

**CONNECTING EXTERNAL AND INTERNAL USER
ENGAGEMENT ON INSTAGRAM POSTS: AN EMPIRICAL
STUDY OF AN INDONESIA GOVERNMENT INSTITUTION**

Thesis

As a partial fulfillment to achieve an MBA Degree

Study Program in Master of Management



Submitted by

Asep Kurniawan

19/447702/PEK/25003

to

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS GADJAH MADA

2021