

**THE INFLUENCE OF DIGITAL MARKETING ON BRAND LOYALTY  
AND BRAND POSITION IN MILO NESTLE INDONESIA**

Submitted as one of the conditions for  
Obtaining a Bachelor's Degree in Bachelor's Degree in International ICT  
Business Program

Arranged by:

MUHAMMAD MADANI

1401170088



Supervisor

A handwritten signature in blue ink, appearing to read 'Indira', is placed above the supervisor's name.

**Indira Rachmawati S.T., M.S.M., Ph.D**

**NIP: 088000051**

**INTERNATIONAL ICT BUSINESS PROGRAM  
FACULTY OF ECONOMY AND BUSINESS  
TELKOM UNIVERSITY  
BANDUNG2021**