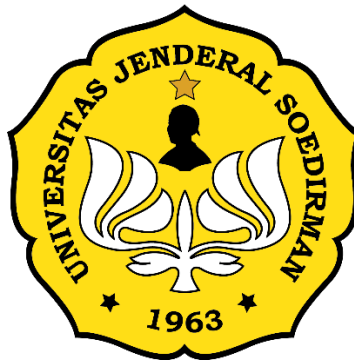


# **THESIS**

## **THE ROLE OF FUND ALLOCATION FOR INVESTING IN SOCIAL MEDIA MARKETING TO IMPROVE SALES (CASE STUDY AT JANMA COFFEE PROJECT)**



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