CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the analysis, data collection from the previous chapter, supporting theories, interviews, and observations, Instagram Advertisements assist customers to find business page through Instagram story and feeds advertisements. Instagram provides product-related content using Big Data to offer content according to customers preference. Not only does Instagram help customers to shop online, it also assists business owners to develop their business to become a top-of-mind business. Their business features are considered convenient to collect detailed information of a particular product. Instagram users are now using feature "saves" to compile posts and the information contained rather than taking a screenshot that takes too much space in their gallery.

All of the respondents stated that Instagram advertisement redirects them to visit the page of a particular shop in Semarang. Businesses on Instagram don't always appear on the search result due to the algorithm of Instagram. As a result, Instagram advertisement assists the business owners to promote their shops by popping up on users' Instagram accounts. Pictures or videos that pop up when the users scrolling will progressively gain their trust due to the appearance of

the contents. If the customers' trust is built, it would encourage their intention to purchase.

5.2 Suggestions

This study talks about the use of Instagram Advertisements in developing Semarang customers' purchase intention. The researcher suggests that further research should be designed to examine the use of Instagram advertisement in developing customers' brand awareness. This study is a qualitative study with ten participants. Future research can adopt the quantitative method to analyse the effect of using Instagram advertisement on gaining business engagement.