

**MARKETING COMMUNICATION CAMPAIGN AND YOUNG PEOPLE:
A CASE STUDY OF SHOPEE HAUL CAMPAIGN**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

Marketing Communication Campaign and Young People: A Case Study of Shopee Haul

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This thesis focuses on the shopping haul campaign as a marketing communication strategy of e-commerce and the response of young people. The purpose of this study is to analyze the marketing communication strategy used by Shopee in running the Shopee Haul campaign and to find out the response of young people to Shopee Haul campaign using the AIDA model. This research is a qualitative case study, which uses data collection methods of content analysis, in-depth interviews, and focus group discussions. The study found that while the Shopee Haul campaign satisfied the AIDA model, it was not sufficient to motivate young people to participate in the Shopee Haul campaign despite their attention and interest to watch the Shopee Haul campaign videos.

Keywords: Marketing Communication, Campaign Strategy, E-commerce, AIDA Model, Young People, Consumer Response



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DEDICATION

I dedicate this works to my family,CPR lecturer, digital marketing field, and my friends. Without whom it was almost impossible for me to complete my thesis work.



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