

LAMPIRAN

Lampiran 1 Hasil Data Penelitian SPSS

Correlations

		X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	X.9	X.10	X.11	X.12	X.13	X.14	X.15	Strategi Pemasaran Instagram
X.1	Pearson Correlation	1	.329	.335	.345	.485**	.130	.291	.389*	.227	.502**	.173	.392*	.450*	.685**	.145	.606**
	Sig. (2-tailed)		.076	.071	.062	.007	.494	.119	.034	.227	.005	.362	.032	.013	.000	.440	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.2	Pearson Correlation	.329	1	.349	.248	.144	.373*	.329	.489**	.280	.523**	.212	.493**	.477**	.310	.451*	.632**
	Sig. (2-tailed)	.076		.059	.187	.446	.043	.076	.006	.135	.003	.261	.006	.008	.095	.012	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.3	Pearson Correlation	.335	.349	1	.340	.411*	.380*	.243	.480**	.205	.282	.305	.481**	.305	.422*	.531**	.638**
	Sig. (2-tailed)	.071	.059		.066	.024	.038	.195	.007	.278	.131	.101	.007	.101	.020	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.4	Pearson Correlation	.345	.248	.340	1	.332	.623**	.345	.528**	.311	.291	.315	.322	.610**	.230	.300	.635**
	Sig. (2-tailed)																
	N																

	Sig. (2- tailed)	.06 2	.18 7	.06 6		.07 3	.00 0	.06 2	.00 3	.09 4	.11 8	.09 0	.08 2	.00 0	.22 1	.10 8	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.5	Pears on Correl ation	.48 5**	.14 4	.41 1*	.33 2	1	.15 1	.10 7	.38 2*	.15 1	.32 9	.44 2*	.21 6	.27 0	.26 9	.24 5	.517**
	Sig. (2- tailed)	.00 7	.44 6	.02 4	.07 3		.42 5	.57 4	.03 7	.42 5	.07 6	.01 4	.25 3	.14 9	.15 1	.19 1	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.6	Pears on Correl ation	.13 0	.37 3*	.38 0*	.62 3**	.15 1	1	.52 0**	.48 7**	.43 7*	.27 4	.38 5*	.34 2	.47 4**	.06 9	.34 9	.625**
	Sig. (2- tailed)	.49 4	.04 3	.03 8	.00 0	.42 5		.00 3	.00 6	.01 6	.14 3	.03 6	.06 4	.00 8	.71 6	.05 9	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.7	Pears on Correl ation	.29 1	.32 9	.24 3	.34 5	.10 7	.52 0**	1	.30 9	.32 5	.41 6*	.17 3	.30 3	.35 7	.36 0	.41 8*	.567**
	Sig. (2- tailed)	.11 9	.07 6	.19 5	.06 2	.57 4	.00 3		.09 7	.08 0	.02 2	.36 2	.10 4	.05 3	.05 0	.02 2	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.8	Pears on Correl ation	.38 9*	.48 9**	.48 0**	.52 8**	.38 2*	.48 7**	.30 9	1	.41 0*	.66 5**	.50 0**	.66 0**	.42 8*	.45 5*	.40 1*	.804**
	Sig. (2- tailed)	.03 4	.00 6	.00 7	.00 3	.03 7	.00 6	.09 7		.02 4	.00 0	.00 5	.00 0	.01 8	.01 2	.02 8	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

