

**PEMANFAATAN MEDIA SOSIAL OLEH AGEN JASA TITIP
DI KALANGAN REMAJA MILENIAL**

SKRIPSI

**Diajukan sebagai salah satu syarat untuk memperoleh Gelar
Sarjana Ilmu Komunikasi**



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2019

**FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE
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Social Media Optimization By Personal Shopper In Millennials
 Jumlah xi Halaman +83 halaman + vi lampiran
 Bibliografi :15 Buku (2005 - 2018)

ABSTRACT

The need for a high enough life makes many adults do not feel enough just to have one kind of work. This triggers many adults to take one or even a few side jobs to supplement their income. One of them is personal shopper that is not hassle and easily promotes through social media.

The theoretical basis used is the Computer Mediated Communication theory, and uses the conceptual foundation of social media, social classes, private service agents, teenagers of the millennium, consumer culture, consumer society, and modernity.

The approach used in this study is a qualitative approach. The research method is the phenomenological method. This research has descriptive qualitative nature. And in this study the authors collected data by interview and interview transcripts.

Many private business services are loved for a business that was started without capital, with a private public travel agency saving more time and energy in shopping. Entrusted service agents utilizing social media, one of which is Instagram that guarantees results.

This research was made to optimize the public so that they know the use of social media, especially Instagram, by agents of the safekeeping services.

Keywords : Social Media, Personal Shopper, Millennials.

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