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The Effect of Utilization of Social Media Instagram @Nanarfshop on Buying Interest of Fisipol Students University Ekasakti Padang

Okta Rahmayani[1], Syaiful Ardi[2*], Reski Nofrialdi[3]
[1]University Ekasakti, Padang, Indonesia, email: oktarahmayani@gmail.com
[2]University Ekasakti, Padang, Indonesia, email: syaifulardi1971@gmail.com
[3]University Ekasakti, Padang, Indonesia, email: nofrialdirezky@gmail.com

*Corresponding Author: Syaiful Ardi[1]

Abstract: Social networking sites are one type of virtual communication that helps individuals connect with others. One of the most popular social networking sites and has the most users worldwide is Instagram. Instagram, which was previously only used by users to share personal photos, has now turned into a means of selling online. In addition to communicating with the closest people, Instagram is also an option for selling stalls. Along with the increase in Instagram users in recent years, many Instagram users use it for online shopping. Students as Instagram users shop a lot online such as clothes, pants, shoes and other items. This study was conducted to find out how much influence Instagram @nanarfshop has on the buying interest of Fisipol students, Ekasakti University, Padang. This type of research is descriptive research with a quantitative approach. The sampling technique used is proportional random sampling, namely sampling from all members of the population is carried out randomly without regard to the strata in the population. The sample in this study was 71 people by distributing questionnaires or questionnaires to Fisipol students, Ekasakti University, Padang. The data were analyzed using statistical methods with the help of SPSS (Statistics Product And Service Solutions) Version 22.0 software. This study shows the hypothesis that there is an influence between the Instagram @nanarfshoop social media variable on the buying interest of Fisipol Students, Ekasakti University Padang by 97% and the rest is influenced by other variables by 3% not in this study.

Keywords: Instagram Social Media, Buying Interest

INTRODUCTION

The presence of social media or social network sites (SNS) has made the characteristics of information dissemination in connecting between individuals more interactive. The use of social media through internet media is predicted in Ruggiero's research stating that internet use is transformative and plays a role in changes in users' media

use and social behavior (Jandy, 2014). One of them is in the field of telecommunications with the emergence of gadget technology (mobile phones) which are always developing from year to year. One of these technologies is a gadget called a mobile phone. The development of gadgets began with ordinary gadgets that could only be used for telephone and sms communication.

The internet is computer networks that are interconnected with each other that allow people or companies around the world to communicate with each other effectively and cheaply, create useful information for others, find information provided by others, or sell and sell information. buy certain products at minimum cost.

Instagram is one of the most popular social networks nowadays. Almost all walks of life join using this social network. Instagram is a photo-sharing application that allows users to take photos, apply digital filters, and share them on various social networking services, including Instagram's own.

Instagram is a social media that continues to grow today, especially in doing online shop business. At the beginning of its emergence, Instagram only had a few users, while now Instagram already has more than 8 million users from all over the world. The photo sharing service on Instagram is one of the most popular social media channels in Indonesia. At first, Instagram could only be enjoyed by iPhone, iPod, iOS-based mobile phone users. However, after this application became available for Android users, the use of Instagram social media grew rapidly and expanded in 2012.

With Instagram and the rise of online shops in Indonesia, they use this social network as a marketing tool. By uploading photos on Instagram, online shop owners can provide information to consumers and build a strong relationship between brands and consumers.

Based on this, the online shop Nanarfshop introduces and uses Instagram as a promotional medium to attract the attention of its consumers. @NanarfShop is located at Jl. Patimura No.5 2nd floor and Jl. Behind Olo No 44.A in front of d'besto. There are already quite a lot of followers of Nanarfshop on social media, currently there are 84.7 thousand followers and 1,455 people follow. Ekasakti University students became one of the enthusiasts of the products offered by Nanarfshop. Nanarfshop sells women's clothing products that follow current trends by today's women.

Based on the description above, the authors are interested in discussing further about "The Effect of Utilization of Instagram @nanarfshop on the Buying Interest of Fisipol Students at Ekasakti University Padang".

LITERATURE REVIEW
Social

Media Social media is an online medium, with its users being able to easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds cited in journals (Anang Cahyono: 142). Blogs, social networks and wikis are the most common forms of social media used by people around the world. Another opinion quoted from the journal (Aditya 2015) said that social media is a site where people communicate with friends they know in the real world and in cyberspace.

