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Wakil Dekan Bidang Akademik,

Dr. Phil I Ketut Gunawan, MA.
NIP. 19631222 199002 1 001

PENGARUH SOCIAL MEDIA MARKETING TERHADAP CUSTOMER
ENGAGEMENT DAN BRAND IMAGE
(Studi pada Akun Instagram Shopee Indonesia)

SKRIPSI

Diajukan Guna Memenuhi Persyaratan Memperoleh
Gelar Sarjana Strata I



Oleh:

Alfira
NIM. 1702095071

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