

THESIS

The Effectiveness of Social Media Marketing to Maintain Brand Loyalty (Case of Disney+ Hotstar and Netflix Indonesia)



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AUTHENTICITY ACKNOWLEDGEMENT

I, Abisha Hardiaswara, hereby declare that I compiled the thesis with the following title:
**The Effectiveness of Social Media Marketing to Maintain Brand Loyalty
(Case of Disney+ Hotstar and Netflix Indonesia)**

Is really, my own thinking and writing. I fully acknowledge that my writings do not contain others or part(s) of others writing, except for those that have been cited and mentioned in the references.

Abisha Hardiaswara



7 January 2024

Abstract

This dissertation discusses the effectiveness of social media marketing to maintain brand loyalty (Case of Disney+ Hotstar and Netflix Indonesia). The dissertation highlights how technology is changing the business landscape, making it crucial for businesses to adapt to the latest trends. Social media is becoming the center of the world, and businesses need to capitalize on its opportunities. The chapter also reviews the existing research on the topic and proposes to explore the effectiveness of social media marketing in maintaining brand loyalty in Indonesia. The chapter describes the data collection and analysis methods used in this study, which includes both quantitative and qualitative data collection methods. The chapter concludes by presenting the research findings, which illustrate the major factors that impact brand loyalty and recommend that companies continue to promote their film or series, whether new or old, to boost brand loyalty.

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