1. Classification of Social Media

According to Michael (2010: 59-68) the classification of social media is divided into 6 parts, namely:

a. projects*Collaborative projects*are
a democratic form of social media where many internet users can collaborate to add, change, or delete information in the wiki, which is a site that provides services for users or readers to make these changes.

b. Blogs *(Blogs)*

Blogs are one of the oldest forms of social media that allow users to write new entries in chronological order. Blogs have been used by many people and have various functions for society.

c. Community Content *(Content Community).*

Community Content is a social media whose main purpose is to collect content from users and share it with other users. Examples of this media are YouTube for sharing videos, SlideShare for sharing presentation files, Flickr for sharing image files, and so on.

d. Virtual *Game Worlds (Virtual Game Worlds).*

Virtual Game World is certainly related to Online Games where players have their own profiles and characters in the game world. Their characters can communicate with other player characters and perform activities in the game together.

2. Characteristics of Social Media

According to Nasrullah (2015: 48) Social media has 6 special characteristics, namely:

a. Network *(Network*

Infrastructure that connects hardware devices to exchange information.

b. Information *)*

Information is the main form of social media because to communicate requires information Examples such as content from users, targeted profiles, etc.

c. Archive *(Archive)*

Social media can be a data storage medium containing information from users

d. Interactivity *(Interactivity)*

Social media must have interactivity or interaction between users

e. Social Simulation *(Social) Simulation)*

Social media can simulate real social situations without having to experience it directly. For example, chatting with friends without having to meet face to face.

f. User-generated Content

Content in social media can be created by its users, not only content pre-existing.

3. Benefits and Uses of Social

Media Social Media can be used for various things, including as a medium for disseminating information, media for social interaction, and media for buying and selling businesses. Haryanto (2015: 83-86) mentions in his scientific paper that using social media as a means of disseminating information and social interaction is an effective step because information can be found quickly and the interaction is not limited only to individuals, but also to groups.

Instagram

Instagram is an Android-based application that allows users to take photos, apply digital filters, and share them to various social networking services, including Instagram's own (Agustina, 2016: 412). The name Instagram comes from the understanding of the overall function of this application. The word "insta" comes from the word "instant", like the polaroid camera which at that time was better known as "instant photo". Instagram can also display photos instantly, like a polaroid in its display. As for the word "gram" comes from the word "telegram", where the workings of the telegram itself is to send information to other people quickly. Similarly, Instagram can upload photos using the internet network, so the

information you want to convey can be received quickly. That's why Instagram came from instant-telegram.

1. **The advantages of Instagram**

   in Journals (Puguh Kurniawan (2017: 223-224)) Instagram also has many other advantages, namely:

   1. The information displayed in each image post is detailed and clear, such as location, time, and even users can also fill out a bio or biography, namely information about the user's account.
   2. Instagram can find out the needs and habits and preferences of each user so that market segmentation or market division for promotion can be more focused.
   3. Can be accessed anytime using internet access.
   4. Display is easy to understand for all mobile users.
   5. Communication is established through many features, namely comments, hashtags (#), mentions, sharing, likes, and even private messages.
   6. To use the Instagram application, it can be downloaded easily through mobile service providers.

2. **Benefits of Instagram**

   Instagram can be a place to find various kinds of information from news, entertainment, promotions products, to other people's daily activities. Instagram ju can't be a place to get existence for people who use it. In addition, Instagram is a social media that is considered the most effective as a means of promotion by industry managers in the world. The importance of Instagram as a means of promotion can be seen from most managers who place special personnel to manage Instagram and provide special funds for promotion through Instagram.

3. **Features on Instagram**

   In accordance with the theory put forward by Bambang dwi atmoko (2015: 45-67), Instagram features include *Lux, Filter, Tilt-shift, Hastag (#), Mentions, Follow, Share, Like* and Comment.

   Hashtags are features or content from Instagram that make it easy to affix certain topics in the form of hashtags to each update and to categorize the same photos and videos. This feature is important because it makes it very easy to find photos or videos including about Islam that is spread on Instagram with a certain label.

   Mentions is a feature or content from Instagram that makes it easy to call and greet other users to provide certain information both from our account and from other accounts, as well as to shorten when we want to mention people's names so that there are no mistakes when we want to include them in the caption or when using them in the caption. comment field.

   Follow is an important feature or content of Instagram, because Instagram is one of the communication media, it is said to be communication if there is interaction between other users on Instagram, to get friends or other users using follow.

   Likes & Comments is a feature or content from Instagram from which we can find out how much quality the photos or videos we share are not only seen from the quality of the image but also from the meaning or explanation of the image as outlined in the caption. While comments make it easier to maintain ties with communication in them, because comments are not only criticism, suggestions and praise but also input according to what content we share.

