The Influence of Promotion Content at Shopee Indonesia's Instagram Account on Consumptive Behaviour for Late Adolescent Girls in Jakarta

Reni Dyanasari
Universitas Pembangunan Jaya
reni.dyanasari@upj.ac.id

Dewi Silvialestari
Universitas Pembangunan Jaya
dewi.silvia@upj.ac.id

Fasya Syifa Mutma
Universitas Pembangunan Jaya
fasya.syifa@upj.ac.id

ABSTRACT

The rise in online shopping in Indonesia is significantly linked to National Online Shopping Day (Harbolnas), launched on December 12, 2012, by the Indonesian E-commerce Association (idEA). Harbolnas has become essential for both sellers and buyers, with the "8.8" August 2020 promotion alone increasing transactions by 66%. Monthly twin date promotions by platforms like Shopee Indonesia drive consumer engagement. Instagram plays a key role in influencing late adolescent girls' shopping behavior in Jakarta. For that, this study wanted to see how the impact of promotional content on Instagram accounts @shopee.id on late adolescent consumptive behavior of girl in Jakarta. This study uses a post-positivist paradigm with quantitative methods, collecting data through surveys targeting this demographic. The correlation table results indicate that the content has an influence on consumptive behavior, as the obtained value is 0.544, which falls into the category of moderately correlated. Furthermore, based on the coefficient of determination formula, the contribution of the content variable (X) to consumptive behavior (Y) is found to be 29%, while the remaining 71% is influenced by other factors outside the variables in this study. In this study, the linear regression equation can be observed as Y = 14059 + 0.800 (11) = 14067.8. This indicates that in this study, the value of consumptive behavior will increase as the value of promotion content increases.

Keywords: *Promotion, Social Media Marketing, Instagram, Marketplace, Content Marketing*

INTRODUCTION

Harbolnas or National Online Shopping Day is an annual online shopping campaign in Indonesia, where several e-commerce websites offer special deals and discounts during a specific period. It was first held on December 12, 2012 (12.12.12) by the Indonesian E-commerce Association (idEA) as a response to the growing popularity of online shopping in Indonesia. After receiving a positive response from the public, e-commerce players

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decided to organize a similar celebration in the following years and eventually established December 12 as the National Online Shopping Day. In each Harbolnas celebration, more parties participate in enlivening the event, such as telecommunication companies, banks, logistics providers, and media. According to the idEA website, in 2020, more than 250 online shopping platforms across Indonesia took part in the Harbolnas celebration (Pertiwi, 2020).

Quoting Bisnis.com, in August 2020, the twin date promotion "8.8" resulted in a 66% increase in transactions. Due to the high consumption level, various marketplaces see twin date promotions as a significant opportunity to boost the quantity of interactions between sellers and buyers online. With extraordinary discount offers, twin date promotions benefit not only the marketplaces aiming to increase traffic but also loyal users who want to shop at pocket-friendly prices (Evandio, 2020). In the following year, data from iPrice Group, an e-commerce research company in Southeast Asia, showed that during Harbolnas 2021, online shopping transactions in Indonesia increased by 42% compared to the same period the previous year. From December 12 to 14, 2021, there was a 33% increase in online shopping transactions on major e-commerce platforms in Indonesia, such as Shopee, Lazada, Tokopedia, Bukalapak, and JD.ID.

According to Soeprapto Tan, the Managing Director of Ipsos Research Institute, one of the highly anticipated days for e-commerce users is Harbolnas. He also mentioned that Harbolnas is no longer only held on December 12 but also on other twin dates like October 10, September 9, and other similar dates. Soeprapto also expressed that the monthly occurrence of Harbolnas with attractive dates might eventually make consumers feel bored. However, despite the twin date promotions being conducted every month, the enthusiasm of users towards these significant discounts remains high (Evandio, 2020).

The COVID-19 pandemic, which has affected the world since early 2020, has changed consumer behavior in many countries, including Indonesia. To minimize the risk of virus transmission, many people have turned to online shopping as an alternative to physical stores. This has led to the surge of online shopping phenomenon in Indonesia during the pandemic. According to a survey conducted by the Association of Internet Service Providers in Indonesia (APJII) in 2020, around 82.9 million Indonesians made online purchases during the COVID-19 pandemic, marking an increase of 11.16% compared to the pre-pandemic period. This indicates that many people have shifted to online shopping during the pandemic. Additionally, data from the e-commerce platform Shopee Indonesia also shows an increase in online shopping transactions during the COVID-19 pandemic. In 2020, Shopee recorded a 30 million increase in new users and a three-fold increase in transaction volume compared to the pre-pandemic year.

