

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

In this era, social media are vastly used by public. People all over the world use social media. Different country may use different kinds of social media. In Indonesia, there are some famous social media like *Facebook*, *Line* and *Instagram (IG)*. These social media have been used by business people, especially, young people to run their business. “*Instagram* is a relatively new form of communication where users can easily share their updates by taking photos and tweaking them using filters” (Hu, Yuheng; Manikonda, Lydia; Kambhampati, 2014).

The writer himself has his own *Instagram*, a social media platform since he was in high school. Based on his experience, the writer found that *Instagram* is beneficial as people can share photos, videos and message. They can also make a direct message to a person in his contact. Thus, the writer personally thinks that *Instagram* is a perfect way to advertise business as what are done by many people. The writer sometimes also buys products advertised in *Instagram*.

A study on the perception on the use of *Instagram* to market a product has been done by Sutanto (2018) and the result of her study shows that respondents’ perception on *Instagram* to market a product is really favourable regardless it is in the

form of photos or videos. Another study has been done by Fifiyanti (2017) who analyzed the customer's perception on the use of English as advertising language in *Instagram*. By distributing questionnaire to 20 respondents, she found that the respondents positively perceived English used in advertising online shop in social media. In short, using *Instagram* to advertise products is perceived positively by the respondents of both studies.

Based on the result above, the writer sees that there is a chance for the writer to advertise his business in selling cars. The writer's family owns a showroom, Sutomo Motor, which is used to store and exhibit cars. In order to get customers, the writer usually advertises it in a newspaper, which is considered as an old way to advertise products as fewer and fewer people read newspaper. Therefore, the writer is interested to see whether the customers of his showroom use *Instagram* and whether they perceive the use of *Instagram* to advertise the cars positively or not.

## 1.2 Field of the Study

The field of this study is creative industry especially social median for business.

## 1.3 Scope of The Study

This research focuses on respondents' perception of the use of *Instagram* in promoting cars. The writer made *Instagram* to advertise his products and distribute questionnaire to the customers of his showroom.

#### 1.4 Research Question

The writer formulates a problem of this research as “What is the customers’ perception of the use of *Instagram* in promoting cars?”

#### 1.5 Objective of the Study

With regards to the problems mentioned, this research is conducted to achieve the following objective: to find out the customers’ perception of the use of *Instagram* in promoting cars.

#### 1.6 Significance of the Study

This study can be used as a reference and information for the writer and other entrepreneurs who also have products to be advertised. Besides, the result of this study is expected to increase knowledge on the use of *Instagram* to promote a product.

#### 1.7 Definition of Terms

##### 1. Social Media

Mayfield (2008) (as cited in Enginkaya & Hakan, 2014) states that social media is online media, which can share participations, openness, conversation, community, and connectedness.

##### 2. *Instagram*

*Instagram* is known as a media- sharing online platform whose popularity has been rising up to gathering hundred million users (Ferrara, Interdonato & Tagarelli, 2014,p.2)

### 3. Car Showroom

A showroom is a shop in which goods are displayed for sale, especially goods such as cars or electrical or gas appliances (Oxford Dictionary, 2008)

### 4. Perception

Perception is how recipients perceive the service given (Kinoti & Corresponding, 2011).

