

THESIS

The Impact of Aesthetic Product Packaging of HMNS Perfumery Towards Brand Preference Among Gen Z in Indonesia



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

LEMBAR PENGESAHAN

Skripsi ini telah diuji dan dipertahankan di depan tim penguji
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Judul Skripsi : The Impact of Aesthetic Product Packaging of HMNS Perfumery Towards Brand Preference Among Gen Z in Indonesia
Tanggal Ujian : 6 Desember 2023
Tempat : R. Sidang Ilmu Komunikasi



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