

# **THE CREDIBILITY TRAP: HOW PAID POSTS UNDERMINE TRUST IN BEAUTY INFLUENCERS**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Business Administration



Submitted by

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to

**FACULTY OF ECONOMICS AND BUSINESS**

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UNIVERSITAS  
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Master of Business Administration  
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Universitas Gadjah Mada

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## AUTHORIZATION

# THE CREDIBILITY TRAP: HOW PAID POSTS UNDERMINE TRUST IN BEAUTY INFLUENCERS

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