

JURNAL THE MESSENGER **AUTHORS' STATEMENT OF ORIGINALITY**

To: Editor-in-Chief Jurnal The Messenger

With this letter I/We declare that:

Title of Article : Linking the Utilization of Clickbait Headlines and News Marketing Communication Strategy in Online Media

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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 (City), December (Month), 29 (Date), 2024 (Year)

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