



## Lampiran 1. Curriculum Vitae



**ALVIN SURIAWAN**

• [linkedin.com/in/alvin-suriawan](https://linkedin.com/in/alvin-suriawan)  
• alvinsuriawan48@gmail.com  
• +62 - 812-8223-9478  
• Jl. Nirwana Serpong Agung, Serpong  
City Paradise, Cluster Hill, Blok G9 / 18.

Have an interest in working in the field of computers and public relations; education currently pursuing a bachelor's degree, as long as the lectures have satisfactory grades, is a healthy individual, honest, communicative, disciplined, non-smokers, and responsible.

**SKILLS**

- Able to operate the use of Computer Devices.
- Able to use the latest applications on Computers and Social Media Networking.
- Understand every Computer Component that is operated
- Have Public Speaking Skills and Public Relations Activities
- Able to make Campaign Planning FROM A - Z

**EXPERIENCE WORK**

- Became the committee for the CREATURE 2023 event for Pembangunan Jaya University
- Created a Campaign for STUJA COFFE, with the hashtag #MusikLokalKaryaVokal
- Running the Food & Beverage Program, for campus income

**EDUCATION HISTORY**

- Elementary School : Al - Misbah Serpong
- Middle School : Al - Azhar 25 Pamulang
- High School : Muhammadiyah 25

**APPLICATION SKILLS COMPUTER**

MS WORD	✓	EXCEL	✓
CANVA	✓	OFFICE	✓
ADOBE PREMIER	✓		

**LANGUAGE SKILLS**

Bahasa Indonesia	✓
Bahasa Inggris	✓

## Lampiran 2. Sertifikat LDK



### Lampiran 3. Screen Bimbingan Skripsi

No	Tanggal	Dosen Pembimbing	Topik	Disetujui	Aksi
1	10 Juli 2024	Dr. Sri Wijayanti, S.Sos., M.Si.	Penyusunan Judul dan TOPIk	✓	
2	17 Juli 2024	Dr. Sri Wijayanti, S.Sos., M.Si.	Penyusunan BAB 1	✓	
3	24 Juli 2024	Dr. Sri Wijayanti, S.Sos., M.Si.	Penyusunan BAB 2	✓	
4	7 Agustus 2024	Dr. Sri Wijayanti, S.Sos., M.Si.	Penyusunan BAB 3	✓	
5	9 Agustus 2024	Slamet Budiharjo, S.I.Kom., M.A.	Membahas mengenai BAB 1 sampai BAB 3	✓	
6	6 November 2024	Dr. Sri Wijayanti, S.Sos., M.Si.	Penyusunan BAB 4	✓	
7	18 Desember 2024	Slamet Budiharjo, S.I.Kom., M.A.	Pembahasan BAB 1 – BAB 5	✓	
8	23 Desember 2024	Dr. Sri Wijayanti, S.Sos., M.Si.	Membahas mengenai BAB 4 – BAB 5	✓	



#### Lampiran 4. Formulir Pengajuan Sidang Skripsi /TA

 Universitas Pembangunan Jaya	<b>FORMULIR PENGAJUAN SIDANG SKRIPSI/TA</b>	SPT-I/04/SOP-06/F-01

Nama Mahasiswa : Alvin Suriawan  
 Prodi/NIM : Ilmu Komunikasi / 2020041025  
 Judul Skripsi/TA : PENGAMBARAN PESAN USAHA MIKRO KECIL MENENGAH PADA AKUN INSTAGRAM @UKMINDONESIAID INDONESIA  
 (Periode Agustus 2023 – Agustus 2024)

Dosen Pembimbing : 1. Dr. Sri wijayanti S.Sos., M.Si  
 : 2.

Dosen Pengaji : 1. \_\_\_\_\_ JAD :  
 : 2. \_\_\_\_\_ JAD :  
 : 3. \_\_\_\_\_ JAD :

Jadwal Sidang : Tempat: \_\_\_\_\_ Hari/Tanggal: \_\_\_\_\_

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

No	Syarat	Ya	Tidak
1	IPK minimal 2.00	V	
2	Tidak ada nilai D untuk mata kuliah mayor/inti Prodi	V	
3	MK Skripsi/TA tercantum di BRS semester berjalan	V	
4	Lulus minimal 1 mata kuliah KOTA untuk tiap rumpun	V	
5	SPT-I/03/SOP-28/F-03 Formulir Pembimbingan Skripsi (minimal 8 x)	V	
6	Poin JSDP (minimal 75% persen dari syarat kelulusan)	V	
7	Mengumpulkan dokumen Skripsi/TA (sesuai ketentuan Prodi)	V	

Tangerang Selatan, .....

