

**THE APPEAL OF FEEDS ON INSTAGRAM TO PROMOTIONAL
ACTIVITIES**

PROJECT PAPER



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**ENGLISH LANGUAGE PROGRAM OF DIPLOMA THREE
FACULTY OF LETTERS
UNIVERSITAS KRISTEN INDONESIA
JAKARTA
2021**

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ACTIVITIES**

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2021

DECLARATION OF THE ORIGINALITY OF THIS WORK

I, the undersigned:

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do declare that this project paper which I have written is my own work; it is not the work or thinking of other people which I have taken and declared as my own work. In the future, if it is proven that in writing this project paper have copied or plagiarized the work of others, I am ready to accept sanctions that have been determined for that behavior.



DEFENSE APPROVAL SHEET

This is to certify that the project paper of Claudia Putri Yustania (1822130006) entitled The Appeal of Feeds on Instagram to Promotional Activities has been approved by the advisor at Faculty of Letters Universitas Kristen Indonesia.

Jakarta, 09/07/2021

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SHEET OF ATTESTATION

This is to certify that the project paper of (Claudia Putri Yustania, 1822130006) entitled The Appeal of Feeds on Instagram to Promotional Activities has been approved by the project paper advisor.

Jakarta, 09/07/2021

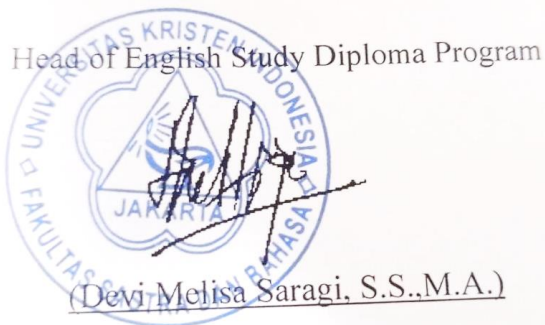
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Praise be to God Almighty for His abundant grace where I was able to complete this report on time, because I realize without God it would be impossible for this report to be completed. I made this report to fulfill my final project.

This report contains briefly and simply about the Attractiveness of Instagram Feeds in promotional activities. I also apologize for all the shortcomings that exist in the writing of this report, even I realize this report is still far from perfect. Therefore, I am very open to any constructive criticism and input in this report.

In the preparation of writing this report the author received a lot of help and guidance from various parties. Realizing this, the writer would like to take this opportunity to thank:

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ABSTRAK

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Program Studi : D3 Bahasa Inggris

Judul : Daya Tarik Feed di Instagram terhadap Kegiatan Promosi

Pembimbing : Gunawan Tambunsaribu, S.S., M.Sas

Laporan ini berisi secara singkat mengenai penjelasan “Daya Tarik Feed di Instagram terhadap Kegiatan Promosi”. Dimana tidak bisa dipungkiri media sosial sangatlah berperan dalam kehidupan masyarakat. Dimana informasi dapat sangat cepat tersebar melalui media sosial. Hal ini menjadi kesempatan bagi masyarakat untuk mempromosikan produk, sekolah, maupun universitas mereka. Khususnya media sosial Instagram. Tulisan kali ini bertujuan untuk menunjukkan hasil laporan yang dilakukan selama melakukan magang kerja di Universitas Kristen Indonesia. Dalam laporan kali ini penulis menggunakan Metodologi Kualitatif sebagai bentuk dalam pengumpulan datanya, yang dilakukan melalui teknik Observasi. Teori yang digunakan ialah Magang, Media Sosial, Instagram, dan Promosi. Hasil laporan yang dilakukan berupa penjelasan mengenai Instagram sebagai media Promosi, kendala yang dihadapi saat melakukan magang melalui media sosial Instagram, dan cara yang dilakukan untuk mengatasi kendala tersebut. Kesimpulan yang didapat dari laporan kali ini ialah Instagram dipilih sebagai media sosial yang digunakan dalam kegiatan promosi ini dikarenakan banyaknya pengguna, gratis, sangat mudah digunakan, efektif, media utama berupa foto. Pada kegiatan promosi kali ini ada beberapa hal yang dilakukan penulis untuk menarik masyarakat untuk ikut bergabung di Fakultas Sastra, Universitas Kristen Indonesia, yaitu membuat tampilan feed menarik dengan memposting template-template, video, dan e-flyer yang kreatif. Walaupun ada beberapa kendala yang dihadapi namun hal itu dapat diatasi oleh penulis.

