

PREFACE

By the grace and blessing of the Almighty God, the writer has completed the final paper entitled: **“THE EFFECT OF INFORMATIVENESS, PHOTO COLOUR, VISUAL AESTHETIC, AND SOCIAL PRESENCE TOWARDS GLORY OF FATS INSTAGRAM”**.

This final paper is written as a partial fulfillment of the academic requirements to obtain the degree of *Magister Manajemen* at Management Study Program, Faculty of Economics and Business, Universitas Pelita Harapan Surabaya Campus.

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The Writer,



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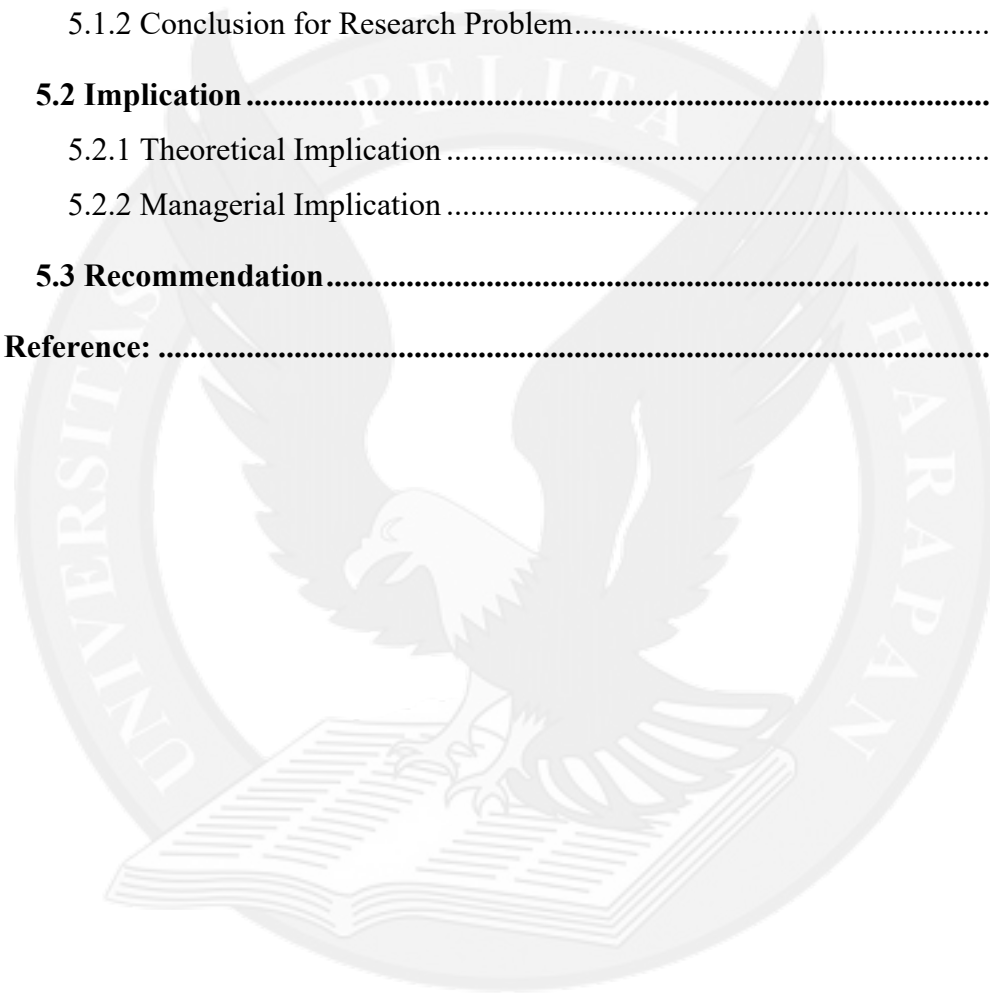
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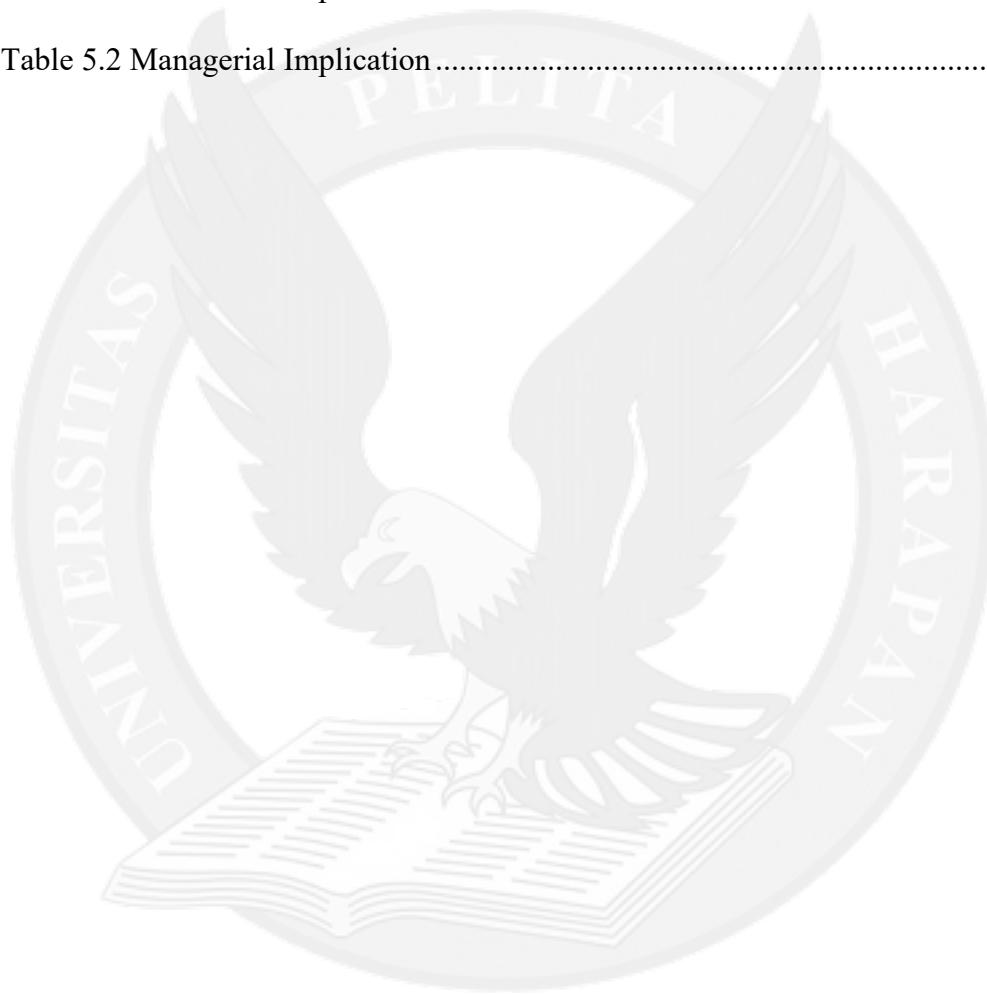
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