INSTAGRAM AS A MEDIA FOR ONLINE SHOPPING (CASE STUDY ON : FEMALE STUDENTS OF LAW FACULTY DIPONEGORO UNIVERSITY CLASS OF 2014)

A FINAL PROJECT

In Partial Fullfilment of the Requirement

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PRONOUNCEMENT

I states truthfully that this project is compiled by me without taking the results from other research in any university, in S-1, S-2, and S-3 degree and diploma. In addition, I ascertain that I do not take the material from other publications or someone's work except for the references mentioned in the bibliography.

Semarang, 26 April, 2018

Nikita Azalia Diona

MOTTO AND DEDICATION

"Never give up on something you really want. It's difficult to wait, but worse to regret" (Unknown)

This paper is dedicated to people who have supported me to this very moment.

APPROVAL

Instagram as a Media for Online Shopping

Case Study on : Female Student of *Law Faculty* Diponegoro University Class of 2014

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Nikita Azalia Diona

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ABSTRAK

Perkembangan Online Shop atau toko online melalui media sosial sudah sangat berkembang di Indonesia, bahkan sudah sangat dikenal baik oleh khalayak ramai tidak terkecuali di kalangan mahasiswa. Banyaknnya kemudahan dalam berbelanja dan bermacam jenis produk yang ditawarkan, membuat masyarakat Indonesia menjadikan Online Shop sebagai salah satu tempat berbelanja baru, selain pusat perbelanjaan atau toko. Perkembangan bisnis melalui media sosial semakin hari semakin meningkat seiring dengan meningkatnya internet di dunia terutama di Indonesia. Media sosial Instagram telah menjadi salah satu sarana promosi produk yang memiliki prospek sangat baik saat ini. Instagram dengan segala kelebihanya telah memiliki pasar yang sangat luas di seluruh dunia.

Kata kunci : Pemanfaatan media sosial, Online shop, Instagram, Berbelanja Online

ABSTRACT

The development of online shop or store online through internet media have been mushrooming in Indonesia, even has been very well known by multitude of is no exception students in a large city. Many ease in a shop and various the kind of product and services offered, made Indonesians people made online shop as one of "place shopping" new besides shopping center. And this makes many the seller online shop race competition offer their products with various way to withdraw consumers shopping, they use situation where online shopping being very interested in Indonesians until now. The development of businesses through social media day by day increased, as increased internet users in the world especially in Indonesia. Social media Instagram has become one of the facilities for product promotion having prospect very good now. Instagram with all the advantage have market which is really widespread throughout the world.

Keyword: The use of social media, Online shop, Instagram, Online Shopping

1. Introduction

1.1. Background of The Study

Technology helps everyone to communicate one to another. Yet, communication and technology bring the products and messages of popular culture such as beverages product, music industry product, and technology product to distant corner of the Earth (Niezen, 2004:35). In Indonesia, the advancement of technology develops so fast, and one of its products is social media. Social media becomes very popular because it makes everything goes easier, such as for getting news information, connecting people as well as trading activity, so that's why most of people nowadays use social media. There are many kinds of social media which are popular in recently, such as Facebook, Twitter, Path, Instagram, and many more. In this case, many people prefer to use Instagram as the media for social networking, beside that they also use Instagram for trading activity, so it makes "online shop" in Instagram becomes massive. In this case the writer chose Instagram as a research because Instagram is one of the most popular social media currently especially among students. The writer sees that Instagram is a product born of American culture, so the authors consider that this is relevant to American Studies.

Men, women, and folks beyond the binary find Instagram to be an excellent way to share photos and videos with friends. However, women like it just a little bit more. The 2015 Pew Research study of U.S. residents found that more women use Instagram than men (the study did not track those who identify as gender non-conforming). The study showed that 31 percent of women and 24 percent of men regularly use Instagram to like, share, and post.

The same split goes for younger users. If you are hoping to sell your brand to teen girls on Instagram, you're in luck. Among teenagers ages 13 to 17 years-old, 23 percent of girls and 17 percent of boys use Instagram.

Not surprisingly,55 percent of all online 18- to 29-year olds in the U.S. are using Instagram, according to the Pew Research study. The next largest Instagram age demographic is 30 to 49 years-old at 28 percent usage followed by 50 to 64 year-olds at 11 percent.

