

THESIS

The Effects of Instagram Marketing Attractiveness towards Brand Loyalty of RTD Soft Drink Product

Submitted in partial fulfillment of the requirements for the degree of Bachelor of Management in
the International Undergraduate Program

Thesis Supervisor:

Yulia Arisnani Widyarningsih, MBA, Ph.D.



Revision Approved 13/07/21

Yulia A. Widyarningsih, MBA, Ph.D

Written By:

Veronika Xaveria (16/397219/EK/21175)

**MANAGEMENT UNDERGRADUATE PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA
2021**