

**THE INFLUENCE OF BRAND COMMUNITY ON THE VESPA PIAGGIO  
BRAND IMAGE IN BANDUNG**

**THESIS PROPOSAL**

Submitted To Meet One of The Conditions  
To Get a Bachelor's Degree in Communication  
International Communication Studies Program

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**Universitas  
Telkom**

**INTERNATIONAL COMMUNICATION STUDIES  
FACULTY OF COMMUNICATION AND BUSINESS  
TELKOM UNIVERSITY  
BANDUNG**

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