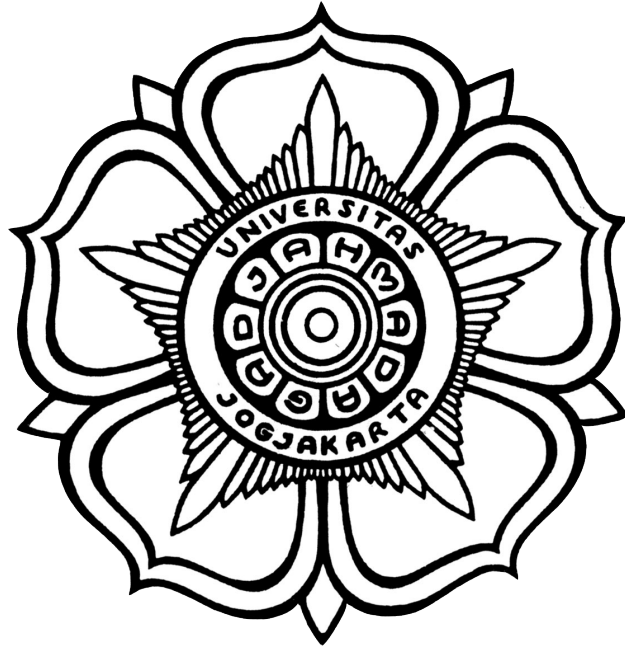


**The Relationship of Social Media Usage, Communication Characteristics, and Branding Uniqueness by @LifeAtBibli Instagram Account and the Intention to Apply at Bibli:
Apply at Bibli:
A Survey Among Indonesian Undergraduate Students**



Arranged by:

Alika Novariza Bulzuardi

20/457827/SP/29544

**DEPARTMENT OF COMMUNICATION SCIENCE
FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITAS GADJAH MADA**

2023/2024

LEMBAR PENGESAHAN

Skripsi ini telah diuji dan dipertahankan di depan tim penguji
Departemen Ilmu Komunikasi
Fakultas Ilmu Sosial dan Ilmu Politik
Universitas Gadjah Mada

Nama : Alika Novariza B
No. Mahasiswa : 20/457827/SP/29544
Judul Skripsi : The Relationship of Social Media Usage, Communication Characteristics, and Branding Uniqueness by @LifeAtBlibli Instagram Account and the Intention to Apply at Blibli: A Survey Among Indonesian Undergraduate Students
Tanggal Ujian : 14 Juni 2024
Tempat : R. Sidang Ilmu Komunikasi



Acniah Damayanti, S.I.P., M.Sc.

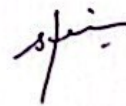
Penguji I



Dr. Rahayu, S.I.P., M.Si., M.A.
19720710 199803 2 004



Penguji II



Syaifa Tania, S.I.P., M.A.