

LEGITIMATION PAGE

ADULT CONSUMER PERCEPTION OF LEGO TOY COMPANY :
BRAND EXPERIENCE AND MARKET ANALYSIS

FINAL THESIS

In partial fulfillment of the requirements for a bachelor's degree in business

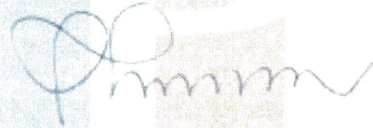
By :

JOSEPHINE CHRISTIE WINATA

11180015

Have been examined and approved in Jakarta, 14 July 2022

Approval,
Supervisor



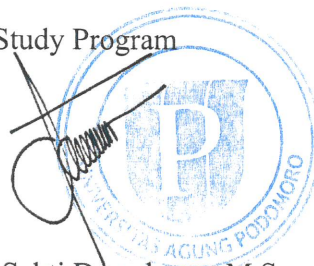
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