Mengajukan	Mengetahui	Memeriksa	Menyetujui
 (Alvin Suriawan) Mahasiswa	 (Dr. Sri Wijayanti, S.Sos., M.Si)	 (Dr. Sri Wijayanti, S.Sos., M.Si.) Koordinator Skripsi/TA	 (Naurissa Biasini, S.Si., M.I.Kom) Kaprodi
	Dosen Pembimbing	Koordinator Skripsi/TA	

## Lampiran 5. Alat Ukur Penelitian

No	Dimensi	Indikator	Definisi	Refrensi
1	Tema	Inovasi	Konten – konten UMKM yang menjelaskan mengenai Inovasi UMKM pada instagram @ukmindonesiaid	Olahan Pribadi Peneliti
		Sosial	Konten – Konten menjelaskan Sosialitas terkait koonten UMKM pada instagram @ukmindonesiaid	
		Ekonomi	Konten – Konten yang memberikan gambaran Ekonomi UMKM pada instagram @ukmindonesiaid	
		Politik	Konten – Konten yang menjelaskan hal – hal berbau politik mengenai UMKM pada instagram @ukmindonesiaid	
		Teknologi	Konten – Konten yang menjelaskan Inovasi atau kemajuan teknologi pada konten UMKM di Instagram @ukmindonesiaid	
2	Bentuk	Gambar	Bentuk – bentuk konten bedasarkan gambar dan tulisan	Akhmad Wasiur Rizqi1, dan Moh Nuruddin, (2023)
		Video	Bentuk Konten bedasarkan Video, gambar, dan juga tulisan	
3	Fungsi	Edukasi	Tema konten yang mengandung fungsi sebagai sumber edukasi	Olahan Pribadi Peneliti
		Informatif	Tema konten yang mengandung fungsi sebagai sumber informatif	
		Motivasi	Tema – Tema konten yang memperlihatkan motivasi sebagai fungsinya.	
4	Tanggapan	Komentar	Menjabarkan komentar / tanggapan tertinggi dan terendah para <i>followers</i> di kolom komentar instagram @ukmindonesiaid	Salim Prisca . O . G (2022)
		Like		
		Share	Menjabarkan jumlah like tertinggi dan terendah pada tiap – tiap Unggahan di instagram @ukmindonesiaid	
			Menjabarkan	

				jumlah share tertinggi dan terendah pada tiap Unggahan yang diteliti pada instagram @ukmindonesiaid	
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**Lampiran 6. Tabel Coding Sheet**

No	Dimensi	Indikator	Coder 1	Coder 2	Uji Reliabilitas $Cr = 2m /N1 + N2$	Persentase
1	Tema	Inovasi	26	26	$2(26)/26+26 \times 100\%$	100%
		Sosial	43	51	$2(43)/43+51 \times 100\%$	91.7%
		Ekonomi	123	114	$2(114)/123+114 \times 100\%$	96.2%
		Politik	2	2	$2(2)/2+2 \times 100\%$	100%
		Teknologi	2	3	$2(2)/2+3 \times 100\%$	80%
2	Bentuk	Gambar	139	139	$2(139)/139+139 \times 100\%$	100%
		Video	57	57	$2(57)/57+57 \times 100\%$	100%
3	Fungsi	Edukasi	42	42	$2(42)/42+42 \times 100\%$	100%
		Informatif	138	138	$2(140)/140+140 \times 100\%$	100%
		Motivasi	16	16	$2(15)/15+15 \times 100\%$	100%
4	Tanggapan	Komen tar	Tinggi	1	$2(2)/2 + 2 \times 100\%$	100%
			Rendah	195	$2(195)/195 + 195 \times 100\%$	100%
		Likel e	Tinggi	2	$2(2)/2 + 2 \times 100\%$	100%
			Rendah	194	$2(194)/194 + 194 \times 100\%$	100%
		Sha re	Tinggi	1	$2(1)/1 + 1 \times 100\%$	100%
			Rendah	195	$2(195)/195 + 195 \times 100\%$	100%

## Lampiran 7. Unit Analisis coder 1 dan coder 2

Tabel Coder 1

Keterangan :

