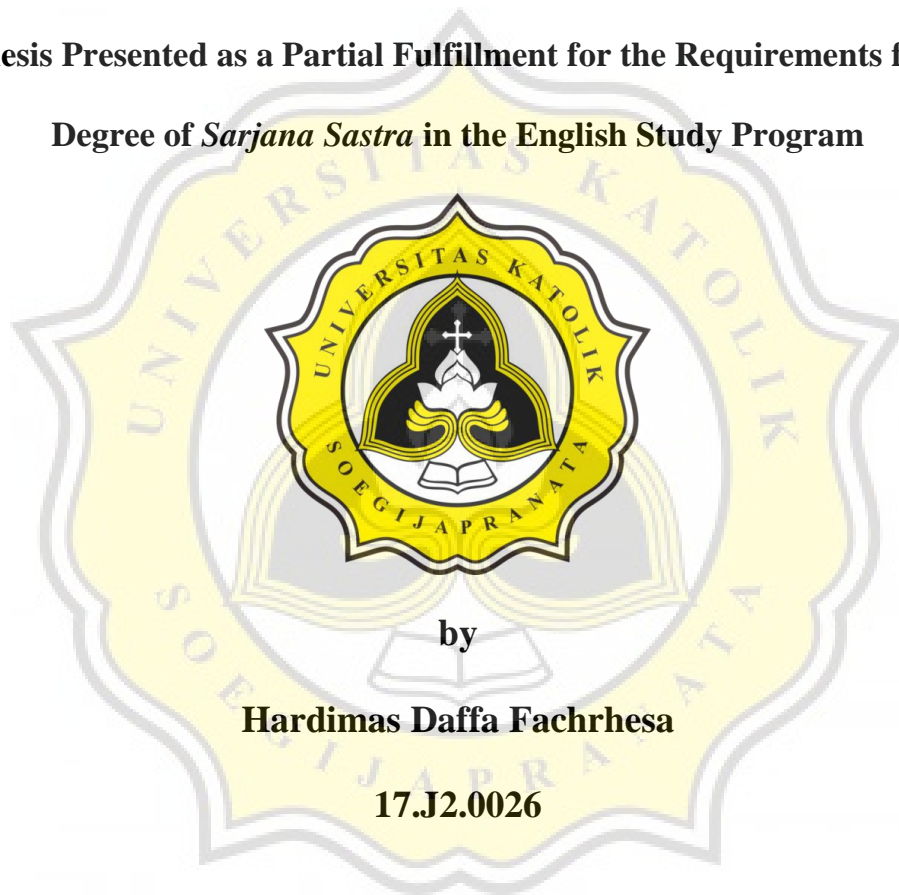


**THE EFFECT OF SOCIAL MEDIA MARKETING ON
INSTAGRAM TOWARDS THE BUYING DECISION OF
PRODUCTS POSTING IN *THROOX SEMARANG***

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



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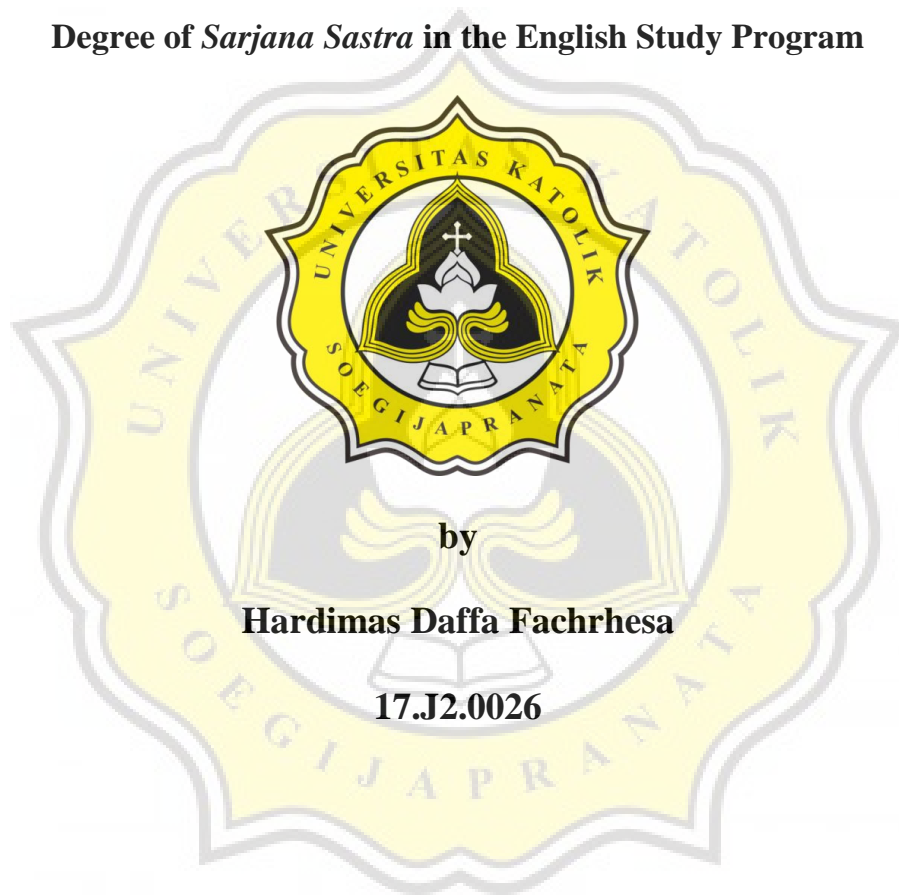
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ABSTRACT

