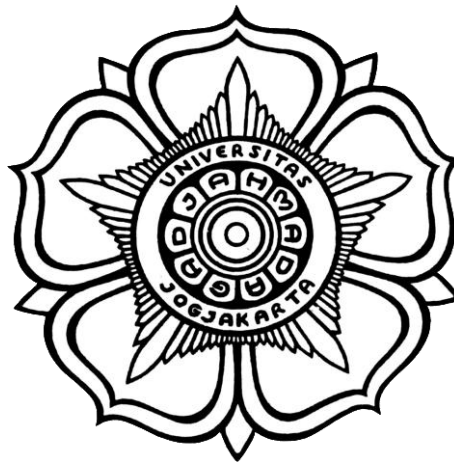


SRIPSI



Oleh:

Otentik Harefa
12/331888/SA/16461

PROGRAM STUDI PARIWISATA

FAKULTAS ILMU BUDAYA

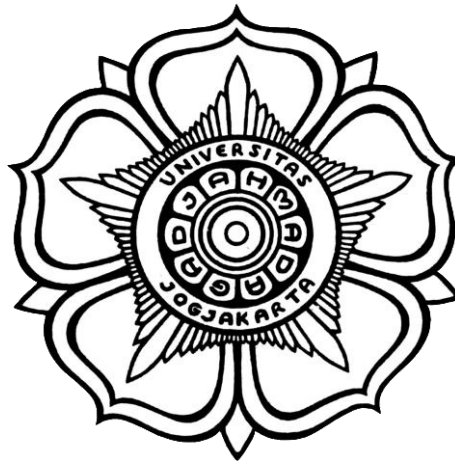
UNIVERSITAS GADJAH MADA

2016

STRATEGI DEPARTEMEN SALES & MARKETING DALAM MEMBANGUN CITRA MEREK
MELALUI PROGRAM MARKETING
PUBLIC RELATION STUDI KASUS: WISMA MMUGM SRIPSI Oleh: Otentik Harefa 12/331888/SA/16461
PROGRAM
STUDI PARIWISATA FAKULTAS ILMU BUDAYA UNIVERSITAS GADJAH MADA 2016 SALES & MARKETING DEPARTMENT
STRATEGY IN BUILDING BRAND IMAGE THROUGH MARKETING PUBLIC RELATION PROGRAM
CASE STUDY: WISMA MMUGM
UNDERGRADUATE THESIS By: Otentik Harefa 12/331888/SA/16461 PROGRAM STUDI PARIWISATA
FAKULTAS ILMU
BUDAYA UNIVERSITAS GADJAH MADA 2016
OTENTIK HAREFA, Fahmi Prihantoro, S.S., S.H., M.A.; Widyannir Wirjono, S.E., M.M.
Undergraduate Thesis
Brand Image Through Marketing Public Relation

**PROGRAM
CASE STUDY: WISMA MMUGM**

UNDERGRADUATE THESIS



By:

**Otentik Harefa
12/331888/SA/16461**

PROGRAM STUDI PARIWISATA

FAKULTAS ILMU BUDAYA

UNIVERSITAS GADJAH MADA

2016