

APPENDIX/APPENDICES

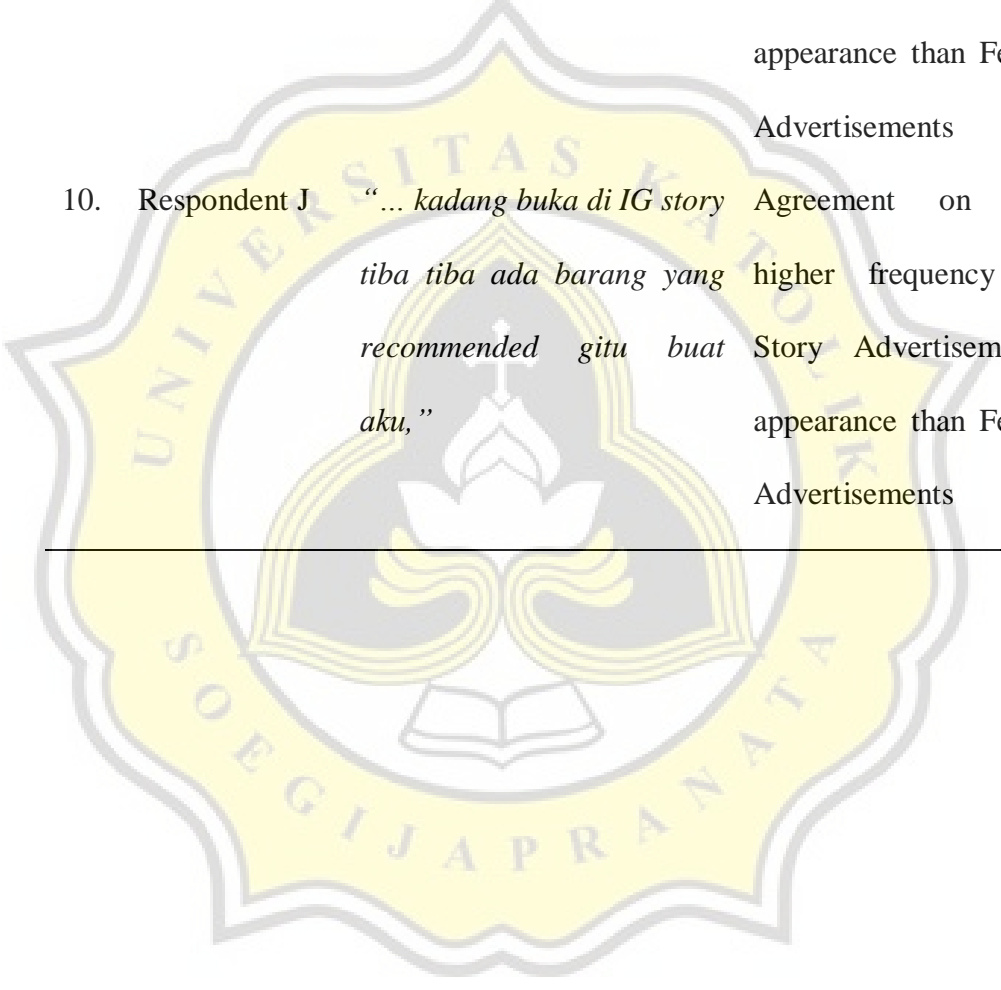
1. Do you know our business?
2. Do you think Instagram Ads helps you to find us? Why?
3. Do you think Instagram Ads helps you to find relevant products? Why?
4. Are X Shop products relevant to your needs?
5. Are X Shop products affordable?
6. Does Instagram Advertisements influence your purchase intentions on X Shop?
7. Will you only make purchase if you are familiar to the shop?
8. Will you show my effort (go to the business page, interacting with the business page) if you have interest of a shop?
9. Which Instagram business features you use the most?
10. Will you make purchase someday if you're interested with X Shop?
11. Will you make purchase at X Shop rather than making purchase at another online shop?

