

Judul:

Pengaruh attachment dan penggunaan social media terhadap attitude toward sponsor study kasus: sponsorship pada europe big five football league =
The impact of attachment and social media usage to attitude toward sponsor: case study sponsorship to europe big five football league

Pengarang/Penulis:

Hanif Raka Aditya, author

Subjek:

Mass media -- Influence; Communication -- Research; Socail media; Sports sponsorship; Sports -- Marketing

Nomor Panggil:

S62773

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

Link Terkait:

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)