

**EXAMINING THE ROLE OF ADVERTISING IN BRAND EQUITY
CREATION: INDOMIE INSTANT NOODLE**
“Among Perspective of University Students In Yogyakarta”

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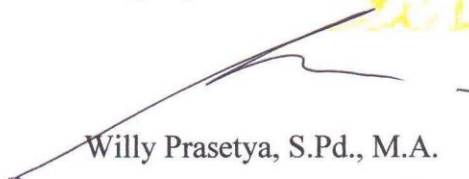
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March 29th, 2018

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A BACHELOR DEGREE THESIS

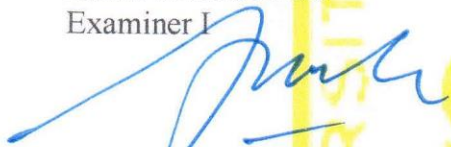
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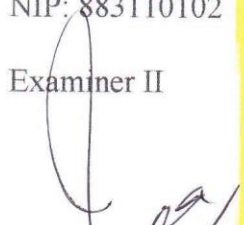
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Yogyakarta, May 30th, 2018

International Program
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(Dwipraptono Agus Harjito, Drs., M.Si., Dr.)

DECLARATION OF AUTHENTICITY

Hereby I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgment. All quotation are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequences.

Yogyakarta, March 29th, 2018



Ali Akbar Ghifari

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This research is far from perfect, but, hopefully, this research could be useful for the marketing management study in the future.

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Ali Akbar Ghifari