

**THE USE OF INSTAGRAM ADVERTISEMENTS IN
DEVELOPING SEMARANG CUSTOMERS' PURCHASE
INTENTION**

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



By

Thio, Nathasya Liana Nugroho

19.J2.0009

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

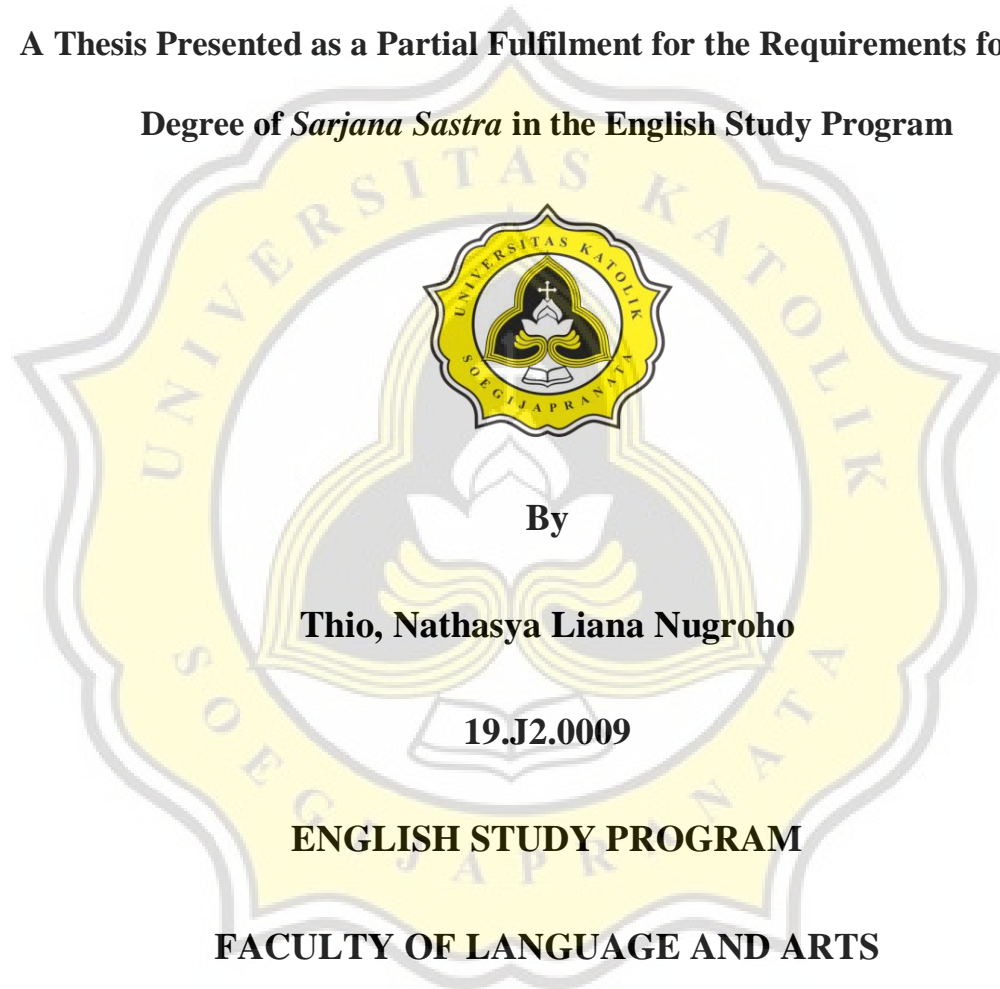
SOEGIJAPRANATA CATHOLIC UNIVERSITY

SEMARANG

2023

**THE USE OF INSTAGRAM ADVERTISEMENTS IN
DEVELOPING SEMARANG CUSTOMERS' PURCHASE
INTENTION**

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



By

Thio, Nathasya Liana Nugroho

19.J2.0009

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

SEMARANG

2023

ii

STATEMENT OF WORK'S ORIGINALITY

Yang bertandatangan di bawah ini:

Nama : Thio, Nathasya Liana Nugroho

NIM : 19.J2.0009

Progdi/konsentrasi : Englishpreneurship

Fakultas : Bahasa dan Seni

Dengan ini menyatakan bahwa Laporan Tugas Akhir dengan Judul “The Use of Instagram Advertisements in Developing Semarang Customers’ Purchase Intention” tersebut bebas plagiasi. Akan tetapi apabila terbukti melakukan plagiasi maka bersedia menerima sanksi sesuai dengan ketentuan yang berlaku.

Semarang, 23 Februari 2023

Yang menyatakan,



Thio, Nathasya Liana Nugroho

HALAMAN PENGESAHAN



Judul Tugas Akhir: : THE USE OF INSTAGRAM ADVERTISEMENTS IN DEVELOPING
SEMARANG CUSTOMERS' PURCHASE INTENTION

Diajukan oleh : THIO, NATHASYA LIANA N.

