

PREFACE

Praise and terms to God, Allah SWT , who blessed me to do this final project and finished it on time until now the final project is finished already and ready to be submitted. This final project entitled “The Influence of Integrated Marketing Communication towards Telkomsel Kartu AS’ Brand Image” is submitted as a requirement of Bachelor degree major of International Business Management of Telecommunication and Informatics The research took place in Bandung with 400 teenagers as respondents.

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