Promotional activities, or what can be referred to as twin-date campaigns, are also celebrated by Shopee Indonesia. This is done to maintain its leading position in the market. Shopee became the marketplace with the highest monthly visits in Indonesia in the fourth quarter of 2020, according to iPrice data. The twin date campaigns are

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accompanied by program names and themes tailored to the timing and promoted products, such as the 2.2 Men Sale, 3.3 Fashion Sale, and 11.11 Big Sale in 2021. Handhika Jahja, the Director of Shopee Indonesia, promises that as the year draws to a close, the promotions they hold will be even bigger. Moreover, there has been a shift in people's behavior towards online shopping during the pandemic. "Therefore, the campaigns we present aim to meet the needs of the Indonesian people," he said (Pingitaria, 2020). Shopee's campaigns on twin dates offer various deals, including free shipping vouchers with all payment methods, discount vouchers from collaborating sellers, flash sales, Shopee coin cashback vouchers, and many more. This orange-themed marketplace provides multiple payment methods to facilitate the checkout process for potential customers.

In addition to being the marketplace with the highest visits, in the fourth quarter of 2020, according to iPrice data, Shopee also became the most popular marketplace on Instagram. Shopee had a total of over 8 million followers, followed by Tokopedia with a total of 4 million followers, Lazada with 3 million followers, and Blibli with 1.9 million followers. These four e-commerce platforms have successfully maintained their popularity on the Instagram platform and consistently promoted themselves through social media since the third quarter of 2020.

Promotion, as defined by Kotler and Armstrong (2016), is a marketing activity aimed at introducing, influencing, and persuading consumers to purchase or use specific products or services. Social Media Marketing, according to Tuten and Solomon (2018), leverages social media platforms to achieve business goals through activities like creating engaging content, building relationships with followers, and analyzing data to measure campaign performance. Research by Tyas and Hutagaol (2021) indicates that the integration of social media and e-commerce forms a critical part of digital marketing strategies, significantly influencing buying decisions. Complementing each other, social media, websites, and e-commerce platforms play crucial roles throughout the customer journey (Herari, 2023). Digital media, whether social or e-commerce, offers higher personalization, enhancing not only likelihood of sales (Aksoy et al., 2023), but also changing behavior (Putri & Oktaviani, 2022).

Based on iPrice's Q3 2020 data on the most popular e-commerce rankings on Instagram, it can be said that Shopee is one of the e-commerce platforms actively promoting through Social Media Marketing using the Instagram platform. Shopee utilizes various features such as Instagram Feeds, Instagram Stories, Instagram Reels, and IGTV to convey information, promotions, or campaigns to potential customers or followers.

Instagram remains an effective social media platform for communication as individuals can directly interact with their friends or family through photos, videos, or live broadcasts. With the development of social media platforms like Instagram, distance is no longer a barrier to sharing information and can even be used as a means for online business or promotion, including campaigns (Prihatiningsih, 2017). The twin date

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campaigns by Shopee are seen to consistently utilize the Instagram platform in the hope of reaching a large number of potential consumers.

Shopee is known for actively using Instagram to carry out campaigns every month. It can be seen from the 10.10 campaign to the 12.12 campaign in 2022, where Shopee consistently posts twin date campaign content. The content takes various forms, including images and videos/reels that provide information ranging from daily app promotions, mini quizzes with Shopee voucher prizes, electronic products, and even giveaways with the latest smartphones as prizes. The campaign periods are aligned with the twin dates each month, resulting in varying amounts of campaign content depending on the campaign period. There were 50 twin date campaign content for 10.10, 58 for 11.11, and 53 for 12.12. Shopee's Instagram content is packaged attractively.

A study conducted by Snapcart to identify Shopee customers revealed that 77% of female respondents preferred to shop on Shopee, compared to 52% of male respondents. The study also showed that the age group of 19-24 was the most active in shopping on Shopee, accounting for 72%, followed by the age group of 25-30 with 69%, the age group under 19 with 69%, the age group of 31-35 with 63%, and the age group over 35 with 53% (Husaini, 2020). Based on the age categorization established by the Indonesian Ministry of Health, there are nine age categories, including the toddler stage (0-5 years old), childhood (5-11 years old), early adolescence (12-16 years old), late adolescence (17-25 years old), early adulthood (26-35 years old), late adulthood (36-45 years old), early elderly (46-55 years old), late elderly (56-65 years old), and the oldest age group (above 65 years old) (Nurmaya, 2021). Based on these categories, the age group that conducts the most transactions on Shopee falls under the late adolescence category.

