

THESIS

**The Impact of Hyper-Localized Content on Brand Preference of
Generation Z Consumers
(A Survey of Shopee Indonesia Hyper-localized Content through Shopee
COD Campaign Tukul Arwana's Version)**



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LEMBAR PENGESAHAN

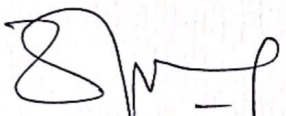
Skripsi ini telah diuji dan dipertahankan di depan tim penguji
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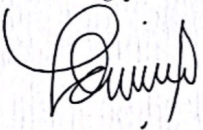
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