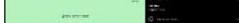
Tema : 1 Inovasi, 2 Sosial, 3 Ekonomi, 4 Politik, 5 Teknologi

Bentuk : 1 Gambar, 2 Video

Fungsi : 1 Edukasi, 2 Informatif, 3 Motivasi

Tanggapan : 1. Komentar, 2 Like, 3 Share

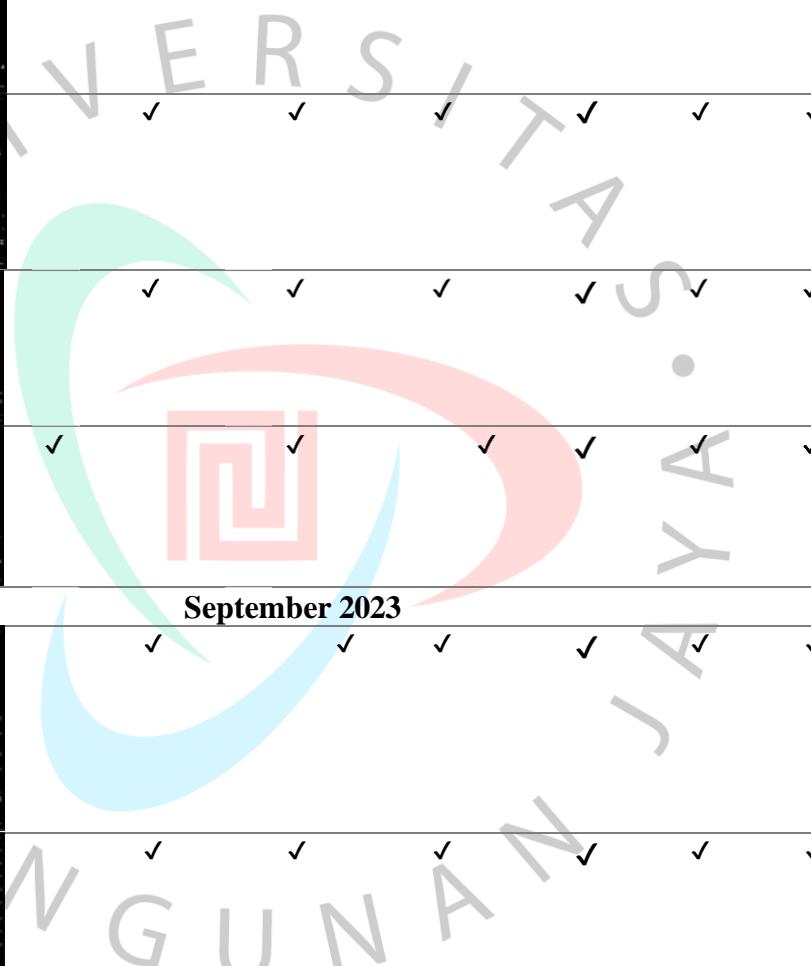
(A : Tinggi) (B : Rendah)

Unit Analisis	Dimensi													
	Tema					Bentuk			Fungsi			Tanggapan		
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September 2023



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JULI 2024

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Sumber : Olahan Penelit

Tabel Coder 2

Keterangan :

Tema : 1 Inovasi, 2 Sosial, 3 Ekonomi, 4 Politik, 5 Teknologi

Bentuk : 1 Gambar, 2 Video

Fungsi : 1 Edukasi, 2 Informatif, 3 Motivasi

Tanggapan : 1. Komentar, 2 Like, 3 Share

(A : Banyak) (B : Sedikit)

Unit Analisis	Dimensi														
	Tema					Bentuk			Fungsi			Tanggapan			
	1	2	3	4	5	1	2	1	2	3	1	B	A	B	A
<b>Agustus 2023</b>															
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September 2023

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Oktobre 2023

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<b>November 2023</b>							
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<b>Februari 2024</b>							
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VERSITAS

