

**PENGARUH IKLAN *PRODUCT PLACEMENT* *JJAPAGURI*
DALAM FILM *PARASITE* TERHADAP KEPOPULERAN
PRODUK *JJAPAGURI***

Tugas Akhir

Untuk memenuhi salah satu persyaratan memperoleh gelar Ahli Madya

Program Studi Diploma III Bahasa Korea



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2020

THE INFLUENCE OF JJAPAGURI PRODUCT PLACEMENT ADVERTISEMENT IN THE PARASITE MOVIE ON THE POPULARITY OF JJAPAGURI PRODUCT

The Graduating Paper Submitted to the Board in Partial Fulfillment of the
Requirement in the Korean Language Program



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2020

기생충 영화 속 짜파구리의 간접 광고(PPL)가 짜파구리 제품의 인기에 많은 영향



작가:

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한국어과

언어, 예술과 문화 학과

전문대

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옥야카르타

2020