

**TWO WAY COMMUNICATION EFFECT ON ONLINE HOTEL
BRANDING**

A BACHELOR DEGREE THESIS

Presented as Partial Fulfillment of the Requirements
to obtain a Bachelor Degree in Management Department



By,

IVANDI RACHMAT

Student Number: 15311468

DEPARTMENT OF MANAGEMENT

INTERNATIONAL PROGRAM

FACULTY OF ECONOMICS

UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA