

THESIS MBKM

**THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES AND
PERCEIVED VALUE ON REVISIT INTENTION, DESTINATION BRAND
AWARENESS AS MEDIATING VARIABLE**

(Study on Tourism Destination in Baturaden)



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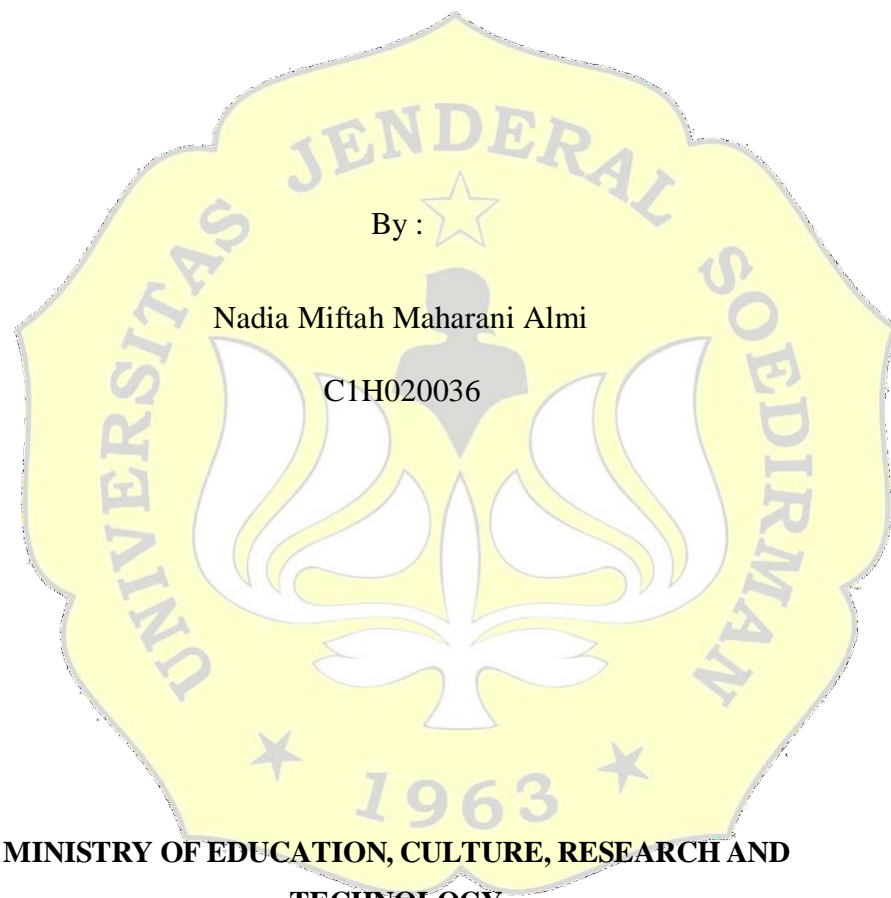
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Submitted to meet the Requirements for a Thesis Proposal in Management at the
Faculty of Economics and Business in Universitas Jenderal Soedirman



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