

Lampiran 1. Alat Ukur

Konsep	Komponen Konsep	Definisi Operasional	Indikator
Sifat Pesan	Sifat pesan merujuk kepada karakteristik atau atribut yang melekat pada pesan komunikasi yang disampaikan. Definisi sifat pesan ini meliputi berbagai aspek yang mempengaruhi bagaimana pesan diterima, dipahami, dan diproses oleh audiensnya (Feliza, 2022)	1. Informatif 2. Persuasif (Feliza, 2022) (Feliza, 2022)	1. Pesan informatif adalah pesan yang berisi data atau fakta yang ditemukan di lapangan 2. Pesan persuasif bersifat mengajak dan membujuk audiens untuk melakukan sesuatu tindakan atau kegiatan tertentu
Tema Pesan	(1) Aspirations and Beliefs	Konten berisi nilai-nilai yang dianut oleh perusahaan serta pesan yang menimbulkan kepercayaan dan membangun hubungan dengan audiens.	a.) Caption yang berisi sapaan atau ajakan pada <i>followers</i> Clozzete b.) Konten rekomendasi Informasi mengenai Clozzete c.) Informasi mengenai pengetahuan tentang clozette
	(2) David vs Goliath	Konten berisi cerita perjuangan perusahaan dalam mengembangkan perusahaan dan pencapaian yang telah didapatkan	a.) Konten memperlihatkan penghargaan yang didapatkan Clozzete b.) Konten kilas balik perjalanan brand Clozzete
	(3) Avalanche About to Roll	Konten berisi hal yang akan muncul di masa mendatang, seperti perilsan produk baru.	Konten yang berisi pengumuman atau countdown perilsan produk <i>beauty and lifestyle</i>
	(4) Contrarian/ Counterintuitive/ Challenging Assumptions	Konten berisikan hal-hal yang bertentangan dengan apa yang dipercayai oleh publik	Konten klarifikasi mengenai isu- isu yang menyangkut tentang brand Clozzete
	(5) Personalities/ Personal Stories	Konten berisi seputar hal-hal di balik sebuah perusahaan atau kisah seseorang yang berhubungan dengan brand	a.) Konten testimoni produk Clozzete b.) Konten tentang karyawan atau

			pembuatan produk Clozzete
			c.) Konten yang menceritakan kisah-kisah terkait brand Clozzete
	(6) How-to	Konten berisikan tutorial atau langkah-langkah untuk melakukan sesuatu	Konten tutorial untuk mendapatkan promo atau memesan produk melalui aplikasi
	(7) Glitz and Glam	Konten berisikan sosok yang terkenal/ selebriti serta menunjukkan kemewahan	Konten yang menampilkan selebriti/ influencer yang ada pada Clozzete
	(8) Seasonal/ Event-related	Konten berisi hal-hal seputar event atau kampanye musiman yang diadakan oleh brand c.) Video	Konten informasi mengenai promo yang diadakan oleh brand Clozzete Konten visual bergerak yang digunakan untuk menyampaikan pesan secara dinamis, seperti tutorial, ulasan, atau cerita singkat
Bentuk pesan	Bentuk pesan mengacu pada cara atau format di mana konten dipresentasikan atau disampaikan kepada audiens. Dalam konteks pemasaran digital dan komunikasi online, bentuk pesan memainkan peran penting dalam menentukan cara pesan disampaikan dan bagaimana audiens berinteraksi dengan konten tersebut (Kang & Park, 2018)	d.) <i>Carousell</i>	Format unggahan Instagram yang memungkinkan pengguna mengunggah beberapa foto atau video dalam satu postingan yang bisa digeser oleh audiens.

Lampiran 2. Hasil Coding

Coder 1 : Cindy Marcella

Keterangan : 134 Konten

Sifat pesan : 1. Informatif, 2. Persuasif

Tema Pesan : 1. Aspirations and Beliefs, 2. David vs Goliath, 3. Avalanche About to Roll, 4. Contrarian/ Counterintuitive/Challenging Assumptions, 5. Personalities/ Personal Stories, 6. How-to, 7. Glitz and Glam, 8. Seasonal/ Event-related

Bentuk pesan : 1. Video, 2. Carousel

INSTAGRAM:

No.	Periode	Sifat pesan	Tema pesan	Bentuk pesan
1.	02-Mar-23 https://www.instagram.com/p/CpR6m2kyJq1/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	Aspirations and Beliefs	Carousel
2.	04-Mar-23 https://www.instagram.com/p/CpXq4jeyaLD/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	David vs Goliath	Carousel
3.	08-Mar-23 https://www.instagram.com/p/Cpg056YyN64/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Informatif	Aspirations and Beliefs	Carousel
4.	09-Mar-23 https://www.instagram.com/reel/CpjW12AF7C/?utm_source=ig_web_copy_link	Persuasif	Aspirations and Beliefs	Video
5.	15-Mar-23 https://www.instagram.com/p/CpzB6sHyOSA/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	David vs Goliath	Carousel
6.	21-Mar-23 https://www.instagram.com/p/CqCVa8XS9SW/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	David vs Goliath	Carousel
7.	13-Apr-23 https://www.instagram.com/p/Cq905FKvbYp/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	David vs Goliath	Carosuel
8.	16-Apr-23 https://www.instagram.com/p/CrGO-Mqymik/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Avalanche About to Roll	Carousel

9.	19-Apr-23 https://www.instagram.com/p/CrN_-WIS0RT/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	Avalanche About to Roll	Carousel
10.	29-Apr-23 https://www.instagram.com/p/Crm7RrpSOFT/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Avalanche About to Roll	Carousel
11.	06-Mei-23 https://www.instagram.com/p/Cr5iLhWy7lJ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Avalanche About to Roll	Carousel
12.	13-Mei-23 https://www.instagram.com/p/CsLuptlyXC1/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Carousel
13.	17-Mei-23 https://www.instagram.com/p/CsVs0lVyK_f/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Carousel
14.	21-Mei-23 https://www.instagram.com/p/CsdFg-Gyrz_/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Carousel
15.	24-Mei-23 https://www.instagram.com/p/Csn-0A9SeC6/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Contrarian/Counterintuitive/Challenging Assumptions	Carousel
16.	02-Jun-23 https://www.instagram.com/p/CsjpLPvwLH/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Contrarian/Counterintuitive/Challenging Assumptions	Carousel
17.	04-Jun-23 https://www.instagram.com/reel/CtEQ1r-A2K2/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Personalities/Personal Stories	Video
18.	12-Jun-23 https://www.instagram.com/p/CtX3ccJye9A/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	Personalities/Personal Stories	Carousel
19.	22-Jun-23 https://www.instagram.com/p/CtyK5H0vjBw/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Informatif	Aspirations and Beliefs	Carousel

20.	26-Jun-23 https://www.instagram.com/p/Ct8J58hv_Yd/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	David vs Goliath	Carousel
21.	05-Jul-23 https://www.instagram.com/p/CuT4mB1S02V/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Informatif	Glitz and Glam	Carousel
22.	05-Jul-23 https://www.instagram.com/reel/CuTRp_pAmnf/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	Glitz and Glam	Video
23.	11-Jul-23 https://www.instagram.com/p/CujA2n5Si2Z/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Informatif	Personalities/ Personal Stories	Carousel
24.	12-Jul-23 https://www.instagram.com/reel/Cu1llofAKRa/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	Glitz and Glam	Video
25.	17-Jul-23 https://www.instagram.com/p/CuyfG5yyvCL/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	How-to	Carousel
26.	26-Jul-23 https://www.instagram.com/reel/CvKM0QJaj_N/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Informatif	How-to	Video
27.	01-Agust-23 https://www.instagram.com/p/CvZYykJSinT/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	How-to	Carousel
28.	25-Agust-23 https://www.instagram.com/p/CwXaJFJSMhQ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	Aspirations and Beliefs	Carousel
29.	10-Sep-23 https://www.instagram.com/p/CxAB1xLScBi/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Informatif	Aspirations and Beliefs	Carousel
30.	16-Sep-23 https://www.instagram.com/p/CxPeAQCy86/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	Aspirations and Beliefs	Carousel