X.9	Pears on Correl ation	.22 7	.28 0	.20 5	.31 1	.15 1	.43 7*	.32 5	.41 0*	1	.35 6	.56 3**	.51 3**	.47 4**	.17 3	.26 2	.596**
	Sig. (2- tailed)	.22 7	.13 5	.27 8	.09 4	.42 5	.01 6	.08 0	.02 4		.05 3	.00 1	.00 4	.00 8	.36 0	.16 2	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.10	Pears on Correl ation	.50 2**	.52 3**	.28 2	.29 1	.32 9	.27 4	.41 6*	.66 5**	.35 6	1	.53 5**	.48 0**	.45 7*	.57 8**	.27 6	.735**
	Sig. (2- tailed)	.00 5	.00 3	.13 1	.11 8	.07 6	.14 3	.02 2	.00 0	.05 3		.00 2	.00 7	.01 1	.00 1	.14 0	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.11	Pears on Correl ation	.17 3	.21 2	.30 5	.31 5	.44 2*	.38 5*	.17 3	.50 0**	.56 3**	.53 5**	1	.27 6	.41 0*	.32 9	.13 2	.607**
	Sig. (2- tailed)	.36 2	.26 1	.10 1	.09 0	.01 4	.03 6	.36 2	.00 5	.00 1	.00 2		.14 0	.02 4	.07 6	.48 5	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.12	Pears on Correl ation	.39 2*	.49 3**	.48 1**	.32 2	.21 6	.34 2	.30 3	.66 0**	.51 3**	.48 0**	.27 6	1	.51 9**	.47 5**	.33 5	.719**
	Sig. (2- tailed)	.03 2	.00 6	.00 7	.08 2	.25 3	.06 4	.10 4	.00 0	.00 4	.00 7	.14 0		.00 3	.00 8	.07 1	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.13	Pears on Correl ation	.45 0*	.47 7**	.30 5	.61 0**	.27 0	.47 4**	.35 7	.42 8*	.47 4**	.45 7*	.41 0*	.51 9**	1	.32 9	.38 1*	.723**
	Sig. (2- tailed)	.01 3	.00 8	.10 1	.00 0	.14 9	.00 8	.05 3	.01 8	.00 8	.01 1	.02 4	.00 3		.07 6	.03 8	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.14	Pearson Correlation	.685**	.310	.422*	.230	.269	.069	.360	.455*	.173	.578**	.329	.475**	.329	1	.000	.588**
	Sig. (2-tailed)	.000	.095	.020	.221	.151	.716	.050	.012	.360	.001	.076	.008	.076		1.000	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.15	Pearson Correlation	.145	.451*	.531**	.300	.245	.349	.418*	.401*	.262	.276	.132	.335	.381*	.000	1	.553**
	Sig. (2-tailed)	.444	.012	.003	.108	.191	.059	.022	.028	.162	.140	.485	.071	.038	1.000		.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi Pemasaran	Pearson Correlation	.606**	.632**	.638**	.635**	.517**	.625**	.567**	.804**	.596**	.735**	.607**	.719**	.723**	.588**	.553**	1
Instagram	Sig. (2-tailed)	.000	.000	.000	.000	.003	.000	.001	.000	.000	.000	.000	.000	.000	.000	.001	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Minat Peserta Didik Baru
Y.1	Pearson Correlation	1	.494**	.392*	.419*	.568**	.441*	.419*	.325	.278	.722**
	Sig. (2-tailed)		.006	.032	.021	.001	.015	.021	.080	.137	.000
	N	30	30	30	30	30	30	30	30	30	30

Y.2	Pearson Correlation	.494**	1	.414*	.255	.106	.164	.414*	.352	.375*	.583**
	Sig. (2-tailed)	.006		.023	.174	.578	.387	.023	.056	.041	.001
	N	30	30	30	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.392*	.414*	1	.332	.320	.343	.332	.257	.414*	.609**
	Sig. (2-tailed)	.032	.023		.073	.085	.064	.073	.170	.023	.000
	N	30	30	30	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.419*	.255	.332	1	.574**	.642**	.688**	.382*	.301	.759**
	Sig. (2-tailed)	.021	.174	.073		.001	.000	.000	.037	.106	.000
	N	30	30	30	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.568**	.106	.320	.574**	1	.476**	.414*	.445*	.375*	.704**
	Sig. (2-tailed)	.001	.578	.085	.001		.008	.023	.014	.041	.000
	N	30	30	30	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.441*	.164	.343	.642**	.476**	1	.413*	.439*	.392*	.711**
	Sig. (2-tailed)	.015	.387	.064	.000	.008		.023	.015	.032	.000
	N	30	30	30	30	30	30	30	30	30	30
Y.7	Pearson Correlation	.419*	.414*	.332	.688**	.414*	.413*	1	.382*	.301	.720**
	Sig. (2-tailed)	.021	.023	.073	.000	.023	.023		.037	.106	.000
	N	30	30	30	30	30	30	30	30	30	30
Y.8	Pearson Correlation	.325	.352	.257	.382*	.445*	.439*	.382*	1	.524**	.660**
	Sig. (2-tailed)	.080	.056	.170	.037	.014	.015	.037		.003	.000
	N	30	30	30	30	30	30	30	30	30	30
Y.9	Pearson Correlation	.278	.375*	.414*	.301	.375*	.392*	.301	.524**	1	.637**

	Sig. (2-tailed)	.137	.041	.023	.106	.041	.032	.106	.003		.000
	N	30	30	30	30	30	30	30	30	30	30
Minat Peserta	Pearson Correlation	.722**	.583**	.609**	.759**	.704**	.711**	.720**	.660**	.637**	1
Didik Baru	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).



