

## SUMMARY

# PEMENUHAN UNSUR DAYA TARIK DAN HIMBAUAN PESAN IKLAN ESIA DI TELEVISI SWASTA PERIODE JANUARI - JUNI 2009

Created by DWIKA OMEGA

**Subject** : Unsur daya tarik dan himbauan pesan iklan  
**Subject Alt** : Unsur daya tarik dan himbauan pesan iklan  
**Keyword :** : Unsur daya tarik dan himbauan pesan iklan

**Date Create** : 01/07/2014

**Type** : Text

**Format** : PDF

**Language** : Indonesian

**Identifier** : UEU-Undergraduate-2008 - 51- 021

**Collection** : 2008 - 51- 021

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