The strong inclination of society towards online purchasing in recent years has helped to revive the economy during the pandemic. However, at the same time, this phenomenon has led to consumptive behavior, especially among the younger generation. Such consumption patterns expose Indonesian society to serious financial vulnerability, especially when coupled with inadequate financial literacy and savings. According to a 2020 survey involving 5,592 respondents from various segments of society, around 21% of the respondents admitted to saving very little from their monthly income. On average, Indonesian households save only about 8.5% of their total income. Saving can provide financial security in facing unexpected situations. However, particularly among the youth, the desire to display higher social status often outweighs financial considerations for the future (Naghavi et al., 2021)

The twin date campaigns with attractive offers, packaged and promoted through Shopee's official Instagram account, have the potential to reach the late adolescence age group. Transactions can be easily and quickly carried out considering that this age group is generally more tech-savvy. Furthermore, according to the "Digital 2021: Indonesia" report published by Datareportal, the largest user age group on Instagram in Indonesia in 2021 is 18-24 years old, which falls under the late adolescence category. Consequently, the phenomenon of consumptive behavior is inevitable. According to

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Islamy (2015) in Ajiningtyas (2022), consumptive behavior refers to excessive and irrational buying behavior without considering needs. Adolescents are among the groups that exhibit consumptive behavior. They make excessive purchases without considering their needs, but rather to be accepted by their environment, to enhance prestige, and to stand out from their peers.

Previous research conducted by Ajiningtyas (2022) titled "The Influence of Instagram Social Media Usage Intensity on Fashion Product Consumptive Behavior with Self-Control as a Mediator among Psychology Students at UIN Malang in 2018" showed a positive influence on consumptive behavior among psychology students at UIN Malang in 2018. This can be interpreted as high Instagram usage being associated with high levels of consumptive behavior among students. When someone frequently accesses Instagram, consumptive shopping behavior becomes a common occurrence. Individuals who are influenced by this tendency tend to buy unnecessary items. Other studies have also shown a positive and significant relationship between social media usage intensity and consumptive behavior. This means that the more frequently users use social media, the greater the likelihood of high consumptive behavior (Hidayatun, 2015).

Based on the above description, the researcher is interested in examining the Influence of Twin Date Promotion Content on the @Shopee_ID Instagram Account on Consumptive Behavior (Correlational Study among Late Adolescent Girls in Jakarta) because, according to Fajriah (2022), Jakarta still ranks first among the five cities with the highest online shopping activity. This research aims to find out how and how much the impact of Instagram promotional content on consumptive behaviour, in particular for Shopee Indonesia's Instagram content on late adolescent girls in Jakarta.

This research is interesting to conduct considering the competitive landscape in the marketplace, which is currently quite high. However, utilizing the Instagram social media platform to target the right audience can maximize promotional programs without incurring costs as long as the uploaded content is appropriate. The research problem in this study is: To what extent does the content of twin date promotion programs on the @shopee_id Instagram account influence the consumptive behavior of late adolescent girls in Jakarta?

LITERATURE REVIEW OR RESEARCH BACKGROUND
Digital Marketing Communication
According to Kotler, P., & Armstrong, G. (2017), marketing communication is a process of communication between a company or organization and consumers or potential markets to promote their products or services effectively and persuasively. Its goal is to influence consumer behavior, build brand image, and increase sales. Marketing communication involves activities such as advertising, sales promotion, public relations, public relations, and direct marketing. It is important to target the right audience, use clear and easily understandable messages for the target market, and use relevant and effective communication media. Some sources that can be referenced for this definition are books or journals discussing marketing or business strategies.

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Currently, marketing has evolved through digital marketing. Digital marketing refers to the use of digital technology to carry out marketing activities with various tactics and channels in online media. The purpose is to build connections with customers and potential consumers through valuable content and experiences, and to acquire new customers and increase sales (Chaffey, 2019).

According to the Digital Marketing Institute (DMI), digital marketing refers to marketing products or services through digital channels using strategies and tactics that involve digital technology, such as SEO, SEM, social media marketing, email marketing, and mobile marketing. In a broader sense, digital marketing encompasses all marketing activities conducted through digital media and technology, with the goal of creating, communicating, and delivering value to customers. This includes various channels and tactics, often requiring data analysis to evaluate the effectiveness of marketing campaigns.