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April 2024

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Mei 2024

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VERSITAS  
NGUNAJAYA

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<b>Juni 2024</b>	✓	✓	✓	✓	✓	✓	✓
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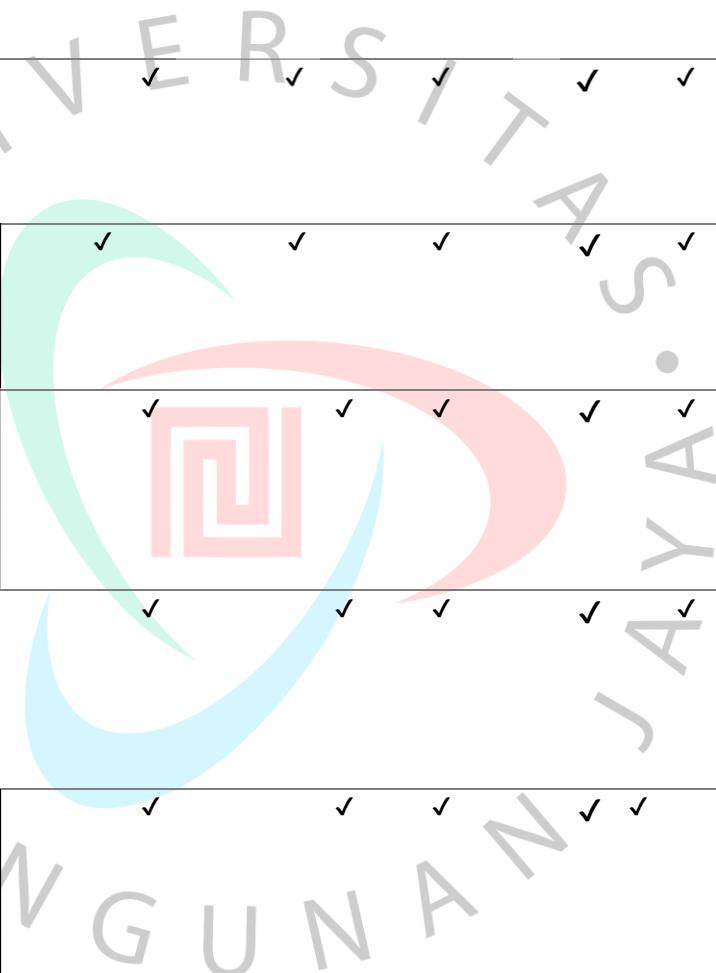
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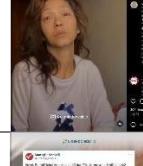
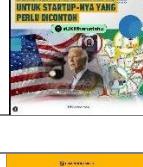
JULI 2024

VERSIAS  
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<b>AGUSTUS 2024</b>	✓	✓	✓	✓	✓	✓
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Sumber : olahan Dosen Pembimbing

## Lampiran 8. Unit Analisis

Tabel Unit Analisis

NO	Bentuk Gambar dan Video	Tema	Tagar
1		Ekonomi	#UKMbelajar
2		Ekonomi	#UKMbelajar
3		Teknologi	#UKMharustau
4		Ekonomi	#UKMharustau
5		Ekonomi	#UKMharustau
6		Sosial	#UKMharustau
7		Sosial	#UKMharustau
8		Sosial	#UKMbelajar

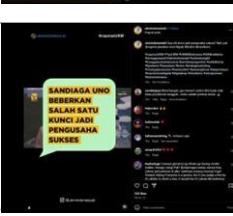
9		Ekonomi	#UKMharustau
10		Sosial	#UKMharustau
11		Sosial	#UKMharustau
12		Ekonomi	#InspirasiUKM
13		Inovasi	#UKMharustau
14		Ekonomi	#UKMharustau
15		Inovasi	#UKMharustau
16		Sosial	#UKMharustau
17		Ekonomi	#UKMharustau

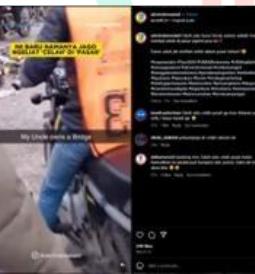
18		Ekonomi	#UKMharustau
19		Ekonomi	#UKMharustau
20		Sosial	#UKMbelajar
21		Ekonomi	#UKMharustau
22		Ekonomi	#UKMbelajar
23		Inovasi	#UKMharustau
24		Ekonomi	#UKMharustau
25		Ekonomi	#UKMharustau
26		Politik	#UKMharustau

27		Inovasi	#UKMbelajar
28		Inovasi	#UKMharustau
29		Inovasi	#UKMbelajar
30		Ekonomi	#UKMharustau
31		Sosial	#UKMbelajar
32		Sosial	#UKMharustau
33		Sosial	#UKMharustau
34		Ekonomi	#UKMbelajar
35		Ekonomi	#UKMharustau

