



UNIVERSITAS
GADJAH MADA

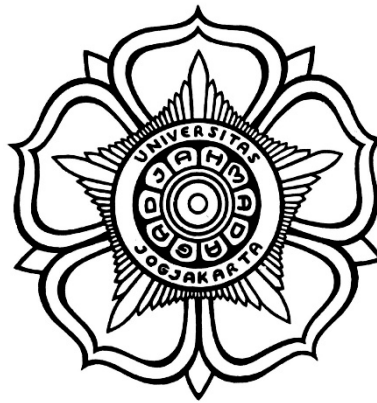
The Influence of Viral Marketing Messages Through Instagram on Consumer Behavior in Indonesia
GEOVANI LASKAR BAGASANGGAKARA, Bayu Aji Aritejo, S.E., M.M., M.Si., Ph.D.
Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

THE INFLUENCE OF VIRAL MARKETING MESSAGES THROUGH INSTAGRAM ON CONSUMER BEHAVIOR IN INDONESIA

THESIS

To Fulfill the Requirement for Obtaining Bachelor Degree

Management Department



Bachelor Thesis Supervisor

Bayu Aji Aritejo, S.E., M.M., M.Si., Ph.D.

Proposed by:

Geovani Laskar Bagasanggakara

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FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITY OF GADJAH MADA

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