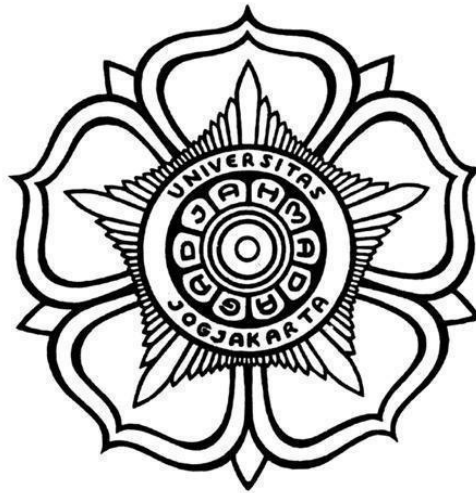


## **STRATEGI KOMUNIKASI PEMASARAN *E-COMMERCE***

**(Analisis Isi Kualitatif Hubungan *Customer Engagement* Melalui Strategi Komunikasi Pemasaran Traveloka di Era Pandemi Covid-19 Periode Bulan Juni-September 2020)**

*E-COMMERCE MARKETING COMMUNICATION STRATEGY (Qualitative Content Analysis of Customer Engagement Relationships Through Traveloka's Marketing Communication Strategy in the Covid-19 Pandemic Era for the June-September 2020 Period)*



**Disusun oleh:**

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**UNIVERSITAS GADJAH MADA**

**2022**