31.	18-Sep-23 https://www.instagram.com/p/CxVV3CcSBwp/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Glitz and Glam	Carousel
32.	22-Sep-23 https://www.instagram.com/p/Cxe1exNSQpF/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Avalanche About to Roll	Carousel
33.	28-Sep-23 https://www.instagram.com/p/Cxt6zfsSF-g/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Avalanche About to Roll	Carousel
34.	04-Okt-23 https://www.instagram.com/reel/Cx9kGM-SSZv/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Avalanche About to Roll	Video
35.	12-Okt-23 https://www.instagram.com/p/CyShlwJy5hy/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Glitz and Glam	Carousel
36.	20-Okt-23 https://www.instagram.com/p/Cynmc5zSbqQ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	David vs Goliath	Carousel
37.	23-Okt-23 https://www.instagram.com/reel/CyupqNzvTAt/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	David vs Goliath	Video
38.	25-Okt-23 https://www.instagram.com/p/Cy0UnU-yIS_/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Carousel
39.	31-Okt-23 https://www.instagram.com/p/CzDFHL-ShUg/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Carousel
40.	04 Nov 2023 https://www.instagram.com/p/CzOJxKH1iW/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Carousel
41.	06 Nov 2023 https://www.instagram.com/reel/CzTENgpP-m1/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Video

42.	07 Nov2023 https://www.instagram.com/p/CzVEppbywFZ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	Glitz and Glam	Carousel
43.	09 Nov 2023 https://www.instagram.com/reel/Czamb0bPFM4/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	Glitz and Glam	Video
44.	13 Nov 2023 https://www.instagram.com/reel/CzkSU67vSmd/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Informatif	Seasonal/ Event-related	Video
45.	19 Nov 2023 https://www.instagram.com/p/Czz4qRUyoy5/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	Seasonal/ Event-related	Carousel
46.	23 Nov 2023 https://www.instagram.com/p/Cz-ljtnyv2z/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	Seasonal/ Event-related	Carousel
47.	06-Des-23 https://www.instagram.com/p/C0g5RX_SnHi/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	Seasonal/ Event-related	Carousel
48.	09-Des-23 https://www.instagram.com/reel/C0nnlfZvANI/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	Aspirations and Beliefs	Video
49.	14-Des-23 https://www.instagram.com/p/C01ZQR-yYGf/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	Seasonal/ Event-related	Carousel
50.	14-Des-23 https://www.instagram.com/reel/C002V9Fv6WS/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	How-to	Video
51.	20-Des-23 https://www.instagram.com/reel/C1EBJH3vTJR/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Persuasif	Seasonal/ Event-related	Video
52.	23-Des-23 https://www.instagram.com/reel/C1L7w6Rvzyy/?utm_source=ig_web_	Informatif	Seasonal/ Event-related	Video

	copy_link&igsh=MzRIODBiNWFIZA==			
53.	27-Dec-23 https://www.instagram.com/p/C1WBCNtPko3/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Contrarian/ Counterintuitive/Challenging Assumptions	Carousel
54.	02-Jan-24 https://www.instagram.com/p/C1liRm-SerP/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Contrarian/ Counterintuitive/Challenging Assumptions	Carousel
55.	04-Jan-24 https://www.instagram.com/reel/C1qpAi9P1Ov/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Seasonal/ Event-related	Video
56.	05-Jan-24 https://www.instagram.com/reel/C1tIShKvtGJ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Video
57.	07-Jan-24 https://www.instagram.com/reel/C1y0VYBv5ql/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Seasonal/ Event-related	Video
58.	12-Jan-24 https://www.instagram.com/p/C1jZ0kv0Cf/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Contrarian/ Counterintuitive/Challenging Assumptions	Carousel
59.	13-Jan-24 https://www.instagram.com/p/C2CZXOhvwaS/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Seasonal/ Event-related	Carousel
60.	13-Jan-24 https://www.instagram.com/reel/C2CA3XbPHBx/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Seasonal/ Event-related	Video
61.	24-Jan-24 https://www.instagram.com/reel/C2eEiqzPR7J/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Seasonal/ Event-related	Video
62.	26-Jan-24 https://www.instagram.com/reel/C2jXIB2vPr5/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Video

63.	27-Jan-24 https://www.instagram.com/reel/C2m37ZvvG8G/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Contrarian/ Counterintuitive/Challenging Assumptions	Video
64.	28-Jan-24 https://www.instagram.com/p/C2oy0QJPD0b/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Contrarian/ Counterintuitive/Challenging Assumptions	Carousel
65.	31-Jan-24 https://www.instagram.com/p/C2wT8foPu32/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Seasonal/ Event-related	Carousel
66.	01-Feb-24 https://www.instagram.com/p/C2y8T9OSB9U/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Avalanche About to Roll	Carousel
67.	04-Feb-24 https://www.instagram.com/reel/C26pWzFv21K/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Contrarian/ Counterintuitive/Challenging Assumptions	Video
68.	11-Feb-24 https://www.instagram.com/p/C3M9thbPTKy/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	David vs Goliath	Carousel
69.	14-Feb-24 https://www.instagram.com/p/C3UoXLkyilo/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Avalanche About to Roll	Carousel
70.	16-Feb-24 https://www.instagram.com/reel/C3ZcYCSvhhc/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Video
71.	17-Feb-24 https://www.instagram.com/p/C3bvKxHy13G/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	David vs Goliath	Carousel
72.	17-Feb-24 https://www.instagram.com/reel/C3cBNEgPfwq/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Video
73.	18-Feb-24 https://www.instagram.com/reel/C3egpYrvQN1/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Video

74.	19-Feb-24 https://www.instagram.com/p/C3hPJRwvGLb/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Carousel
75.	21-Feb-24 https://www.instagram.com/reel/C3mRXQdPDsd/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Personalities/ Personal Stories	Video
76.	25-Feb-24 https://www.instagram.com/p/C3wq1v-vXu2/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Glitz and Glam	Carousel
77.	26-Feb-24 https://www.instagram.com/p/C3zWtuQPdxV/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Glitz and Glam	Video
78.	29-Feb-24 https://www.instagram.com/p/C36fMNiyvKB/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Personalities/ Personal Stories	Carousel
79.	02-Mar-24 https://www.instagram.com/reel/C3_7mN4PG68/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Glitz and Glam	Video
80.	05-Mar-24 https://www.instagram.com/p/C4I12E4S1O_/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Personalities/ Personal Stories	Carousel
81.	06-Mar-24 https://www.instagram.com/reel/C4LAmhQPClf/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	How-to	Video
82.	09-Mar-24 https://www.instagram.com/p/C4SnIW0yNbD/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Contrarian/ Counterintuitive/Challenging Assumptions	Carousel
83.	10-Mar-24 https://www.instagram.com/reel/C4VMoJ3PJsR/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Contrarian/ Counterintuitive/Challenging Assumptions	Video
84.	12-Mar-24 https://www.instagram.com/p/C4Z-zdASc6r/?utm_source=ig_web_co	Informatif	Avalanche About to Roll	Carousel

	py_link&igsh=MzRIODBiNWFIZA= =			
85.	15-Mar-24 https://www.instagram.com/p/C4hfuaaSkHy/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA= =	Persuasif	David vs Goliath	Carousel
86.	19-Mar-24 https://www.instagram.com/p/C4sLw6NSWqZ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA= ==	Informatif	Avalanche About to Roll	Carousel
87.	20-Mar-24 https://www.instagram.com/reel/C4uhWRpPfCx/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA= A==	Informatif	David vs Goliath	Video
88.	21-Mar-24 https://www.instagram.com/p/C4w6ok8yN0p/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA= =	Informatif	How-to	Cararousel
89.	27-Mar-24 https://www.instagram.com/reel/C5A1sAUveJz/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA= A==	Informatif	How-to	Video
90.	01-Apr-24 https://www.instagram.com/p/C5Nb9iSymch/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA= =	Persuasif	Contrarian/Counterintuitive/Challenging Assumptions	Carousel
91.	02-Apr-24 https://www.instagram.com/reel/C5QNhixvGXq/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA= A==	Informatif	Aspirations and Beliefs	Video
92.	02-Apr-24 https://www.instagram.com/p/C5P0omKyAuN/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA= ==	Persuasif	Aspirations and Beliefs	Carousel
93.	02-Apr-24 https://www.instagram.com/reel/C5QNhixvGXq/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA= A==	Informatif	Aspirations and Beliefs	Video
94.	03-Apr-24 https://www.instagram.com/reel/C5S1UIhPD71/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA= A==	Persuasif	David vs Goliath	Video
95.	06-Apr-24	Informatif	David vs Goliath	Carousel

