



YAYASAN TRISAKTI

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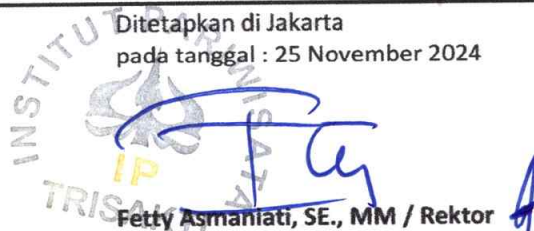
SURAT TUGAS

No. : 882/IPT/ST/XI/2024

1	Dasar Penugasan	:	Program Kerja S.Tr.Pengelolaan Perhotelan
2	Nama Yang menugaskan/Jabatan	:	Fetty Asmaniaty, SE., MM / Rektor
3	Nama yang ditugaskan/Jabatan	:	1. Dian Octarina, M.Si.Par. 2. Vienna Artina Sembiring, M.Pd.,M.Par 3. Anis Darsiah,SST.Par.,M.M 4. Salma Rodhiya
4	Maksud Penugasan	:	Penelitian dengan judul The Influence of Social Media Instagram on Purchasing Interest in Sweet Atelier
5	Alat Transportasi	:	Darat
6	a. Tempat Penugasan Awal	:	Institut Pariwisata Trisakti
	b. Tempat Penugasan Akhir	:	Penerbit: International Journal of Education, Nusiness and Economics Research (IJEER) E-ISSN:2583-3006
7	a. Lama Penugasan	:	2 (dua) bulan
	b. Tanggal Penugasan	:	Oktober - November 2024
8	Pembebanan Biaya	:	
	a. Instansi	:	IP Trisakti
	b. Lainnya (sebutkan)	:	
9	Lain-lain	:	

PENGESAHAN PENUGASAN

Ditetapkan di Jakarta
pada tanggal : 25 November 2024


Fetty Asmaniaty, SE., MM / Rektor

TEMPAT TUJUAN

TEMPAT KEMBALI

Tiba di : Penerbit: International Journal of Education, Nusiness and Economics Research (IJEER) E-ISSN:2583-3006
Tanggal :

Telah diperiksa, dengan keterangan bahwa perjalanan diatas benar telah dilaksanakan sesuai perintah dan semata-mata untuk kepentingan dinas dalam waktu sesingkat-singkatnya:

Dr. Nurbaeti, MM
Warek II

Dokumen yang telah diperiksa diserahkan kepada:

1. Pelaksana Tugas
2. Atasan Langsung Pelaksana Tugas
3. Bagian Umum & Keuangan
4. Sekretariat

MEMO DINAS

Kepada Yth. : Ibu Fetty Asmanianti, SE., MM (Rektor IP Trisakti)
Dari : Kadep S.Tr. Pengelolaan Perhotelan
Perihal : Permohonan Surat Tugas

Dengan Hormat,

Sehubungan dengan adanya kegiatan Tri Dharma Dosen dan untuk keperluan pelaporan BKD Semester Gasal TA 2024/2025 bagi Dosen Program Studi Pengelolaan Perhotelan. Maka bersama ini kami mengajukan pembuatan surat tugas dengan nama sebagai berikut:


Nama	Kegiatan	Hari/Tanggal	Tempat
Dian Octarina, M.Si.Par. Vienna Artina Sembiring, M.Pd., M.Par. Anis Darsiah, SST.Par., M.M. Salma Rodhiya	Penelitian dengan Judul The Influence of Social Media Instagram on Purchasing Interest in Sweet Atelier	Periode Oktober – November 2024	Penerbit: International Journal of Education, Nusiness and Economics Research (IJEER) E- ISSN: 2583- 3006.

Demikianlah permohonan ini kami buat, sebelum dan sesudahnya kami ucapkan terima kasih


Jakarta, 25 November 2024

Hormat kami,



Dr. Robiatul Adawiyah, M.Par.
Kaprodi. Pengelolaan Perhotelan


Dr. Amrullah, SH., M.Hum., M.Si.Par., CHE., QCRO.
Dekan Fakultas Vokasi

Mengetahui,


Agus Riyadi, SST.Par., M.Sc., Ph.D., CHIA., QCRO.
Wakil Rektor I

Menyetujui


Fetty Asmanianti, S.E., M.M.
Rektor

Jakarta, 25 November 2024

Hal : Pembuatan surat tugas penelitian untuk keperluan BKD Ganjil 2024/2025

Kepada Yth :
Robiatul Adawiyah, M.Par
Kepala Program Studi Pengelolaan Perhotelan
Di Tempat,

Dengan hormat,

Bersama ini kami mengajukan untuk dapat dibuatkan surat tugas Penelitian untuk keperluan BKD semester Ganjil 2024/2025 dikarenakan penelitian yang dilakukan sudah terbit di dalam International Journal of Education, Business and Economics Research (IJEBER) :

No	Judul Penelitian	WAKTU PENELITIAN	Nama Peneliti
1.	The Influence of Social Media Instagram on Purchasing Interest in Sweet Atelier Terbit di Jurnal : International Journal of Education, Business and Economics Research (IJEBER) E-ISSN : 2583-3006 VOL. 4 Issue 6 November – December 2024, pp 121 - 128	September – Oktober 2024	1. Dian Octarina., M.Si.Par 2. Vienna Artina Sembiring, M.Pd, M.Par 3. Anis Darsiah., MM 4. Salma Rodhiya

Demikianlah surat pemberitahuan ini saya sampaikan, atas perhatian dan bantuan Ibu saya ucapkan terima kasih

Hormat saya,



Dian Octarina., M.Si.Par
Dosen IP Trisakti

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THE INFLUENCE OF SOCIAL MEDIA INSTAGRAM ON PURCHASING INTEREST IN SWEETS ATELIER

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ABSTRACT

Social media such as Instagram can influence consumer buying interest, including the Custom Cakes and Cookies business carried out online by Sweets Atelier. This research aims to assess how much influence Instagram social media has on purchasing interest at Sweets Atelier. This research uses a quantitative method and the sample in this research was 93 respondents using the Purpose Sampling technique which was taken randomly. The research results showed that respondents agreed that Instagram social media with a value of 3.33 was very good during the Covid-19 pandemic, whereas the results of buying interest with a value of 3.27 stated that buying interest at Sweets Atelier was very high during the Covid-19 pandemic. The regression test results of $1.466 + 0.545$ The correlation test results show that there is a moderate (quite strong) relationship between Instagram social media and purchase interest at Sweets Atelier with a value of 0.501.

KEYWORDS:- Instagram Social Media;Purchase Interest;Online Culinary Business.

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1. INTRODUCTION

The development of internet technology, marketing activities have begun to spread online, which is known as online marketing. Online marketing is the fastest growing form of direct marketing. Current technological advances have created the digital age. Widespread use of the Internet and other powerful new technologies is having a dramatic impact on buyers and the markets they serve. Online business is one of the business activities that can still survive and exist, even develop, serving consumers who have gone through adjustments to service interaction models using online application platforms. The online shopping trend is increasing accompanied by the use of a variety of application options offered by marketplace platform vendors and shopping sites. Sophisticated technology and the existence of social media help business people market their wares. According to Teten, "Stay at Home Economy" will become an economic trend in the future (Putu, et al, 2020).