

**Message influence on IG: The Perception of Telkom University  
Students On Stand Up Campaign**

**FINAL PROJECT**

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

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**Universitas  
Telkom**

**PROGRAM STUDI ILMU KOMUNIKASI  
FAKULTAS KOMUNIKASI DAN BISNIS  
UNIVERSITAS TELKOM  
BANDUNG**

**2022**