



**UNIVERSITAS
PRASETIYA MULYA**

**FINAL ASSIGNMENT
RESEARCH**

**SOCIAL CONSTRUCTION OF
MASCULINITY AMONGST
INDONESIAN MALE FANS TOWARD
K-POP MUSIC GROUP
(Case Study: BTS)**

Natalie Lazuardi 0132161040
Yaafi Yulio Yosandi 0132161114

**BRANDING CONCENTRATION
S1 MANAGEMENT STUDY PROGRAM
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2020**





**UNIVERSITAS
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Sekolah Bisnis dan Ekonomi

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BY

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THIS FINAL ASSIGNMENT IS SUBMITTED TO COMPLETE
A PART OF REQUIREMENT TO BECOME
THE BACHELOR OF ECONOMICS

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