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**The Promotion Mix Strategies Done by Event and Promotion Department of Jogja City Mall**  
RUTH EUNIKE SIAHAAN, Erlin Estiana Yuanti, S.S., M.A.  
Universitas Gadjah Mada, 2019 | Diunduh dari <http://etd.repository.ugm.ac.id/>

## **FINAL PAPER**

### **THE PROMOTION MIX STRATEGIES DONE BY EVENT AND PROMOTION DEPARTMENT OF JOGJA CITY MALL**



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in the English Program  
Vocational College  
Universitas Gadjah Mada  
Yogyakarta  
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## LAPORAN AKHIR

### STRATEGI BAURAN PROMOSI OLEH DEPARTEMEN EVENT AND PROMOTION DI JOGJA CITY MALL



**RUTH EUNIKE SIAHAAN**  
**16/400863/SV/11367**

**Diajukan kepada Dewan Penguji**  
**Sebagai salah satu syarat untuk mendapatkan gelar Ahli Madya**  
**Pada Program Studi Bahasa Inggris**  
**Sekolah Vokasi**  
**Universitas Gadjah Mada**  
**Yogyakarta**  
**2019**