The Effect of Emotional Appeal on Rucas Content Towards Engagement Behavior Thesis Proposal

Filed as One of the Requirements for

Obtaining a Bachelor's Degree in Communication Science

Communication Studies Study Program

Complied by:

Farhan Farandityo Fasihaulrazy

NIM: 1502213408



COMMUNICATION SCIENCE STUDY PROGRAM FACULTY OF COMMUNICATIONS AND SOCIAL SCIENCE TELKOM UNIVERSITY BANDUNG 2025