Instagram only appeals to four percent of adults over 65 years of age. As for American teenagers, in a Piper Jaffray semi-annual Taking Stock With Teens survey, 27 percent described Instagram as their most important social network, second only to Snapchat.

According to data from JakPat, at least from 10 internet users in Indonesia 7 of them must use Instagram. The number of Instagram users is

less compared to Facebook, which is 87% of Internet users aged 16-35 years have up. But Instagram is in second place with 69% of users.

Instagram is a very unique social media. If Facebook is a very complex social media, Instagram only relies on photo sharing. Throughout the world, Instagram users have now reached 600 million active users every month, up 100 million since the beginning of 2016.

With the amount that continues to swell every year, Instagram certainly become a new place to gain profit. Starting from an online business that uses Instagram as a place to buy and sell, until the selebers use endorse to earn money. There are even some people who make the program into a field of work. In this research, the writer chooses female student of *Law L*aculty Diponegoro University class of 2014 as the respondent. This is because Law Faculty has more female students than male students, which are 608 students and 320 students are female then the rest of 288 are male.

1.2. Scope of The Study

The writer limits the discussion on the kind of social media for online shopping towards Female Student of *Law F*aculy Diponegoro University class of 2014.

1.3. Aims of The Study

The writer will analyze the use of Instagram to means of shopping online. The writer will take 30 representative sample respondents out of 320 former members of the object. The aim of this research is to

investigate which kind of social media as their new platform for online shopping.

1.4. Hypothesis

Hypothesis is a conceptual assumption about the result of the research before the researchis done (Stokes, 2007: 58). The hypothesis of this research is the student prefer to use Instagram as a media for online shopping.

1.5. Research Method

In order to collect the data, the researcher uses field research. According to Nyoman Kutha, field research is a method which requires the writer to obtain the data to collect and analyze the object. Quantitative research will be used as method of field research. In collecting data, the writer uses a set of questionnaire. For this research, the writer takes data from female students of *Law Faculty* 2014 Diponegoro University. Based on Danda Purdyatmoko, S.Kom, the academic staff division of Law Faculty Diponegoro University, there are 320 female students class of 2014. The researcher took 30 students as respondents. The writer then distributes the questionnaire, collects the result of questionnaire, and analyzes the data.

2. Profile of the Research Object

Instagram is a photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010 exclusively on iOS. A version for Android devices was released a year later, in April 2012, followed by a feature-limited website interface in November 2012, and apps for Windows 10 Mobile and Windows 10 in April 2016 and October 2016 respectively.

The app allows users to upload photos and videos to the service, which can be edited with various filters, and organized with tags and location information. An account's posts can be shared publicly or with pre-approved followers. Users can browse other user's content by tags and locations, and view trending content. Users can "like" photos, and follow other users to add their content to a feed.

The service was originally distinguished by only allowing content to be framed in a square (1:1) aspect ratio, but these restrictions were eased in 2015. The service also added messaging features, the ability to include multiple images or videos in a single post, as well as "Stories" similar to its main competitor Snapchat which allows users to post photos and videos to a sequential feed, with each post accessible by others for 24 hours each.

After it launch in 2010, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and ultimately 800 million as of September 2017. In April 2012, Facebook

acquired the service for approximately US$1 billion in cash and stock. As of October 2015, over 40 billion photos have been uploaded to the service. Although praised for its influence, Instagram has been the subject of criticism, most notably for policy and interface changes, allegations of censorship, and illegal or improper content uploaded by users.

Instagram began development in San Francisco, when Kevin Systrom and Mike Krieger chose to focus their multi-featured HTML5 check-in project, Burbn, on mobile photography. As Krieger reasoned, Burbn became too similar to Foursquare, and both realized that it had gone too far. Burbn was then pivoted to become more focused on photo-sharing. The word Instagram is a portmanteau of instant camera and telegram.

3. Analysis

3.1 Research result

Before getting into main questions, there are three basic questions that have to be answered by the respondents, such as name, and also student card member of Diponegoro University. The writer has prepared 10 questions to the respondents, and these are the result:

Questions number 1 is still related to the general information of the respondents. The first question gives the information about the range of their allowance. From 30 respondents, the writer found that most

(**23/76.7%**) got Rp. 1.000.000,00 – Rp.2.000.000,00 per month for their income.

