

**MISSION, VISION, AND VALUES STRATEGIC COMMUNICATION TO  
ATTRACT POTENTIAL AND TALENTED APPLICANTS:  
EXPERIMENT ON GENERATION Z**

Undergraduate Thesis

In fulfilling partial requirements for the completion of a bachelor's degree in  
management

Thesis supervisor: Amin Wibowo, M.B.A., Ph.D.



Written by:

Sista Mayangdarastri

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**DEPARTMENT OF MANAGEMENT  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS GADJAH MADA  
YOGYAKARTA**