

**PENGARUH ARTIS KOREA SEBAGAI *BRAND AMBASSADOR*
TERHADAP MINAT BELI MAHASISWA D3 BAHASA KOREA
UNIVERSITAS GADJAH MADA ANGKATAN 2018**

Tugas Akhir

Untuk memenuhi salah satu persyaratan memperoleh gelar Ahli Madya Program
Studi Diploma III Bahasa Korea



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**PROGRAM STUDI DIPLOMA III BAHASA KOREA
DEPARTEMEN BAHASA SENI DAN MANAJEMEN BUDAYA
SEKOLAH VOKASI
UNIVERSITAS GADJAH MADA
YOGYAKARTA
2021**

**THE INFLUENCE OF KOREAN ARTISTS AS BRAND AMBASSADOR
CONCERNING PURCHASE INTENTION STUDENT OF DIPLOMA III
GADJAH MADA UNIVERSITY CLASS OF 2018**

Graduating Paper

Submitted to the Board in Partial Fulfillment of the Requirement for
the Diploma Degree in the Korean Departement



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**KOREAN LANGUAGE PROGRAM
LANGUAGE, ART, AND CULTURE MANAGEMENT DEPARTMENT
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YOGYAKARTA
2021**

2018 학년도 가자마다 대학교 한국어 학과 전문 대학생들의 구매 흥미에

대한 브랜드의 홍보대사로서 한국 연예인의 미치는 영향



작가:

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