

**ANALYZING THE EFFECT OF INSTAGRAM -BASED BRAND
COMMUNITIES ON BRAND LOYALTY**

A THESIS

Presented as Partial Fulfilment of the Requirements to Obtain the Bachelor

Degree in Management Department

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UNIVERSITAS ISLAM INDONESIA

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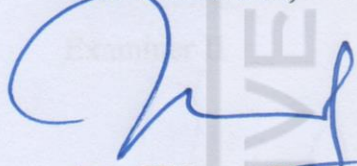
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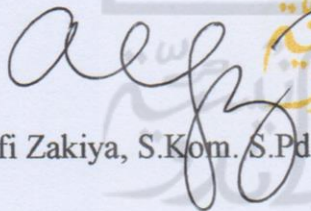
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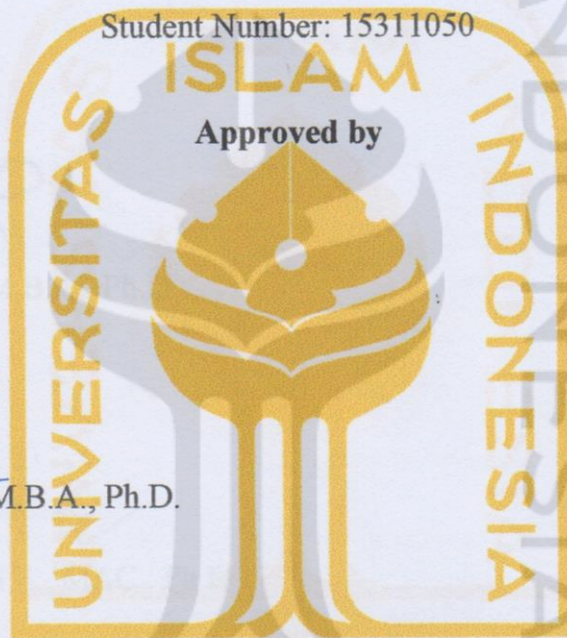


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May 28th, 2019

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Wassalamu'alaikum Warahmatullahi Wabarakatuh.

Yogyakarta, May 28th, 2019



Muhammad Yoga Izzani

DECLARATION OF AUTHENTICITY

Hereby I declare the originality of the thesis; I have not presented someone else's work to obtain my university degree, nor have I presented someone else's words, ideas or expectations without any of acknowledgements. All quotations are cited and listed in bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta May 28th, 2019



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