Interview responses

No.	List of respondents	Respondents' statements	Responses
1.	Respondent A	<p><i>"Soalnya kan kalau misal awal kan nggak tahu ya ada olshop itu, tapi kadang tuh kayak muncul gitu di story IG ads nya, Kalau misalkan interested, ya dibuka accountnya."</i></p>	<p>Agreement on the higher frequency of Story Advertisements appearance than Feeds Advertisements</p>
2.	Respondent B	<p><i>"...muncul referensi, muncul ads di story."</i></p>	<p>Agreement on the higher frequency of Story Advertisements appearance than Feeds Advertisements</p>
3.	Respondent C	<p><i>"...biasa kalau lihat di story tiba tiba ada iklan kan."</i></p>	<p>Agreement on the higher frequency of Story Advertisements appearance than Feeds Advertisements</p>

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4. Respondent D “*biasane banyak orang yang ngeklik dari ads kan, dari feeds misal.*” Agreement on the higher frequency of Feeds Advertisements appearance than Story Advertisements
5. Respondent E “*...dan jadi tahu olshop mu itu jual jual apa aja gitu ya lewat ads di story gitu.*” Agreement on the higher frequency of Story Advertisements appearance than Feeds Advertisements
6. Respondent F “*.. saya juga sering nemu barang barang bagus juga lewat story ads.*” Agreement on the higher frequency of Story Advertisements appearance than Feeds Advertisements
7. Respondent G “*pas lihat Instagram story gitu tuh kadang bisa muncul ads nya sendiri gitu.*” Agreement on the higher frequency of Story Advertisements appearance than Feeds Advertisements
8. Respondent H “*karena adsnya di feeds terus saya tertarik melihat terus kayak bisa di klik*” Agreement on the higher frequency of Feeds Advertisements
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- langsung ke instagramnya appearance than Story
 gitu lo.” Advertisements
9. Respondent I “...terus waktu aku buka Agreement on the
 Instagram muncul di higher frequency of
 Instagram Ads di story.” Story Advertisements
 appearance than Feeds
 Advertisements
10. Respondent J “... kadang buka di IG story Agreement on the
 tiba tiba ada barang yang higher frequency of
 recommended gitu buat Story Advertisements
 aku,” appearance than Feeds
 Advertisements
-



No.	List of respondents	Respondents' statements	Responses
1.	Respondent A	<p><i>“Soalnya misal kayak awalnya nggak tahu ya kalau misal ada ternyata ada misal jual produk itu, tapi kayak abis itu muncul aja di IG ads, terus ternyata sesuai sama kebutuhan saya, ya saya klik.”</i></p>	<p>Agreement on the role of Instagram Advertisements to provide product-related contents and references</p>
2.	Respondent B	<p><i>“Soalnya itu kan Instagram kan pakai algoritma ya, terus kalau misalnya saya lagi mau cari baju gitu itu pasti muncul referensi, muncul ads gitu tu kayak yang sesuai dengan apa yang saya cari sebelumnya.”</i></p>	<p>Agreement on the role of Instagram Advertisements to provide product-related contents and references</p>
3.	Respondent C	<p><i>“Kan setahu saya kalau Instagram itu kan disesuaikan sama kita yang sama apa sih, sejarah pencarian kita ya? Ya itu.</i></p>	<p>Agreement on the role of Instagram Advertisements to provide product-</p>

misal, misal saya bisa cari panci di Instagram, nanti itu iklannya juga isinya panci panci kak.” related contents and references

4. Respondent D “*Soalnya semua produk apapun itu ngebantu aku buat nemuin produk apa yang paling sesuai sama kebutuhanku, sih.”* Agreement on the role of Instagram Advertisements to provide product-related contents and references

5. Respondent E “*Menurutku sih membantu ya, soalnya kalau lagi buka shopee misal trus kayak masih belum nemu produk yang menarik buat aku. Trus pas aku buka IG, kadang tuh kayak muncul muncul rekomendasi skincare.”* Agreement on the role of Instagram Advertisements to provide product-related contents and references

6. Respondent F “*Membantu sih, kak. Soalnya kan, karena setau saya ya kayak misal saya lagi scroll scroll di e-commerce* Agreement on the role of Instagram Advertisements to provide product-

