

**The Correlation of Social Media Functionality and Student
Engagement of FLA's Instagram**

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



By

Ghadhing Pua Kakah

20.J2.0020

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

SEMARANG

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ABSTRACT

This study focuses on researching the relationship between the functionality of Instagram as a social media marketing account of FLA and how FLA's Instagram account affects the engagement of students as its audience. The study aims to evaluate the correlation between student level of functionality and student engagement with FLA's Instagram account, utilizing a quantitative approach with surveys targeting students from batches 2021-2023. Findings highlight a positive correlation between the level of functionality and the level of student engagement of 0.745.



ABSTRAK

Penelitian ini berfokus pada penelitian hubungan antara fungsionalitas Instagram sebagai akun pemasaran media sosial FLA dan bagaimana akun Instagram FLA mempengaruhi keterlibatan mahasiswa sebagai audiensnya. Penelitian ini bertujuan untuk mengevaluasi korelasi antara tingkat fungsionalitas mahasiswa dan keterlibatan mahasiswa dengan akun Instagram FLA, menggunakan pendekatan kuantitatif dengan survei yang menargetkan mahasiswa angkatan 2021-2023. Temuan menyoroti korelasi positif antara tingkat fungsionalitas dan tingkat keterlibatan mahasiswa sebesar 0,745.

