

FOREWORD

Praise and gratitude to Allah for granting His kindness and blessings, enabling the author to finalize this written work entitled “Analysis of Instagram @Ptintiofficial Social Media Strategy on the Brand Image of Pt Inti (Persero)” as one of the requirements to obtain a Bachelor’s Degree in Business Administration from the Business Administration Study Program.

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The author realizes that the preparation of this thesis still has many shortcomings, both in writing techniques, language placement, and scientific perception. Therefore, constructive suggestions and criticisms are highly expected as material for improvement for the author in the future. Hopefully, this thesis can be beneficial for the author, especially as a reference for all interested parties, particularly the students of Telkom University.