	<p><i>lain, itu mungkin karena ada sesuatu kayak saya juga paham teknologi, mungkin karena ada apa mungkin terus kayak di Instagram bisa muncul itu loh kak, misal saya cari moisturizer, di Instagram tuh bisa muncul gitu, dan itu membantu banget sih. Buat saya.”</i></p>	related contents and references
7.	<p>Respondent G <i>“Iya sih cukup membantu sih untuk saat ini.”</i></p>	<p>Agreement on the role of Instagram Advertisements to provide product-related contents and references</p>
8.	<p>Respondent H <i>“Kadang itu muncul sendiri itu tanpa kita nyari nyari kadang kayak udah direkomendasikan langsung gitu.”</i></p>	<p>Agreement on the role of Instagram Advertisements to provide product-related contents and references</p>

9. Respondent I “*Ya, kayak tadi gitu nyari Agreement on the role referensi baru ketika ada of Instagram misal di toko online shop Advertisements to nyari misal make up atau provide product-brush make up nah kadang related contents and tuh yang di toko online tu references*

kadang tu enggak semuanya muncul yang aku pingin terus waktu aku buka Instagram muncul di Instagram Ads itu kadang tu bisa pas banget referensinya dan oh ini yang aku cari gitu.”

10. Respondent J “*Kadang saya cari di shopee Agreement on the role atau apa tuh ndak ketemu, of Instagram terus kadang buka IG tiba Advertisements to tiba ada barang yang provide product-recommended gitu sesuai related contents and yang dicari tadi. Itu yang references membantu sih.”*

List of respondents	Respondents' statements	Responses
1. Respondent A	<p>“... <i>Apalagi paling sering di save soalnya kan kadang lupa gitu ya nama olshopnya terus kalo di save kan biar lebih gampang misal kalau mau cari lagi.</i>”</p>	<p>Agreement on “Saves” as the most Instagram features used.</p>
2. Respondent B	<p>“...<i>pengen liat terus kalau ternyata bagus, kita bakal follow.</i>”</p>	<p>Agreement on “Follow” as the most Instagram features used.</p>
3. Respondent C	<p>“<i>Kalau saya sih ngesave aja ya nggak follow sih. soalnya biasanya kalau follow kan kelihatan itu, tapi kalo save kan privasi.</i>”</p>	<p>Agreement on “Saves” as the most Instagram features used.</p>
4. Respondent D	<p>“<i>Aku emang sering sharing tentang shop atau brand yang aku suka lewat DM.</i>”</p>	<p>Agreement on “Direct Message” as the most Instagram features used.</p>

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5. Respondent E “*Iya, biasanya kalau aku nemu iklan baju yang lucu bagus bagus, biasanya aku ngesave sih.*” Agreement on “Saves” as the most Instagram features used.
6. Respondent F “*Even sebelum Instagram ada fitur save saya itu sering banget screenshot suatu barang ya ngga baju, ya ngga skincare yang interesting, galeri saya jadi penuh banget.*” Agreement on “Saves” as the most Instagram features used.
7. Respondent G “*... Biasanya aku share ke teman sih.*” Agreement on “Direct Message” as the most Instagram features used.
8. Respondent H “*Biasanya aku kayak ngesave ngesave gitu.*” Agreement on “Saves” as the most Instagram features used.
9. Respondent I “*... Iya, tapi paling banyak sih biasanya aku save.*” Agreement on “Saves” as the most Instagram features used.
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10. Respondent J *“Iya, kalau saya misal suka sama shop itu dari segi konten dan yang dia jual pasti saya follow.”* Agreement on “Follow” as the most Instagram features used.
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No.	List of respondents	Respondents' statements	Responses
1.	Respondent A	<i>"... Abis itu muncul aja di IG ads, terus ternyata sesuai sama kebutuhan saya, ya saya klik."</i>	Agreement on "Click" as respondent's action when seeing Instagram advertisement pops up.
2.	Respondent B	<i>"Karena kan kalau post nya udah lewat berkali kali, terus kayak kelihatan itu barangnya kaya gimana, jadi lebih ada gambaran, biasanya saya visit shopnya."</i>	Agreement on "Click" as respondent's action when seeing Instagram advertisement pops up.
3.	Respondent C	<i>"Kalau misalnya menarik ya saya masuk ke halamannya."</i>	Agreement on "Click" as respondent's action when seeing Instagram advertisement pops up.
4.	Respondent D	<i>"Jadi kalau emang kamu nge-ad lewat Instagram ya pasti itu membantu banget dan biasane banyak orang yang ngeklik dari ads kan."</i>	Agreement on "Click" as respondent's action when seeing Instagram advertisement pops up.

