

STATEMENT OF SCIENTIFIC PUBLICATION AGREEMENT FOR ACADEMIC PURPOSES

As a member of Podomoro University, I, the undersigned:

Name : Catherine Sasmita

NPM : 31160070

Study Program : Hotel Business

Faculty : Tourismpreneur

Type of Work : Final Project

Agree to give the *Non-exclusive Royalty Free Right* to Podomoro University for my research entitled:

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

Along with its complements (if required).

Furthermore, Podomoro University has the right to file, re-format, manage a database, maintain and publish my final project with credits to my name as the author and copyright owner, with the purpose of an ethical development of knowledge.

I therewith give my permission to my research supervisor to be credited as the second author of this paper.

Thus this statement was made in truth.

Jakarta, 13th July 2020