	https://www.instagram.com/p/C5a1SHBP2MW/?utm_source=ig_web_copy_link			
96.	08-Apr-24 https://www.instagram.com/reel/C5fTrN8PzL/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Avalanche About to Roll	Video
97.	10-Apr-24 https://www.instagram.com/reel/C5klZFSv3v5/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Avalanche About to Roll	Video
98.	18-Apr-24 https://www.instagram.com/reel/C55YJF0vL0o/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Personalities/ Personal Stories	Video
99.	22-Apr-24 https://www.instagram.com/p/C6Dj13byJmn/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Carousel
100.	25 April 2024 https://www.instagram.com/p/C6L6xygyYGv/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Carousel
101.	27-Apr-24 https://www.instagram.com/p/C6QehDgSUqa/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Carousel
102.	30-Apr-24 https://www.instagram.com/reel/C6YejcTPf5k/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	David vs Goliath	Video
103.	07 Mei 2024 https://www.instagram.com/p/C6pxHLySGo2/?igsh=dGNvbDdxDg3NzRo	Informatif	Seasonal/ Event-related	Carousel
104.	09 Mei 2024 https://www.instagram.com/reel/C6vE-sqP_Gj/?igsh=MWVvejUzMnZmOGRkOA==	Informatif	How-to	Video
105.	10 Mei 2024 https://www.instagram.com/reel/C6ybqaQPHKx/?igsh=NThINDhsdTd4cGpv	Informatif	Aspirations and Beliefs	Video
106.	15 Mei 2024	Informatif	Avalanche About to Roll	Carousel

	https://www.instagram.com/p/C6-c22MyfuR/?igsh=MWR3OXIraXVsYjn3MA==			
107.	23 Mei 2024 https://www.instagram.com/p/C7TBbosyu0H/?igsh=MWk3ZGxzNDRieW1kdg==	Informatif	Avalanche About to Roll	Carousel
108.	24 Mei 2024 https://www.instagram.com/reel/C7WD2f1PzqY/?igsh=NDcwNW9xazd0anQz	Persuasif	How-to	Video
109.	02 Juni 2024 https://www.instagram.com/reel/C7tcA8PP-V4/?igsh=MXNlc2N1YjRlcWJ4bg==	Persuasif	How-to	Video
110.	04 Juni 2024 https://www.instagram.com/p/C7yd8FQywwM/?igsh=MXJqaDRjN3UxaXdmNQ==	Informatif	Seasonal/ Event-related	Carousel
111.	10 Juni 2024 https://www.instagram.com/p/C8CfVWXybZr/?igsh=MXQ3dWs5M3F6ajR1dQ==	Informatif	Personalities/ Personal Stories	Carousel
112.	23 Juni 2024 <a "="" href="https://www.instagram.com/reel/C8jU1Y1PDBQ/?igsh=MTImYzRwZ2xnZzgyOQ=">https://www.instagram.com/reel/C8jU1Y1PDBQ/?igsh=MTImYzRwZ2xnZzgyOQ=	Persuasif	How-to	Video
113.	06 Juli 2024 https://www.instagram.com/reel/C9FOXwlvDhl/?igsh=NG5rYzMxcHlrdjBk	Persuasif	How-to	Video
114.	13 Juli 2024 <a "="" href="https://www.instagram.com/reel/C9W3aNQPfxc/?igsh=MXNxZm0yaXZtM2xhYg=">https://www.instagram.com/reel/C9W3aNQPfxc/?igsh=MXNxZm0yaXZtM2xhYg=	Persuasif	How-to	Video
115.	20 Juli 2024 https://www.instagram.com/p/C9pNrXHyp5/?igsh=MTQ4cnRoZ3psNGtwdA==	Informatif	Avalanche About to Roll	Carousel
116.	27 Juli 2024 https://www.instagram.com/p/C96KnT-y45f/?igsh=MWRrcm51emdxBTdsOQ==	Informatif	Personalities/ Personal Stories	Carousel
117.	28 Juli 2024 https://www.instagram.com/p/C99FWWvyc9/?igsh=ZnVvNDN4NzUzOWNr	Informatif	Avalanche About to Roll	Carousel
118.	1 Agustus 2024	Persuasif	Avalanche About to Roll	Carousel

	https://www.instagram.com/p/C-HJskoS6to/?igsh=ZXA2Zjl0cnNnbHVn			
119.	3 Agustus 2024 https://www.instagram.com/reel/C-NMW5AP11i/?igsh=ZTZzdWlsd2ljYnky	Informatif	How-to	Video
120.	11 Agustus 2024 https://www.instagram.com/reel/C-h0PrMPbP_/?igsh=eDQ0ZGJ0b3Y5YnYw	Informatif	How-to	Video
121.	16 Agustus 2024 https://www.instagram.com/p/C-uU-YvSNy_/?igsh=MWx2dXk4aXA1OWpmNw==	Persuasif	Personalities/ Personal Stories	Carousel
122.	23 Agustus 2023 https://www.instagram.com/reel/C_AmPfsSEW-/?igsh=MXU1ZGRheWxkNXB4Yw==	Persuasif	How-to	Video
123.	27 Agustus 2024 https://www.instagram.com/p/C_K6y9Ayuue/?igsh=cnUwbHppOGNxejU4	Informatif	Glitz and Glam	Carousel
124.	29 Agustus 2024 https://www.instagram.com/p/C_PPPrhS5Zq/?igsh=MWg5ZTF4cnd3OTc3Ng==	Informatif	Personalities/ Personal Stories	Carousel
125.	1 September 2024 https://www.instagram.com/reel/C_XjoZJP-aF/?igsh=MXFuYwXjaG93MG5INg==	Informatif	How-to	Video
126.	11 September 2024 https://www.instagram.com/reel/C_xlmHsPc3y/?igsh=aWt4MGF0bDQxaGt1	Informatif	How-to	Video
127.	17 September 2024 https://www.instagram.com/p/DAA2UaFybE6/?igsh=ZzAweTJkamFocWoz	Informatif	Avalanche About to Roll	Carousel
128.	21 September 2024 https://www.instagram.com/p/DAKlFIHskFI/?igsh=MThkb3d5M2Q1aTZ0Zg==	Informatif	Avalanche About to Roll	Carousel
129.	25 Spetember 2024 https://www.instagram.com/p/DAVGamSS-7l/?igsh=ZzRqbThheWthNXpq	Persuasif	Avalanche About to Roll	Carousel
130.	30 Spetember 2024	Informatif	Contrarian/ Counterintuitive/	Carousel

	https://www.instagram.com/p/DAh6OedPEHw/?igsh=MXcyZHJzOXpyYmVuZw==		Challenging Assumptions	
131.	03 Oktober 2024 https://www.instagram.com/reel/DAqUv-nPEJ6/?igsh=MTNtYW82MXZhdmk=	Informatif	How-to	Video
132.	17 Oktober 2024 https://www.instagram.com/reel/DBOJxXEvWCl/?igsh=MWdyZWm3MHpmYncyYg==	Persuasif	How-to	Video
133.	22 Oktober 2024 https://www.instagram.com/p/DBaVU8pyGuU/?igsh=Y28xZndtMnU4NXAw	Informatif	Personalities/ Personal Stories	Carousel
134.	27 Oktober 2024 https://www.instagram.com/reel/DBIV-k-vWMr/?igsh=aXF5aWo0NGpvNnRq	Informatif	How-to	Video



Lampiran 3. Tabel Unit Analisis

Coder 2 : Berliana S.Z

Keterangan : 134 Konten

Sifat pesan : 1. Informatif, 2. Persuasif,

Tema Pesan : 1. Aspirations and Beliefs, 2. David vs Goliath, 3. Avalanche About to Roll, 4. Contrarian/ Counterintuitive/Challenging Assumptions, 5. Personalities/ Personal Stories, 6. How-to, 7. Glitz and Glam, 8. Seasonal/ Event-related

Bentuk pesan : 1. Carousel, 2. Video,

INSTAGRAM:

No.	Periode	Sifat pesan	Tema pesan	Bentuk pesan
1.	02-Mar-23 https://www.instagram.com/p/CpR6m2kyJq1/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Carousel
2.	04-Mar-23 https://www.instagram.com/p/CpXq4jeyLD/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	David vs Goliath	Carousel
3.	08-Mar-23 https://www.instagram.com/p/Cpg056YyN64/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Carousel
4.	09-Mar-23 https://www.instagram.com/reel/CpjtW12AF7C/?utm_source=ig_web_copy_link	Persuasif	Aspirations and Beliefs	Video
5.	15-Mar-23 https://www.instagram.com/p/CpzB6sHyOSA/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	David vs Goliath	Carousel
6.	21-Mar-23 https://www.instagram.com/p/CqCVa8XS9SW/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	David vs Goliath	Carousel
7.	13-Apr-23 https://www.instagram.com/p/Cq905FKvbYp/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	David vs Goliath	Carosuel
8.	16-Apr-23 https://www.instagram.com/p/CrGOMqymik/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Avalanche About to Roll	Carousel
9.	19-Apr-23 https://www.instagram.com/p/CrN_WIS0RT/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Avalanche About to Roll	Carousel

