

**AUTOMOTIVE INDUSTRY ANALYSIS BASED ON SOCIAL NETWORK  
SERVICES CONTENT (CASE STUDY: GENERAL MOTORS AND  
VOLKSWAGEN IN TWITTER, FACEBOOK AND INSTAGRAM)**

**UNDERGRADUATE THESIS**

Proposed by:

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**Telkom  
University**

**INTERNATIONAL ICT BUSINESS  
SCHOOL OF ECONOMICS AND BUSINESS**

**TELKOM UNIVERSITY**

**BANDUNG**

**2018**

**ANALISA INDUSTRI OTOMOTIF BERDASARKAN KONTEN  
LAYANAN JEJARING SOSIAL (STUDI KASUS: GENERAL MOTORS  
DAN VOLKSWAGEN PADA TWITTER, FACEBOOK, DAN  
INSTAGRAM)**

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SERVICES CONTENT (CASE STUDY: GENERAL MOTORS AND  
VOLKSWAGEN IN TWITTER, FACEBOOK AND INSTAGRAM)**

Proposed as one of the requirements in order to achieve the Bachelor of Business  
Management Degree on Telkom University

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