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5. Respondent E “*Jadi menurutku membantu Agreement on “Scroll”
sih. Tergantung sih, kalau ga as respondent’s action
sesuai ya di scroll.”* when seeing Instagram
advertisement pops up.
6. Respondent F “*...sering nemu barang Agreement on “Click”
barang bagus juga lewat as respondent’s action
story, jadi saya langsung when seeing Instagram
klik.”* advertisement pops up.
7. Respondent G “*.. lewat ads, biasanya bisa Agreement on “Click”
mengunjungi page nya as respondent’s action
langsung kan.”* when seeing Instagram
advertisement pops up.
8. Respondent H “*Terus karena adsnya terus Agreement on “Click”
saya tertarik melihat terus as respondent’s action
kayak bisa di klik langsung when seeing Instagram
ke Instagramnya gitu lo,”* advertisement pops up.
9. Respondent I “*...Lumayan bisa cari Agreement on “Scroll”
referensi baru, tapi kadang as respondent’s action
ada yang menurutku ga when seeing Instagram
sesuai sama aku, ya aku advertisement pops up.
lewati.”*
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10. Respondent J “*Iya, tapi tergantung referensi apa dulu, kalau ga sesuai aku biasanya skip aja.*” Agreement on “Scroll” as respondent’s action when seeing Instagram advertisement pops up.
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No.	List of respondents	Respondents' statements	Responses
1.	Respondent A	<i>"Ndak tau."</i>	Disagreement on respondent's familiarity to a particular shop in Semarang
2.	Respondent B	<i>"Belum tau sih."</i>	Disagreement on respondent's familiarity to a particular shop in Semarang
3.	Respondent C	<i>"Enggak, belum pernah lihat."</i>	Disagreement on respondent's familiarity to a particular shop in Semarang
4.	Respondent D	<i>"Nggak pernah."</i>	Disagreement on respondent's familiarity to a particular shop in Semarang

5.	Respondent E	<i>“Belum.”</i>	Disagreement	on
			respondent’s	
			familiarity	to a
			particular	shop in
			Semarang	
6.	Respondent F	<i>“X Shop ya? sebelumnya sih saya pun belum pernah tau sih kak.”</i>	Disagreement	on
			respondent’s	
			familiarity	to a
			particular	shop in
			Semarang	
7.	Respondent G	<i>“Belum sih, belum pernah.”</i>	Disagreement	on
			respondent’s	
			familiarity	to a
			particular	shop in
			Semarang	
8.	Respondent H	<i>“Oh belum tau ya.”</i>	Disagreement	on
			respondent’s	
			familiarity	to a
			particular	shop in
			Semarang	
9.	Respondent I	<i>“Belum pernah sih, kak.”</i>	Disagreement	on
			respondent’s	
			familiarity	to a

particular shop in
Semarang

10. Respondent J “*Belum.*” Disagreement on
respondent’s
familiarity to a
particular shop in
Semarang



No.	List of respondents	Respondents' statements	Responses
1.	Respondent A	<p><i>“Soalnya kan kalau misal awal kan nggak tahu ya ada olshop itu, tapi kadang tuh kayak muncul gitu”</i></p>	<p>Agreement on the role of Instagram Advertisements in assisting respondent to find the business page at a particular shop in Semarang</p>
2.	Respondent B	<p><i>“Iya sih banget.”</i></p>	<p>Agreement on the role of Instagram Advertisements in assisting respondent to find the business page at a particular shop in Semarang</p>
3.	Respondent C	<p><i>“Ya karena kan kalo nggak dari Instagram ads saya tau dari mana lagi.”</i></p>	<p>Agreement on the role of Instagram Advertisements in assisting respondent to find the business page at a particular shop in Semarang</p>