One of the media that companies can utilize for free to conduct promotions is owned media. Owned media refers to media owned by a brand, including websites, blogs, company-owned emails, applications, or presence on social media platforms like Facebook, Instagram, LinkedIn, or Twitter. Offline media can include brochures or retail stores. It is useful to think of a company's own presence as media in the sense that it is an alternative investment to other media and offers opportunities to promote products using similar advertising or editorial formats to other media. This emphasizes the need for all organizations to become multi-channel publishers (Ellis-Chadwick, 2022).

Shopee utilizes Instagram social media to create promotional content for its twin date campaigns by creating engaging content. The content uploaded varies, ranging from visual to audiovisual content.

Utilizing Social Media as a Marketing Tool
In the book "Social Media Marketing: A Strategic Approach" by Barker, Barker, Bormann, and Neher (2018), Social Media Marketing is defined as the use of social media and related platforms to interact with customers and prospects, build brands, and promote products and services. As a central topic in commercial marketing (Antric et al., 2019) it involves creating and sharing engaging and relevant content, utilizing social media features such as advertisements, and using measurement tools to achieve marketing goals. The main objective of Social Media Marketing is to build strong relationships with customers and prospects, increase brand awareness, boost sales, and expand brand reach in the digital world.

Another definition of Social Media Marketing is the use of social media and related platforms to communicate, promote, and market products or services to relevant consumers or audiences. This includes activities such as creating engaging content, managing social media accounts, placing advertisements, analyzing data, and interacting with customers to build strong relationships. In Social Media Marketing, the interaction between brands and customers is the main focus, with the goal of strengthening relationships and building better brand awareness (Sayyadi, 2017).

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Marketing through social media is widely done by companies, including Shopee Indonesia. Shopee actively uploads Instagram content for various promotional activities. Twin date promotion content is one of the contents featured on the @shopee_id Instagram feed.

Instagram as a Medium for Promotional Content Distribution

Instagram is a platform used for sharing photos and videos that allows users to capture, edit, and share images with their followers. Additionally, Instagram enables users to interact with their followers through comments, likes, and direct messages. Therefore, Instagram is considered one of the best platforms for building a brand, communicating with customers, and increasing sales (Maarek, 2018).

The combination of narrative and visuals on Instagram makes promotional content visually appealing. The selection of the Instagram feed color of the @shopee_id account, often in orange, often catches the attention of Instagram users as the content appears on their timelines. The visual power is not limited to images alone, as short audiovisual content can appear on the feed with more interactive content.

There are indicators that a piece of content must possess in order to measure its suitability, including relevance, accuracy, value, ease of understanding, ease of discovery, and consistency (Milhinhos, 2015). Each of these indicators can be elaborated as follows:

a. Relevance

Pertains to relevant information. The information provided is aligned with the needs and addresses the issues faced by consumers.

b. Accuracy

Pertains to content that provides accurate information. The information conveyed aligns with the facts and realities.

c. Value

Pertains to information in the content that provides benefits to consumers and holds value for them.

d. Ease of understanding

Pertains to content that is easily comprehensible by consumers in terms of readability and other aspects.

e. Ease of discovery

Pertains to the process of sharing content through appropriate media, ensuring that the disseminated content can be easily accessed or reached by consumers.

f. Consistency

Pertains to the process of maintaining the quantity of shared content for consumers and involves updating information available in the content in a timely manner.

Twin Date Promotions on @shopee_id Account

Promotion in marketing can be defined as an effort to convey information about products or services to an audience through various communication channels, such as

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advertising, direct sales, direct marketing, sales promotion, and publicity. Promotion aims to build brand awareness, attract consumer attention, and influence consumer purchasing behavior. In promotion, strategies and tactics are selected based on campaign goals, target audience, and available budget. An effective promotional campaign should create clear messages, build brand credibility, and motivate consumers to take desired actions, such as purchasing products or using services (Kotler, 2017).

Promotion in marketing is the activity carried out by companies to introduce and promote their products or services to potential consumers. The purpose of promotion is to increase brand awareness, consumer interest, and sales of products or services. Promotional activities include various forms such as advertising, sales promotion, publicity, and direct marketing. Advertising is usually done through mass media such as television, radio, and newspapers, while sales promotion includes discounts, giveaways, and loyalty programs to boost sales. Publicity is done through media such as magazines and websites to increase brand visibility, while direct marketing involves direct communication with potential consumers through mail, phone, or email. All forms of promotion aim to influence consumer behavior and help companies achieve their marketing goals.