Kata Kunci : Daya Tarik Feed, Instagram, Promosi.

ABSTRACT

Name : Claudia Putri Yustania

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Title : Feed Appeals on Instagram in Promotional Activities

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This post contains a brief description of what "Feed Appeals on Instagram in Promotional Activities". Where social media can't be inged is very much on people's lives. Where information can be very quickly through social media. This is an opportunity for people to produce their schools, schools, and universities. Especially Instagram social media. This article is kean for The Result-Only project paper which during the internship at the Christian University of Indonesia. In this paper project the author uses Qualitative Methodology in the form of data collection, which is done through Observation techniques. The theory is Internship, Social Media, Instagram, and Promotion. Project Results paper which is the existence of media about Instagram Promotion, obstacles that are currently kiped by interns through social media Instagram, and which way to 23. What is from the project paper this time is Instagram keta2 social media which promotion is due to the large number of users, free, very easy sedrur, principle, what media the main photo. In this promotional activity there are several things that writers to attract the public to participate in the Faculty of Literature, Christian University of Indonesia, the display of making interesting feeds by posting creative templates, videos, and e-flyers. Although there are some obstacles where it can be overcome by the author.

Key Words : Feed Appeals, Instagram, Promotion

TABLE OF CONTENTS

DECLARATION OF THE ORIGINALITY OF THIS WORK.....	i
DEFENSE APPROVAL AL SHEET	ii
SHEET OF ATTESTATION.....	iii
ACKNOWLEDGEMENT	iv
ABSTRACK	v
TABLE OF CONTENT	vii
CHAPTER 1 INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statements of the Problem	3
1.3 Purpose of the Study.....	3
1.4 Reearch Method	4
1.5 Organization of the Study.....	4
CHAPTER II LITERATURE REVIEW	7
2.1 Intership	7
2.2 Social Media	8
2.3 Instagram	12
2.4 Promotions	13
CHAPTER III THE METHOD OF IMPLEMENTATION.....	15
3.1 The Time and Location of the Internship	15
3.2 The Procedure of Implementation.....	15
3.2.1 Preparation	16
3.2.2 Implementation.....	16
3.2.3 Reporting.....	16
BAB IV RESULT AND DISCUSSION	18
4.1 The Profile of the Internship Location	18
4.1.1 The History of the Internship Location	18
4.1.2 The Organizational Structure and Governance	20
4.1.3 The Next Programme of the Internship Location	21

4.2 The Description of Internship	24
4.3 The Discussion of the Study problem	24
4.3.1 Instagram As a Promotional Medium.....	24
4.3.2 Obtacles During Internship	35
4.3.3 How to Overcome Obtacles During Internship.....	35
CHAPTER V CONCLUSION	37
5.1 Conclusion	37
5.2 Suggestion.....	38
5.2 General Faculty Suggestion	38
5.3 Faculty Suggestion as An Internship.....	38
BIBLIOGRAPHY	39
Schedule of Internship.....	40
Instagram Social Media Content.....	42
Internship Guidance Consultation Sheet	45

LIST OF PICTURES

Figure 4.1.2 Organizational Structure of the Faculty of Literature	18
Figure 4.1.3 Transfer Letter of English Education Study Program	21
Figure 4.3.1.1 Example of UKI Literature Faculty Logo Design on Instagram.....	23
Figure 4.3.1.2 Example of E-flyer Post	24
Figure 4.3.1.3 Example of Video Template Post	25
Gambar 4.3.1.4 Example of Promotional E-flyer Post	25
Figure 4.3.1.5 Example of SME Explanation Post.....	26
Figure 4.3.1.6 Example of Explanation Post and SME image	27
Figure 4.3.1.7 Example of SME Template and Video Post	27
Figure 4.3.1.8 Example of SME E-flyer Template Post	27
Figure 4.3.1.9 Example of PKM, E-Flyer, Template and Video Explanation Post	28
Figure 4.3.1.10 Example of Posting Explanation of Faculty of Satra Activities, E-flyer, Template, Video.....	29
Figure 4.3.1.11 Example of Posting a Description of Literary Job Opportunities	31
Figure 4.3.1.12 Example of E-flyer Post and Testimonial Video Template	32
Figure 4.3.1.13 Sample Video Template Post of Faculty of Literature Facility.....	32
Figure 4.3.1.14 Example of E-flyer Posts and Final Templates.....	33