

**FINAL PAPER**

**THE USE OF INSTAGRAM TO BUILD CUSTOMER ENGAGEMENT ON  
GUNUNG SEWU RUNTASTIC EVENT 2020**



**RATRI KUSUMA NINGRUM**

**17/415429//SV/13294**

**Submitted to the Board of Examiners**

**In Partial Fulfilment of the Requirement for Diploma III Degree**

**In the English Program**

**Vocational College**

**Universitas Gadjah Mada**

**Yogyakarta**

**2020**

## **LAPORAN AKHIR**

### **PEMANFAATAN INSTAGRAM DALAM MEMBANGUN KETERLIBATAN KONSUMEN PADA ACARA GUNUNG SEWU RUNTASTIC 2020**



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