10.	29-Apr-23 https://www.instagram.com/p/Crm7RrpSOFT/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Avalanche About to Roll	Carousel
11.	06-Mei-23 https://www.instagram.com/p/Cr5iLhWy7lJ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Avalanche About to Roll	Carousel
12.	13-Mei-23 https://www.instagram.com/p/CsLutplyXC1/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Carousel
13.	17-Mei-23 https://www.instagram.com/p/CsVs0lVyK_f/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Carousel
14.	21-Mei-23 https://www.instagram.com/p/CsdFgGyrz_/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Carousel
15.	24-Mei-23 https://www.instagram.com/p/Csn-0A9SeC6/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Contrarian/Counterintuitive/Challenging Assumptions	Carousel
16.	02-Jun-23 https://www.instagram.com/p/Cs-jpLPvwLH/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Contrarian/Counterintuitive/Challenging Assumptions	Carousel
17.	04-Jun-23 https://www.instagram.com/reel/CtEQ1r-A2K2/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Personalities/Personal Stories	Video
18.	12-Jun-23 https://www.instagram.com/p/CtX3ccJye9A/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Personalities/Personal Stories	Carousel
19.	22-Jun-23 https://www.instagram.com/p/CtyK5H0vjBw/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Carousel
20.	26-Jun-23 https://www.instagram.com/p/Ct8J58hv_Yd/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	David vs Goliath	Carousel
21.	05-Jul-23 https://www.instagram.com/p/CuT4mB1S02V/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Glitz and Glam	Carousel
22.	05-Jul-23	Persuasif	Glitz and Glam	Video

	https://www.instagram.com/reel/CuTRp_pAmnf/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==			
23.	11-Jul-23 https://www.instagram.com/p/CujA2n5Si2Z/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Personalities/ Personal Stories	Carousel
24.	12-Jul-23 https://www.instagram.com/reel/Cul1lofAKRa/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Glitz and Glam	Video
25.	17-Jul-23 https://www.instagram.com/p/CuyfG5yyvCL/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	How-to	Carousel
26.	26-Jul-23 https://www.instagram.com/reel/CvKM0QJAJ_N/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	How-to	Video
27.	01-Agust-23 https://www.instagram.com/p/CvZYykJJSinT/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	How-to	Carousel
28.	25-Agust-23 https://www.instagram.com/p/CwXaJFJSMhQ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Carousel
29.	10-Sep-23 https://www.instagram.com/p/CxAB1xLScBi/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Carousel
30.	16-Sep-23 https://www.instagram.com/p/CxPeAQCy86/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Carousel
31.	18-Sep-23 https://www.instagram.com/p/CxVV3CcSBwp/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Glitz and Glam	Carousel
32.	22-Sep-23 https://www.instagram.com/p/Cxe1exNSQpF/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Avalanche About to Roll	Carousel
33.	28-Sep-23 https://www.instagram.com/p/Cxt6zfsSF-g/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Avalanche About to Roll	Carousel
34.	04-Okt-23	Informatif	Avalanche About to Roll	Video

	https://www.instagram.com/reel/Cx9kGM-SSZv/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==			
35.	12-Okt-23 https://www.instagram.com/p/CyShlwJy5hy/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Glitz and Glam	Carousel
36.	20-Okt-23 https://www.instagram.com/p/Cynmc5zSbqQ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	David vs Goliath	Carousel
37.	23-Okt-23 https://www.instagram.com/reel/CyupqNzvTAt/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	David vs Goliath	Video
38.	25-Okt-23 https://www.instagram.com/p/Cy0UnU-yIS/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Carousel
39.	31-Okt-23 https://www.instagram.com/p/CzDFHL-ShUg/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Carousel
40.	04 Nov 2023 https://www.instagram.com/p/CzOJxKH1iW/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Carousel
41.	06 Nov 2023 https://www.instagram.com/reel/CzTENGpP-m1/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Video
42.	07 Nov2023 https://www.instagram.com/p/CzVEppbywFZ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Glitz and Glam	Carousel
43.	09 Nov 2023 https://www.instagram.com/reel/Czamb0bPFM4/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Glitz and Glam	Video
44.	13 Nov 2023 https://www.instagram.com/reel/CzkSU67vSmd/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Seasonal/ Event-related	Video
45.	19 Nov 2023 https://www.instagram.com/p/Czz4qRUyoy5/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Seasonal/ Event-related	Carousel

46.	23 Nov 2023 https://www.instagram.com/p/Cz-ljtnyv2z/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Seasonal/ Event-related	Carousel
47.	06-Des-23 https://www.instagram.com/p/C0g5RX_SnHi/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Seasonal/ Event-related	Carousel
48.	09-Des-23 https://www.instagram.com/reel/C0nnlfZvANI/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Video
49.	14-Des-23 https://www.instagram.com/p/C01ZYQGf/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Seasonal/ Event-related	Carousel
50.	14-Des-23 https://www.instagram.com/reel/C002V9Fv6WS/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	How-to	Video
51.	20-Des-23 https://www.instagram.com/reel/C1EBJH3vTJR/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Seasonal/ Event-related	Video
52.	23-Des-23 https://www.instagram.com/reel/C1L7w6Rvzyy/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Seasonal/ Event-related	Video
53.	27-Des-23 https://www.instagram.com/p/C1WBCNtPko3/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Contrarian/ Counterintuitive/ Challenging Assumptions	Carousel
54.	02-Jan-24 https://www.instagram.com/p/C1liRm-SerP/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Contrarian/ Counterintuitive/ Challenging Assumptions	Carousel
55.	04-Jan-24 https://www.instagram.com/reel/C1qpAi9P1Ov/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Seasonal/ Event-related	Video
56.	05-Jan-24 https://www.instagram.com/reel/C1tlShKvtGJ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Video
57.	07-Jan-24	Persuasif	Seasonal/ Event-related	Video

	https://www.instagram.com/reel/C1y0VYBv5ql/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==			
58.	12-Jan-24 https://www.instagram.com/p/C1_jZ0kv0Cf/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Contrarian/Counterintuitive/Challenging Assumptions	Carousel
59.	13-Jan-24 https://www.instagram.com/p/C2CZXOhvwaS/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Seasonal/Event-related	Carousel
60.	13-Jan-24 https://www.instagram.com/reel/C2CA3XbPHBx/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Seasonal/Event-related	Video
61.	24-Jan-24 https://www.instagram.com/reel/C2eEiqzPR7J/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Seasonal/Event-related	Video
62.	26-Jan-24 https://www.instagram.com/reel/C2jXIB2vPr5/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Video
63.	27-Jan-24 https://www.instagram.com/reel/C2m37ZvvG8G/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Contrarian/Counterintuitive/Challenging Assumptions	Video
64.	28-Jan-24 https://www.instagram.com/p/C2oy0QJPD0b/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Contrarian/Counterintuitive/Challenging Assumptions	Carousel
65.	31-Jan-24 https://www.instagram.com/p/C2wT8foPu32/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Seasonal/Event-related	Carousel
66.	01-Feb-24 https://www.instagram.com/p/C2y8T9OSB9U/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Avalanche About to Roll	Carousel
67.	04-Feb-24 https://www.instagram.com/reel/C26pWzFv21K/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Contrarian/Counterintuitive/Challenging Assumptions	Video
68.	11-Feb-24 https://www.instagram.com/p/C3M9tHbPTKy/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	David vs Goliath	Carousel
69.	14-Feb-24	Informatif	Avalanche About to Roll	Carousel

	https://www.instagram.com/p/C3UoXLkyilo/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==			
70.	16-Feb-24 https://www.instagram.com/reel/C3ZcYCSvhhc/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Video
71.	17-Feb-24 https://www.instagram.com/p/C3bvKxHy13G/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	David vs Goliath	Carousel
72.	17-Feb-24 https://www.instagram.com/reel/C3cBNEgPfwq/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Video
73.	18-Feb-24 https://www.instagram.com/reel/C3eYpYrvQN1/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Video
74.	19-Feb-24 https://www.instagram.com/p/C3hPJRwvGLb/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Carousel
75.	21-Feb-24 https://www.instagram.com/reel/C3mRXQdPDsd/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Personalities/ Personal Stories	Video
76.	25-Feb-24 https://www.instagram.com/p/C3wq1v-vXu2/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Glitz and Glam	Carousel
77.	26-Feb-24 https://www.instagram.com/p/C3zWtuQPdxV/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Glitz and Glam	Video
78.	29-Feb-24 https://www.instagram.com/p/C36fMNiyvKB/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Personalities/ Personal Stories	Carousel
79.	02-Mar-24 https://www.instagram.com/reel/C3_7mN4PG68/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Glitz and Glam	Video
80.	05-Mar-24 https://www.instagram.com/p/C4II2E4S1O_/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Personalities/ Personal Stories	Carousel
81.	06-Mar-24	Informatif	How-to	Video

