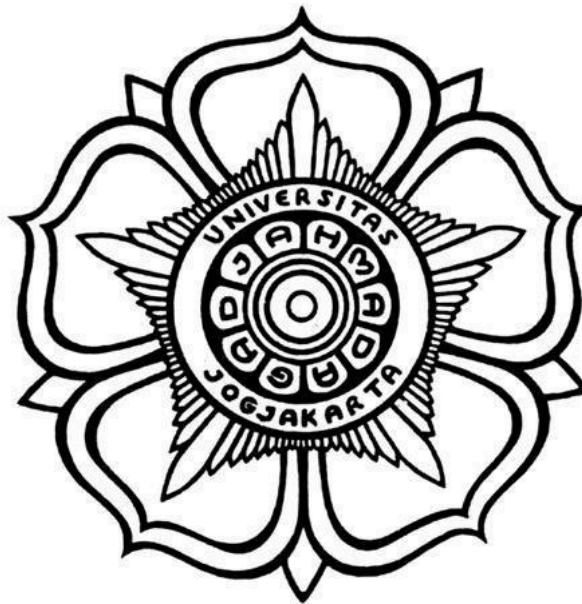


UNDERGRADUATE THESIS

The Influence of Green Brand Positioning towards Consumer's Brand Preference

(A Survey of Consumer's Brand Preference towards Zara through the Green Brand

Positioning in their Join Life Collection in Indonesia)



Arranged by:

Rania Irziah Irmawan

19/444351/SP/29155

Supervised by Lidwina Mutia Sadasri, S.I.P., M.A.

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

2024

LEMBAR PENGESAHAN

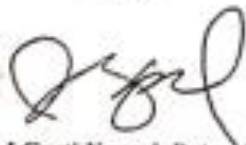
Skripsi ini telah diuji dan dipertahankan di depan tim penguji
Departemen Ilmu Komunikasi
Fakultas Ilmu Sosial dan Ilmu Politik
Universitas Gadjah Mada

Nama : Rania Irziah Irmawan
No. Mahasiswa : 19/444351/SP/29155
Judul Skripsi : The Influence of Green Brand Positioning Towards Consumers' Brand Preference (A Survey of Consumers' Brand Preference towards Zara through the Green Brand Positioning in their Join Life collection in Indonesia)
Tanggal Ujian : 12 Januari 2024
Tempat : R. Sidang Ilmu Komunikasi

Tim Penguji
Ketua Tim/ Dosen Pembimbing

Lidwina Mutia Sadasri, S.I.P., M.A.
1120150013

Penguji I



Drs. I Gusti Ngurah Putra, M.A.
19611231 198803 1 007



Penguji II



Acniah Damayanti, S.I.P., M.Sc.