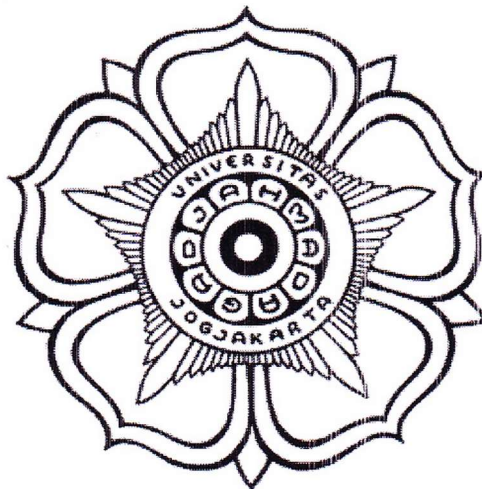


# THE ANALYSIS OF PRODUCT PLACEMENT IN INDONESIAN TV SHOW: AN EMPIRICAL STUDY OF ORANG KETIGA TV SERIES IN INDONESIA

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master in Management



Submitted by  
**Rahmat Setiawan**  
15/387181/PEK/20731

to  
**FACULTY OF ECONOMICS AND BUSINESS**  
**UNIVERSITAS GADJAH MADA**  
**2018**