## **THESIS**

## THE ANALYSIS OF DIGITAL BRANDING: ROLES OF SOCIAL MEDIA AND BRAND COMMUNITY IN CUSTOMER ENGAGEMENT FOR MILLENNIALS MARKET (STUDY IN LOCAL COFFEE SHOPS)

Written to fulfill one of the academic requirements to achieve a Sarjana Ekonomi degree in Management

**By**:

NAME : GABRIELLA PIETRA FEBRIANI

**STUDENT ID** : 00000013139



STUDY PROGRAM OF MANAGEMENT FACULTY OF ECONOMICS UNIVERSITAS PELITA HARAPAN KARAWACI 2018