

**THE EFFECT OF GADING MARTEN
AS A BRAND AMBASSADOR
ON THE ERIGO'S BRAND IMAGE**

THESIS

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

Arranged by:

Panji Rizqullah
1502283059



**COMMUNICATION SCIENCE STUDY PROGRAM
FACULTY OF COMMUNICATION AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2022**