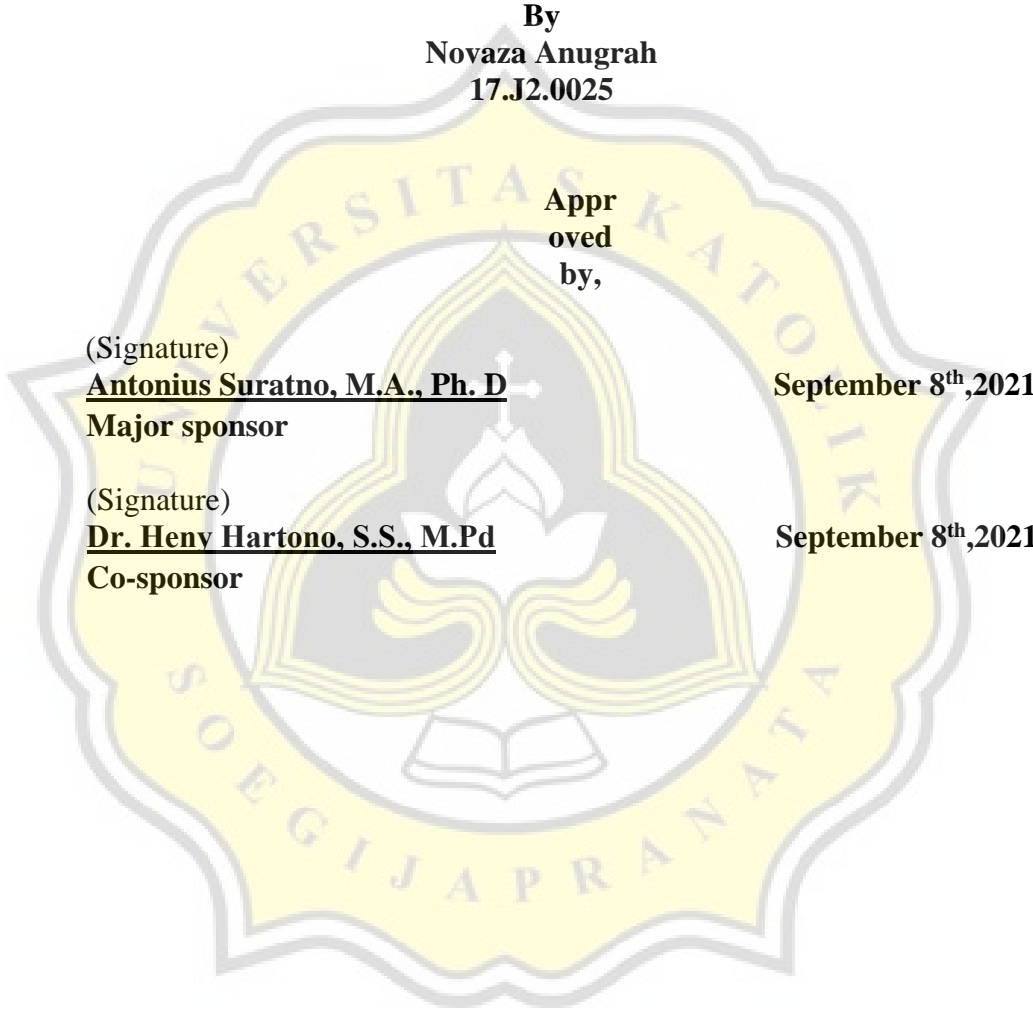
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ABSTRACT

In the present circumstances, technological advancement facilitates people in many ways including purchasing the products via online through the relevant shopping platforms. More interestingly, millennials unavoidably dominate and are labelled as the highest percentage in purchasing the products on Shopee. Shopee offers the service between the sellers and buyers in having a transaction process without seeing one another. This study aims to examine millennials perceptions of Photo Products and Online Customer Review on Shopee. The type of research employed was quantitative research and the purposive sampling used as the data collection technique. This research was conducted by distributing questionnaires to 50 millennial respondents. The result of this research denotes that the respondents have positive perceptions of Photo Products and Online Customer Review on the Shopee platform.

