

## Sikap masyarakat terhadap budaya sastra populer: hubungannya dengan strategi pemasaran

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### Abstrak

In this decade, cultural of popular literature in Indonesia has been progressively in crease among community. This matter is supporting by marketing strategy conducted by publisher who published popular literature. Popular literature has been delighted by readers especialy cause by its reading whish give a lot of nuance of entertainment and impress as a easy reading material, so many people think that a bad popular literature could be seen by the aspect of its moral education for society. But, out of that problem, popular literature also bring the positive value for its reader.