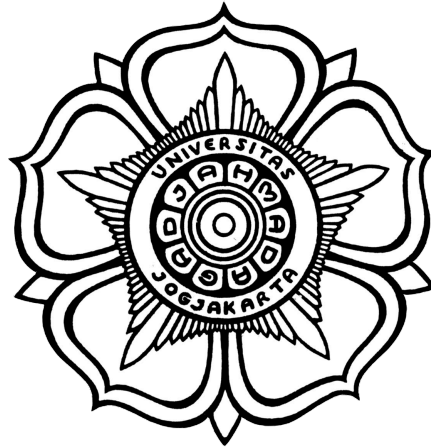


UNDERGRADUATE THESIS

Integrated Marketing Communication Strategy of Music Festivals: A Case Study of Jazz Goes To Campus 48th 2025's Integrated Marketing Communication Strategy



Muhammad Hazel Haikal

22/496234/SP/30778

**DEPARTMENT OF COMMUNICATION SCIENCE
FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITAS GADJAH MADA
YOGYAKARTA
2025**

LEMBAR PENGESAHAN

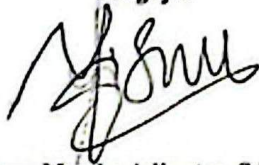
Skripsi ini telah diuji dan dipertahankan di depan tim penguji
Departemen Ilmu Komunikasi
Fakultas Ilmu Sosial dan Ilmu Politik
Universitas Gadjah Mada

Nama : Muhammad Hazel Haikal
No. Mahasiswa : 22/496234/SP/30778
Judul Skripsi : Integrated Marketing Communication Strategy of Music Festivals: A Case Study of Jazz Goes To Campus 48th 2025's Integrated Marketing Communication Strategy
Tanggal Ujian : 27 Maret 2026
Tempat : R. Sidang Ilmu Komunikasi

Tim Penguji
Ketua Tim/ Dosen Pembimbing

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

Penguji I



Dr. Wisnu Martha Adiputra, S.I.P., M.Si.
19740314 199903 1 003

Penguji II



Mashita Phitaloka Fandia Purwaningtyas, S.I.P., M.A.