

**HALAMAN PENGESAHAN**

**PENGARUH *PRODUCT PLACEMENT* TERHADAP *BRAND EQUITY* SMARTFREN DALAM  
FILM THE RAID 2 BERANDAL  
(Studi Kasus Penonton Film The Raid 2 Berandal di Kota Bandung)**

**SKRIPSI**

Disusunoleh :

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**UNIVERSITAS  
Telkom**

Bandung, Februari 2015

Pembimbing,

*see for reference*  
A handwritten signature in blue ink, appearing to read 'Indrawati', is written over the printed name. The signature is slanted and includes a long horizontal stroke.

Dra. Indrawati, MM, Ph.D

**FAKULTAS EKONOMI DAN BISNIS**

**UNIVERSITAS TELKOM**

**BANDUNG**

**2015**