

**ANALYSIS OF THE PROMOTION STRATEGY OF THE  
ENGLISH LANGUAGE EDUCATION DEPARTMENT IN 2022  
ON THE INSTAGRAM PLATFORM**

**THESIS**



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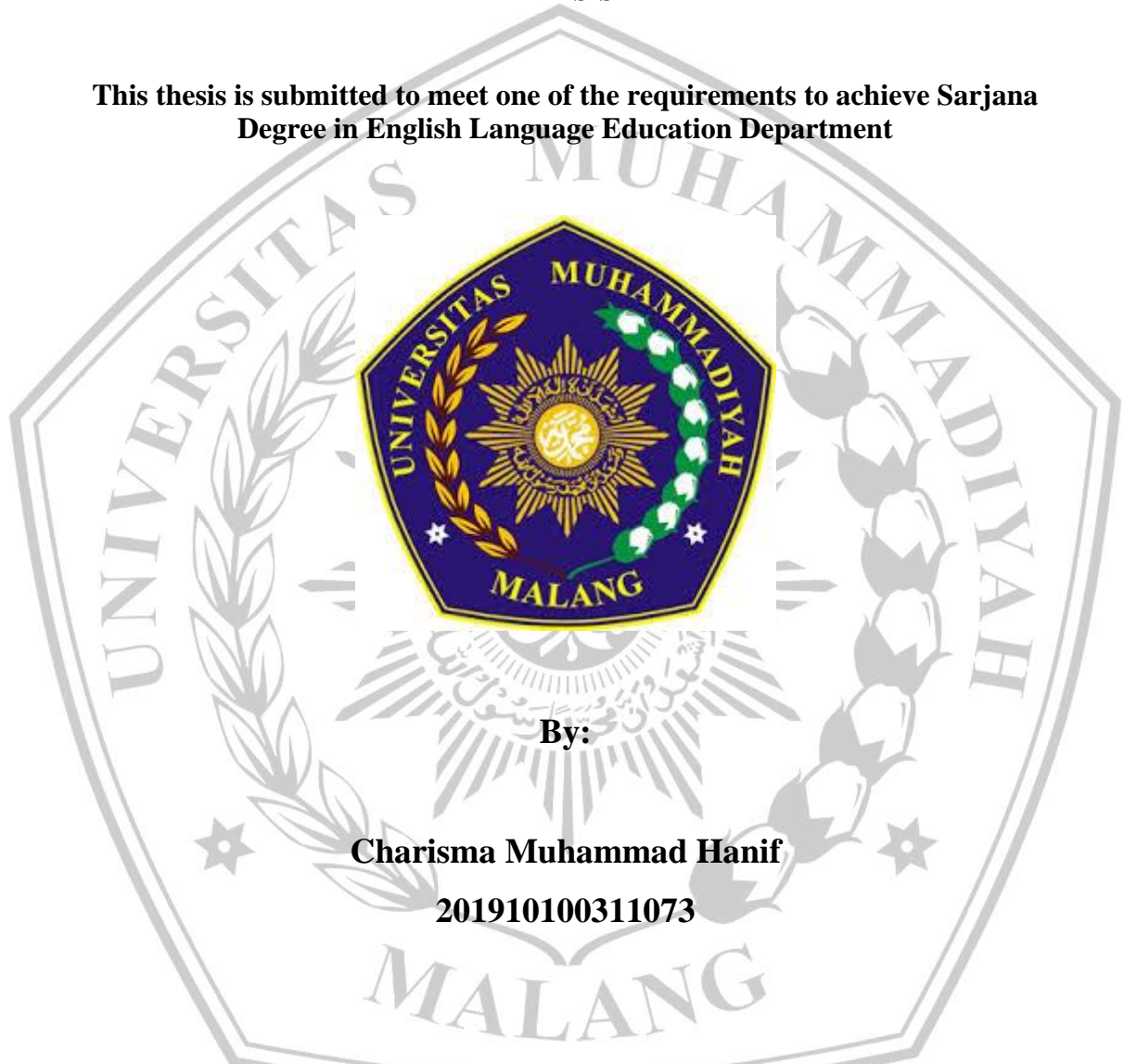
**ENGLISH LANGUAGE EDUCATION DEPARTMENT  
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UNIVERSITY OF MUHAMMADIYAH MALANG**

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PLATFORM**

**THESIS**

**This thesis is submitted to meet one of the requirements to achieve Sarjana  
Degree in English Language Education Department**



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**APPROVAL**

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## MOTTO AND DEDICATIONS

### MOTTO

“Let’s Go Beyond”

### DEDICATION

**I dedicated this thesis to:**

1. God.
2. All of my family.
3. All of my teachers.
4. All of my friends.



### AUTHOR'S DECLARATION OF ORIGINALITY

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Charisma Muhammad Hanif

# ANALYSIS OF THE PROMOTION STRATEGY OF THE ENGLISH LANGUAGE EDUCATION DEPARTMENT IN 2022 ON THE INSTAGRAM PLATFORM

## ABSTRACT

This study aims to identify strategies in Instagram accounts belonging to the English Language Education Study Program, University of Muhammadiyah Malang. This is intended to find out whether the strategy can increase account development or not. The subject of this research is the Instagram account belonging to the English Language Education Study Program. This type of research is descriptive qualitative research. There are 52 contents uploaded by this account. Researchers obtain data through various ways: observation, classification and analysis. Based on the results of the observation, this study reveals that: 1. The uploaded content has a type of personal selling promotion. 2. Much of the uploaded content is informative rather than educational. 3. The uploaded content has no continuation in the form of an administrator who actively replies and handles accounts. Data for this study was taken from January to July 2022. The data obtained resulted in the conclusion that the Instagram account of the English Language Education Study Program uses a personal selling strategy. The average content uploaded is informational content. On the other hand, 3 out of 52 are educational content, 11 are review content and 2 are interaction content. In the content analysis, the maximum use of features is obtained. but there is still no follow-up on the uploaded content in the form of replies from the administrator. It can be concluded that the uploaded content contains a personal selling strategy, the uploaded content is interactive until there are comments from the audience, but deficiencies are still found where the administrator is not active in following up on the uploaded content in the form of replying to comments from the audience.

**Keywords:** *Instagram, Promotion*

**Advisor**



Triastama Wiraatmaja, S, S. M, Si.

