

Title:

Analisa Teori Two Factor Theory dalam Periklanan Terhadap Fenomena Repetisi Jingle Iklan Lazada "Pengiriman Cepat, Gratis Ongkir" = Analysis of the Two Factor Theory in Advertising on the Repetition Phenomenon of the Lazada Advertising Jingle "Pengiriman Cepat, Gratis Ongkir"

Author:

Pocut Shafina Sufi Nirwana, author

Subject:

Consumer behavior ; Online social networks in business

Call Number:

MK-pdf

Publisher:

Fakultas Ilmu Sosial dan Ilmu Politik Universitas Indonesia

Related Links:

- [Bibliographic Description](#)
- [Abstract](#)
- [Similar Documents](#)
- [Universitas Indonesia Library](#)