

APPROVAL PAGE

**The Influence of The Use of Brand Ambassador ‘Stray Kids’ in Shopee 12.12 Birthday Sale
Advertisement and Shopee’s Brand Image towards Brand Loyalty**

FINAL PROJECT

Suggested as One of The Requirements
to Obtaining a Bachelor of Communication Degree
Communication Science Study Program

Arranged by:

Sri Nur Astika

1502180008



Bandung,, 2022

Supervisor

A handwritten signature in black ink, appearing to read 'Sylvie Nurfebriaraning'.

Sylvie Nurfebriaraning, S.Sos, M.Si

NIP: 14860017

**COMMUNICATION SCIENCE STUDY PROGRAM
FACULTY OF COMMUNICATION AND BUSINESS
TELKOM UNIVERSITY**

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