**The Researcher**



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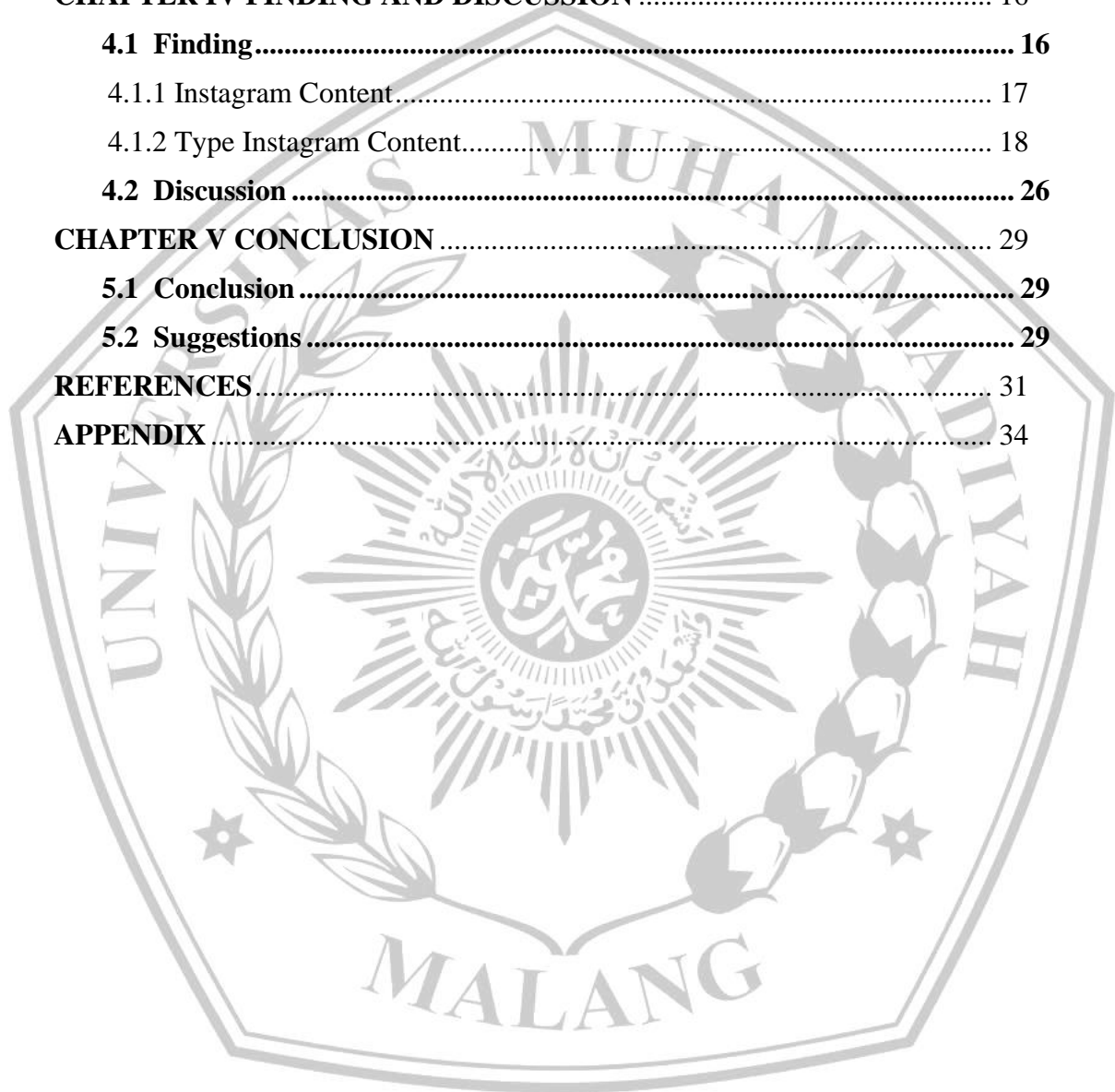
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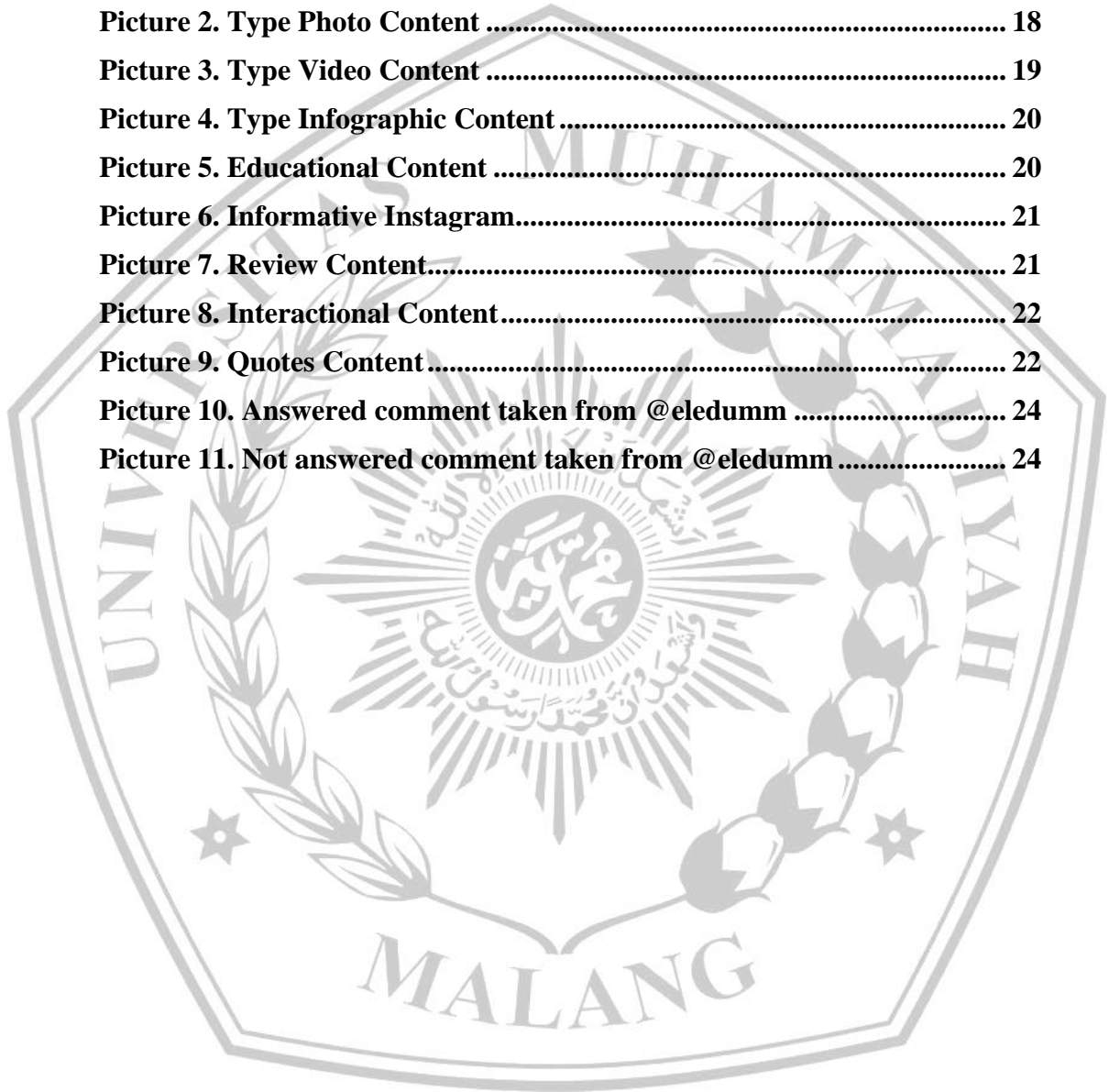
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