

**ANALYSIS OF PERSUASIVE MESSAGES IN SHOPEE
ADVERTISEMENTS ON YOUTUBE**

(Content Analysis Study on Shopee “*Garansi Tepat Waktu*” Advertisement)

THESIS

Submitted as One of The Requirements for
Obtaining a Bachelor's Degree in Communication Science
Communication Science Study Program



**Universitas
Telkom**

**COMMUNICATION SCIENCE STUDY PROGRAM
FACULTY OF COMMUNICATION AND SOCIAL SCIENCES
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