

**ALLISHA AMBAL SATAY'S MARKETING COMMUNICATION  
STRATEGY AS FEATURED SOUVENIR OF KEBUMEN**

**UNDERGRADUATED THESIS**

Submitted as One of The Requirements to  
Obtaining a Bachelor of Communication Degree  
Communication Science Study Program

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**COMMUNICATION SCIENCE STUDY PROGRAM**

**FACULTY OF COMMUNICATION AND BUSINESS**

**TELKOM UNIVERSITY**

**BANDUNG**

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