36		Inovasi	#UKMharustau
37		Ekonomi	#UKMharustau
38		Inovasi	#UKMharustau
39		Sosial	#UKMbelajar
40		Inovasi	#UKMharustau
41		Sosial	#IzinUKM
42		Teknologi	#UKMharustau
43		Sosial	#UKMharustau
44		Ekonomi	#viaDM

45		Ekonomi	#viaDM
46		Sosial	#UKMbelajar
47		Sosial	#UKMbelajar
48		Sosial	#UKMbelajar
49		Ekonomi	#viaDM
50		Ekonomi	#UKMharustau
51		Ekonomi	#UKMharustau
52		Ekonomi	#UKMbelajar

53		Ekonomi	#UKMbelajar
54		Ekonomi	#UKMharustau
55		Inovasi	#InspirasiUKM
56		Ekonomi	#viaDM
57		Sosial	#UKMharustau
58		Ekonomi	#UKMharustau
59		Ekonomi	#IzinUKM
60		Inovasi	#UKMharustau

61		Ekonomi	#UKMharustau
62		Ekonomi	#UKMharustau
63		Inovasi	#UKMharustau
64		Ekonomi	#InspirasiUKM
65		Ekonomi	#InspirasiUKM
66		Inovasi	#UKMharustau
67		Ekonomi	#UKMharustau

68 Ekonomi #UKMharustau



69 Ekonomi #UKMharustau



70 Ekonomi #UKMharustau



71 Ekonomi #viaDM



72 Ekonomi #UKMbelajar



73 Ekonomi #InspirasiUKM



74 Ekonomi #UKMharustau



75		Ekonomi	#IzinUKM
76		Inovasi	#UKMharustau
77		Ekonomi	#UKMharustau
78		Ekonomi	#UKMharustau
79		Inovasi	#InspirasiUKM
80		Sosial	#UKMharustau
81		Sosial	#InspirasiUKM

82 Sosial #InspirasiUKM



83 Sosial #InspirasiUKM



84 Ekonomi #UKMharustau



85 Ekonomi #viaDM



86 Ekonomi #InspirasiUKM



87 Ekonomi #UKMharustau



88		Ekonomi	#UKMbelajar
89		Ekonomi	#UKMbelustau
90		Ekonomi	#UKMbelustau
91		Ekonomi	#UKMbelustau
92		Ekonomi	#UKMbelustau
93		Sosial	#UKMbelustau
94		Ekonomi	#UKMbelustau

95		Ekonomi	#UKMharustau
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96		Sosial	#UKMbelajar
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97		Ekonomi	#UKMharustau
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98		Ekonomi	#UKMharustau
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99		Ekonomi	#UKMharustau
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100		Ekonomi	#UKMharustau
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101		Ekonomi	#UKMharustau
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102		Ekonomi	#UKMbelajar
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103		Ekonomi	#viaDM
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104		Ekonomi	#UKMharustau
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105		Ekonomi	#UKMharustau
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106		Inovasi	#InspirasiUKM
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107		Ekonomi	#UKMbelajar
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108		Ekonomi	#InspirasiUKM
109		Ekonomi	#viaDM
110		Ekonomi	#UKMharustau
111		Ekonomi	#UKMharustau
112		Ekonomi	#UKMharustau
113		Ekonomi	#InspirasiUKM
114		Inovasi	#InspirasiUKM

115		Ekonomi	#UKMharustau
116		Sosial	#UKMbelajar
117		Ekonomi	#UKMharustau
118		Ekonomi	#UKMbelajar
119		Politik	#UKMharustau
120		Sosial	#UKMharustau
121		Ekonomi	#UKMharustau

