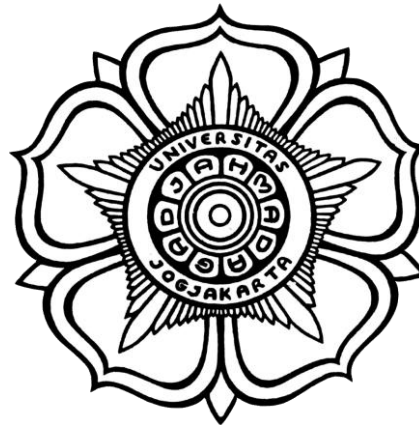


STRATEGI PEMASARAN IKLAN

DALAM DRAMA KOREA DESCENDANTS OF THE SUN (태양의 후예)

Tugas Akhir ini dibuat dalam rangka memenuhi salah satu persyaratan
untuk memperoleh Gelar Ahli Madya Program Studi Diploma III Bahasa
Korea



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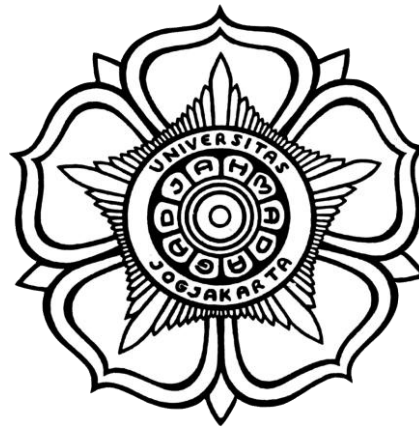
PROGRAM STUDI DIPLOMA III BAHASA KOREA
DEPARTEMEN BAHASA DAN MANAJEMEN BUDAYA
SEKOLAH VOKASI
UNIVERSITAS GADJAH MADA
YOGYAKARTA

2019

**ADVERTISING MARKETING STRATEGY IN KOREAN DRAMA
DESCENDANTS OF THE SUN**

Graduating Paper

Submitted to the Board in Partial Fulfillment of the Requirement of the
Diploma Degree in the Korean Language Departement



Writted By:

Novtafia Agusti Putri

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YOGYAKARTA

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한국 드라마에서 태양의 후예의 광고 마케팅 전략



작가:

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한국어과

언어, 예술과 문화 학과

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2019