

Abstract

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Study Program : Bio Entrepreneurship

Title : The Application of CIPP Evaluation Method On Social Media: A Case of i3L
Instagram

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This thesis discusses the utilization of CIPP evaluation model to evaluate I3L's Instagram account (@i3l_official). The data is acquired through quantitative method to 107 current students of i3L, and the analysis is completed for the reliability, validity, and the regression analysis. The regression analysis is organized to see the association between the satisfaction level and the intention to recommend with the factors derived from CIPP evaluation. There are five factors derived from the result of CIPP evaluation; the objective factor, content input factor, internal information factor, external information factor, and the overall content factor. The result shows that both the satisfaction level and the intention to recommend are associated with the overall content of @i3l_official, and the intention to recommend is associated with the satisfaction level.