

FOREWORD

With heartfelt gratitude to Almighty God, for the countless blessings and guidance bestowed throughout this journey in completion of thesis entitled “The Analysis of Influence in Bale Program Advertisement on @BTN Instagram in Increasing Brand Loyalty of Bank Tabungan Negara”. This thesis was completed to fulfill one of the requirements for the Bachelor of Communication Degree Science Study Program. Researcher is aware this thesis cannot be completed without the assistance of various parties. Therefore, the author would express gratitude towards:

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As a human being, researcher is aware the research may not be flawless. Due to its limited time and knowledge, researcher humbly apologize for any imperfections found in this thesis. Readers are welcomed to give suggestions for corrections or improvements within this research. It is the researcher's hope that this thesis can be useful for readers and gave a contribution towards the development of communication science

Bandung, 29 June 2025

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the bottom.

Muhammad Alif Musyafa

NIM:1502213338