Interest Buy

Interest (Interest), is a mental state that produces a directed response to something, a situation or a certain object that is pleasant and gives satisfaction to him (statisfiers). Interest is a sense of preference and a sense of interest in a thing or activity without anyone telling (Slameto, 2010: 180).

According to Kotler (2000: 55) buying interest is the stage of the respondent's tendency to act before the buying decision is actually implemented. There is a difference between actual purchase and purchase intention. If the actual purchase is a purchase that is actually made by the consumer, then purchase intention is the intention to make a purchase at a future opportunity. Although it is a purchase that will not necessarily be made in the future, the measurement of purchase intention is generally carried out in order to maximize the prediction of the actual purchase itself.

Understanding buying interest according to Howard quoted in Durianto and Liana is buying interest is something related to consumer plans to buy certain products and how many units of product are needed in a certain period.

1. Factors Affecting Purchase Intention

In buying an item, consumers are influenced by several factors besides the type of goods, demographic and economic factors are also influenced by psychological factors such as motives, attitudes, beliefs, interests, personality, wishful thinking, and so on. According to Berkowitz (2000: 57) the factors that influence consumers related to the buying process are:
a. Psychological factors *(phychological influences)* with sub-factors consisting of motivation, personality, perception, learning, values, beliefs, attitudes and lifestyle *(lifestyle)*.
b. Situational factors *(situational influences)* include individual influence sub-factors, group references, family, social, cultural.
c. factors of *Marketing mix influences* product, price, promotion, and place.

RESEARCH METHOD

This type of research is a descriptive study with a quantitative approach. Quantitative Research Methods, is a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses (Sugiyono, 20012: 8).

This study aims to determine how much influence the variable influence of the Instagram @nanarfshoope social media variable on the buying interest of Fisipol students at Ekasakti University. To reveal the magnitude of the influence of the independent variable on the dependent variable, simple regression analysis was used.

Research Instruments The

instrument used in this study was a questionnaire where the validity and reliability of this questionnaire were tested. The description of the data is done to determine the position of the data in a group. The description aims to reveal the mean, mode, median, variance and standard deviation in order to describe the distribution of the data and the level of achievement. To describe the data used descriptive statistical analysis techniques. To find the TCR of answers to the questionnaire from respondents using the formula:

$$\text{TCR} = \frac{RS}{5} X 100$$

Where:

      TCR   = Level of Achievement of Respondents

      Rs   = Average Answer Score

      For the category of respondent achievement scores the following classification is used:

Table 1. TCR Scale

No	Scale Range	TCR
1	81%-100%	Very good
2	61%-80%	Good
3	41%-60%	Fair
4	21%-49%	Not good
5	0%-20%	Not good

Data

      Source The data source used is primary data. there are from the first source either from individuals or individuals, such as the results of filling out questionnaires that can be done by researchers. In this study, the primary data were respondents' answers obtained through questionnaires distributed with closed questions to students of the Faculty of Social and Political Sciences, Ekasakti University, Padang. While secondary data is primary data that has been further processed and presented either by primary data collectors or by other parties. Secondary data in this study is data collected from the secretariat and students of the Faculty of Social and Political Sciences, Ekasakti University, Padang.

Data Analysis The data

      analysis technique in this quantitative study uses statistics. There are two kinds of statistics used for data analysis in research, namely descriptive statistics and inferential statistics. This study uses inferential statistics, namely statistical techniques used to analyze sample data and the results are applied to a clear population, and the sampling technique from the population is done randomly. Inferential statistics include parametric statistics and nonparametric statistics.

      According to Riduwan (2008: 119) the requirements analysis test is carried out if the researcher uses parametric analysis, then the analysis requirements test must be carried out on the assumptions such as homogeneity for the difference (comparative) test, normality and linearity for correlation and regression tests. Hypothesis testing was carried out using a simple regression analysis technique, using the t test and the coefficient of determination test, this examiner used the help of the SPSS version 22 program.

RESULTS AND DISCUSSION

Research Descriptive Results This research

      data includes two variables, namely social media Instagram (X) and buying interest (Y). From the data from the research that has been done, all incoming data meets the requirements to be processed and analyzed.

      From the Instagram social media variables and buying interest, it was collected through the distribution of a questionnaire consisting of 15 statement items that had been tested for validity and reliability to 71 respondents. The following is the statistical data for each variable.

Social Media Instagram

Data Descriptive statistical results obtained the lowest (minimum) 49 and the highest (maximum) 73, the average (mean) 62.63, the middle score (median) 63.00, the most frequent score (mode) 63, the standard deviation (standard) deviation) of 4.645 and the total score of 4447. The table of statistical calculation results for Instagram Social Media.

