

ACKNOWLEDGEMENT

First and foremost, the author would like to express profound gratitude to the one and only Almighty God, Allah ﷻ, for His infinite blessings, love, guidance, and mercy, which facilitated the completion of this thesis titled “**Digital Marketing Analysis of AIDA and PAS Copywriting Frameworks Towards Customer Engagement on Chloetime.id**”. This thesis is submitted as a partial requirement for obtaining the degree of Sarjana Bisnis at the Faculty of Economics, Universitas Negeri Medan.

The author acknowledges that the completion of this thesis would not have been possible without the support of many individuals. Hence, the researcher extends heartfelt gratitude to her parents, **I. Anhar Nasution** and **Vivi Widiyanti** for the unwavering prayers, endless love, support, and encouragement to the author during the completion process of this thesis. The author also wishes to express thanks to:

1. Prof. Dr. Baharuddin, S.T., M.Pd., the Rector of Universitas Negeri Medan.
2. Dr. Haikal Rahman, M.Si., the Dean of Faculty of Economics at Universitas Negeri Medan as well as the First Examiner who has given the author suggestions, comments, and guidance with patience and wisdom during the process of accomplishing this thesis.
3. Dr. T. Teviana, S.E., M.Si., the Vice Dean of Academic Affairs, Faculty of Economics, Universitas Negeri Medan.
4. Akmal Huda Nasution, S.E., M.Si., the Vice Dean of General Affairs and Finance, Faculty of Economics, Universitas Negeri Medan.

5. Dr. Dionisius Sihombing, M.Si., the Vice Dean of Student Affairs and Alumni, Faculty of Economics, Universitas Negeri Medan.
6. Aprinawati, S.E., M.M., the Head of Management Department as well as the Second Examiner who has given the author suggestions, comments, and guidance with patience and wisdom during the process of accomplishing this thesis.
7. Rangga Restu Prayogo, S.A.B., M.Si., the Secretary of Management Department as well as the Third Examiner who has given the author suggestions, comments, and guidance with patience and wisdom during the process of accomplishing this thesis.
8. Dr. Haryadi, S.Kom., M.Kom., the Head of Digital Business Study Program who has guided and directed the author throughout the course of study.
9. Dedy Husrizal Syah, S.E., M.Si., as the Academic Advisor as well as the Thesis Supervisor of the author, for the invaluable guidance, knowledge, support, and encouragement throughout the study and writing of this thesis.
10. All the Lecturers of Digital Business Study Program for their invaluable knowledge and experience during the academic years.
11. All staff and administrative personnel of the Faculty of Economics, who have assisted the author in managing and completing administrative requirements.
12. My beloved sisters and brother, Alyani Zhafirah Nasution, Amira Nadhifa Nasution, and Azran Fathan Nasution, who have consistently offered words of encouragement.
13. Nadhira, Talitha, Alpet, Anya, Mufida, Bevin, and Kenpel Fam, the incredible

souls, who have been a constant source of motivation and have poured immeasurable support, both physically and emotionally. As well as, Riri, Aisya, Aca, Lulu, Wahyu, Mahalli, and other classmates from Digital Business Class B Year 2020, for the valuable companionship and the enduring bonds formed throughout our academic journey.

14. Alda Mustafri and Muhammad Naufal, for their participation as the experts in validating this study. Also, to all the respondents who willingly participated in this research.
15. All other parties whom the author cannot individually mention, for the prayers and support, which have contributed to the successful completion of this thesis.

With full awareness, the completion of this thesis still needs improvement and contains numerous shortcomings. Therefore, the author welcomes constructive criticism and suggestions for improvements and further development in the future. The author hopes that this thesis will benefit readers and contribute to the advancement of knowledge, particularly in the field of digital business.

Medan, May 29th, 2024
The Researcher,



Aqilah Shabrina Nasution
7203250016