Lampiran 2 Kartu Bimbingan



Lampiran 3 Hasil Data Penelitian SPSS

Bagian Identitas Responden (Opsional)

1. Jenis Kelamin:
☐ Laki-laki ☐ Perempuan
2. Asal Sekolah SMP:
3. Apakah kamu memiliki akun Instagram aktif?
☐ Ya ☐ Tidak
4. Apakah kamu mengetahui akun Instagram resmi SMK Plus Al-Aitaam?
☐ Ya ☐ Tidak

Bagian 1: Strategi Pemasaran Instagram (X)

(Skala Likert: 1 = Sangat Tidak Setuju sampai 5 = Sangat Setuju)

No	Pernyataan	1	2	3	4	5
A. Daya Tarik Visual (Attention)						
1	Konten Instagram SMK Plus Al-Aitaam menarik secara visual.	☐	☐	☐	☐	☐
2	Desain foto, video, dan reels yang ditampilkan terlihat profesional.	☐	☐	☐	☐	☐
3	Warna dan gaya konten Instagram sekolah terlihat konsisten dan menarik.	☐	☐	☐	☐	☐
B. Kesesuaian Informasi (Interest)						
4	Informasi yang disajikan di Instagram mudah dipahami.	☐	☐	☐	☐	☐
5	Konten Instagram memberikan informasi lengkap tentang jurusan dan program sekolah.	☐	☐	☐	☐	☐
6	Saya merasa lebih tertarik mengetahui SMK Plus Al-Aitaam setelah melihat kontennya.	☐	☐	☐	☐	☐
C. Relevansi Testimoni / Kisah Inspiratif (Desire)						
7	Testimoni alumni yang ditampilkan membuat saya tertarik masuk ke sekolah ini.	☐	☐	☐	☐	☐
8	Kisah sukses siswa SMK Plus Al-Aitaam mendorong saya ingin tahu lebih dalam.	☐	☐	☐	☐	☐
9	Konten yang menunjukkan kegiatan siswa membuat saya ingin menjadi bagian dari sekolah tersebut.	☐	☐	☐	☐	☐

D. Ajakan Bertindak / Call to Action (Action)					
10	Terdapat ajakan untuk mendaftar melalui bio, caption, atau story Instagram sekolah.	☐	☐	☐	☐
11	Saya merasa terdorong untuk menghubungi sekolah setelah melihat konten Instagram-nya.	☐	☐	☐	☐
12	Tautan informasi pendaftaran di Instagram mudah ditemukan dan jelas.	☐	☐	☐	☐
E. Konsistensi dan Frekuensi Unggahan					
13	Akun Instagram sekolah sering memperbarui konten secara rutin.	☐	☐	☐	☐
14	Frekuensi posting di Instagram membuat saya tetap mengikuti perkembangan sekolah.	☐	☐	☐	☐
15	Akun Instagram sekolah aktif menjawab pertanyaan pengikut melalui komentar atau DM.	☐	☐	☐	☐

Bagian 2: Minat Peserta Didik Baru (Y)

(Skala Likert: 1 = Sangat Tidak Setuju sampai 5 = Sangat Setuju)

No	Pernyataan	1	2	3	4	5
A. Perhatian						
16	Saya memperhatikan setiap postingan Instagram dari SMK Plus Al-Aitaam.	☐	☐	☐	☐	☐
17	Konten Instagram sekolah membuat saya penasaran tentang sekolah tersebut.	☐	☐	☐	☐	☐
B. Ketertarikan						
18	Saya tertarik pada kegiatan atau fasilitas yang ditampilkan di Instagram sekolah.	☐	☐	☐	☐	☐
19	Saya merasa sekolah ini berbeda dibanding sekolah lain setelah melihat kontennya.	☐	☐	☐	☐	☐

C. Keinginan untuk Tahu Lebih Lanjut					
20	Saya ingin mencari tahu lebih lanjut tentang SMK Plus Al-Aitaam setelah melihat akun Instagram-nya.	☐	☐	☐	☐
21	Saya pernah mengunjungi website atau menghubungi sekolah karena konten Instagram.	☐	☐	☐	☐
D. Niat untuk Mendaftar					
22	Saya memiliki keinginan untuk mendaftar di SMK Plus Al-Aitaam.	☐	☐	☐	☐
23	Instagram sekolah membantu saya memutuskan untuk memilih sekolah ini.	☐	☐	☐	☐
24	Saya merekomendasikan SMK Plus Al-Aitaam ke teman setelah melihat konten Instagram-nya.	☐	☐	☐	☐

