

**THE INFLUENCE OF BLACKPINK AS CO-BRANDING
ON PUBG MOBILE BRAND IMAGE
AT FKB TELKOM UNIVERSITY**

THESIS

Submitted as one of the requirements to obtain a Bachelor's Degree in
International Communication Science

Compiled by:

Hanifa Chairani

1502192413



**STUDY PROGRAM OF COMMUNICATION SCIENCE
FACULTY OF COMMUNICATION AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2023**

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