	https://www.instagram.com/reel/C4LAmhQPCIf/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=			
82.	09-Mar-24 https://www.instagram.com/p/C4SnlW0yNbD/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Contrarian/Counterintuitive/Challenging Assumptions	Carousel
83.	10-Mar-24 https://www.instagram.com/reel/C4VMoJ3PJsR/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Contrarian/Counterintuitive/Challenging Assumptions	Video
84.	12-Mar-24 https://www.instagram.com/p/C4ZzdASc6r/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Avalanche About to Roll	Carousel
85.	15-Mar-24 https://www.instagram.com/p/C4hfuaaSkHy/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	David vs Goliath	Carousel
86.	19-Mar-24 https://www.instagram.com/p/C4sLw6NSWqZ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Informatif	Avalanche About to Roll	Carousel
87.	20-Mar-24 https://www.instagram.com/reel/C4uhWRpPfCx/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Informatif	David vs Goliath	Video
88.	21-Mar-24 https://www.instagram.com/p/C4w6ok8yN0p/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	How-to	Carousel
89.	27-Mar-24 https://www.instagram.com/reel/C5A1sAUveJz/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA=	Informatif	How-to	Video
90.	01-Apr-24 https://www.instagram.com/p/C5Nb9iSymch/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Contrarian/Counterintuitive/Challenging Assumptions	Carousel
91.	02-Apr-24 https://www.instagram.com/reel/C5QNhixvGXq/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Video
92.	02-Apr-24 https://www.instagram.com/p/C5P0omKyAuN/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Carousel






93.	02-Apr-24 https://www.instagram.com/reel/C5QNhixvGXq/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Video
94.	03-Apr-24 https://www.instagram.com/reel/C5S1UIhPD71/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	David vs Goliath	Video
95.	06-Apr-24 https://www.instagram.com/p/C5a1SHBP2MW/?utm_source=ig_web_copy_link	Informatif	David vs Goliath	Carousel
96.	08-Apr-24 https://www.instagram.com/reel/C5fTrN8PzL/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Avalanche About to Roll	Video
97.	10-Apr-24 https://www.instagram.com/reel/C5kIZFSv3v5/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Avalanche About to Roll	Video
98.	18-Apr-24 https://www.instagram.com/reel/C55YJF0vL0o/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Personalities/ Personal Stories	Video
99.	22-Apr-24 https://www.instagram.com/p/C6Dj13byJmn/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Informatif	Aspirations and Beliefs	Carousel
100.	25 April 2024 https://www.instagram.com/p/C6L6xygyYGv/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Carousel
101.	27-Apr-24 https://www.instagram.com/p/C6QehDgSUqa/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	Aspirations and Beliefs	Carousel
102.	30-Apr-24 https://www.instagram.com/reel/C6YejcTPf5k/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==	Persuasif	David vs Goliath	Video
103.	07 Mei 2024 https://www.instagram.com/p/C6pxHLySGo2/?igsh=dGNvbDdxdDg3NzRo	Informatif	Seasonal/ Event- related	Carousel
104.	09 Mei 2024 https://www.instagram.com/reel/C6vE-sqP_Gj/?igsh=MWVyejUzMnZmOGRkOA==	Informatif	How-to	Video

105	10 Mei 2024 https://www.instagram.com/reel/C6ybqaQPHKx/?igsh=NThINDhsdTd4cGpv	Informatif	Aspirations and Beliefs	Video
106	15 Mei 2024 https://www.instagram.com/p/C6-c22MyfuR/?igsh=MWR3OXIraXVsYjN3MA==	Informatif	Avalanche About to Roll	Carousel
107	23 Mei 2024 https://www.instagram.com/p/C7TBbosyu0H/?igsh=MWk3ZGxzNDRieW1kdg==	Informatif	Avalanche About to Roll	Carousel
108	24 Mei 2024 https://www.instagram.com/reel/C7WD2f1PzqY/?igsh=NDcwNW9xazd0anQz	Persuasif	How-to	Video
109	02 Juni 2024 https://www.instagram.com/reel/C7tcA8PP-V4/?igsh=MXNlc2N1YjRlcWJ4bg==	Persuasif	How-to	Video
110	04 Juni 2024 https://www.instagram.com/p/C7yd8FQywwM/?igsh=MXJqaDRjN3UxaXdmNQ==	Informatif	Seasonal/ Event- related	Carousel
111	10 Juni 2024 https://www.instagram.com/p/C8CfVWXYbZr/?igsh=MXQ3dWs5M3F6ajR1dQ==	Informatif	Personalities/ Personal Stories	Carousel
112	23 Juni 2024 https://www.instagram.com/reel/C8jU1Y1PDBQ/?igsh=MTImYzRwZ2xnZzgyOQ=	Persuasif	How-to	Video
113	06 Juli 2024 https://www.instagram.com/reel/C9FOXwlvDhl/?igsh=NG5rYzMxcHlrdjBk	Persuasif	How-to	Video
114	13 Juli 2024 https://www.instagram.com/reel/C9W3aNQPfxc/?igsh=MXNxZm0yaXZtM2xhYg=	Persuasif	How-to	Video
115	20 Juli 2024 https://www.instagram.com/p/C9pNrXHyxp5/?igsh=MTQ4cnRoZ3psNGtwdA==	Informatif	Avalanche About to Roll	Carousel
116	27 Juli 2024 https://www.instagram.com/p/C96KnTy45f/?igsh=MWRrcm51emdxBTdsOQ==	Informatif	Personalities/ Personal Stories	Carousel
117	28 Juli 2024	Informatif	Avalanche About to Roll	Carousel

	https://www.instagram.com/p/C99FWWvycz9/?igsh=ZnVvNDN4NzUzOWNr			
118	1 Agustus 2024 https://www.instagram.com/p/C-HJskoS6to/?igsh=ZXA2ZjI0cnNnbHVn	Persuasif	Avalanche About to Roll	Carousel
119	3 Agustus 2024 https://www.instagram.com/reel/C-NMW5AP11i/?igsh=ZTZzdWlsd2ljYnky	Informatif	How-to	Video
120	11 Agustus 2024 https://www.instagram.com/reel/C-h0PrMPbP_/?igsh=eDQ0ZGJ0b3Y5YnYw	Informatif	How-to	Video
121	16 Agustus 2024 https://www.instagram.com/p/C-uUYvSNy_/?igsh=MWx2dXk4aXA1OWpmNw==	Persuasif	Personalities/ Personal Stories	Carousel
122	23 Agustus 2023 https://www.instagram.com/reel/C_AmPfsSEW-/?igsh=MXU1ZGRheWxkNXB4Yw==	Persuasif	How-to	Video
123	27 Agustus 2024 https://www.instagram.com/p/C_K6y9Ayuu/?igsh=cnUwbHppOGNxejU4	Informatif	Glitz and Glam	Carousel
124	29 Agustus 2024 https://www.instagram.com/p/C_PPPrhS5Zq/?igsh=MWg5ZTF4cnd3OTc3Ng==	Informatif	Personalities/ Personal Stories	Carousel
125	1 September 2024 https://www.instagram.com/reel/C_XjoZJP-aF/?igsh=MXFuYWxjaG93MG5lNg==	Informatif	How-to	Video
126	11 September 2024 https://www.instagram.com/reel/C_xlmHsPc3y/?igsh=aWt4MGF0bDQxaGt1	Informatif	How-to	Video
127	17 September 2024 https://www.instagram.com/p/DAA2UaFybE6/?igsh=ZzAweTJkamFocWoz	Informatif	Avalanche About to Roll	Carousel
128	21 September 2024 https://www.instagram.com/p/DAKIFIHskFI/?igsh=MThkb3d5M2Q1aTZ0Zg==	Informatif	Avalanche About to Roll	Carousel
129	25 Spetember 2024	Persuasif	Avalanche About to Roll	Carousel

	https://www.instagram.com/p/DAVGamSS-7I/?igsh=ZzRqbThheWthNXpq			
130	30 September 2024 https://www.instagram.com/p/DAh6OedPEHw/?igsh=MXcyZHJzOXpyYmVuZw==	Informatif	Contrarian/ Counterintuitive/ Challenging Assumptions	Carousel
131	03 Oktober 2024 https://www.instagram.com/reel/DAqUv-nPEJ6/?igsh=MTNtYW82MXZhdmk=	Informatif	How-to	Video
132	17 Oktober 2024 https://www.instagram.com/reel/DBOJxXEvWCl/?igsh=MWdyZWM3MHpmYncyYg==	Persuasif	How-to	Video
133	22 Oktober 2024 https://www.instagram.com/p/DBaVU8pyGuU/?igsh=Y28xZndtMnU4NXAw	Informatif	Personalities/ Personal Stories	Carousel
134	27 Oktober 2024 https://www.instagram.com/reel/DBIv-k-vWMr/?igsh=aXF5aWo0NGpvNnRq	Informatif	How-to	Video

