

## DAFTAR LAMPIRAN

- Lampiran 1 Surat Permohonan Data Skripsi
- Lampiran 2 Surat Pemohonan Wawancara
- Lampiran 3 Surat Keterangan Penelitian dari PT Mandom Indonesia
- Lampiran 4 Pedoman Wawancara Human Resource
- Lampiran 5 Pedoman Wawancara Corporate Secretary
- Lampiran 6 Pedoman Wawancara Advertisement & Promotion Ladies  
Department
- Lampiran 7 Pedoman Wawancara Konsumen Pixy
- Lampiran 8 Hasil Wawancara Human Resource
- Lampiran 9 Hasil Wawancara Corporate Secretary
- Lampiran 10 Hasil Wawancara Advertisement & Promotion Ladies Department
- Lampiran 11 Hasil Wawancara Konsumen Pixy
- Lampiran 12 Dokumentasi
- Lampiran 13 Curriculum Vitae