

**THE INFLUENCE OF THE USE OF BRAND AMBASSADOR ‘STRAY KIDS’
IN SHOPEE 12.12 BIRTHDAY SALE ADVERTISEMENT
AND SHOPEE’S BRAND IMAGE TOWARDS BRAND LOYALTY**

BACHELOR THESIS

Suggested as One of The Condition to
Obtaining a Bachelor of Communication Degree
Communication Science Study Program

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**COMMUNICATION SCIENCE STUDY PROGRAM
THE FACULTY OF COMMUNICATION AND BUSINESS
TELKOM UNIVERSITY**

2022