

UNDERGRADUATE THESIS

**DIFFUSION OF INNOVATION: A DESCRIPTIVE QUALITATIVE STUDY
ON THE USAGE OF GENERATIVE AI AMONG ADVERTISING
PROFESSIONALS IN INDONESIA**



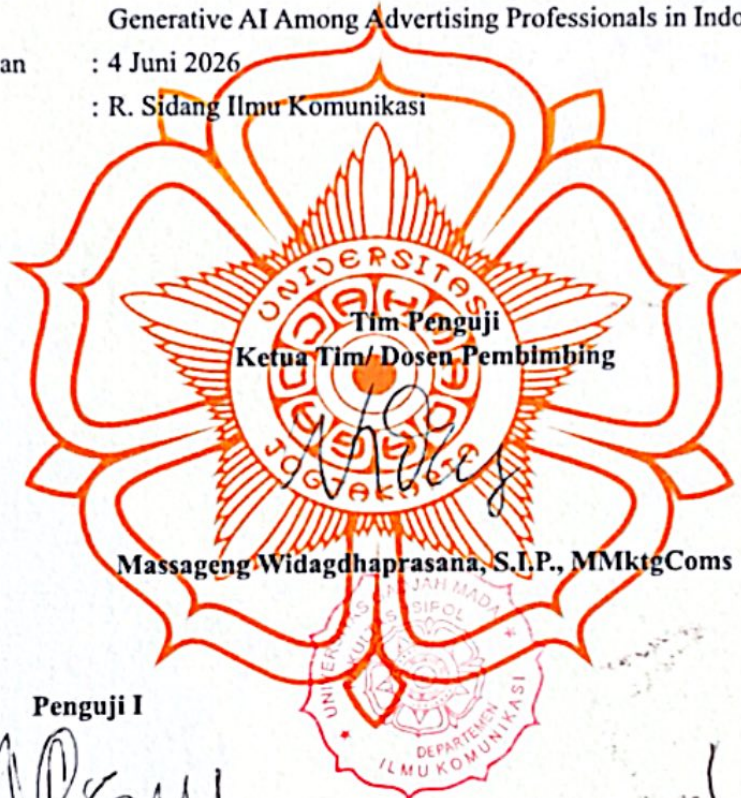
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**UNDERGRADUATE PROGRAM
DEPARTMENT OF COMMUNICATION SCIENCE
FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITAS GADJAH MADA
2026**

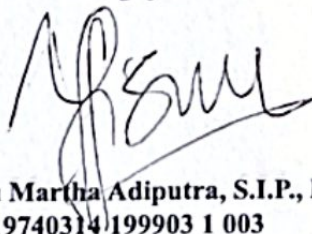
LEMBAR PENGESAHAN

Skripsi ini telah diuji dan dipertahankan di depan tim penguji
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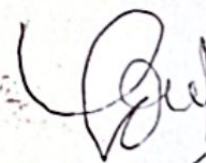


Penguji I



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