Shopee has become the most visited marketplace in Indonesia since the fourth quarter of 2020, according to iPrice data. To solidify its position, Shopee has been consistently running promotional campaigns every month since February. The program names are also tailored to the timing and the promoted products, such as the 2.2 Men Sale, 3.3 Fashion Sale, and the upcoming 11.11 Big Sale. Shopee Indonesia's Director, Handhika Jahja, promises that the promotions will get even bigger as the year comes to an end (Aria, 2020).

Consumeristic Behavior

Consumer behavior theory suggests that consumers possess comprehensive information about each product, evaluate this information meticulously, and ultimately select the product that offers the greatest utility, considering constraints like budget and availability (Allen & Ng, 2004). It involves both mental and physical activities that consumers undertake when searching for, evaluating, purchasing, and using products and services (Cole, 2007). Research in consumer behavior has addressed fundamental questions about human motives and highlighted significant disparities in charitable contributions across different causes and organizations (Small & Cryder, 2016). Additionally, it has examined sensory inputs such as visual, tactile, auditory, olfactory, and gustatory modalities (Jansson-Boyd, 2024).

Indicators of Consumeristic Behavior

According to Sumartono (2002), there are eight indicators of consumeristic behavior, namely:

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a. Buying products because of the promise of rewards: Individuals engage in consumeristic behavior due to attractive offers of rewards when purchasing certain products.

b. Buying products because of attractive packaging: Individuals are easily influenced to buy products that are neatly packaged and decorated with attractive colors and decorations.

c. Buying products to maintain personal appearance and prestige: Individuals have a high desire to buy products because they typically have distinct characteristics in terms of clothing, grooming, hairstyle, etc., to attract the attention of others. They spend more money to enhance their personal appearance.

d. Buying products based on price considerations (not based on benefits or utility): Individuals buy the product not because of its utility but because of the price offered.

e. Buying products solely as a symbol of status: Individuals engage in consumeristic behavior to maintain and enhance their social status. This is done by the upper-class group, which has the ability to buy expensive items and socialize with the elite. It supports their ability to purchase high-end items in terms of clothing, grooming, hairstyle, etc., to convey an exclusive image associated with being from a higher social class.

f. Using a product due to the influence of models advertising the product: Individuals tend to imitate the behavior of their idolized figures, including using the products promoted by those figures.

g. Believing that buying expensive products will boost self-confidence: Individuals believe that buying high-priced products will also boost their self-confidence in society. It is not uncommon for people to think that buying expensive products will enhance their self-confidence.

h. Trying to buy more than two similar products (different brands): Individuals tend to easily buy the same product even though the previous product has not been used up. This is done to compare the quality and price offered.

Late Adolescent Females
Late adolescence, also commonly known as young adulthood, is a transitional period from adolescence to adulthood characterized by ongoing physical, psychological, and social development. Late adolescence typically begins at the age of 18 and extends into the early 20s. During this period, individuals undergo significant changes in their lives, such as leaving the school environment and entering the workforce or higher education, building more mature and responsible social relationships, and facing pressures from the social environment and the demands of determining their life direction. In late adolescence, individuals are in the process of searching for their identity, determining life goals, and preparing themselves to face the complexities of adulthood (Santrock, 2016).

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In the age categorization established by the Indonesian Ministry of Health, there are nine age categories. These include the toddler stage, which is 0-5 years old; the childhood stage, which is 5-11 years old; the early adolescence stage, which is 12-16 years old; the late adolescence stage, which is 17-25 years old; the early adulthood stage, which is 26-35 years old; the late adulthood stage, which is 36-45 years old; the early elderly stage, which is 46-55 years old; the late elderly stage, which is 56-65 years old; and finally, the oldest-old stage, which is above 65 years old (Nurmaya, 2021).

Furthermore, studies have also shown that the age group of 19-24 years old is the group that engages in the most shopping on Shopee, with a significant percentage (Husaini, 2022). Additionally, according to the "Digital 2021: Indonesia" report published by Datareportal, the largest age group of Instagram users in Indonesia in 2021 falls within the 18-24 years old category, which includes the late adolescent age group. Consequently, the phenomenon of consumeristic behavior cannot be avoided. Based on these categories, the age group that conducts the most transactions on Shopee falls within the late adolescent category. The age group chosen by the researchers based on the above data is 18-24 years old.

