

FINAL PAPER

**THE IMPORTANCE OF SOCIAL MEDIA IN ATTRACTING SITE VISITORS OF
ARKADIA DIGITAL MEDIA NEWS SITES**



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16/396188/SV/10401

**Submitted to the Board of Examiners
in Partial Fulfilment of the Requirements for Diploma III Degree
in the English Program
Vocational College
Universitas Gadjah Mada
Yogyakarta
2019**