Lampiran 4. Tabel Unit Analisis

No.	Visual	Periode	Link
1.		01 Maret 2023	https://www.instagram.com/p/CpHlz_ISs91/?igsh=MWo0bmZ3ZDJMjBoN
2.		04 Maret 2023	https://www.instagram.com/p/CpXq4jeyaLD/?igsh=MWR0ZXZhcTA3bTVpNg==
3.		08 Maret 2023	https://www.instagram.com/p/Cpg056YyN64/?igsh=Y3ZtbWNyMmk3N25q
4.		09 Maret 2023	https://www.instagram.com/p/CqzWzO3PZWE/?igsh=bDhINjU1MjBobzN2
5.		12 Maret 2023	https://www.instagram.com/p/CrCyBGtSjU6/?igsh=MW5ua291emJ6Y2dwMg
6.		17 Maret 2023	https://www.instagram.com/p/CrFayrPy-qF/?igsh=MWtta2d0MjI3cnQ1Yw
7.		10 Maret 2023	https://www.instagram.com/p/CrFayrPy-qF/?igsh=MWtta2d0MjI3cnQ1Yw





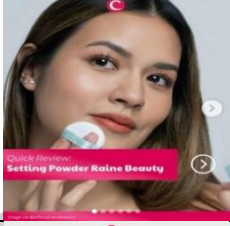
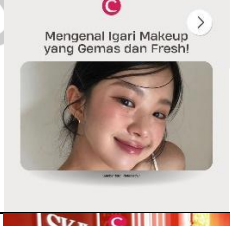

No.	Visual	Periode	Link
8.		19 Maret 2023	https://www.instagram.com/p/CrFayrPy-qF/?igsh=MWtta2d0Mjl3cnQ1Yw
9.		20 Maret 2023	https://www.instagram.com/p/CrFayrPy-qF/?igsh=MWtta2d0Mjl3cnQ1Yw
10.		24 Maret 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
11.		28 Maret 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
12.		04 Mei 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
13.		06 Mei 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
14.		13 Mei 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==

No.	Visual	Periode	Link
15.		24 Mei 2023	https://www.instagram.com/p/CtX3ccJye9A/?igsh=OGV6NTkzN2s0c
16.		02 Juni 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
17.		04 Juni 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
18.		12 Juni 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
19.		22 Juni 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
20.		30 Juni 2023	https://www.instagram.com/p/CuGcg0kPxZr/?igsh=MXh1enJidzg3OTVlaQ==
21.		06 Juli 2023	https://www.instagram.com/p/CuWaz9zy8WC/?igsh=MWM0MjMxemRhcmk0bw==








No.	Visual	Periode	Link
22.		12 Juli 2023	https://www.instagram.com/reel/Cu11ofAKRa/?igsh=OTg4bndqMjFseWoy
23.		11 Juli 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
24.		12 Juli 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
25.		17 Juli 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
26.		26 Juli 2023	https://www.instagram.com/p/Cw93PxpS-od/?igsh=M3FwdDBmcWVvYjZ4
27.		07 Agustus 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
28.		18 Agustus 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==

No.	Visual	Periode	Link
29.		21 Agustus 2023	https://www.instagram.com/p/CxAB1xLScBi/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
30.		21 Agustus 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
31.		21 Agustus 2023	https://www.instagram.com/p/CxVV3CcSBwp/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
32.		21 Agustus 2023	https://www.instagram.com/p/Cxe1exNSQpF/?igsh=NzlteDI3NGNuYThr
33.		21 Agustus 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
34.		04 September 2023	https://www.instagram.com/reel/Cx9kGMSSZv/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
35.		12 September 2023	https://www.instagram.com/p/CyShlwJy5hy/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==





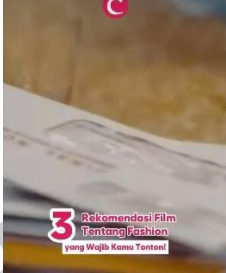
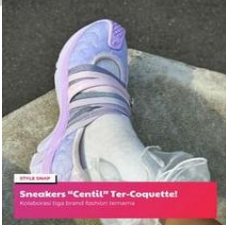

No.	Visual	Periode	Link
36.		20 September 2023	https://www.instagram.com/p/Cynmc5zSbqQ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
37.		23 Oktober 2023	https://www.instagram.com/p/Cy5DGfSMae/?igsh=a3l5bW56YXp6Zzh6
38.		25 Oktober 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
39.		31 Oktober 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjRkzN2s0
40.		04 Oktober 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
41.		06 November 2023	https://www.instagram.com/p/CtX3ccJye9A/?igsh=OGV6NTkzN2s0c
42.		07 November 2023	https://www.instagram.com/p/CtX3ccJye9A/?igsh=OGkzN2s0V6NT

No.	Visual	Periode	Link
43.		09 November 2023	https://www.instagram.com/p/CzfmXfJyQem/?igsh=bDRodGpmMTRxNzVu
44.		13 November 2023	https://www.instagram.com/p/CtX3ccJye9A/?igsh=OGV6NTkzN2s0c
45.		19 November 2023	https://www.instagram.com/p/Czz4qRUyoy5/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
46.		23 November 2023	https://www.instagram.com/p/CtX3ccJye9A/?igsh=OGV6NTkzN2s0c
47.		06 Desember 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
48.		09 Desember 2023	https://www.instagram.com/p/CzfmXfJyQem/?igsh=bDRodGpmMTRxNzVu
49.		14 Desember 2023	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==


No.	Visual	Periode	Link
50.		14 Desember 2023	https://www.instagram.com/reel/C002V9Fv6WS/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
51.		20 Desember 2023	https://www.instagram.com/p/CtX3ccJye9A/?igsh=OGSBCS
52.		23 Desember 2023	https://www.instagram.com/p/CtX3ccJye9A/?igsh=Oc
53.		27 Desember 2023	https://www.instagram.com/p/CtX3ccJye9A/?igsh=OGV6NTkzN2s0c
54.		2 Januari 2024	https://www.instagram.com/p/C1liRm-SerP/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
55.		4 Januari 2024	https://www.instagram.com/p/CtX3ccJye9A/?igsh=OGV6NTkzN2s0c
56.		5 Januari 2024	https://www.instagram.com/p/Cr-o_cQy10E/?igsh=MXhqemtZHo

No.	Visual	Periode	Link
57.		7 Januari 2024	https://www.instagram.com/p/Cr-o_cQy10E/?igsh=MXhqemtZHo1MDQ4dw==
58.		11 Januari 2024	https://www.instagram.com/reel/C18x_ySPVCn/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
59.		13 Januari 2024	https://www.instagram.com/p/Cr-o_cQy10E/?igsh=MXhqemtZHo1MDQ4dw==
60.		13 Januari 2024	https://www.instagram.com/p/C2CZXOhvwaS/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
61.		24 Januari 2024	https://www.instagram.com/p/CpXq4jeyaLD/?igsh=MWR0ZXZhcTA3bTVpNg==
62.		26 Januari 2024	https://www.instagram.com/p/CpXq4jeyaLD/?igsh=MWR0ZXZhcTA3bTVpNg==
63.		26 Januari 2024	https://www.instagram.com/p/Cr-o_cQy10E/?igsh=MXhqemtZHo1MDQ4dw==

No.	Visual	Periode	Link
64.		28 Januari 2024	https://www.instagram.com/p/C2oy0QJPD0b/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
65.		31 Januari 2024	https://www.instagram.com/p/CpXq4jeyaLD/?igsh=MWR0ZXZhcTA3bTVpNg==
66.		01 Februari 2024	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
67.		4 Februari 2024	https://www.instagram.com/p/CpXq4jeyaLD/?igsh=MWR0ZXZhcTA3bTVpNg==
68.		11 Februari 2024	https://www.instagram.com/p/C3M9thbPTKy/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
69.		14 Februari 2024	https://www.instagram.com/p/C3UoXLkyllo/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
70.		16 Februari 2024	https://www.instagram.com/reel/C3ZcYCSvhhc/?utm_source=ig_web_button_share_sheet&igsh=MzRIODBiNWFIZA==

No.	Visual	Periode	Link
71.		17 Februari 2024	https://www.instagram.com/p/CpzB6sHyOSA/?igsh=djc1NGxxeXM3cWl0
72.		17 Februari 2024	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
73.		18 Februari 2024	https://www.instagram.com/reel/C3egpYrvQN1/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
74.		19 Februari 2024	https://www.instagram.com/p/C3hPJRwvGLb/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
75.		21 Februari 2024	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
76.		21 Februari 2024	https://www.instagram.com/p/C3m5BVOPRF8/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
77.		26 Februari 2024	https://www.instagram.com/p/C3zWtuQPdxV/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

