

**THE EFFECT OF AUDITORY SALIENCE ON INSTAGRAM
ENGAGEMENT: AN EXPERIMENTAL STUDY OF MUSIC
ADVERTISING**

UNDERGRADUATE THESIS

Submitted to Faculty of Psychology
Universitas Gadjah Mada
In Partial Fulfillment of the Requirements
For the Degree of Bachelor in Psychology



JOHANES PRAMUDIO ANANTO

20/454571/PS/08077

INTERNATIONAL UNDERGRADUATE PROGRAM

FACULTY OF PSYCHOLOGY

UNIVERSITAS GADJAH MADA

YOGYAKARTA

2024

ENDORSEMENT PAGE

Endorsement Page

THE EFFECT OF AUDITORY SALIENCE ON INSTAGRAM ENGAGEMENT: AN EXPERIMENTAL STUDY OF MUSIC MARKETING

By:

Johanes Pramudio Ananto

20/454568/PS/08077

An undergraduate thesis submitted in partial fulfillment of the requirements for the degree of Bachelor in Psychology, and it has been defended in front of Undergraduate Thesis Examination Board of Faculty of Psychology Universitas Gadjah Mada

Date: 10 January 2025

Undergraduate Thesis Examination Board


Haidar Buldan Thontowi, S.Psi., M.A., Ph.D.

Chair


Wahyu Widhiarso, S.Psi., M.A.

Member


Zulfikri Khakim, S.Psi., M.Sc.

Member

This undergraduate thesis has been accepted in partial fulfillment of the requirements for the degree of Bachelor in Psychology

Yogyakarta, 10 January 2025


Rahmat Ridayah, S.Psi., M.Sc., Ph.D.