

Judul:

Perencanaan penggunaan promosi melalui media sosial dalam meningkatkan kesadaran dan minat beli konsumen (business coaching: Lauren Collection)
= The implementation of promotion through social media in increasing consumer awareness and purchase intention (business coaching: Lauren Collection)

Pengarang/Penulis:

Edsa Nathasya Valentina, author

Subjek:

Advertising; Marketing; Promotion; Social media -- Economic aspects;
Consumer behavior

Nomor Panggil:

T52965

Penerbitan:

Fakultas Ekonomi dan Bisnis Universitas Indonesia

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