

**RAISING CYBERSECURITY AWARENESS OF TELECOMMUNICATION  
COMPANY EMPLOYEE THROUGH INSTAGRAM CAMPAIGN, CASE  
STUDY: PT MEDIA TELEKOMUNIKASI MANDIRI**

Master Thesis  
As a partial fulfilment to achieve an MBA Degree

Study Program in Master of Management



**Submitted by**  
**Farisah Adilia**  
20/471120/PEK/26847

to  
**FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS  
GADJAH MADA**  
2023



Master in Management  
Universitas Gadjah Mada

## **AUTHORIZATION**

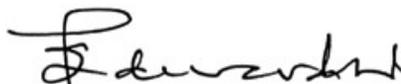
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STUDY: PT MEDIA TELEKOMUNIKASI MANDIRI**

Submitted by  
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has been defended before the Board of Examiners  
on December 19<sup>th</sup>, 2023  
and has been declared to fulfil all requirements

**Yogyakarta, December 19<sup>th</sup>, 2023**

Advisor



Prof. Dr. Eduardus Tandelilin, M.B.A.

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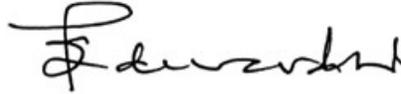
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The Thesis has been accepted  
As partial fulfillment to achieve a Master of Business Administration degree  
**Yogyakarta, December 19<sup>th</sup>, 2023**

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**Raising Cybersecurity Awareness Of Telecommunication Company Employee Through Instagram Campaign,**

**Case Study: PT Media Telekomunikasi Mandiri**  
Farisah Adilia, Prof. Dr. Eduardus Tandelilin, M.B.A.

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EMPLOYEE THROUGH INSTAGRAM CAMPAIGN, CASE STUDY: PT MEDIA  
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**Farisah Adilia**



Witnessed

**Prof. Dr. Eduardus Tandelilin, M.B.A.**