

**The Customers' Perception on the Use of Social Media
(Instagram) in Promoting Cars**



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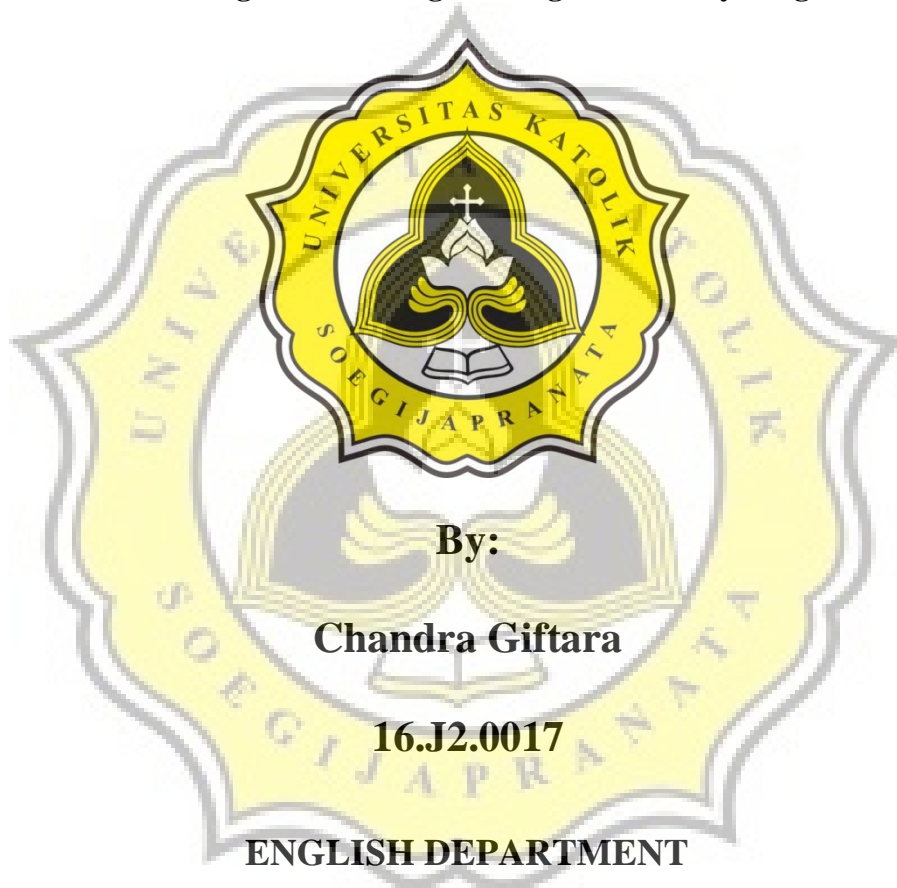
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(Instagram) in Promoting Cars**

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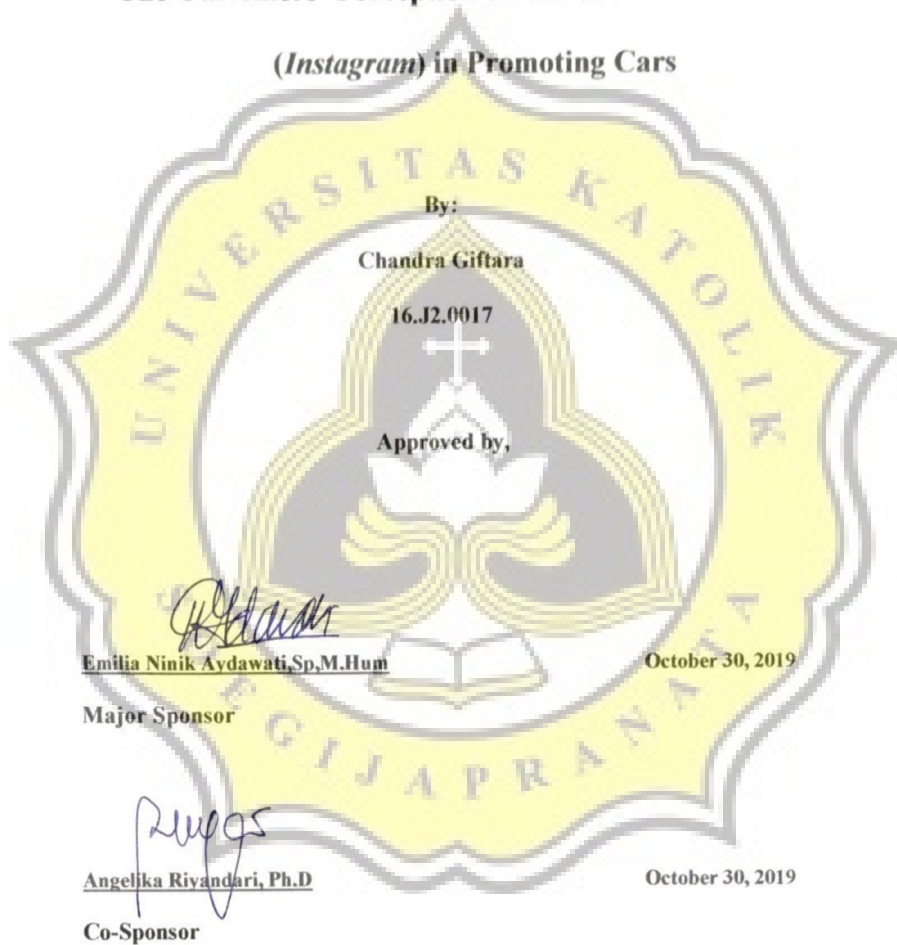


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A THESIS APPROVAL

**The Customers' Perception on the Use of Social Media
(Instagram) in Promoting Cars**



A thesis defended in front of the Board of Examiners on October 30, 2019 and
declared acceptable



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In the end, the writer realized that this thesis is still far from perfection. Therefore, the writer would like to apologize for the imperfections. Hopefully this thesis could be useful for others.

