

***Judul:***

Pengaruh proses humor incongruity-resolution dan arousal-safety pada sikap terhadap iklan dengan moderator kebutuhan akan kognisi = The effect of incongruity resolution and arousal safety humor process on attitude towards the ad with need for cognition as moderator

***Pengarang/Penulis:***

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***Subjek:***

Humor; Arousal (physiology) -- Psychological aspects; Advertising -- Psychological aspects

***Nomor Panggil:***

S-Pdf

***Penerbitan:***

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