



Effects of a Parasocial Relationship on Viewers' Willingness to Sponsor Virtual YouTubers (V-Tubers)

Amirul Fida Zein Awlia Hasna, Wahyu Jati Anggoro, S.Psi., M.A.

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UNDERGRADUATE THESIS



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INTERNATIONAL UNDERGRADUATE PROGRAM

FACULTY OF PSYCHOLOGY

UNIVERSITY GADJAH MADA

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EFFECTS OF A PARASOCIAL RELATIONSHIP ON VIEWERS' WILLINGNESS TO SPONSOR VIRTUAL STREAMERS (V-TUBERS)

UNDERGRADUATE THESIS

Submitted to the Faculty of Psychology
Universitas Gadjah Mada
In Partial Fulfillment of the Requirements
For the Degree of Bachelor in Psychology



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INTERNATIONAL UNDERGRADUATE PROGRAM
FACULTY OF PSYCHOLOGY
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Endorsement Page

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By:

Amirul Fida Zein Awlia Hasna

18/423138/PS/07519

An undergraduate thesis submitted in partial fulfillment of the requirements for the degree of Bachelor in Psychology, and it has been defended in front of Undergraduate Thesis Examination Board of Faculty of Psychology Universitas Gadjah Mada

Date: 25 February 2025

Undergraduate Thesis Examination Board



Wahyu Jati Anggoro, S.Psi., M.A.

Chair



Haidar Buldan Thontowi, S.Psi., M.A., Ph.D.

Member

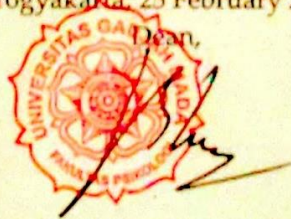


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This undergraduate thesis has been accepted in partial fulfillment of the requirements for the degree of Bachelor in Psychology

Yogyakarta, 25 February 2025



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PLAGIARISM STATEMENT

I, the undersign below :

Name : AMIRUL FIDA ZEIN
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