NIM : 19.J2.0009

Tanggal disetujui : 23 Februari 2023

Telah setuju oleh

Pembimbing 1 : Dra. Wuryani Hartanto M.A.

Pembimbing 2 : Dra. Cecilia Titiek Murniati M.A., Ph.D

Penguji 1 : Dr. Drs. Antonius Suratno M.A.

Penguji 2 : Dra. Cecilia Titiek Murniati M.A., Ph.D

Penguji 3 : Dra. Wuryani Hartanto M.A.

Ketua Program Studi : Dra. Cecilia Titiek Murniati M.A., Ph.D

Dekan : G. M. Adhyanggono S.S., M.A., PhD

Halaman ini merupakan halaman yang sah dan dapat diverifikasi melalui alamat di bawah ini.

sintak.unika.ac.id/skripsi/verifikasi/?id=19.J2.0009

**HALAMAN PERNYATAAN PUBLIKASI KARYA ILMIAH
UNTUK KEPENTINGAN AKADEMIS**

Yang bertanda tangan dibawah ini:

Nama : Thio, Nathasya Liana Nugroho

Program Studi : Englishpreneurship

Fakultas : Fakultas Bahasa dan Seni

Jenis Karya : Skripsi

Menyetujui untuk memberikan kepada Universitas Katolik Soegijapranata Semarang Hak Bebas Royalti Noneksklusif atas karya ilmiah yang berjudul “The Use of Instagram Advertisements in Developing Semarang Customers’ Purchase Intention” beserta perangkat yang ada (jika diperlukan). Dengan Hak Bebas Royalti Noneksklusif ini Universitas Katolik Soegijapranata berhak menyimpan, mengalihkan media/formatkan, mengelola dalam bentuk pangkalan data (*database*), merawat, dan mempublikasikan tugas akhir ini selama tetap mencantumkan nama saya sebagai penulis / pencipta dan sebagai pemilik Hak Cipta.

Demikian pernyataan ini saya buat dengan sebenarnya.

Semarang, 23 Februari 2023

Yang menyatakan



Thio, Nathasya Liana Nugroho

A THESIS APPROVAL

The Use of Instagram Advertisements in Developing Semarang Customers'

Purchase Intention

By

Thio, Nathasya Liana Nugroho

19.J2.0009

Approved by,

Dra. Wuryani Hartanto, M.A.

February 23, 2023

Major sponsor

Dra. Cecilia Titiek Murniati M.A., Ph.D

February 23, 2023

Co-sponsor

A thesis defended in front of the Board of Examiners

on February 23, 2023 and

is declared acceptable

BOARD OF EXAMINERS

First Examiner : Drs. Antonius Suratno, M.A., Ph.D.

Second Examiner : Dra. Cecilia Titiek Murniati., M.A., Ph.D.

Third Examiner : Dra. Wuryani Hartanto, M.A.

Semarang, February 23, 2023

Faculty of Language and Arts

Dean,

G.M Adhyanggono, S.S., M.A.