Table 3.1.1

Range of Allowance	Amount	Percentage
Rp. 500.000,00 – Rp. 1.000.000,00	4	13,3%
Rp. 1.000.000,00 – Rp. 2.000.000,00	23	76,7%
> Rp. 2.000.000,00	3	10%
Total	30	100%

Question number 2 aims to figure out whether they still can buy something that they wanted or enough and had no balance. The result is most of (**18/60%**) from 30 respondents still have balance to buy what they want.

Table 3.1.2

Result of The Answer	Amount	Percentage

Enough and have no balance	12	40%
Still have balance to buy what they want	18	60%
Total	30	100%

Question number 3-5 directed to know how much they are active on social media especially Instagram. If they have Instagram account, there is possibility to do online shopping by using Instagram. From the result of research, all of the students have Instagram account. But before getting to know about that, the researcher tries to figure out the kind of gandet they used to access Instagram, and from the result shows that all of the respondents used their smartphone to access Instagram. Using smartphone makes them eaisier to access social media.

Table 3.1.3

	Amount	Percentage
Have a Smartphone	30	100%
Do not have a Smartphone	0	0%
Total	30	100%

Table 3.1.4

	Amount	Percentage
Keep abreast of social media	29	96,7%
Do not keep abreast of social media	1	3,3%
Total	30	100%

Table 3.1.5

	Amount	Percentage
Have Instagram account	30	100%
Do not have Instagram account	0	0%
Total	30	100%

Question number 6 is about how many Online shops in Instagram that they followed. The result is all of them interested to follow online shops in their Instagram account. As can be seen in Table 3.1.8, there are **(11/36,6%)** of 30 respondents followed 1-5 online shop account at their Instagram. While **(9/30%)** of them followed 5-10 online shops, and the rest **(10/33,4%)** of them followed more than 10 online shops. It shows that all of the respondent are interested on online shopping from Instagram.

Table 3.1.6

The number of Instagram online shop that they followed	Amount	Percentage
1-5	11	36,6%
5-10	9	30%
> 10	10	33,4%
Total	30	100%

Question number 7-8 attempt to know if they ever bought something from Instagram, and the result shows **(29/96,7%)** of the respondents have ever bought from Instagram. This result related to questions number 6, almost all of the respondents who followed online shop accounts on Instagram have a possibility to do online shopping. From the research, 17 out of 30 respondents have ever bought from Instagram more than once.

Table 3.1.7

	Amount	Percentage
Never bought	1	3,3%
Ever bought	29	96,7%

	Amount	Percentage
Total	30	100%

Table 3.1.8

	Amount	Percentage
0	1	3,3%
1-5	12	40%
5-10	7	23,3%
> 10	10	33,3%
Total	30	100%

As mentioned above, almost all of the respondents have ever bought something from Instagram, the question number 9 tries to figure out their possibility to do online shopping again, and **(26/89,6%)** of 30 respondents felt satisfied and have a possibility to do it again. And the rest **(3/10,4%)** decided to not buy anymore from Instagram, this because they felt dissapointed. The reason they felt dissapointed because the things that they bought was different from they expected or different from what they looked on pictures.

Table 3.1.9

	Amount	Percentage
Satisfied and will buy again	26	89,6%
Dissapointed and won't buy anymore	3	10,4%
Total	29	100%
Total	30	100%

The last question purposes to know the main reason why they kept buying from Instagram. There are **(14/46,67%)** of 30 respondents decided to buy from Instagram just because they interested on the advertisement or pictures. And **(8/26,67)** of them bought based on their necessaries. The rest of 8 respondents's reasons are : cheaper, promo or discount, more varies, and influenced by their friends.

Table 3.1.10

	Amount	Percentage
Necessaries	8	26,67%
Interested on advertisement	14	46,67%
Cheaper	2	6,67%

Discount / Promo	3	10%
More varies	2	6,67%
Influenced by friends	1	3,33%
Total	30	100%

4. Conclusion

Based on the result from the research, all of the respondents (female students of *L*aw *F*aculty 2014) are smartphone users. Smartphone makes them easily to access social media, and one of the social media that they access recently is Instagram. They do not only use Instagram to keep in touch with each other, but they also use for Online shopping. All of the respondents followed more than one online shop account on their Instagram. The impact of it is making them to do online shopping from their Instagram account. There are many reasons why they prefer to use Instagram for online shopping media, and the main reason is they are interested in the pictures or advertisement.

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