

RESEARCH REPORT

EXAMINING THE ROLE OF ADVERTISING IN BRAND EQUITY

CREATION: INDOMIE INSTANT NOODLE

“Among Perspective of University Students In Yogyakarta”



Written by:

Name of Lecturer : Anas Hidayat, Drs., MBA., Ph.D

Name of Student : Ali Akbar Ghifari

Student Number : 14311038

Departement : Management

Major Study : Marketing

DEPARTEMENT OF MANAGEMENT

INTERNATIONAL PROGRAM

FACULTY OF ECONOMICS

UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA

2018