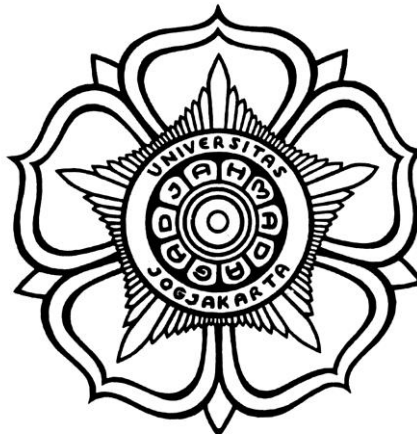


**USING TECHNOLOGY ACCEPTANCE MODEL TO MEASURE  
USER INTENTION ON USING CORPORATE SOCIAL MEDIA: A  
STUDY ON DJARUM'S DISINI**

Undergraduate Thesis  
To Fulfil the Requirement to Achieve Undergraduate Degree in Accounting  
Program

Supervisor:

**Singgih Wijayana, SE, M.Sc., Ph.D.**



By:

Bonifacio Paksi Narendra Christie

12/327020/EK/18736

**ACCOUNTING  
FAKULTAS EKONOMIKA DAN BISNIS  
UNIVERSITAS GADJAH MADA  
YOGYAKARTA**

**2020**