

## DAFTAR SINGKATAN

B2B	: <i>Business To Business</i>
B2C	: <i>Business To Customer</i>
IT	: <i>Information Technology</i>
PISC	: <i>Present Information Study Club</i>
LPK	: Lembaga Pendidikan dan Keterampilan
SDM	: Sumber Daya Manusia
ROE	: <i>Return Of Equitas</i>
ROA	: <i>Return Of Activa</i>
TV	: Televisi
IMC	: <i>Integrated Marketing Communication</i>
LN	: Luar Negeri
PDB	: <i>Positioning – Differentiation – Brand</i>
FGD	: <i>Focus Grup Discussion</i>
BTL	: <i>Below The Line</i>
ABL	: <i>Above The Line</i>
SMS	: <i>short massaging services</i>
Milis	: <i>Mailing List</i>



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