

***Judul:***

Perbandingan daya tarik iklan emosi takut, humor, dan rasional terhadap memori dan sikap pada iklan e-commerce berbasis video = Comparing advertising appeal of fear, humor, and rational towards memory and attitude on video based e-commerce advertising

***Pengarang/Penulis:***

Sean Albert Kendro, author

***Subjek:***

Promotional materials; Advertising; Electronic commerce

***Nomor Panggil:***

S65429

***Penerbitan:***

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