

## TABLE OF CONTENTS

<b>FINAL PROJECT .....</b>	<b>i</b>
<b>PROYEK AKHIR.....</b>	<b>ii</b>
<b>HALAMAN PENGESAHAN.....</b>	<b>iii</b>
<b>PERNYATAAN BEBAS PLAGIASI.....</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>v</b>
<b>ABSTRAK .....</b>	<b>vi</b>
<b>ABSTRACT.....</b>	<b>vii</b>
<b>LIST OF TABLES .....</b>	<b>x</b>
<b>LIST OF FIGURES .....</b>	<b>xi</b>
<b>CHAPTER 1 INTRODUCTION .....</b>	<b>1</b>
1.1. The Background of the Study.....	1
1.2. The Objectives of the Study .....	4
1.3 The Scope and Limitation of the Study.....	4
1.4 The Significance of the Study .....	5
1.5 Literature Review.....	6
<b>CHAPTER 2 RESEARCH METHODS .....</b>	<b>9</b>
2.1 Theoretical Framework .....	9
2.1.1 Persuasive language on social media .....	9
2.1.2 Persuasive messages: calls to action .....	13
2.1.3 Instagram and how business units use it to engage with their stakeholder .....	15
2.2 Research Design .....	16
2.3 Methods of Data Collection .....	18
2.4 Methods of Data Analysis .....	21
<b>CHAPTER 3 FINDINGS &amp; DISCUSSIONS .....</b>	<b>24</b>
3.1 Classification of Persuasive Techniques Used.....	24
3.2How the Persuasive Techniques are used in the captions .....	30
3.3 The Impact of the Persuasive Techniques Used on Likes & Comments on Instagram @english.ugm .....	37
3.4 The Process of Designing Calls to Action on Instagram @english.ugm .....	39
3.5 The Use of Social Media in the Bachelor of Applied English Program, Vocational School, UGM .....	43
<b>CHAPTER 4 CONSLUSION.....</b>	<b>46</b>



<b>REFERENCES.....</b>	<b>48</b>
<b>APPENDIX.....</b>	<b>xi</b>