

**ANALISIS PENGARUH INSTAGRAM SEBAGAI MEDIA *MARKETING*  
TERHADAP KESADARAN MEREK DI INDUSTRI RESTORAN**

*Systematic Literature Review*

**PROPOSAL SKRIPSI**

Diajukan sebagai salah satu syarat mengikuti Seminar Proposal pada Program Studi  
Manajemen Pemasaran Pariwisata



**Oleh**  
**Muhammad Rizki Fauzi**  
**1704018**

**FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL  
UNIVERSITAS PENDIDIKAN INDONESIA  
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*ANALISIS PENGARUH INSTAGRAM SEBAGAI MEDIA *MARKETING* TERHADAP KESADARAN MEREK DI INDUSTRI  
RESTORAN : Systematic Literature Review*

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**LEMBAR HAK CIPTA**

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1704018

Sebuah skripsi yang diajukan untuk memenuhi syarat untuk memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata Fakultas Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia

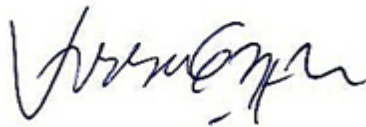
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**LEMBAR PENGESAHAN**  
**ANALISIS PENGARUH INSTAGRAM SEBAGAI MEDIA *MARKETING***  
**TERHADAP KESADARAN MEREK DI INDUSTRI RESTORAN**  
*(Systematic Literature Review)*

Disetujui dan disahkan oleh pembimbing :

**Pembimbing I**



**Prof. Dr. Vanessa Gaffar, SE.,Ak.,MBA**  
NIP. 197403072002122005

**Pembimbing II**



**Gitasiswhara, SE.Par.,MM**  
NIP. 197305102008121002

**Mengetahui,**  
**Ketua Prodi**  
**Manajemen Pemasaran Pariwisata**



**Yeni Yuniawati, S.Pd., M.M**  
NIP. 19810608 200604 2 001

**Tanggung Jawab Yuridis**  
**Ada pada Penulis**



**Muhammad Rizki Fauzi**  
NIM. 1704018

## SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Analisis Pengaruh Instagram Sebagai Media *Marketing* Terhadap Kesadaran Merek di Industri Restoran *Systematic Literature Review***” ini beserta seluruh isinya adalah benar karya penulis sendiri. Penulis tidak melakukan penjiplakan atau pengutipan dengan cara - cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung resiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya penulis ini.

Bandung,  
Yang Membuat Pernyataan



Muhammad Rizki Fauzi

## ABSTRAK

Analisis Pengaruh Instagram Sebagai Media *Marketing* Terhadap Kesadaran  
Merek di Industri Restoran  
*Systematic Literature Review*  
Muhammad Rizki Fauzi  
1704018

Instagram merupakan salah satu media sosial yang paling banyak digunakan di dunia. Selain sebagai sarana untuk bersosialisasi, pemanfaatan Instagram juga dapat digunakan sebagai media *marketing* oleh sebuah perusahaan, salah satunya adalah industri restoran. Dalam praktik pemasaran, pemanfaatan Instagram sebagai media *marketing* merupakan suatu hal yang penting terutama dalam meningkatkan penjualan sekaligus kesadaran merek dan menjalin hubungan baik dengan konsumen. Berkaitan dengan hal tersebut, tujuan dari penelitian ini untuk menghasilkan penelitian pada industri restoran mengenai apa saja faktor yang ditimbulkan dari penggunaan Instagram sebagai media *marketing* terhadap perilaku konsumen dan bagaimana pengaruh penggunaan Instagram sebagai media *marketing* terhadap kesadaran merk. Penelitian menggunakan metode *systematic literature review* dengan mengumpulkan dan menganalisis studi selama enam tahun terakhir dengan total artikel yang dianalisis sebanyak 15 artikel. Hasil penelitian menunjukkan bahwa pengaruh *Instagram Marketing* terhadap perilaku konsumen berujung pada hal positif. Penelitian ini dapat dijadikan sebagai dasar pengembangan penelitian lanjutan terkait penggunaan Instagram sebagai media *marketing*. Selain itu penelitian ini berperan untuk memberikan masukan bagi *stakeholder* di industri restoran terkait penggunaan Instagram sebagai media *marketing*.

kata kunci: industri restoran, instagram, *instagram marketing*, *systematic literature review*

## **ABSTRACT**

*Instagram Analysis as Marketing Media in Restaurant Industry*

*Systematic Literature Review*

*Muhammad Rizki Fauzi*

*1704018*

*Instagram is one of the most used social media in the world. Apart from being a means to socialize, the use of Instagram can also be used as a marketing media by a company, one of which is the restaurant industry. In marketing practice, the use of Instagram as a marketing media is important, especially in increasing sales as well as brand awareness and establishing good relationships with consumers. In this regard, the purpose of this study is to produce research in the restaurant industry regarding the factors that arise from the use of Instagram as a marketing media on consumer behavior and how the influence of using Instagram as a marketing media on brand awareness. The study used a systematic literature review method by collecting and analyzing studies over the last six years with a total of 15 articles analyzed. The results show that the influence of Instagram Marketing on consumer behavior leads to positive things. This research can be used as the basis for developing further research related to the use of Instagram as a marketing media. In addition, this research has a role to provide input for stakeholders in the restaurant industry regarding the use of Instagram as a marketing media.*

*keywords: restaurant industry, instagram, instagram marketing, systematic literature review*

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Skripsi ini diajukan untuk memenuhi syarat dalam mendapatkan gelar sarjana Pariwisata di program studi Manajemen Pemasaran Pariwisata Fakultas Pendidikan Ilmu Pengetahuan Sosial di Universitas Pendidikan Indonesia tahun 2021. Penulis menyadari masih banyak kekurangan dari segi isi maupun penulisan. Disamping itu penulis berharap bahwa penulisan skripsi ini dapat memberikan manfaat baik bagi orang lain sehingga dapat memberikan inspirasi untuk penelitian-penelitian selanjutnya dengan permasalahan yang lebih relevan.

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