

**ANALYSIS OF THE MARKETING PROGRAM OF THE
MSME EMPOWERMENT ORGANIZATION (CASE STUDY
OF MSME EMPOWERMENT ORGANIZATION IN
YOGYAKARTA SIBAKUL JOGJA)**

Thesis

Presented as Partial Fulfillment for the Requirement to Obtain a Master Degree
in Business Administration Study Program



Submitted by
Raveena Fiarani
20/471005/PEK/26732

to
THE GRADUATE SCHOOL
UNIVERSITAS GADJAH MADA
YOGYAKARTA
2022