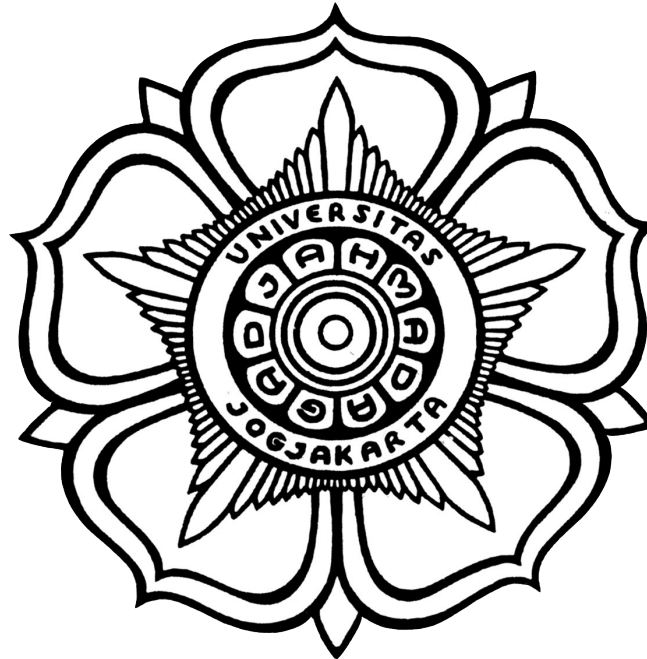


**Green Advertising and Consumer Perception (Correlational Study Survey
Between Garnier's Green Advertising and Indonesian Generation Z Consumers'
Perception)**

AN UNDERGRADUATE THESIS



Akbari Jaka Utama

19/440501/SP/28860

**DEPARTMENT OF COMMUNICATION SCIENCE
FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITAS GADJAH MADA
YOGYAKARTA
2023**



UNIVERSITAS
GADJAH MADA

Green Advertising and Consumer Perception (Correlational Study Survey Between Garniers Green Advertising and Indonesian Generation Z Consumers Perception)

AKBARI JAKA UTAMA, Lisa Lindawati, S.I.P., M.A.

Universitas Gadjah Mada, 2023 | Diunduh dari <http://etd.repository.ugm.ac.id/>

LEMBAR PENGESAHAN

Skripsi ini telah diuji dan dipertahankan di depan tim penguji
Departemen Ilmu Komunikasi
Fakultas Ilmu Sosial dan Ilmu Politik
Universitas Gadjah Mada

Nama : Akbari Jaka Utama
No. Mahasiswa : 19/440501/SP/28860
Judul Skripsi : Green Advertising and Consumer Perception (Correlational Study Survey
Between Garnier's Green Advertising and Indonesian Generation Z
Consumers' Perception)
Tanggal Ujian : 22 Februari 2023
Tempat : R. Sidang Ilmu Komunikasi

Tim Penguji
Ketua Tim/ Dosen Pembimbing

Lisa Lindawati

Lisa Lindawati, S.I.P., M.A.
19870707 201404 2 001

Penguji I

Wisnu Prasetya Utomo

Wisnu Prasetya Utomo, S.I.P., M.A.
111198903202001102



Penguji II

Dr. Ardian Indro Yuwono

Dr. Ardian Indro Yuwono, S.I.P., M.A.
19801115 201504 1 001