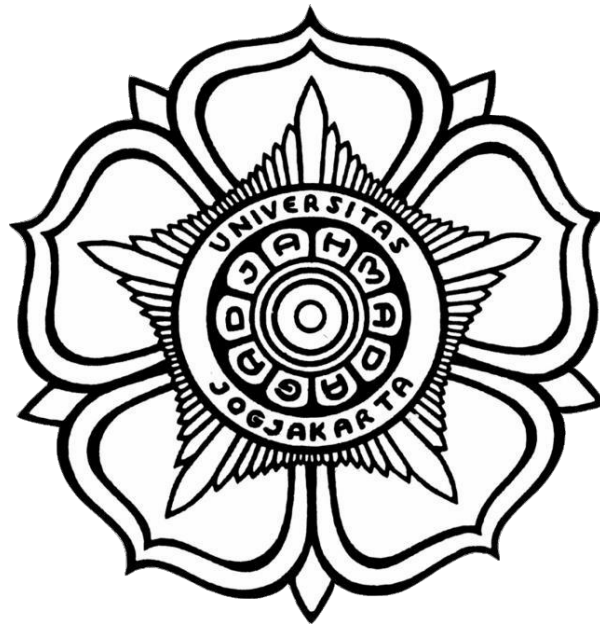


Analisis pengaruh *Advertising Value* terhadap *Brand Knowledge*
(Survei Eksplanatori atas video “Beti Pergi ke Mall” di *Channel* YouTube Arif
Muhammad terhadap *Brand Knowledge Ramayana Department Store*)

The effect of Advertising Value towards Brand Knowledge
(Explanatory survey of “Beti Pergi ke Mall” in Arif Muhammad’s YouTube Channel towards Brand Knowledge Ramayana Department Store)



Disusun Oleh:

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