

**“UTILIZATION OF INSTAGRAM @STARCROSSCLOTHING AS A
PROMOTIONAL MEDIA TO DEVELOP BRAND ACTIVATION
2022-2024”**



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MOTTO PAGE

“Menyerah tanpa alasan jelas adalah tanda untuk istirahat sejenak.”

-Dede Permana-

“Setiap ujian adalah kesempatan untuk menjadi lebih kuat dan lebih bijaksana.”

-Ali bin Abi Thalib-

DEDICATION PAGE

This thesis is dedicated to:

(My Family)

My Parents and My Brother

(My Friend)

high school friends

junior high school

friend

(My Almamater)

Universitas Muhammadiyah Yogyakarta

PREFACE

Praise the author's gratitude to Allah SWT, God Almighty. for all His grace and guidance, so that the author can complete this thesis well and smoothly. This thesis is prepared to fulfill the requirements to complete the Bachelor of Communication Science education at Universitas Muhammadiyah Yogyakarta as well as learning knowledge related to the research that has been conducted. The author in this thesis entitled "UTILIZATION OF INSTAGRAM @STARCROSSCLOTHING AS A PROMOTIONAL MEDIA TO INFORM THE BRAND ACTIVATION 2022-2024".

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Of course, there are still many shortcomings in the preparation of this thesis. By Therefore, the author is very open and accepts constructive criticism and suggestions for the future success of the author. for the sake of the author's future success. Thus this thesis is made as well as possible, hopefully it can be useful and useful and can be a source of reference or knowledge for the readers. source of reference or knowledge for readers.

Yogyakarta, 15 October 2024

A handwritten signature in black ink, appearing to be 'Dede Permana', with a stylized, cursive script.

Dede Permana

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