

REVIEW OF THE USE OF INSTAGRAM MEDIA AS ONLINESHOP PROMOTION MEDIA

(Survey on Students who have Onlineshop Economic Education Study Program
2015 FKIP Unpas)

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ABSTRACT

This study aims to find out: (i) how to use Instagram media as an online promotion media according to the 2015 FKIP Unpas economic education students doing online business; (ii) how easy and difficult it is to use Instagram as a promotional medium; (iii) how to use Instagram as a learning medium. The method used in this research is descriptive with a student population of 28 students who have onlineshop in the media of the 2015 FKIP Unpas Economics Education Study Program. Data analysis techniques used in the instrument test are validity tests through the calculation of average scores with SPSS 25 program assistance. The results are as follows: (i) how to use Instagram as an online promotion media according to the 2015 FKIP Unpas economic education student who conducts online business shows good results. This is based on the results of data processing which shows an average score of 4.22 in the very good category. (ii) how the ease and difficulty of using Instagram as a promotional media for the Economic Education Study Program amounted to 4.25 in the category of strongly agree. (iii) how to use Instagram as a learning media, Instagram media is a good learning media so that students do not feel bored with just learning. As well as with Instagram information can be obtained quickly and easily.

Keywords: *Instagram media, promotion, onlineshop*