

DAFTAR LAMPIRAN

- Lampiran 1 : Surat FIKOM
- Lampiran 2 : Surat Izin Penelitian
- Lampiran 3 : Transkrip Wawancara Key Informan 1 PR Wardah Cosmetics Ibu Elsa Maharani
- Lampiran 4 : Transkrip Wawancara Key Informan 2 PR Wardah Cosmetics Ibu Wahidah Oktavia (Via)
- Lampiran 5 : Transkrip Wawancara Key Informan 3 *Branding Manager* Ibu Shabrina Salsabila (Shabeu)
- Lampiran 6 : Transkrip Wawancara Informan 4 Wartawati Media *Online* Wolipop Ibu Tara
- Lampiran 7 : Transkrip Wawancara Informan 5 Wartawati Media *Online* Inilah.com Ibu Tika
- Lampiran 8 : Transkrip Wawancara Informan 6 Wartawan Media *Online* Fimela Bapak Stanley
- Lampiran 9 : Transkrip Wawancara Informan 7 Konsumen Wardah Cosmetics Dania Trihutami
- Lampiran 10 : Transkrip Wawancara Informan 8 Konsumen Wardah Cosmetics Ervina Dwi Apriliani
- Lampiran 11 : Transkrip Wawancara Informan 9 Konsumen Wardah Cosmetics Nadya Prastiana
- Lampiran 12 : Transkrip Wawancara Informan 10 Konsumen Wardah Cosmetics Lia Siva Septyana
- Lampiran 13 : Foto Dokumentasi Kegiatan Wawancara bersama Key Informan dan Informan
- Lampiran 14 : Daftar Pertanyaan Wawancara untuk Wardah Cosmetics
- Lampiran 15 : Daftar Pertanyaan Wawancara untuk Media
- Lampiran 16 : Daftar Pertanyaan Wawancara untuk Konsumen
- Lampiran 17 : *Press Release* Wardah Cosmetics
- Lampiran 18 : Curriculum Vitae Peneliti

MOTTO

ان اكرمكم عند الله اتقاكم..... (الحجرات: 13)

Verily the most honored of you in the sight of Allah is (he who is) the most righteous of you

**We only win by facing our problems, especially
what we're afraid of.
If you run, you have no chance of winning
(Stuart Engstrand)**



UNIVERSITAS
MERCU BUANA