NPP. 058.1.1999.225

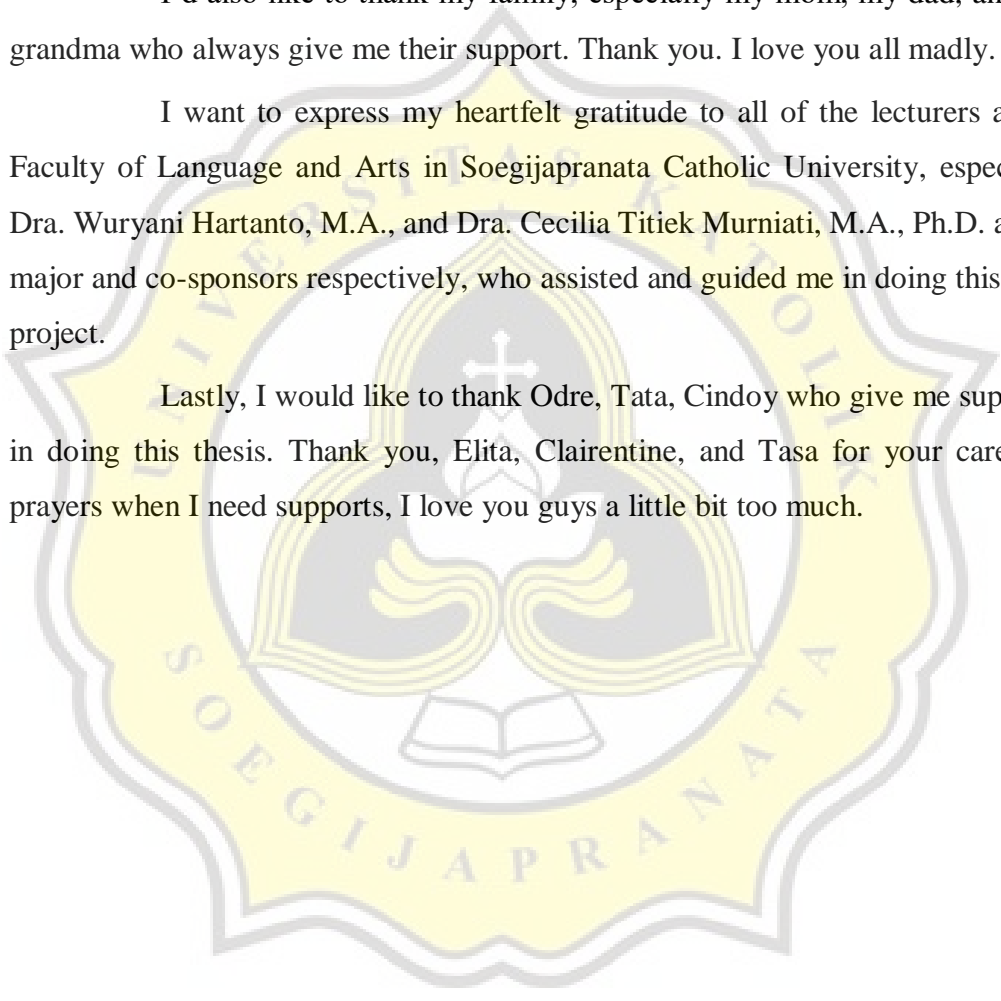
ACKNOWLEDGEMENT

First and foremost, I would like to thank Jesus Christ for His grace, mercy, and guidance in finishing this final project. I would not have completed this final project on time without His assistance.

I'd also like to thank my family, especially my mom, my dad, and my grandma who always give me their support. Thank you. I love you all madly.

I want to express my heartfelt gratitude to all of the lecturers at the Faculty of Language and Arts in Soegijapranata Catholic University, especially Dra. Wuryani Hartanto, M.A., and Dra. Cecilia Titiek Murniati, M.A., Ph.D. as my major and co-sponsors respectively, who assisted and guided me in doing this final project.

Lastly, I would like to thank Odre, Tata, Cindoy who give me supports in doing this thesis. Thank you, Elita, Clairentine, and Tasa for your care and prayers when I need supports, I love you guys a little bit too much.



Thio, Nathasya Liana Nugroho

TABLE OF CONTENTS

PAGE OF TITLE.....	i
HALAMAN PERNYATAAN PUBLIKASI KARYA ILMIAH	v
PAGE OF APPROVAL	vi
BOARD OF EXAMINERS	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS.....	ix
LIST OF TABLE.....	xi
ABSTRACT	xii
ABSTRAK	xiii
CHAPTER 1	1
INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY	1
1.2 FIELD OF THE STUDY	2
1.3 SCOPE OF THE STUDY	3
1.4 RESEARCH QUESTION.....	3
1.5 OBJECTIVE OF THE STUDY.....	3
1.6 SIGNIFICANCE OF THE STUDY	3
1.7 DEFINITION OF TERMS.....	4
CHAPTER 2.....	5
REVIEW OF LITERATURE.....	5
2.1 Social media marketing and its significance in business.....	5
2.2 Instagram as a marketing tool	5
2.3 Connection of ‘advertisement’ and ‘Instagram as a marketing tool’	6
2.4 The importance of advertisement in sales.....	7
2.5 Viewpoints of purchase intention.....	7
CHAPTER 3.....	9
METHOD OF DATA COLLECTION AND ANALYSIS	9
3.1 Research design.....	9
3.2. Method of Data Collection.....	9
3.2.1 Research participants	9

3.2.2 Instruments	10
3.2.3 Procedure	11
3.3 Method of Data Analysis	11
CHAPTER 4.....	12
DATA ANALYSIS.....	12
4.1 The use of Instagram Advertisements	12
4.1.1 The frequency of Instagram story and feeds advertisements	12
4.1.2 Instagram Advertisements provide product-related contents and references	14
4.2 Instagram features help customers to do online shopping	19
4.2.1 Instagram features are helpful to memorize detailed information	19
4.2.2 Instagram business features assist business owners to keep their businesses on top.....	22
4.3 The use of Instagram Advertisement on purchase intention.....	25
4.3.1 Instagram advertisement assists their users to find the business page at a particular shop in Semarang	25
4.3.2 Instagram advertisement helps business to gain customers' trust.....	29
4.3.3 Instagram advertisement boosts customers purchase intention at a particular shop in Semarang	33
CHAPTER 5.....	37
CONCLUSION AND SUGGESTIONS.....	37
5.1 Conclusion	37
5.2 Suggestions	38
BIBLIOGRAPHY.....	39
APPENDIX/APPENDICES.....	42

