THESIS

THE EFFECT OF SOCIAL MEDIA MARKETING WITH ENTERTAINMENT, CUSTOMIZATION, INTERACTION, E-WOM, TRENDINESS, AND BRAND AMBASSADOR WITH VISIBILITY, CREDIBILITY, ATTRACTION, AND POWER TOWARDS DIOR BEAUTY'S BRAND IMAGE ON INSTAGRAM

Written as a partial fulfillment of the academic requirements to obtain the degree of Sarjana Manajemen

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STUDY PROGRAM OF MANAGEMENT FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS PELITA HARAPAN JAKARTA 2024