This quantitative study on creative industry investigates whether social media marketing influences Instagram's purchase decision of product posting in Throox. Semarang. To get the data, the writer used a questionnaire from Muslihah (2018) which is modified and distributed to 40 customers who follow Throox.Semarang's Instagram account. The data received was processed using SPSS to determine each item's mean and whether social media marketing impacts Instagram and the customers' buying decisions. The result of the questionnaire showed that social media marketing on Instagram did not have an impact on customers' buying decisions. In other words, a negative correlation exists between social media marketing on Instagram and the buying decision. This was proven by the result shown in Pearson's correlation coefficient, which is 0.745 that showed a negative correlation. Using Pearson's correlation coefficient, however, the respondents' perception on social media marketing by use of on Instagram was negative as the mean is above 2. This mean result of >2 suggested that the customers should have seen Instagram as a positive influence to their buying decision. This is why it can be concluded that the respondents perceived the buying decision negatively. Due to this finding, this research concluded that the managers of the Instagram account did not do their best in taking advantage of the social media to promote the creative industry on Throox.semarang clothing business. As a consequence, customers do not rely on Instagram to decide what clothes to buy, instead they come directly to the shop to make their buying decisions.

ABSTRAK

Studi kuantitatif pada industri kreatif ini menyelidiki apakah pemasaran media sosial mempengaruhi keputusan pembelian Instagram pada postingan produk di Throox.semarang. Untuk mendapatkan data, penulis menggunakan kuesioner dari Muslihah (2018) yang dimodifikasi dan disebarakan kepada 40 pelanggan yang mengikuti akun Instagram Throox.Semarang. Data yang diterima diolah menggunakan SPSS untuk menentukan rata-rata setiap item dan apakah pemasaran media sosial berdampak pada Instagram dan keputusan pembelian pelanggan. Hasil kuesioner menunjukkan bahwa pemasaran media sosial di Instagram tidak memberikan dampak terhadap keputusan pembelian pelanggan. Dengan kata lain, terdapat korelasi negatif antara pemasaran media sosial di Instagram dan keputusan pembelian. Hal ini dibuktikan dengan hasil koefisien korelasi Pearson sebesar 0,745 yang menunjukkan korelasi negatif. Namun dengan menggunakan koefisien korelasi Pearson, persepsi responden terhadap pemasaran media sosial melalui penggunaan Instagram adalah negatif karena meannya di atas 2. Hasil mean >2 ini menunjukkan bahwa pelanggan seharusnya melihat Instagram sebagai pengaruh positif terhadap pembelian mereka. keputusan. Oleh karena itu dapat disimpulkan bahwa responden mempersepsikan keputusan pembelian secara negatif. Berdasarkan temuan tersebut, penelitian ini menyimpulkan bahwa para pengelola akun Instagram kurang memanfaatkan media sosial untuk mempromosikan industri kreatif pada bisnis pakaian Throox.semarang. Konsekuensinya, pelanggan tidak mengandalkan Instagram untuk memutuskan pakaian apa yang akan dibeli, melainkan datang langsung ke toko untuk mengambil keputusan pembelian.