Table 2. Descriptive Instagram Statistics

N	Valid	71
	Missing	0
Mean		62.63
Std. Error of Mean		.551
Median		63.00
Mode		63
Std. Deviation		4,645
Variance		21,578
Range		24
Minimum		49
Maximum		73
Sum		4447

To determine the Respondent Achievement Level (TCR) on the Instagram social media variable (X) based on the following indicators:

a. Quantity

Indikator	No soal	FREKUENSI										RERATA	TCR %
		SS		S		RG		TS		STS			
		Fi	%	Fi	%	Fi	%	Fi	%	Fi	%		
kuantitas	1	28	39.44	35	49.30	8	11.27	0	0.00	0	0.00	4.28	85.63
	2	24	33.80	37	52.11	9	12.68	1	1.41	0	0.00	4.18	83.66
	3	27	38.03	24	33.80	20	28.17	0	0.00	0	0.00	4.10	81.97
	4	21	29.58	37	52.11	13	18.31	0	0.00	0	0.00	4.11	82.25
RERATA												4.13	82.63

Based on the table above, it can be seen that Instagram social media based on quantity indicators is included in the very category good because it is in the range of values of 81%-100% where the average score is 4.13 and the TCR is 82.63%. This shows that Instagram social media based on quantity indicators is included in the very good category.

b. Quality

Indikator	No soal	FREKUENSI										RERATA	TCR %
		SS		S		RG		TS		STS			
		Fi	%	Fi	%	Fi	%	Fi	%	Fi	%		
Kualitas	5	31	43.66	26	36.62	13	18.31	1	1.41	0	0.00	4.23	84.51
	6	19	26.76	35	49.30	17	23.94	0	0.00	0	0.00	4.03	80.56
	7	23	32.39	42	59.15	6	8.45	0	0.00	0	0.00	4.24	84.79
	8	21	29.58	37	52.11	12	16.90	1	1.41	0	0.00	4.10	81.97
	9	27	38.03	38	53.52	6	8.45	0	0.00	0	0.00	4.30	85.92
	10	22	30.99	35	49.30	12	16.90	2	2.82	0	0.00	4.08	81.69
	11	25	35.21	30	42.25	16	22.54	0	0.00	0	0.00	4.13	82.54
RERATA												4.16	83.14

Based on the table above, it can be seen that Instagram social media based on quantity indicators is included in the very good category because it is in the 81%-100%

value range where the average score is 4.16 and the TCR is 83.14%. This shows that Instagram social media based on quality indicators is included in the very good category.

c. Time

Indikator	No soal	FREKUENSI										RERATA	TCR %
		SS		S		RG		TS		STS			
		Fi	%	Fi	%	Fi	%	Fi	%	Fi	%		
Waktu	12	28	39.44	33	46.48	10	14.08	0	0.00	0	0.00	4.25	85.07
	13	23	32.39	33	46.48	12	16.90	3	4.23	0	0.00	4.07	81.41
	14	31	43.66	26	36.62	13	18.31	1	1.41	0	0.00	4.23	84.51
	15	34	47.89	25	35.21	12	16.90	0	0.00	0	0.00	4.31	86.20
RERATA												4.21	84.30

Based on the table above, it can be seen that Instagram social media based on time indicators is included in the very good category because it is in the 81%-100% value range where the average score is 4.21 and the TCR is 84.30%. This shows that Instagram social media based on time indicators is included in the very good category.

Buying Interest Descriptive

statistical results of interest were obtained from the lowest (minimum) 46 and highest (maximum) 68, average (mean) 58.21, middle score (median) 58.00, the most frequent score (mode) 58, standard deviation (standard deviation) of 4,488 and the total score of 4,133. For more details, see the following table:

Statistics		
N	Valid	71
	Missing	0
Mean		58.21
Std. Error of Mean		.533
Median		58.00
Mode		58
Std. Deviation		4.488
Variance		20.140
Range		22
Minimum		46
Maximum		68
Sum		4133

