

**THE ANALYSIS OF INFLUENCE IN BALE
PROGRAM ADVERTISEMENTS ON @BTN INSTAGRAM
IN INCREASING BRAND LOYALTY OF
BANK TABUNGAN NEGARA**

Proposed as One of Requirements to
Achieve the Communication Bachelor Degree
the Study Program of Communication Science

International Class

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**COMMUNICATION SCIENCE STUDY PROGRAM
FACULTY OF COMMUNICATION AND SOCIAL SCIENCE
TELKOM UNIVERSITY**

2025