

THESIS

**BUILDING CONSUMER PARTICIPANT IN USING DIGITAL
GOODS FEATURE THROUGH MARKETING
COMMUNICATION STRATEGY OF TOKOPEDIA**

Written as a part to fulfill the academic requirements

in order to acquire a degree as *Sarjana Ilmu Komunikasi Strata Satu*

By:

NAME : ALESSANDER MOHANSYAH

STUDENT ID : 00000006602



**DEPARTMENT OF COMMUNICATION
FACULTY OF SOCIAL & POLITICAL SCIENCES
UNIVERSITAS PELITA HARAPAN
KARAWACI
2018**