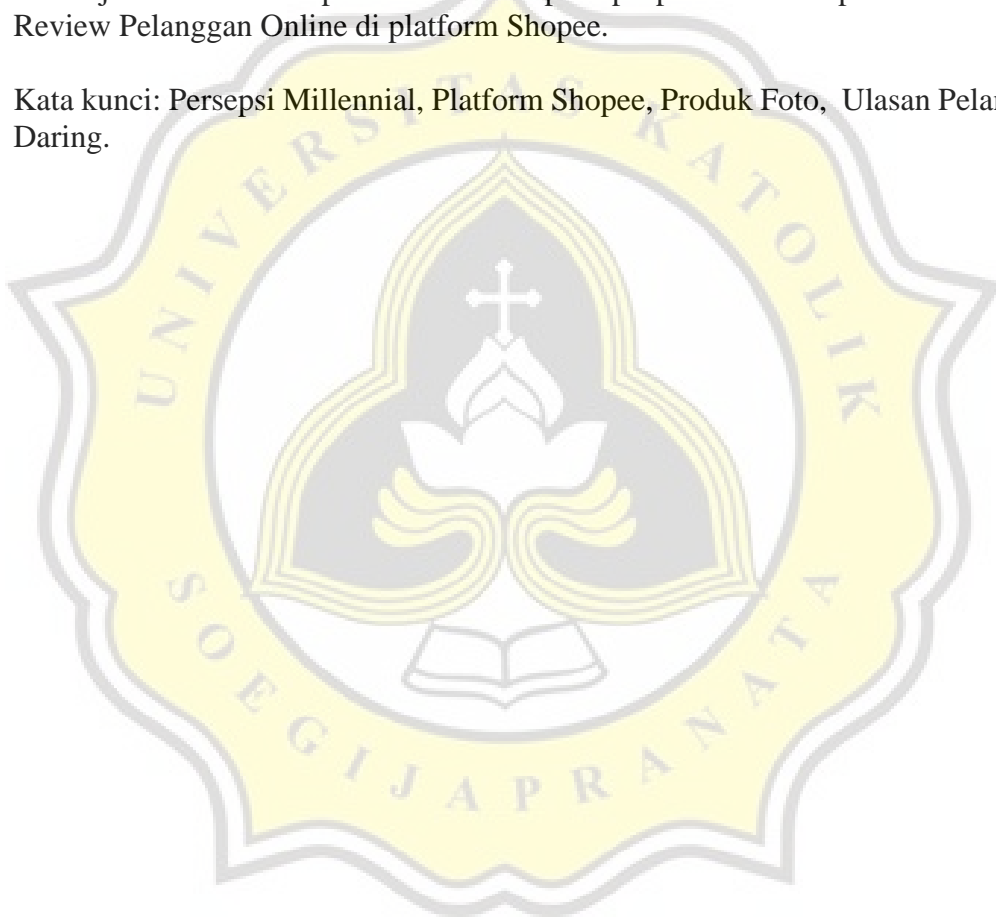
Keywords: Millennials Perceptions, Shopee Platform, Photo Products, Online Customer Review.



ABSTRAK

Dalam keadaan sekarang, kemajuan teknologi memudahkan orang dalam banyak hal termasuk membeli produk secara online melalui platform belanja yang relevan. Menariknya lagi, kaum milenial tak terhindarkan mendominasi dan dicap sebagai persentase tertinggi dalam pembelian produk di Shopee. Shopee menawarkan layanan antara penjual dan pembeli dalam melakukan proses transaksi tanpa melihat satu sama lain. Penelitian ini bertujuan untuk mengetahui persepsi generasi milenial terhadap Foto Produk dan Online Customer Review di Shopee. Jenis penelitian yang digunakan adalah penelitian kuantitatif dan teknik pengumpulan datanya menggunakan purposive sampling. Penelitian ini dilakukan dengan menyebarkan kuesioner kepada 50 responden milenial. Hasil penelitian ini menunjukkan bahwa responden memiliki persepsi positif terhadap Produk Foto dan Review Pelanggan Online di platform Shopee.

Kata kunci: Persepsi Millennial, Platform Shopee, Produk Foto, Ulasan Pelanggan Daring.



ACKNOWLEDGEMENT

Firstly, The writer wants to express her great thanks to God for His blessing and kindness. It is His endless and continuous kindness that makes the writer able to complete the research in order to fulfill the requirement of Bachelor Degree in Englishpreneurship Program, Language and Art Soegijapranata Catholic University. The writer would indeed like to express her sincere thanks to all of individual who have given the contributions for the writer to :

1. My sincere gratitude to Antonius Suratno, M.A., Ph.D, as my major sponsor who always gives me support, advice, and suggestions in completing this thesis. Thank you for the time and the guidance.

