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With this letter I/We declare that:

Title of Article : Celebrity of Instagram and Endorsements: Shaping and  
Constructing Social Identity  
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has been approved by the co-author/s to be published in the [Jurnal The Messenger], does not contain plagiarism as a whole or in parts, and is not currently being submitted/processed in other journals.

Palembang, April, 21<sup>st</sup>, 2025

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