Theory of Planned Behavior
The Theory of Planned Behavior (TPB) suggests that human behavior is influenced by three main factors: beliefs about the expected outcomes of the behavior (behavioral beliefs), beliefs about what others expect them to do (normative beliefs), and beliefs about the factors that may facilitate or hinder the performance of the behavior (control beliefs). When combined, behavioral beliefs contribute to a positive or negative attitude towards the behavior, normative beliefs result in perceived social pressure or subjective norms, and control beliefs lead to perceived behavioral control or self-efficacy.

The impact of attitude and subjective norms on one's intention is moderated by the perception of behavioral control. Generally, the more favorable the attitude and subjective norms, and the greater the perceived control, the stronger the person's intention to engage in the specific behavior. Additionally, when individuals have a sufficient level of actual control over the behavior, they are more likely to carry out their intentions when the opportunity presents itself (Bosnjak, Ajzen & Schmidt, 2020).

Research Hypotheses
Ho: There is no influence between twin date promotion content on the Instagram account @shopee_id and consumeristic behavior among late adolescent females in Jakarta.
Ha: There is an influence between twin date promotion content on the Instagram account @shopee_id and consumeristic behavior among late adolescent females in Jakarta.

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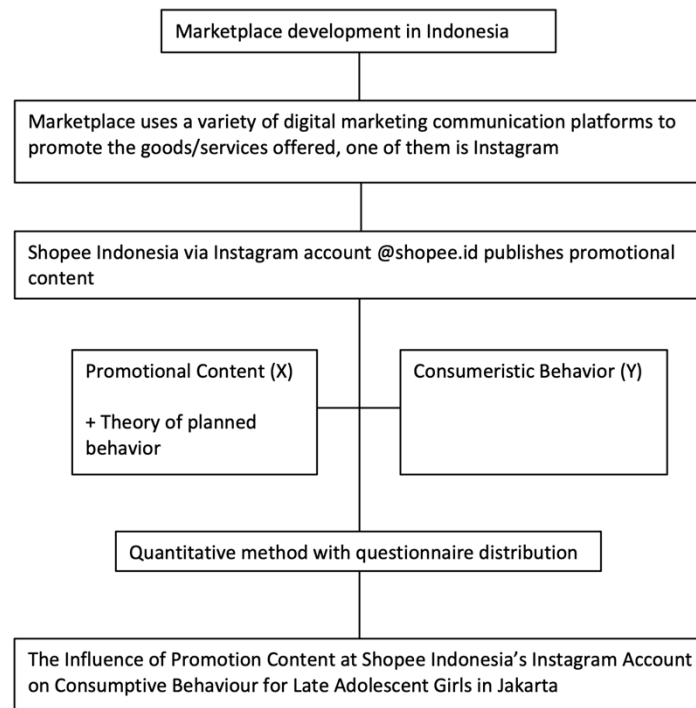
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Conceptual Framework

Figure 1: Conceptual Framework

METHODOLOGY

Research Stages

This research utilizes a positivist paradigm, which is quantitative research. In this study, the researcher employs a positivist paradigm. The positivist paradigm is a philosophical stream attributed to the thinking of Auguste Comte, a philosopher born in Montpellier, France, in 1798. The view of this paradigm is based on laws and standardized procedures; science is considered deductive, moving from general and abstract to concrete and specific; science is considered nomothetic, based on universal causal laws involving several variables. The positivist paradigm ultimately gave rise to the quantitative approach (Muslim, 2015).

The research approach used in this study is a quantitative approach. According to Creswell (2014), quantitative research is associated with a post-positivist worldview, experimental research strategies, and pre- and post-test behavior methods. In this scenario, quantitative researchers test a theory by formulating specific hypotheses and collecting data to support or refute those hypotheses. Experimental strategies are applied to assess behaviors both before and after the experiment. Data is collected using specialized instruments designed to assess behaviors, and the information is analyzed using statistical procedures and hypothesis testing.

Quantitative methods are used to test or verify specific theories. The data used in quantitative research consists of numerical data. This method identifies the variables to be studied and links them to the research problem and hypotheses. Because

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numerical data is used, the researcher in this study observes and measures information numerically. Quantitative research applies statistical procedures and unbiased approaches. This method is often used to test a theory, and as a result, it employs validity and reliability testing standards (Creswell, 2014).