122



Ekonomi

#InspirasiUKM

123



Ekonomi

#viaDM

124



Sosial

#IzinUKM

125



Ekonomi

#UKMharustau

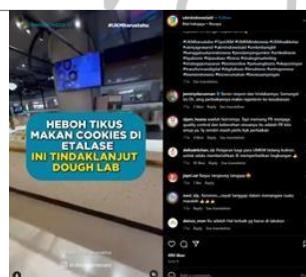
126



Ekonomi

#UKMharustau

127



Ekonomi

#UKMharustau

128



Ekonomi

#UKMbelajar

129



Ekonomi

#UKMharustau

130



Ekonomi

#UKMbelajar

131



Ekonomi

#UKMharustau

132



Ekonomi

#InspirasiUKM

133



Ekonomi

#UKMharustau

134		Ekonomi	#UKMHarustau
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135		Ekonomi	#UKMHarustau
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136		Ekonomi	#UKMHarustau
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137		Ekonomi	#InspirasiUKM
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138		Sosial	#InspirasiUKM
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139		Ekonomi	#InspirasiUKM
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140		Ekonomi	#UKMharustau
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141		Sosial	#UKMharustau
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142		Ekonomi	#UKMharustau
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143		Inovssi	#InspirasiUKM
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144		Ekonomi	#InspirasiUKM
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145		Sosial	#InspirasiUKM
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146 Sosial #InspirasiUKM



147 Ekonomi #InspirasiUKM



148 Sosial #UKMbelajar



149 Ekonomi #UKMharustau



150 Ekonomi #UKMbelajar



151 Inovasi #UKMharustau



152		Inovasi	#IzinUKM
153		Sosial	#InspirasiUKM
154		Ekonomi	#UKMbelajar
155		Ekonomi	#UKMharustau
156		Ekonomi	#UKMbelajar
157		Sosial	#UKMharustau

158		Sosial	#UKMbelajar
159		Sosial	#UKMharustau
160		Sosial	#UKMharustau
161		Ekonomi	#InspirasiUKM
162		Ekonomi	#UKMbelajar
163		Ekonomi	#UKMbelajar

164	 <p><b>EKSPANSI HINGGA KE PASAR HALAL GLOBAL BEGINKA CARA NEGARA JEPANG DUKUNG UKM-NYA</b></p> <p>Halal Bento</p>	Ekonomi	#UKMharustau
165	 <p><b>JASTIP FOTO DAN VIDEO MENDAKI GUNUNG CUAN SAMPAI RP 10 JUTA</b></p>	Ekonomi	#InspirasiUKM
166	 <p><b>KOPERASI PETERNAK SAPI BANDUNG UTARA DARI JUALAN SUSU SEGAR JADI KOPERASI PRODUKSI SUSU TERBESAR DI INDONESIA</b></p>	Sosial	#UKMharustau
167	 <p><b>DEWI DEWI JADI Eksportir TANPA MODAL?</b></p> <p>Z KATANYA 9,9 JUTA</p>	Ekonomi	#InspirasiUKM
168	 <p><b>KELAS INVESTASI STRATEGI UKM RAHK MODAL INVESTASI DENGAN NILAI JUAL OPTIMAL</b></p>	Ekonomi	#UKMbelajar
169	 <p><b>ISTRI PASHA UNGU TERTIPU REKAN BISNIS MILIARAN RUPIAH</b></p> <p>KENALI REKAN BISNIS RED FLAG DAN CARA HINDARI PENIPUAN</p>	Ekonomi	#UKMharustau

170 Ekonomi #UKMharustau



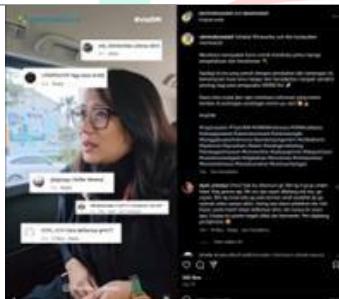
171 Sosial #UKMbelajar



172 Ekonomi #UKMharustau



173 Ekonomi #viaDM



174 Ekonomi #InspirasiUKM



175 Inovasi #InspirasiUKM



176 Ekonomi #UKMharustau



177 Ekonomi #UKMharustau



178 Inovasi #UKMharustau



179 Inovasi #UKMharustau



180 Ekonomi #InspirasiUKM



181 Ekonomi #viaDM



182



Ekonomi

#UKMharustau

183



Ekonomi

#InspirasiUKM

184



Ekonomi

#UKMharustau

185



Inovasi

#UKMharustau

186



Ekonomi

#UKMharustau

187		Inovasi	#UKMbelajar
188		Inovasi	#InspirasiUKM
189		Sosial	#InspirasiUKM
190		Ekonomi	#UKMharustau
191		Sosial	#IzinUKM
192		Sosial	#UKMbelajar

193		Sosial	#UKMbelajar
194		Ekonomi	#IzinUKM
195		Ekonomi	#UKMbelajar
196		Ekonomi	#UKMbelajar