

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter shows the conclusion of the analysis data that have already been discussed in the previous chapter, and the writer also gives suggestions for a further research.

#### 5.1 Conclusion

Based on the analysis in chapter 4, it can be concluded 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 colourful easily (items 1,2,3,4,5,6) and also on the service and after sales services. Besides through Instagram can make them get information on the address, phone numbers and others (7, 9). The customers can also communicate using direct message and get confirmation, detail information (8, 10). And it also gives the real description of the cars promoted (13, 14) and it also provides some choices of the cars (15). There are two perceived negatively that is on the statement that the Instagram gives information on the detail service and after sale service. 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.

## 5.2 Suggestion

The study has been done by collecting data through Instagram given to the customers. However, when analyzing the result of the questionnaire, the writer realized that deeper data could be obtained through interview. Therefore, the writer suggests that the next researchers can improve this research.

