

LETTER OF VALIDATION
HOW AUDIENCE PERCEIVE ALILA SCBD JAKARTA'S BRAND IMAGE
BASED ON ITS INSTAGRAM PHOTOS
FINAL PROJECT

Proposed as one of the requirements to obtain a Bachelor's Degree in Applied
Sciences in Hotel Business

Podomoro University

By:

CATHERINE SASMITA

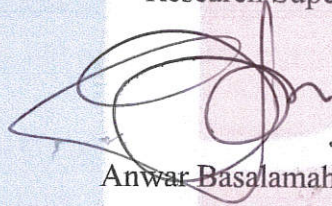
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Has been revised and approved in Jakarta on

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