Population & Sample
The population in this study is the followers of the Instagram account @shopee_ID, with the following criteria:
a. Female
b. Late adolescents (aged 18-24 years)
c. Residing/studying/working in Jakarta
d. Following the Instagram account @shopee_id

Several techniques can be used to determine the sample size from a population, and the researcher will use the Slovin technique.

Slovin Technique: n = N / 1 + Ne2

Where n = sample size, N = population size, e = estimated error rate (Siregar, 2013)

Using the Slovin formula, the sample size for this study is as follows:

N = 8,862,244 (as of May 2, 2023)

e = 5%

n = 8,862,244 / 1 + (8,862,244 * 0.0025) = 8,862,244 / 22,156.61 = 399.98 (rounded to 400)

According to the Slovin formula, the sample for this study is 400.

Data Collection Technique
Data collection is a process of collecting primary and secondary data (Siregar, 2013). The data collection method applied in this study is a survey method using questionnaires. In a survey design, researchers quantitatively describe trends, behaviors, or opinions of a population by examining a sample from that population. From this sample, researchers make generalizations or claims about the population. (Creswell, 2014). Data is collected using a survey method through questionnaires distributed to the followers of the Instagram account @shopee_id.

Data Analysis Method
Data analysis is performed by conducting a Pilot Testing with 30 respondents, and then the data is analyzed using validity and reliability tests.

From the validity test conducted, there are 11 statements in variable X that are all declared valid. Then, there are 17 statements in variable Y with 2 invalid statements, namely item Y2 and Y17, therefore variable Y has 15 statement items. Thus, the total questionnaire statements are 26.

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a. *Reliability Test Table*

Reliability Statistics

Cronbach's Alpha	N of Items
.880	11

Figure 2: Reliability Test of Variable X

Reliability Statistics

Cronbach's Alpha	N of Items
.873	17

Figure 3: Reliability Test of Variable Y

Reliability Statistics

Cronbach's Alpha	N of Items
.923	28

Figure 2: Reliability Test of Variable XY

b. Correlation Analysis

According to Siregar (2013), correlation analysis is a form of data analysis in research that aims to determine the strength or direction of the relationship between two or more variables, and the extent of the influence caused by one variable (independent variable) on another variable (dependent variable).

This study aims to examine the relationship between twin date promotion content and consumptive behavior among late adolescent girls, thus the appropriate form of relationship for this study is a causal relationship. According to Siregar (2013), causal relationship is a relationship between two or more variables that is influential, where one variable (independent variable) affects another variable (dependent variable). In this form, it is known with certainty or distinguishable which variable is the independent variable (the one that influences) and which variable is the dependent variable (the one that is influenced). Correlation analysis includes correlation coefficient statements and coefficient of determination.

c. Coefficient of Determination

According to Siregar (2013), the coefficient of determination (R-squared) is a number used to determine the contribution or contribution given by one or more independent variables (X) to the dependent variable (Y).

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The formula for the coefficient of determination is KD = $(r)^2$ x 100%.

d. Regression Analysis

According to Siregar (2013), one of the tools that can be used to predict future demand based on past data or to determine the influence of one independent variable on one dependent variable is linear regression. Linear regression is divided into two categories: simple linear regression and multiple linear regression. Simple linear regression is used for one independent variable and one dependent variable, while multiple linear regression is used for one dependent variable and two or more independent variables. The purpose of applying these methods is to forecast or predict the value of the dependent variable influenced by the independent variable(s) (Siregar, 2013).

RESULTS AND DISCUSSION

Table 1: Correlation Analysis between twin date promotion content (X) and consumptive behavior among late adolescent girls (Y)

Correlations

		Konten Program Promosi Tanggal Kembar	Perilaku Konsumtif
Konten Program Promosi Tanggal Kembar	Pearson Correlation	1	.544[**]
	Sig. (2-tailed)		.000
	N	400	400
Perilaku Konsumtif	Pearson Correlation	.544[**]	1
	Sig. (2-tailed)	.000	
	N	400	400

[**]. Correlation is significant at the 0.01 level (2-tailed).

Correlation Analysis: The influence of X on Y is 0.544, which is considered moderate.

Coefficient of Determination

KD = r^2 x 100%

KD = 0.544^2 x 100%

KD = (0.29) x 100%

KD = 29%

This indicates that X contributes to Y by 29%.

