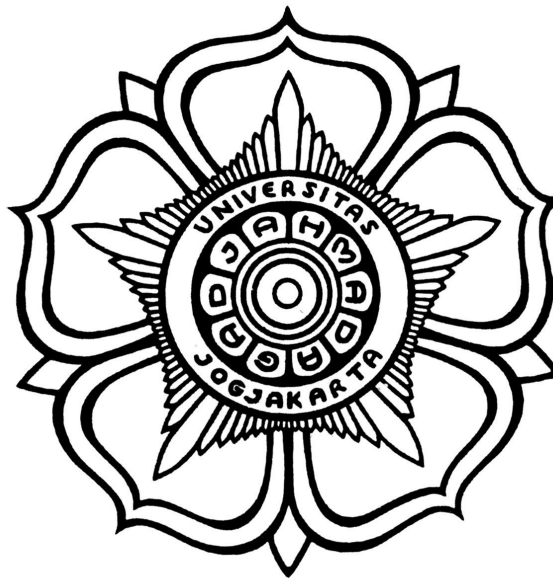


The Effect of Empathy-Based Marketing on Brand Engagement

**(A Survey of Netflix Indonesia Empathy-Based Marketing Communication
through #HallyuBarengNetflix Campaign on Instagram @NetflixID
from March to May 2022)**

THESIS



Arranged by:

Khoirunnisa Azzahra

19/440511/SP/28870

DEPARTMENT OF COMMUNICATION SCIENCE

FACULTY OF SOCIAL AND POLITICAL SCIENCES

UNIVERSITAS GADJAH MADA

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