4. Respondent D *“Iya itu cukup membantu sih.”* Agreement on the role of Instagram Advertisements in assisting respondent to find the business page at a particular shop in Semarang
5. Respondent E *“Kalau instagram ads itu menurut saya sangat membantu ya, jadi dari orang yang gak tau tentang olshop olshop mu jadi tahu dan jadi tahu olshop mu itu jual jual apa aja.”* Agreement on the role of Instagram Advertisements in assisting respondent to find the business page at a particular shop in Semarang
6. Respondent F *“... menurut saya sih berguna sih Instagram Advertisement.”* Agreement on the role of Instagram Advertisements in assisting respondent to find the business page at a particular shop in Semarang
7. Respondent G *“Misalkan belum tahu, jadi tahu gitu, lewat ads.”* Agreement on the role of Instagram

- Advertisements in assisting respondent to find the business page at a particular shop in Semarang
8. Respondent H *“Kan sebelumnya misal saya tidak tahu tentang sebuah online shop. Terus karena adsnya di feeds terus saya tertarik melihat terus kayak bisa di klik langsung ke instagramnya gitu lo, terus kayak jadi tau, online shop ini.”* Agreement on the role of Instagram Advertisements in assisting respondent to find the business page at a particular shop in Semarang
9. Respondent I *“Iya kak bantu banget.”* Agreement on the role of Instagram Advertisements in assisting respondent to find the business page at a particular shop in Semarang
10. Respondent J *“Bisa sih, itu berpengaruh juga sih.”* Agreement on the role of Instagram

Advertisements in
assisting respondent to
find the business page
at a particular shop in
Semarang



No.	List of respondents	Respondents' statements	Responses
1.	Respondent A	<p><i>"Iya, soalnya kalau misalkan dari foto foto feedsnya itu sudah kayak menarik dan lengkap, pastinya kita lebih merasa interested untuk membeli ya sebagai customer. Tapi kalo misalkan feeds nya kurang bagus ya kayak jadi nggak meyakinkan gitu."</i></p>	<p>Agreement on "detailed information" as an aspect which develop respondent's trust.</p>
2.	Respondent B	<p><i>"Karena kan kalau post nya udah lewat berkali kali, biasanya saya visit shopnya. trus berarti udah banyak yang nge review juga, terus kayak kelihatan itu barangnya kaya gimana kalau dicoba kayak gimana gitu. Jadi, membuat pasti sih."</i></p>	<p>Agreement on "detailed information" as an aspect which develop respondent's trust.</p>

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3. Respondent C “*Saya itu tipenya, kalau Agreement on misalnya udah beli di satu “excellent service” as toko cocok bahannya, an aspect which harganya, terus adminnya develop respondent’s juga baik gitu ya saya beli trust. disitu, trus saya gak ganti ganti.”*
4. Respondent D “*Iya dong, karena kan kalau Agreement on misalkan kita familiar sama “detailed information” suatu shop yang of course itu as an aspect which ngebangun trust kita develop respondent’s terhadap shop itu” trust.*
5. Respondent E “*Iya pengaruh banget. Agreement on Karena saat sebuah shop “detailed information” bikin iklan yang niat, iklan as an aspect which yang maksudnya develop respondent’s menunjukkan produknya trust. dengan baik, menurutku itu membangun trust juga ke customer. Jadi terlihat olshopnya nggak asal asalan gitu. Jadi pembeli itu*
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menjadi lebih percaya dan tertarik.”

6. Respondent F “Menurut saya pribadi Agreement on sangat berpengaruh sih. “detailed information” Apalagi bikin konten konten as an aspect which gitu, terus keaktifan develop respondent’s instagram clothing linenya trust. juga pasti berpengaruh sih kayak mereka sering update dan lain lain. Jadi lebih tertarik gitu lho.”
7. Respondent G “Ya, betul-betul. Ini juga Agreement on bisa jadi membangun “detailed information” kepercayaan, customer ya, as an aspect which building trust.” develop respondent’s trust.
8. Respondent H “Iya harus tahu dulu Agreement on kontennya. Biar kita lebih “detailed information” percaya aja sih.” as an aspect which develop respondent’s trust.
9. Respondent I “Tentunya iya kak ibarat Agreement on kalau kamu ga kenal, kamu “detailed information”
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nggak sayang gitu, jadi kalo as an aspect which
misalnya kamu nggak tau develop respondent's
detail produknya kayak trust.

gimana, kadang kan ada
online shop, yang nggak
nunjukin detail bahannya
kayak gimana. Jadi pas mau
beli itu kayak ragu gitu loh."

