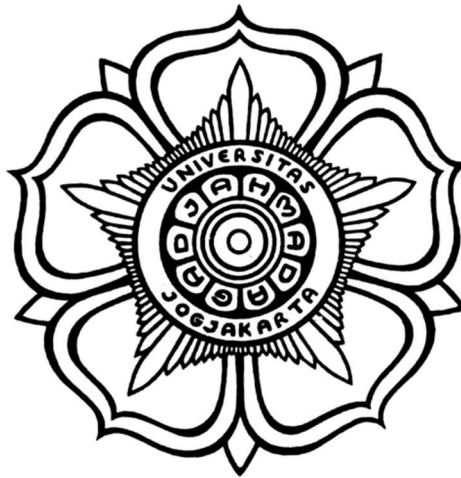


UNDERGRADUATE THESIS

**Unveiling the Online Gambling Ads Persuasion:
Qualitative Content Analysis of Online Slot Gambling Advertisement
on Instagram**



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