No.	Visual	Periode	Link
78.		29 Februari 2024	https://www.instagram.com/reel/C34WzF0Pvgb/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
79.		02 Maret 2024	https://www.instagram.com/reel/C3_7mN4PG68/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
80.		05 Maret 2024	https://www.instagram.com/p/C4IIE4S1O_/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
81.		06 Maret 2024	https://www.instagram.com/p/CpzB6sHyOSA/?igsh=djc1NGxxeXM3cWI0
82.		09 Maret 2024	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
83.		10 Maret 2024	https://www.instagram.com/reel/C4VMoJ3PJsr/?utm_source=ig_web_copy_link&igsh=ATBiNWFIZA==
84.		12 Maret 2024	https://www.instagram.com/p/C4Z-zdASc6r/?utm_source=ig_web_copy_link&igsh

No.	Visual	Periode	Link
85.		15 Maret 2024	https://www.instagram.com/p/C4hfuaaSkHy/?utm_source=ig_web_copy_link&igsh=MzRI
86.		19 Maret 2024	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
87.		20 Maret 2024	https://www.instagram.com/reel/C4uhWRpPfCx/?utm_source=ig_web_copy_link&igsh=MzRIODBi
88.		21 Maret 2024	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==
89.		27 Maret 2024	https://www.instagram.com/reel/C5A1sAUveJz/?utm_source=ig_web_copy_link&igsh=2BHy
90.		01 Oktober 2024	https://www.instagram.com/p/C5Nb9iSymch/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
91.		02 Oktober 2024	https://www.instagram.com/clozetteid?igsh=MWlua3BpNjR3YmFnZw==

No.	Visual	Periode	Link
92.		02 Oktober 2024	https://www.instagram.com/p/C5P0omKyAuN/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
93.		02 Oktober 2024	https://www.instagram.com/reel/C5QNhixvGXq/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
94.		03 Oktober 2024	https://www.instagram.com/reel/C5S1UIhPD71/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
95.		06 Oktober 2024	https://www.instagram.com/p/C5a1SHBP2MW/?utm_source=ig_web_copy_link
96.		08 Oktober 2024	https://www.instagram.com/p/C6pxHLySGo2/?igsh=dGNvbDdxdDg3NzR4
97.		10 Oktober 2024	https://www.instagram.com/reel/C5klZFSv3v5/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
98.		18 Oktober 2024	https://www.instagram.com/reel/C55YJF0vL0o/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

No.	Visual	Periode	Link
99.		22 Oktober 2024	https://www.instagram.com/p/C6Dj13byJmn/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
100.		25 Oktober 2024	https://www.instagram.com/p/C6L6xygyYGv/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
101.		27 Oktober 2024	https://www.instagram.com/p/C6QehDgSUqa/?utm_source=ig_web_copy_lin
102.		30 Oktober 2024	https://www.instagram.com/reel/C6YejcTPf5k/?utm_source=ig_web_copy_link&igsh=MzRIODBi
103.		07 Mei 2024	https://www.instagram.com/p/C6pxHLySGo2/?igsh=dGNvbDdxdDg3NzRo
104.		09 Mei 2024	https://www.instagram.com/reel/C6vE-sqP_Gj/?igsh=MWVyejUzMnZmOGRkOA==

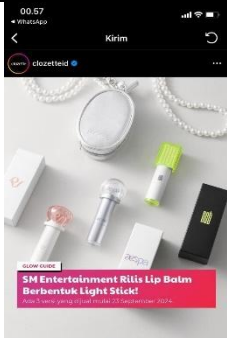
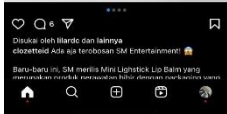
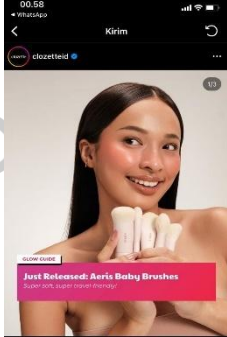



No.	Visual	Periode	Link
105.		10 Mei 2024	https://www.instagram.com/reel/C6ybqaQPHKx/?igsh=NThINDhsdTd4cGpv
106.		15 Mei 2024	https://www.instagram.com/p/C6-c22MyfuR/?igsh=MWR3OXIraXVsYjN3MA==
107.		23 Mei 2024	https://www.instagram.com/p/C7TBbosyu0H/?igsh=MWk3ZGxzNDRieW1kdg==
108.		24 Mei 2024	https://www.instagram.com/reel/C7WD2f1PzqY/?igsh=NDcwNW9xazd0anQz
109.		02 Juni 2024	https://www.instagram.com/reel/C7tcA8PP-V4/?igsh=MXNlc2N1YjRlcWJ4bg==

No.	Visual	Periode	Link
110.		04 Juni 2024	https://www.instagram.com/p/C7yd8FQywwM/?igsh=MXJqaDRjN3UxaXdmNQ==
111.		10 Juni 2024	https://www.instagram.com/p/C8CfVWXYbZr/?igsh=MXQ3dWs5M3F6ajR1dQ==
112.		23 Juni 2024	https://www.instagram.com/reel/C8jU1Y1PDBQ/?igsh=MTImYzRwZ2xnZzgyOQ==
113.		06 Juli 2024	https://www.instagram.com/reel/C9FOXwlvDhl/?igsh=NG5rYzMxcHlrdjBk
114.		13 Juli 2024	https://www.instagram.com/reel/C9W3aNQPfxc/?igsh=MXNxZm0yaXZtM2xhYg==

No.	Visual	Periode	Link
115.		20 Juli 2024	https://www.instagram.com/p/C9pNrXHyxp5/?igsh=MTQ4cnRoZ3psNGtdwA==
116.		27 Juli 2024	https://www.instagram.com/p/C96KnTy45f/?igsh=MWRrcm51emdxbTdsOQ==
117.		28 Juli 2024	https://www.instagram.com/p/C99FWWvycz9/?igsh=ZnVvNDN4NzUzOWNr
118.		1 Agustus 2024	https://www.instagram.com/p/C-HJskoS6to/?igsh=MTRqejFodm1rYWR6Nw==
119.		3 Agustus 2024	https://www.instagram.com/reel/C-NMW5AP11i/?igsh=ZTZzdWlsd2ljYnky
120.		11 Agustus 2024	https://www.instagram.com/reel/C-h0PrMPbP_/?igsh=eDQ0ZGJ0b3Y5YnYw

No.	Visual	Periode	Link
121.		16 Agustus 2024	https://www.instagram.com/p/C-uU-YvSNy_/?igsh=MWx2dXk4aXA1OWpmNw==
122.		23 Agustus 2024	https://www.instagram.com/reel/C_AmPfsSEW-/?igsh=MXU1ZGRheWxkNXB4Yw==
123.		27 Agustus 2024	https://www.instagram.com/p/C_K6y9Ayuue/?igsh=cnUwbHppOGNxjeU4
124.		29 Agustus 2024	https://www.instagram.com/p/C_PPPrhS5Zq/?igsh=MWg5ZTF4cnd3OTc3Ng==

No.	Visual	Periode	Link
125.		1 September 2024	https://www.instagram.com/reel/C_XjoZJP-aF/?igsh=MXFuYWxjaG93MG5lNg==
126.		11 September 2024	https://www.instagram.com/reel/C_xlmHsPc3y/?igsh=aWt4MGF0bDQxaGt1
127.		17 September 2024	https://www.instagram.com/p/DAA2UaFybE6/?igsh=ZzAweTJkamFocWoz

No.	Visual	Periode	Link
128.	 	21 September 2024	https://www.instagram.com/p/DAKIFIHSKFI/?igsh=MThkb3d5M2Q1aTZ0Zg==
129.	 	25 September 2024	https://www.instagram.com/p/DAVGamSS-7I/?igsh=ZzRqbThheWthNXpq
130.	 	30 September 2024	https://www.instagram.com/p/DAh6OedPEHw/?igsh=MXcyZHJzOXpyYmVuZw==

No.	Visual	Periode	Link
131.		3 Oktober 2024	https://www.instagram.com/reel/DAqUv-nPEJ6/?igsh=MTNtYW82MXZhdmk=
132.		17 Oktober 2024	https://www.instagram.com/reel/DBOJxXEvWCI/?igsh=MWdyZWM3MHpmYncyYg==
133.		22 Oktober 2024	https://www.instagram.com/p/DBaVU8pyGuU/?igsh=Y28xZndtMnU4NXAw

No.	Visual	Periode	Link
134.		27 Oktober 2024	https://www.instagram.com/reel/DBIV-k-vWMr/?igsh=aXF5aWo0NGpvNnRq