10. Respondent J "... karena customer pasti Agreement on
kan lihat dari kontennya "detailed information"
juga." as an aspect which
develop respondent's
trust.
-

No.	List of respondents	Respondents' statements	Responses
1.	Respondent A	<i>"...Tapi kalo misalkan feeds nya kurang bagus ya kayak jadi nggak meyakinkan gitu."</i>	Agreement on "frequency and the aesthetic of the contents" as an aspect which develops respondent's purchase intention at a particular shop in Semarang
2.	Respondent B	<i>"Terus barang barangnya itu juga mostly yang yang diiklanin itu bagus gitu."</i>	Agreement on "frequency and the aesthetic of the contents" as an aspect which develops respondent's purchase intention at a particular shop in Semarang
3.	Respondent C	<i>"...Beberapa clothing line, sekarang mereka jualnya overprice. Terus yang di X Shop ini dengan model kayak itu yang hampir hampir"</i>	Agreement on "frequency and the aesthetic of the contents" as an aspect which develops

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- sama, harganya jauh banget.”* respondent’s purchase intention at a particular shop in Semarang
4. Respondent D *“Iya dong, karena kan kalau misalkan kita familiar sama suatu shop yang of course itu ngebangun trust kita terhadap shop itu dan nantinya juga ngarahnya pasti ke purchasing, jadi iya.”* Agreement on “frequency and the aesthetic of the contents” as an aspect which develops respondent’s purchase intention at a particular shop in Semarang
5. Respondent E *“... Saat sebuah shop bikin iklan yang niat, iklan yang maksudnya menunjukkan produknya dengan baik,... Jadi pembeli itu menjadi lebih percaya dan tertarik.”* Agreement on “frequency and the aesthetic of the contents” as an aspect which develops respondent’s purchase intention at a particular shop in Semarang
6. Respondent F *“Soalnya jujur ya, saya sendiri memang sosial media yang paling pertama Instagram. Saya pasti sering* Agreement on “frequency and the aesthetic of the contents” as an aspect
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*banget buka Instagram, terus which develops
biasanya kan kalo Instagram respondent's purchase
Advertisements sering lewat intention at a particular
di story ataupun di feeds kan, shop in Semarang
menurut saya berpengaruh
sih, soalnya saya juga sering
banget beli dari clothing line
dari instagram ads sih kak.*

*Apalagi menurut saya X
Shop sudah bagus sih
feedsnya, jadi suatu saat bisa
deh beli.”*

7. Respondent G “... dan kontennya bagus, Agreement on
meyakinkan” “frequency and the

aesthetic of the
contents” as an aspect
which develops
respondent's purchase
intention at a particular
shop in Semarang

8. Respondent H “...Beberapa clothing line, Agreement on
sekarang mereka jualnya “frequency and the
overprice. Terus yang di X aesthetic of the

	<i>Shop ini dengan model kayak itu yang hampir hampir sama, harganya jauh banget.”</i>	contents” as an aspect which develops respondent’s purchase intention at a particular shop in Semarang
9.	Respondent I “ <i>Saya bakal ada niat membelinya kalau misalkan itu harga terjangkau dan emang sesuai sama style saya.”</i>	Agreement on “frequency and the aesthetic of the contents” as an aspect which develops respondent’s purchase intention at a particular shop in Semarang
10.	Respondent J “ <i>Memengaruhi sekali sih. Karena apa ya? Kalau dari awal iklannya sudah menarik bagus gitu pasti kita jadi kepo gitu loh sama IG nya itu, jadi kita pengen ya pengen menggali lagi dan siapa tau cocok sih dibeli gitu. Kebetulan X Shop ini</i>	Agreement on “frequency and the aesthetic of the contents” as an aspect which develops respondent’s purchase intention at a particular shop in Semarang

*relevan sama style saya sih,
saya suka model yang kayak
gini sih. Suatu saat saya
bakal purchase.”*



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