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APPENDIX

Questionnaire

1. Apakah Anda mengenal istilah online shopping?
 - a. Ya
 - b. Tidak
2. Apakah Anda memiliki akun Instagram?
 - a. Ya
 - b. Tidak
3. Apakah Anda pernah menjadikan konten Instagram milik online shop lokal sebagai referensi untuk belanja?
 - a. Ya
 - b. Tidak
4. Jika 'Ya', jenis produk apa yang Anda belanjakan? *Jawaban boleh lebih dari satu.
 - a. Fashion (baju, sepatu, tas, dll)
 - b. Beauty (makeup, skincare, dll)
 - c. Electronic (handphone, laptop, accessories, dll)
 - d. Food & Beverage (makanan, snack, minuman)
 - e. Furniture & Home Appliances (perabotan, perlengkapan rumah, dll)
 - f. Entertainment (buku, game, dll)
 - g. Lainnya
5. Apakah penggunaan kata dan kalimat di iklan/konten online shop brand lokal mempengaruhi minat belanja Anda?
 - a. Ya

- b. Tidak
6. Dari dua opsi di bawah, yang mana lebih menarik perhatian Anda sebagai pembeli?
- a. Akun online shop yang menggunakan Bahasa Indonesia
 - b. Akun online shop yang menggunakan Bahasa Inggris
7. Apabila Anda memilih opsi pertama (online shop yang menggunakan Bahasa Indonesia), jelaskan kenapa secara singkat.
- Jawaban singkat (.))
8. Apabila Anda memilih opsi kedua (online shop yang menggunakan Bahasa Inggris), jelaskan kenapa secara singkat.
- Jawaban singkat (.))
9. Apabila Anda memilih opsi kedua (akun online shop yang menggunakan Bahasa Inggris), apa yang paling menarik perhatian Anda ketika sedang berbelanja? *Jawaban boleh lebih dari satu.
- a. Bio Instagram
 - b. Story Instagram
 - c. Post Instagram
 - d. Reel Instagram
10. Apakah menurut Anda brand lokal yang menggunakan Bahasa Inggris di profil Instagramnya berpotensi menarik lebih banyak pelanggan? Jelaskan dengan singkat.
- Jawaban singkat (.....))