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Table 2-5: Simple Linear Regression Analysis

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Konten Program Tanggal Kembar[b]	.	Enter

a. Dependent Variable: Perilaku Konsumtif

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.544[a]	.295	.294	6.728

a. Predictors: (Constant), Konten Program Tanggal Kembar

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	14.059	2.236		6.288	.000
	Konten Program Tanggal Kembar	.800	.062	.544	12.920	.000

a. Dependent Variable: Perilaku Konsumtif

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7555.963	1	7555.963	166.938	.000[b]
	Residual	18014.277	398	45.262		
	Total	25570.240	399			

a. Dependent Variable: Perilaku Konsumtif

b. Predictors: (Constant), Konten Program Tanggal Kembar

Regression Analysis:

Y = a + bx

= 14059 + 0.800 (11)

= 14059 + 8.8

= 14067.8

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This indicates that in this study, the value of consumptive behavior will increase as the value of promotion content increases.

Based on the Theory of Planned Behavior, human behavior is influenced by three main factors: beliefs about the expected outcomes of the behavior (behavioral beliefs), beliefs about what others expect them to do (normative beliefs), and beliefs about the factors that may facilitate or hinder the performance of the behavior (control beliefs). This study shows that consumer behavior in consuming promotional content conducted by Shopee Indonesia through Instagram can influence an individual's consumptive behavior. The results of this study are also in line with previous research conducted by Ajiningtyas (2022), which found that high Instagram usage is associated with high levels of consumptive behavior among students. This study shows that Shopee Indonesia's double date promotional content influences the consumptive behavior of late adolescent females.

CONCLUSION

Based on the presented research background, the objective of this study is to answer the research problem, which is to determine the influence of twin date promotion content on the @shopee_id Instagram account on the consumptive behavior of late adolescent females. The correlation table results indicate that the content has an influence on consumptive behavior, as the obtained value is 0.544, which falls into the category of moderate correlation. Furthermore, based on the coefficient of determination formula, the contribution of the content variable (X) to consumptive behavior (Y) is found to be 29%, while the remaining 71% is influenced by other factors outside the variables in this study.

Next, according to the research hypotheses divided into H0 and Ha, where H0 states that variable X has no effect on variable Y, while Ha states that variable X has an effect on variable Y. Therefore, H0 is rejected and Ha is accepted, indicating that the hypothesis has been tested and aligned with the data results, which conclude that twin date promotion content on the @shopee_id Instagram account has an influence on the consumptive behavior of late adolescent girl in Jakarta.

The linear regression model used in this study is employed to predict the level of consumptive behavior among late adolescent females in Jakarta influenced by twin date promotion content. In this study, the linear regression equation can be observed as $Y = 14059 + 0.800 (11) = 14067.8$. This indicates that in this study, the value of consumptive behavior will increase as the value of promotion content increases. The linear regression also reveals the presence of an influence between the two variables.

The recommendations from this research are that Shopee Indonesia can maintain its promotional content style by considering the interests of late teenage girls in consuming Instagram content. Additionally, similar companies can conduct promotions through Instagram by taking into account the characteristics of their target market.

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BIODATA

Reni Dyanasari, S.Ikom, M.Si completed her undergraduate education in the field of public relations, followed by postgraduate studies in marketing communication, which was successfully completed at the end of 2011. She has experience in the Marketing division as a Marketing Planner at one of the Mass Media companies in Indonesia. Currently, she is a full-time lecturer at Universitas Pembangunan Jaya, teaching several communication courses, particularly in the field of public relations. Reni's research focus began as a member of a team investigating virtual communities on social media, and to date, she continues her research in the field of communication and public relations.

Dewi Silvialestari, S.Kp.M., M.Si., completed her Bachelor's degree at the Department of Communication and Community Development Science, IPB University in 2011, and her Master's degree in Communication Science at the University of Indonesia in 2015. Dewi has extensive experience in the field of communications, including broadcasting, marketing communications, social media, and teaching various courses related to communication management and social media. Her research focuses specifically on marketing communications, public relations, and digital communications.

Fasya Syifa Mutma, S.I.Kom., M.I.Kom completed her bachelor's degree in Communication Science, actively involved in various extracurricular activities. Her dedication to maintaining strong academic records, paved the way for her to graduate with honors (Cum Laude) and receive recognition for her outstanding academic achievements. Fasya pursued her passion for education, Fasya pursuing a master's degree in Strategic Corporate Communication, graduating with honors (Cum Laude). Now, as a dedicated educator, she imparts her knowledge in public relations, event management, environmental communication, and public speaking, and contributes to research and community service. Her research focus on marketing communication, public relations, and environmental communication.

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