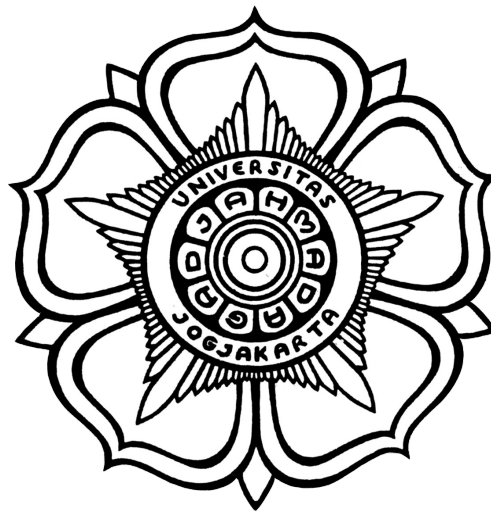


UNDERGRADUATE THESIS

STRATEGIC PUBLIC RELATIONS AND ETHICAL BRANDING: EXPLORING HOW CORPORATION CRAFTS ETHICAL RESPONSIBILITY NARRATIVES ON MODERN SLAVERY RISKS

A QUALITATIVE CONTENT ANALYSIS OF NIKE, INC. STATEMENT ON MODERN SLAVERY AND CHILD LABOR FOR FISCAL YEAR 2024



Arranged by:

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

LEMBAR PENGESAHAN

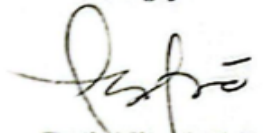
Skripsi ini telah diuji dan dipertahankan di depan tim penguji
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Judul Skripsi : Strategic Public Relations and Ethical Branding: Exploring How Corporation Crafts Ethical Responsibility Narratives on Modern Slavery Risks (A Qualitative Content Analysis of NIKE, INC. Statement on Modern Slavery and Child Labor for Fiscal Year 2024)
Tanggal Ujian : 31 Maret 2026
Tempat : R. Sidang Ilmu Komunikasi

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