

**EVALUATION OF START-UP DEVELOPMENT STRATEGY
THROUGH RKB (*RUMAH KREATIF BUMN*)
PT. BANK RAKYAT INDONESIA (PERSERO), TBK**

Thesis

To Fulfill the Requirement to Obtain a Master Degree

Master in Management



Submitted by

Irwan

17/421906/PEK/23483

To
**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA
2020**