

**“THE EFFECT OF PRODUCT PLACEMENT “REALFOOD JELLY”
IN THE VARIETY SHOW “MANTUL HOUSE”
EPISODE 2 ON BRAND AWARENESS**

THESIS

Submitted as partial fulfillment of
the requirements for the Bachelor's degree
in Communication Studies.

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**COMMUNICATION SCIENCE STUDY PROGRAM
FACULTY OF COMMUNICATION AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2022**