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Riwayat Pendidikan

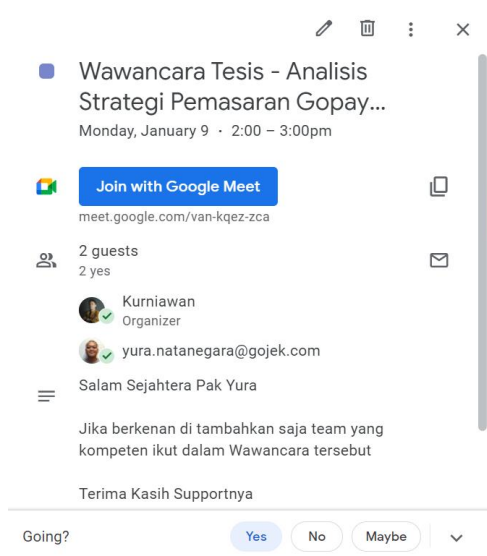
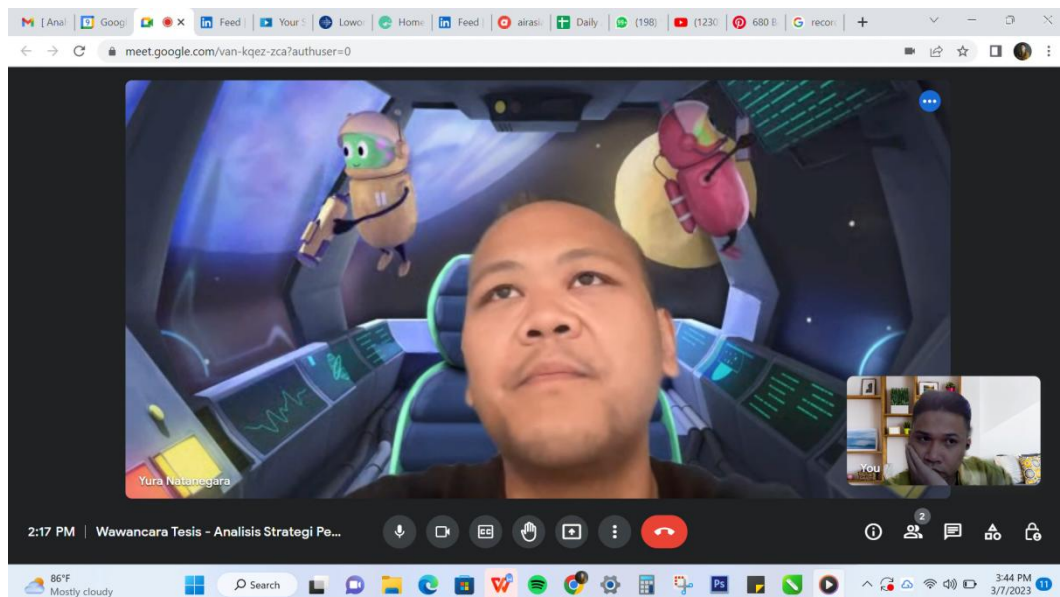
1. SD Negeri 3 Bulukumba, Sulawesi Selatan
2. SMP 1 Bulukumba, Sulawesi Selatan
3. SMA 2 Bulukumba, Sulawesi Selatan
4. S1 Ilmu Pemerintahan Universitas Muhammadiyah Makassar

INTERVIEW GUIDE

1. Bagaimana Proses Perencanaan Strategi Komunikasi Pemasaran Gopay ?
2. Apakah Gopay di makassar memiliki pedoman dalam melakukan perencanaan strategi Komunikasi pemasaran ?
3. Apa saja perencanaan yang dilakukan oleh Gopay cabang Makassar ?
4. Bagaimana Proses Implementasi Strategi Komunikasi Pemasaran Gopay Cabang Gojek Makassar ?
5. Bentuk Strategi Promotion Yang dilakulan seperti apa?
6. Bagaimana Strategi Komunikasi Pemasaran lihat dari Aspek Periklanan ?
7. Bagaimana Strategi Komunikasi Pemasaran lihat dari Aspek Public Relation ?
8. Bagaimana Strategi Komunikasi Pemasaran lihat dari Aspek Personal Selling ?
9. Bagaimana Strategi Komunikasi Pemasaran lihat dari Aspek Direct Selling ?
10. Bagaimana Strategi Komunikasi Pemasaran lihat dari Aspek Sales Promotion ?
11. Bagaimana implementasi strategi komunikasi pemasaran gopay cabang makassar ?
12. Apa faktor pendukung dalam proses implementasi strategi komunikasi pemasaran ?
13. Apa Faktor Penghambat dalam proses implementasi strategi Komunikasi pemasaran ?

DOKUMENTASI

Dokumentasi Wawancara Online bersama Yura Natanegara







Dokumentasi Wawancara Online





✎ 🗑️ ⋮ ✕


Wawancara Tesis - Kurniawan
 Wednesday, January 11 · 6:00 – 6:30pm


 **Join with Google Meet** 
 meet.google.com/tsf-fsxu-vio

 **2 guests** 
 1 yes, 1 awaiting

 **Kurniawan**
 Organizer

 **lalu.cakranagara@gojek.com**

 **30 minutes before**

 **Kurniawan**

Going? Yes No Maybe ▾

Dokumentasi Wawancara Offline
bersama Daru Utomo



Dokumentasi Wawancara Offline
bersama Ayub Arya