To determine the Respondent's Achievement Level (TCR) on the Purchase Interest variable (Y) based on the following indicators:

a. Internal Factors

Indikator	No soal	FREKUENSI										RERATA	TCR %
		SS		S		RG		TS		STS			
		Fi	%	Fi	%	Fi	%	Fi	%	Fi	%		
Faktor internal	1	28	39.44	33	46.48	6	8.45	4	5.63	0	0.00	4.20	83.94
	2	29	40.85	34	47.89	8	11.27	0	0.00	0	0.00	4.30	85.92
	3	20	28.17	34	47.89	17	23.94	0	0.00	0	0.00	4.04	80.85
	4	25	35.21	32	45.07	11	15.49	3	4.23	0	0.00	4.11	82.25
	5	32	45.07	27	38.03	9	12.68	3	4.23	0	0.00	4.24	84.79
	6	27	38.03	30	42.25	14	19.72	0	0.00	0	0.00	4.18	83.66
RERATA												4.18	83.57

Based on the above, it can be seen that buying interest based on internal factor indicators is included in the very good category because it is in the range of values of 81%-100% where the average score is 4.18 and the TCR is 83.57%. This shows that students' buying interest based on internal factor indicators is included in the very good category.

b. External Factors

Indikator	No soal	SS		S		RG		TS		STS		RERATA	TCR %
		Fi	%	Fi	%	Fi	%	Fi	%	Fi	%		
Faktor Eksternal	7	14	19.72	37	52.11	19	26.76	1	1.41	0	0.00	3.90	78.03
	8	29	40.85	26	36.62	16	22.54	0	0.00	0	0.00	4.18	83.66
	9	25	35.21	32	45.07	12	16.90	2	2.82	0	0.00	4.13	82.54
	10	25	35.21	34	47.89	11	15.49	1	1.41	0	0.00	4.17	83.38
	11	19	26.76	33	46.48	14	19.72	5	7.04	0	0.00	3.93	78.59
	12	27	38.03	26	36.62	15	21.13	3	4.23	0	0.00	4.08	81.69
	13	36	50.70	27	38.03	8	11.27	0	0.00	0	0.00	4.39	87.89
	14	33	46.48	41	57.75	6	8.45	1	1.41	0	0.00	4.92	98.31
RERATA												4.21	84.26

From the table above, it can be seen that buying interest based on external factor indicators is included in the very good category because it is in the 81%-100% value range where the average score is 4.21 and the TCR is 84.26%. This shows that students' buying interest based on external factor indicators is included in the very good category.

Results of Data Analysis and Hypothesis Testing The

results of data analysis and hypothesis testing indicate that the hypothesis tested in this study is accepted empirically. Thus, the use of Instagram social media has an effect on buying interest. However, when viewed from the social media variables, Instagram has an influence on buying interest by 97% and its side is influenced by several other factors.

Judging from the level of achievement scores of respondents that have been discussed, namely social media Instagram with a quantity indicator of 82.63%, for quality indicators of 83.14% and for time indicators of 84.30%. If these values are related to the classification of respondents' achievement scores, then the use of Instagram social media is categorized as very good.

Meanwhile, for the variable of buying interest, the score level of respondents' achievement with internal factor indicators is 83.57%, for external factor indicators is 84.26%. If these values are related to the classification of the respondents' achievement scores, the use of Instagram social media is categorized as very good.

CONCLUSIONS AND RECOMMENDATIONS
Conclusions
Based on the results of research and analysis that have been carried out, the following conclusions can be drawn:
1. Instagram social media is proven to have an influence on students' buying interest by displaying videos, photos or images with context, communication, collaboration, and connection. The better Instagram social media provided, the better influence it will have in influencing buying interest.
2. Instagram social media has a positive effect on buying interest in Fisipol students at Ekasakti University in Nanarfshoop Padang. Based on the results of the t-test calculations, where tcount (51.255) > ttable (1.667), or significant < alpha (0.00 < 0.05) then Ho is

rejected and Ha is accepted, meaning that the use of Instagram social media has a significant effect on buying interest in Fisipol University Ekasakti students on account @ nanarfshop.

3. Based on the calculation of the coefficient of determination, the use of social media Instagram has an influence on the buying interest of Fisipol Ekasakti University students by 97% and 3% is influenced by other factors outside the study.

Recommendations

Based on the research that has been done, there are several suggestions that the author would like to convey. The results of this study are information that needs to be considered by companies, institutions, and academics.

1. This study found that Instagram social media has an effect on buying interest in Fisipol students at Ekasakti University, in this case the advice that can be given is that Instagram account users are wiser in using Instagram, provide the best products for potential consumers and consumers. consumers, then provide interesting and educational things for Instagram account users.

2. Considering that Instagram social media has a great influence on consumer buying interest, in this case, the advice that can be given is that account users should provide photo communication that is packaged creatively to attract consumers' attention to products, with Instagram account users whose reach is unlimited and unlimited. Knowing age is a strategic place for small, medium, large companies or MSMEs to market products through Instagram social media.

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