

## FOREWORD

This thesis titled “Perception of Cerita Mereka’s Instagram Followers regarding Puyo’s Brand Image through Philanthropic Cause” is written as a partial fulfillment for the requirement to obtain the Bachelor’s Degree in Communication from the Faculty of Social and Political Sciences in Universitas Pelita Harapan, Karawaci. Very rarely do I acknowledge the role of people who help me found myself in the process. And for that, I sincerely would like to express my gratitude to the following individuals:

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8. To my dearest friend, Steffani who never gets tired listening to all of my worries and crying. Yes, Miracle can happen!
9. Lastly, to my college buddy Kezia. Thank you for being a good friend of mine. Cheers to us!

In conclusion, this thesis is far from perfection and hence, critiques and suggestions are highly encouraged. I hope this thesis benefit readers one-way or the other.

Karawaci, 8<sup>th</sup> August 2016

Anjelina Chandra

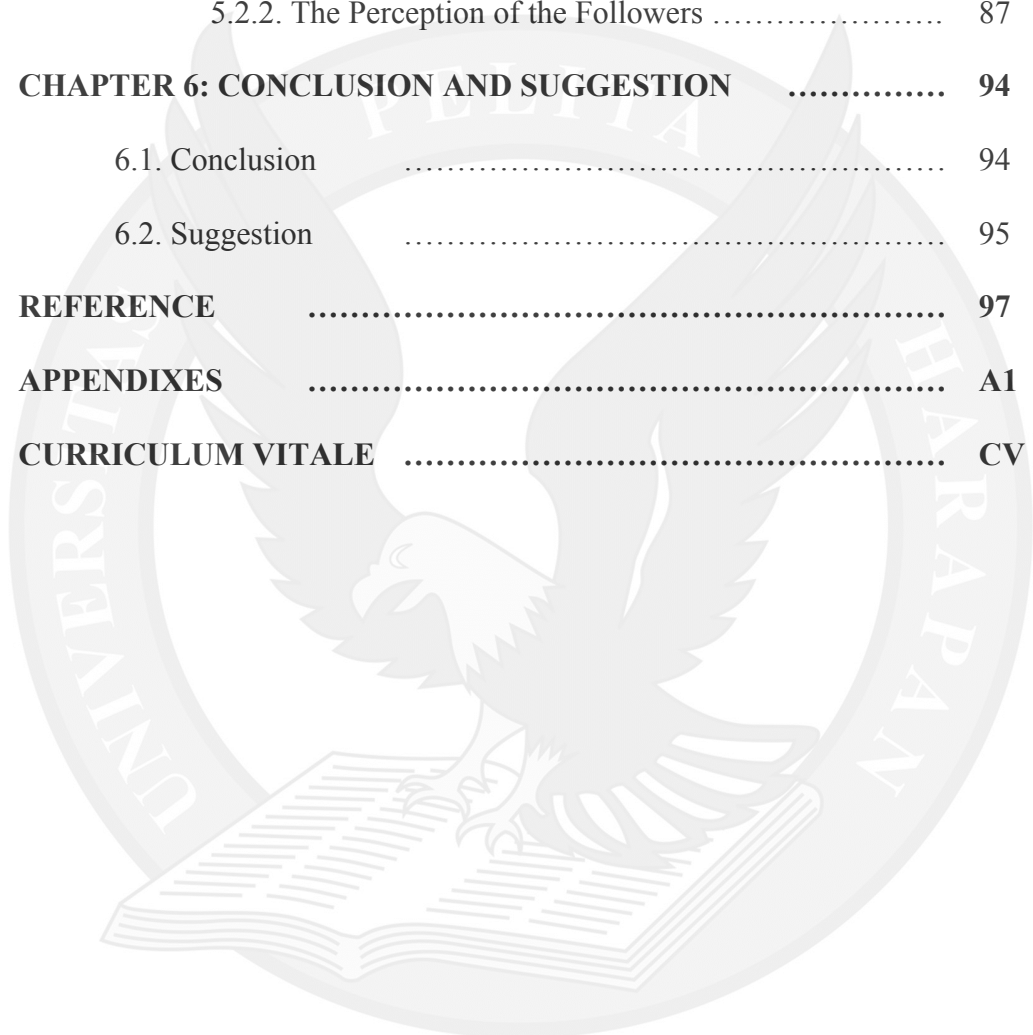
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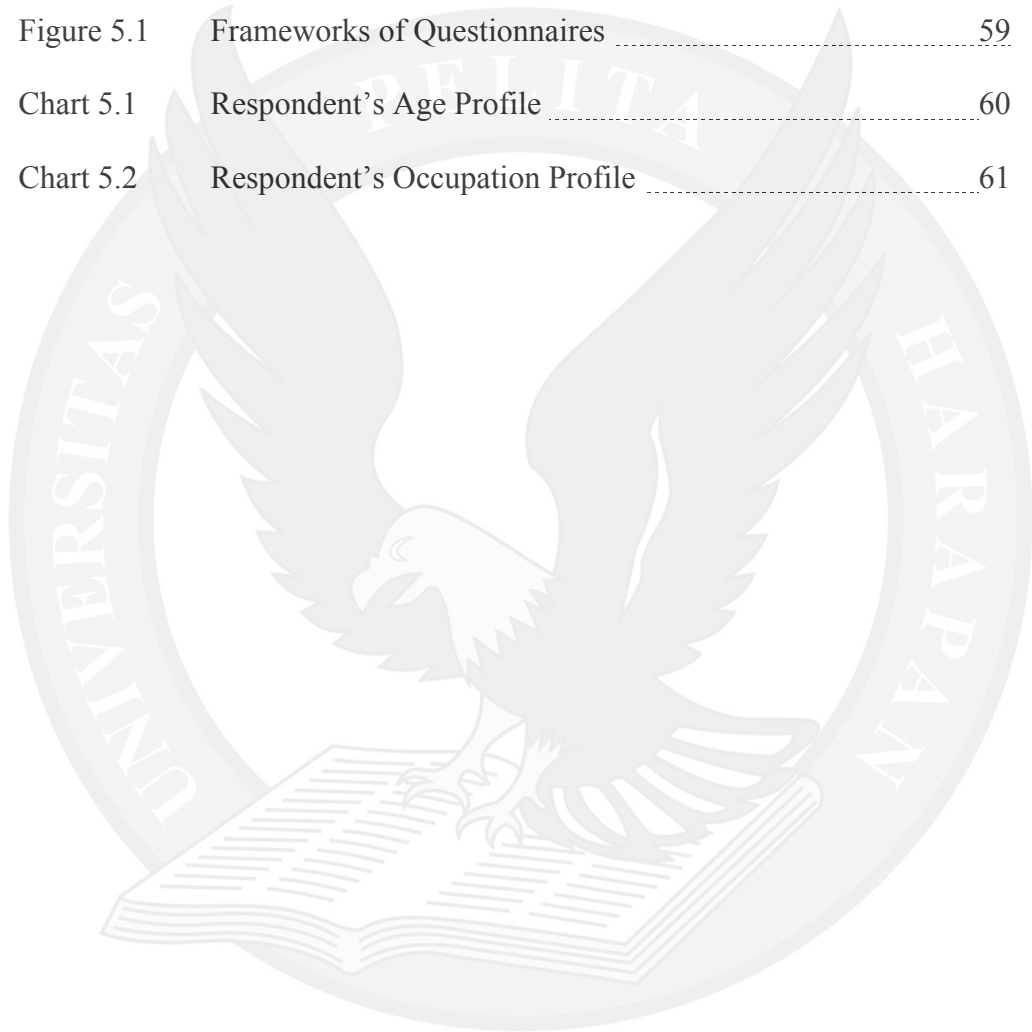
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