

**ANTESEDEN DAN KONSEKUEN KETERLIBATAN MEREK MEWAH
DI MEDIA SOSIAL**

(Studi Kasus: Instagram Merek Mewah di Indonesia)

**ANTECEDENTS AND CONSEQUENCES OF LUXURY BRAND
ENGAGEMENT IN SOCIAL MEDIA**

(Study Case: Luxury Brand Instagram in Indonesia)

UNDERGRADUATE THESIS



Proposed by:

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MANAGEMENT STUDY PROGRAM

ECONOMIC AND BUSINESS FACULTY

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

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The Requirements of Bachelor's Degree in Faculty of Economics and Business.
International Program of Management and Business Universitas Muhammadiyah
Yogyakarta



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PAGE STATEMENT

The result of this study,

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The author stated that in this thesis with the title: "ANTECEDENTS AND CONSEQUENCES OF LUXURY BRAND ENGAGEMENT IN SOCIAL MEDIA" there is no plagiarism from each research for undergraduate study. This study analyzing consumer involvement on self-brand connection and brand usage intent with mediating effect, namely cognitive process, affection, and activation. The setting is luxury brand Instagram sites. Whether there is research with the same title, literature review, method, result, and discussion. Moreover, the author will cancel this thesis.

Yogyakarta, 25 March 2021



Zainab Zuhrotul Mawaddah

MOTTO AND DEDICATION

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا

Then actually after the difficulty there is convenience

(QS. AL INSYIRAH 5)

"Effort and courage are not enough without purpose and planning direction." -

John F. Kennedy

PREFACE

Praise the presence of Allah SWT who has given us mercy and blessing until the author can complete the thesis under the title "Antecedents and Consequences of Luxury Brand Engagement in Social Media" to attain a bachelor's degree in economics. This thesis is prepared to complete one of the requirements in obtaining a Bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.

In preparing this thesis, the author is aware that the completion of this thesis is not far from the support, enthusiasm, and guidance of various parties, both moral and material. Therefore, the author would like to express respect and gratitude, among others:

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6. Lastly, all those who helped the author, which cannot be mentioned one by one, thank you for the supports.

Yogyakarta, 25 March 2021

A handwritten signature in black ink, appearing to read 'Zainab' followed by a flourish and a period.

Zainab Zuhrotul Mawaddah

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