

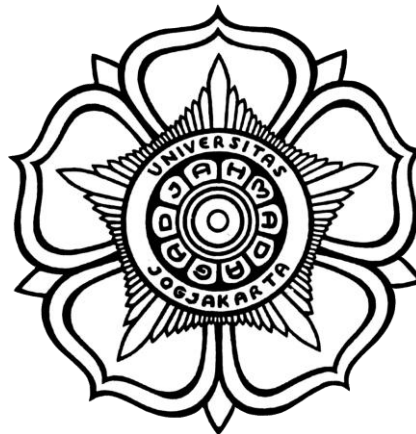
**Effectiveness of Celebrity Entrepreneurship Advertisement through**

**Customer Imitation Behavior: In the Case of Cakekinian**

**THESIS**

To Fulfill the Partial Requirement of Obtaining Bachelor Degree

Management Department



Bachelor Thesis Supervisor:

**Bayu Sutikno, M. S. M., Ph.D.**

Proposed by:

**Fabian Oryza Devara**

**14/365446/EK/19953**

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