The Writer

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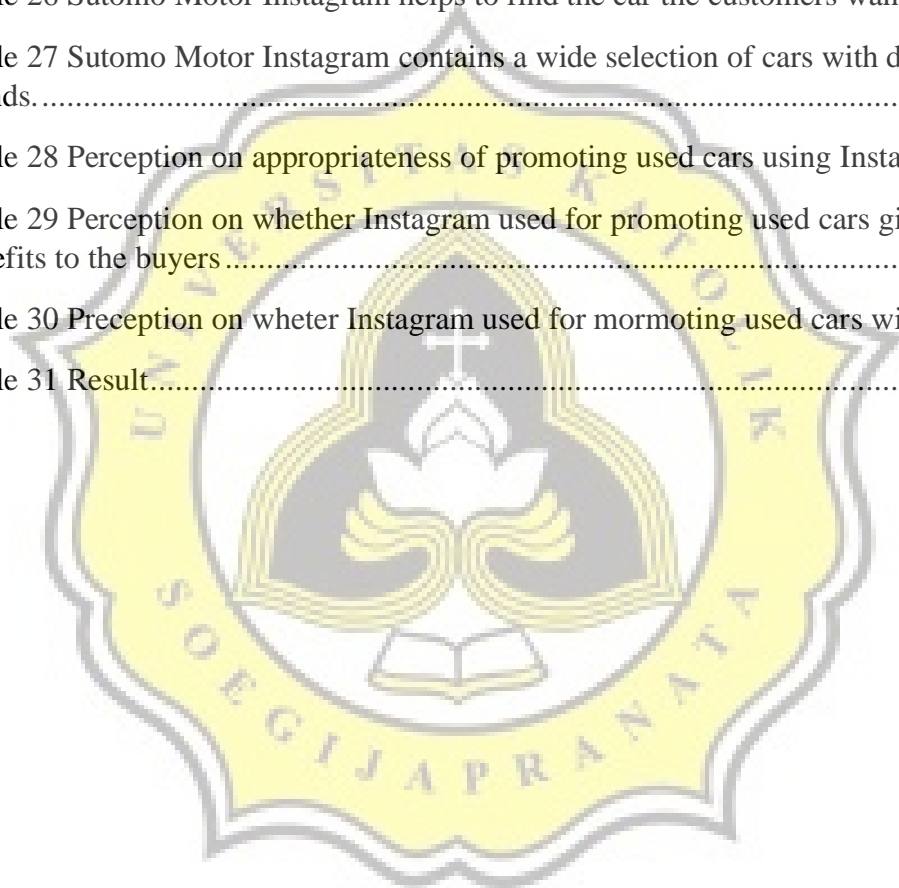
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ABSTRACT

This study aims to find out customers' perception on the use of Instagram to promote cars. To get the data, a questionnaire consists of two parts: respondents' general background and 15 closed ended statements asking their perception on Sumo Motor Instagram and 3 items asking their perception generally. The questionnaire is distributed to 50 respondents who are the customers in Sumo Motor Show Room. It is found out that the participants have positive perceptions on the use of Instagram in promoting cars because most of them agree that Sutomo Motor Instagram give clear information on the products that make them get information and can use the Instagram to know the real products which are colorful easily, and also on the service and after sales services. Besides through Instagram can make them get information on the address, phone numbers and others. The customers can also communicate using direct message and get confirmation, detail information. Moreover, the Instagram gives information on the services provided, and it also gives the real description of the cars promoted and it also provides some choices of the cars. There are two items perceived negatively that is on the statement that the Instagram gives information on after sale service. There are only two items with the average more than 2. They also believe that using Instagram to promote cars is appropriate and gives benefits to the buyers and it will be trend in the future.

Key words: promoting, perception

ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi pelanggan tentang penggunaan Instagram untuk mempromosikan mobil. Untuk mendapatkan data, kuesioner terdiri dari dua bagian: latar belakang umum responden dan 15 pernyataan tertutup menanyakan persepsi mereka tentang Sumo Motor Instagram dan 3 item menanyakan persepsi mereka secara umum. Kuesioner dibagikan kepada 50 responden yang merupakan pelanggan di Sumo Motor Show Room. Ditemukan bahwa para peserta memiliki persepsi positif tentang penggunaan Instagram dalam mempromosikan mobil karena sebagian besar dari mereka setuju bahwa Instagram Sumamotor memberikan informasi yang jelas tentang produk yang membuat mereka mendapatkan informasi dan dapat menggunakan Instagram untuk mengetahui produk nyata yang berwarna-warni, dengan mudah, dan juga pada layanan dan layanan purna jual. Selain itu, melalui Instagram dapat membuat mereka mendapatkan informasi tentang alamat, nomor telepon dan lainnya. Pelanggan juga dapat berkomunikasi menggunakan pesan langsung dan mendapatkan konfirmasi, informasi detail. Selain itu, Instagram memberikan informasi tentang layanan yang disediakan, dan itu juga memberikan deskripsi nyata dari mobil yang dipromosikan dan juga menyediakan beberapa pilihan mobil. Ada dua item yang dirasakan negatif yaitu pada pernyataan bahwa Instagram memberikan informasi tentang layanan purna jual. Hanya ada dua item dengan rata-rata lebih dari 2. Mereka juga percaya bahwa menggunakan Instagram untuk mempromosikan mobil adalah tepat dan memberikan manfaat kepada pembeli dan itu akan menjadi tren di masa depan.

Kata kunci: promosi, persepsi