

**UNDERGRADUATE THESIS**

**Audience Perception of Adidas' Leveraging of Lionel Messi's 2022 World Cup Success as a Marketing Strategy**



**Joel Joseph Johannes Hasibuan**

**21/472634/SP/29937**

**DEPARTMENT OF COMMUNICATION SCIENCES  
FACULTY OF SOCIAL AND POLITICAL SCIENCES**

**UNIVERSITAS GADJAH MADA**

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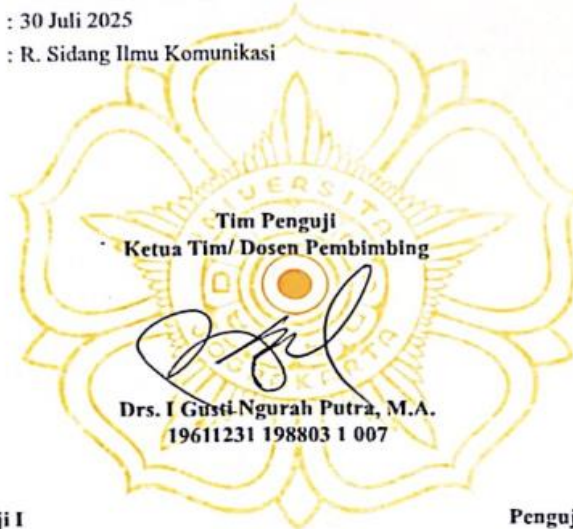
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## LEMBAR PENGESAHAN

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

Nama : Joel Joseph Johannes Hasibuan  
No. Mahasiswa : 21/472634/SP/29937  
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Penguji I

*Syafrizal*

Syafrizal, S.I.P., M.A.  
19750205 199903 1 003



Penguji II

*Syaifa Tania*

Syaifa Tania, S.I.P., M.A.