Lampiran 5. Screenshot Bukti Bimbingan dari MyUpj

YouTube Netflix

bimbingan

Rekap Percakapan Bimbingan

Syarat Ujian

Jadwal Ujian

Nilai Ujian

Nilai Akhir

Program Studi	Ilmu Komunikasi	Jenis TA	Skripsi
Periode Mulai	2024/2025 Gasal	SKS Lulus	139 SKS
Tgl. Mulai	10 Desember 2024	Judul Tugas Akhir	PENGEMASAN KONTEN MARKETING FASHION DAN BEAUTY PADA INSTAGRAM DAN TIKTOK CLOZETTE INDONESIA (Analisis Isi Kuantitatif Periode April 2023 - April 2024)

No	Tanggal	Dosen Pembimbing	Topik	Disetujui	Aksi
1	8 Desember 2024	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan Bab 1-3	✓	
1	10 Oktober 2024	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan bab 1 & 2	✓	
2	8 November 2024	Slamet Budiharjo, S.I.Kom, M.A.	Bimbingan bab 1-3	✓	
3	29 November 2024	Slamet Budiharjo, S.I.Kom, M.A.	Bimbingan skripsi bab 1-3	✓	
4	1 Desember 2024	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bab 1,2,3	✓	
5	8 November 2024	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Tandatangan dan revisi after sempro	✓	
6	6 Desember 2024	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bab 3 dst	✓	
7	17 Desember 2024	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Bimbingan Bab 1,2,3,4	✓	
8	24 Desember 2024	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Keseluruhan Bab		



Lampiran 6. Bukti Check Plagiasi Turnitin

1 of 84 CHECK.ORG

8.92%
SIMILARITY OVERALL

SCANNED ON: 21 JAN 2025, 3:27 PM

Similarity report

Your text is highlighted according to the matched content in the results above.

● IDENTICAL	● CHANGED TEXT	● QUOTES
0.65%	8.26%	0.03%

Report #24486957

1 BAB I PENDAHULUAN 1.1. Latar Belakang Masalah Komunikasi pemasaran pada media Instagram merupakan penggunaan teknologi digital, platform online, dan media elektronik untuk menyampaikan pesan pemasaran kepada audiens target. Menurut Beaumont et al. (2022), tujuan komunikasi pemasaran pada media Instagram adalah untuk mempromosikan produk atau layanan, membangun kesadaran merek, meningkatkan interaksi konsumen, dan mendorong konversi melalui berbagai saluran digital seperti situs web, e-mail, media sosial, dan mesin pencari. Komunikasi pemasaran pada media Instagram di media sosial mencakup penggunaan platform media sosial seperti Instagram untuk mencapai tujuan pemasaran. Hal ini meliputi berbagai aktivitas seperti pembuatan konten, berbagi informasi, interaksi dengan pengguna, kampanye iklan berbayar, dan membangun komunitas online melalui media sosial (Beaumont et al., 2022). Media sosial memainkan peran yang sangat penting dalam pemasaran digital karena platform ini memberikan akses langsung kepada konsumen di mana mereka bisa berinteraksi secara real-time dengan brand. Platform seperti Instagram, Facebook, TikTok, dan Twitter memungkinkan bisnis untuk berbagi informasi, promosi, serta konten yang sesuai dengan nilai dan minat audiens (Ho & Wang, 2020). Konten marketing adalah strategi pemasaran yang berpusat pada produksi dan penyebaran materi yang berguna, relevan, dan konsisten untuk menarik dan mempertahankan khalayak tertentu (Teixeira et al., 2023).

10 59

Lampiran 7. CV



Cindy Marcella

Jl. Raya Seipong Paiung No 03
Kecamatan Gunung Sindui, Kabupaten Bogoi, Jawa Bait 16340
(+62)85695949525
Email: Cindymarcella09@gmail.com

SUMMARY

Menjadi Mahasiswi Jurusan Ilmu Komunikasi di Universitas Pembangunan Jaya membantu saya menambah pengetahuan tentang Public speaking, Komunikasi Digital, dan kreativitas. Saya adalah seseorang yang mudah beradaptasi dan tertarik pada posisi Assistant Public Relations / Social Media Specialist yang dimana saya dapat menaklukkan performance sesuai dengan kemampuan saya.

SKILLS

- Mampu bekerja sama dalam Team
- Mampu mengelola konten di berbagai platform media sosial sebuah Brand, baik itu perusahaan atau organisasi
- Kemampuan dalam Public Speaking
- Mampu Mengoperasikan Microsoft Office

EDUCATION

Universitas Pembangunan Jaya

Jurusan Ilmu Komunikasi - Public Relation 2020 - Present

Yayasan Pendidikan Waskito, Tangerang Selatan - SMK

Hotel Industry - 2019

EXPERIENCE

Century Park Hotel , Jakarta - Cook Helper

Juni 2018 - September 2018


- Membantu menyiapkan bahan-bahan masakan di Main Kitchen

Hotel GrandZuri Bsd City, Tangerang Selatan - Food & Beverage Service

Maret 2019 - September 2019

- Melayani segala bentuk pelayanan yang berkaitan dengan makan maupun minum baik di Restaurant, Bar, Room Service, dan menyiapkan ruang untuk menggelar Event meeting maupun acara resmi di Ball Room

Lampiran 8. Formulir Pengajuan Skripsi




	FORMULIR PENGAJUAN SKRIPSI/TA	SPT-I/03/SOP-28/F-01
		No. Rekaman

Nama Mahasiswa : Cindy Marcella
 Prodi/NIM : Ilmu Komunikasi / 2020041100
 Judul Skripsi/TA yang diajukan : **PENGEMASAN PESAN KOMUNIKASI PEMASARAN PADA MEDIA INSTAGRAM MENGENAI KONTEN BEAUTY DAN LIFESTYLE** (Analisis Isi Kuantitatif Pada Akun Instagram @clozetteid Periode Maret 2023 – Oktober 2024)

Telah memenuhi syarat pengajuan Skripsi/TA: (mohon beri tanda V untuk syarat yang relevan)


No	Syarat	Ya	Tidak
1	Jumlah sks lulus (sesuai ketentuan Prodi)	✓	
2	Mata kuliah prasyarat (sesuai ketentuan Prodi)	✓	
3	IPK minimal 2,00	✓	
4	Tidak sedang terkena sanksi akademik/sanksi lainnya	✓	
5	Poin JSDP (sesuai ketentuan Prodi)	✓	
6	Mengumpulkan Proposal Skripsi (sesuai ketentuan Prodi)	✓	
7	MK Skripsi/TA tercantum di BRS semester berjalan	✓	

Tangerang Selatan, 23 Januari 2023

Mengajukan,	Menyetujui,	Mengetahui,
		
Mahasiswa Cindy Marcella	Dosen PA Isti Purwi Tyas Utami, A.Md., S.Sos., M.I.Kom.	Kaprosdi Naurissa Biasini, S.Si., M.I.Kom

Formulir dibuat rangkap 2 (dua): Asli : untuk prodi, Copy 1 : untuk mahasiswa

Lampiran 9. Formulir Persetujuan Penulisan Skripsi/TA

	FORMULIR PERSETUJUAN PENULISAN SKRIPSI/TA	SPT-I/03/SOP-28/F-02
		No. Rekaman




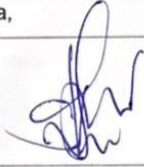
Nama Mahasiswa : Cindy Marcella
 Prodi/NIM : Ilmu Komunikasi / 2020041100
 Judul Skripsi/TA yang : **PENGEMASAN PESAN KOMUNIKASI PEMASARAN PADA
 MEDIA INSTAGRAM MENGENAI KONTEN BEAUTY DAN
 LIFESTYLE** (Analisis Isi Kuantitatif Pada Akun Instagram
 @clozetteid Periode Maret 2023 – Oktober 2024) diajukan

Telah disetujui untuk menulis Skripsi/TA.

Dosen Pembimbing Skripsi/TA yang ditugaskan Prodi adalah:

No	Nama	NIDN	JAD
1	Fathiya Nur Rahmi, S.I.Kom., M.I.Kom.	0407029501	AA
2	Slamet Budiharjo, S.I.Kom., M.A.	0451077505	AA

Tangerang Selatan, 23 Januari 2025

Menugaskan,	Menyetujui,	Menerima,	
			
Koordinator Skripsi/TA Dr. Sri Wijayanti, S.Sos., M.Si.	Kaprodi Naurissa Biasini, S.Si., M.I.Kom	Dosen Pembimbing 1 Fathiya Nur Rahmi, S.I.Kom., M.I.Kom.	Dosen Pembimbing 2 Slamet Budiharjo, S.I.Kom., M.A.

