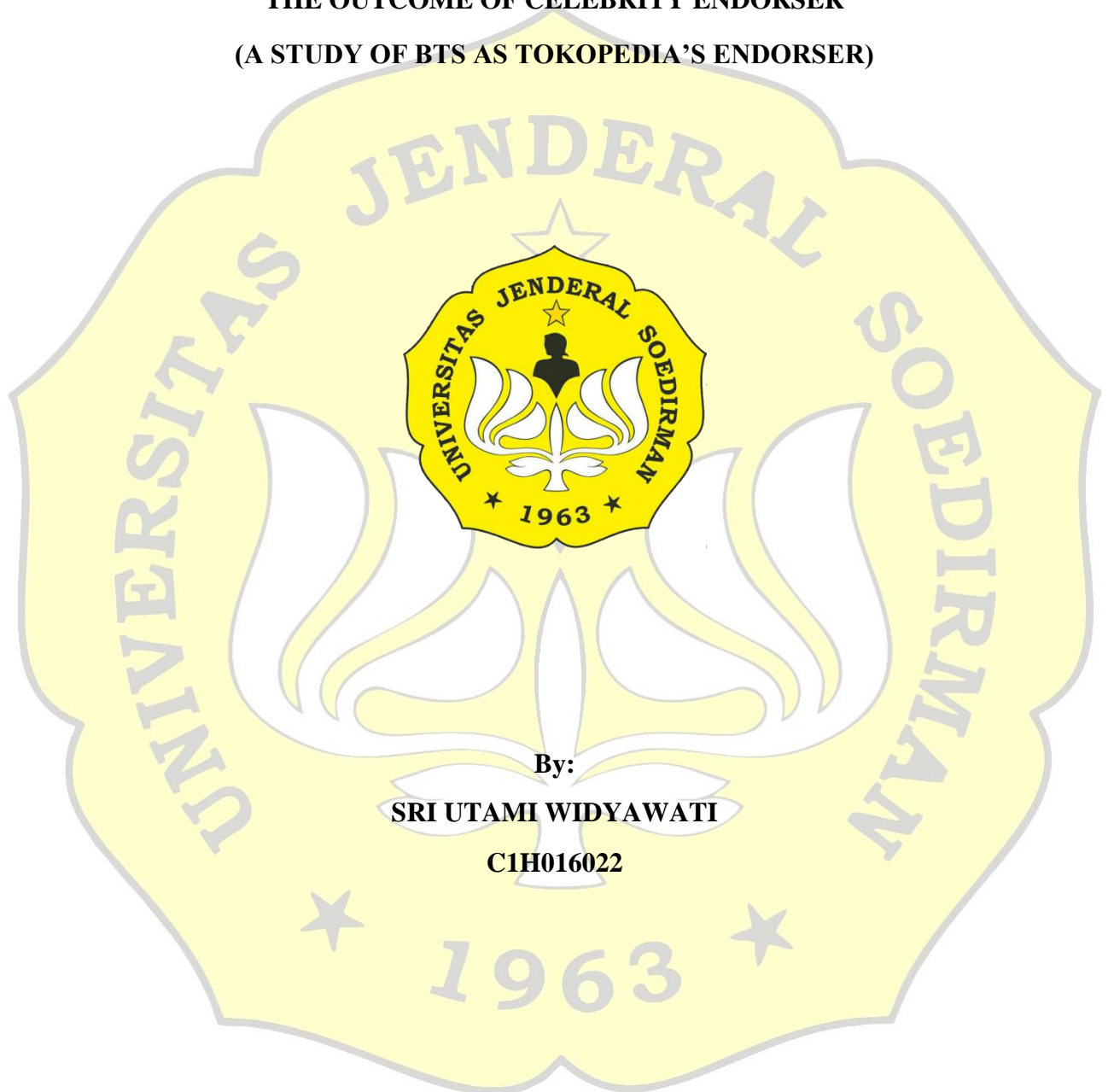


**THESIS**

**THE OUTCOME OF CELEBRITY ENDORSER  
(A STUDY OF BTS AS TOKOPEDIA'S ENDORSER)**



**By:  
SRI UTAMI WIDYAWATI  
C1H016022**

**MINISTRY OF EDUCATION AND CULTURE  
UNIVERSITY OF JENDERAL SOEDIRMAN  
FACULTY OF ECONOMICS AND BUSINESS  
PURWOKERTO  
2020**

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**In order to fulfill some of the requirements needed to get a Bachelor Degree from the  
Faculty of Economics and Business,**

**Jenderal Soedirman University**

**By:**

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