

DECLARATION OF ORIGINALITY

I, the undersigned:

NAME : Catherine Sasmita

NPM : 31160070

Study Program : Hotel Business

Faculty : Tourismpreneur

Hereby declare that this Final Project entitled

How Audience Perceive Alila SCBD Jakarta's Brand Image Based on its Instagram Photos

Is a product of my own and is free from plagiarism, all the sources quoted and referred are fully acknowledged in accordance with the standard referencing practices. If this declaration is proven to be untrue, I shall receive sanctions based on the conditions that apply.

Thus this statement has been made to be used accordingly.

Jakarta, 13 July 2020

The declarer,



Catherine Sasmita

31160070