2. Dr. Heny Hartono, S.S., M. Pd, as the second advisor who has given many feedbacks, corrections and advice for this research. Thank you for her guidance, patience, and time. Because of her guidance, the writer can finish this script well.

3. All lecturers in the Faculty of Language and Art who have given the writer a lot of knowledge and inspirations during her study at Soegijapranata Catholic University Semarang.

4. The writer hands over thanks to her parents, who always support, pray, and love her. Furthermore, I would like to thank Pastor Gunawan Tjahjadi and Mrs. Melia Titolia and also Mrs. Herlia Titolia as my uncles and aunts who always support me so that the writer can complete her study.

5. The writer's best friends (Anggi, Nathania, Fariz, Viola, Matthew) who have given a lot of support for the writer to accomplish this thesis.

6. Joshua Misael who always gives support to the writer in completing this thesis, thank you so much!



Novaza Anugrah

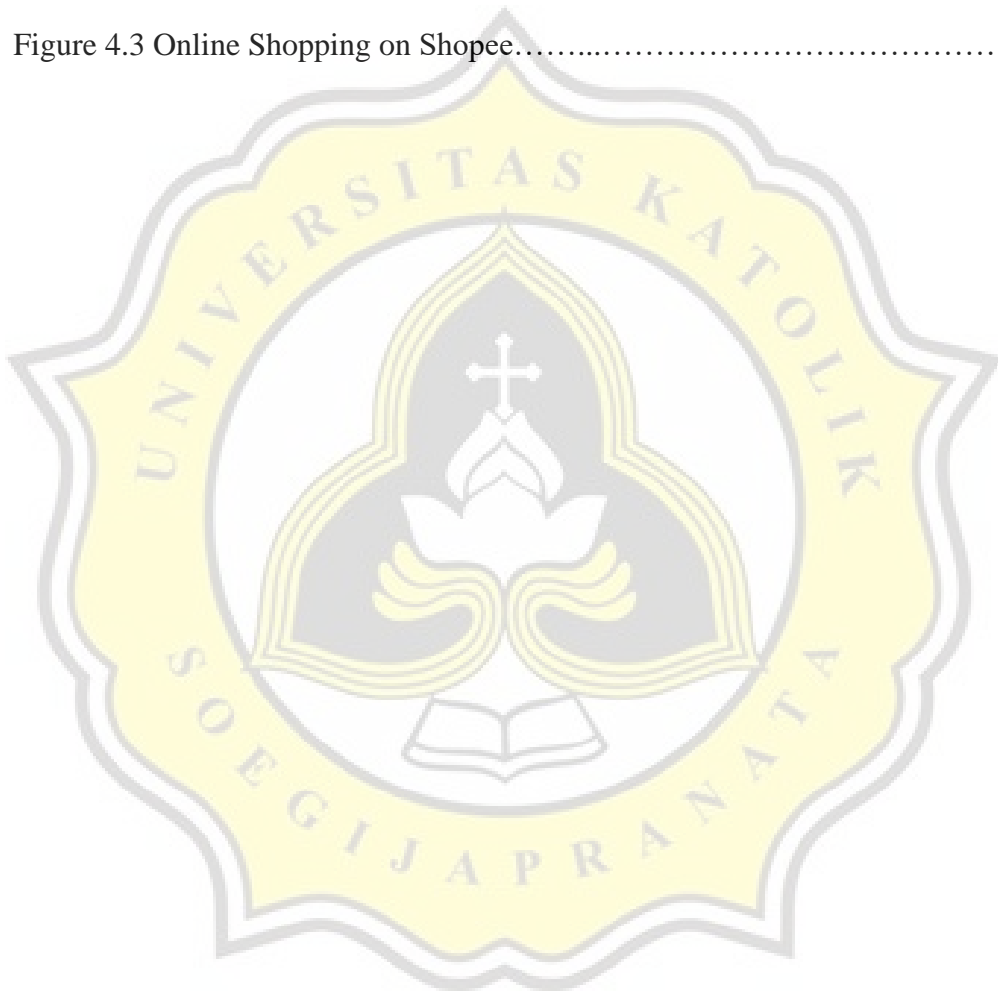
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