



SKRIPSI

PENGARUH SOCIAL MEDIA MARKETING INSTAGRAM TERHADAP TINGKAT BRAND AWARENESS ROASTER AND BEAR COFFEE LOUNGE & KITCHEN

(The Effects of Social Media Marketing Instagram towards Roaster and Bear Coffee Lounge & Kitchen's Brand Awareness Level)



Disusun oleh:

Khansa Afifah

11/317764/SP/24657

JURUSAN ILMU KOMUNIKASI
FAKULTAS ILMU SOSIAL DAN POLITIK
UNIVERSITAS GADJAH MADA
2016