

**APPROVAL SHEET**

**THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES ON  
CUSTOMER RESPONSE THROUGH BRAND EQUITY ON DEAR ME  
BEAUTY  
THESIS PROPOSAL**

Submitted As One of the Requirements for  
Obtained a bachelor's degree in Business Administration  
Business Administration Study Program

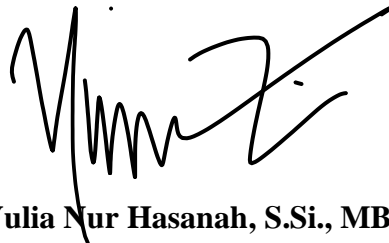
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**Supervisor**

A handwritten signature in black ink, appearing to read 'Yulia Nur Hasanah'.

**Yulia Nur Hasanah, S.Si., MBA**

**BUSINESS ADMINISTRATION STUDY PROGRAM  
FACULTY OF COMMUNICATION AND BUSINESS  
TELKOM UNIVERSITY BANDUNG**

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