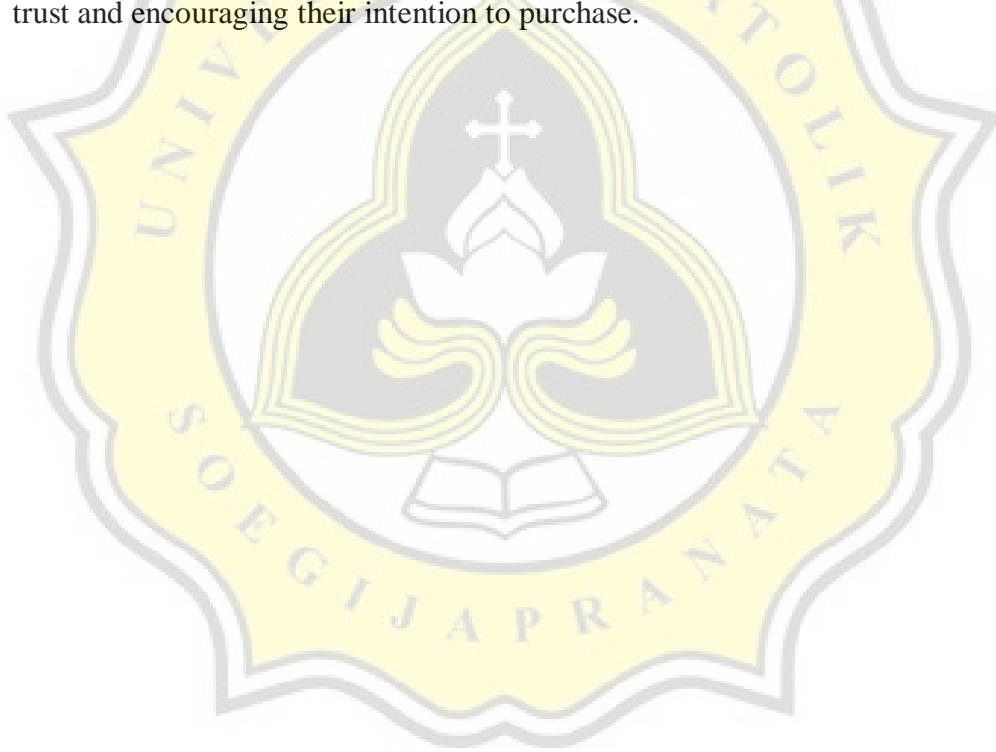
LIST OF TABLE

Table 1 Description of Respondents



ABSTRACT

The clothing industry in Indonesia is expanding rapidly nowadays. Business owners switched to sell their clothes online rather than selling offline. Selling clothes online is considerably more convenient and doesn't always cost as much as doing it in-store. Social media are frequently used by businesses to advertise their products and services. The purposes of this study is to reveal the use of Instagram Advertisements to develop Semarang customers' purchase intention. To address the research question, the researcher conducted interviews. Ten participants agreed to be recruited and interviewed. The findings indicate that customers are assisted by Instagram Advertisements to find business page through Instagram story and feeds advertisements which develop their purchase intention. Businesses on Instagram has grown significantly and they offer clothes as well. The owners promote their businesses by using Instagram advertisement to assist them. With this kind of advertising, it helps business owner to develop the business by gaining customers' trust and encouraging their intention to purchase.



ABSTRAK

Industri pakaian di Indonesia berkembang pesat saat ini. Pemilik bisnis beralih menjual pakaiannya secara online daripada menjual secara offline. Menjual pakaian secara online jauh lebih nyaman dan tidak selalu menghabiskan biaya sebanyak menjual di toko. Media sosial sering digunakan oleh bisnis untuk mengiklankan produk dan layanan mereka. Tujuan dari penelitian ini adalah untuk mengungkap persepsi pelanggan tentang penggunaan Iklan Instagram untuk mengembangkan niat beli mereka. Untuk menjawab pertanyaan penelitian, peneliti melakukan wawancara. Sepuluh peserta setuju untuk direkrut dan diwawancarai. Temuan menunjukkan bahwa pelanggan dibantu oleh Iklan Instagram untuk menemukan halaman bisnis melalui cerita Instagram dan feed iklan yang mengembangkan niat beli mereka. Bisnis di Instagram telah berkembang secara signifikan dan mereka juga menjual pakaian. Pemilik mempromosikan bisnis mereka dengan menggunakan iklan Instagram untuk membantu mereka. Dengan iklan semacam ini, membantu pemilik bisnis untuk mengembangkan bisnis dengan mendapatkan kepercayaan pelanggan dan mendorong niat mereka untuk membeli.

