

**EVALUASI PENERAPAN PEMASARAN MEDIA SOSIAL DAN KONVENSIONAL BERBASIS MARKETING MIX
TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK SUSU DI KOPERASI AGRO NIAGA JABUNG
KABUPATEN MALANG**

*(EVALUATION OF IMPLEMENTATION CONVENTIONAL MARKETING AND SOCIAL MEDIA MARKETING
THROUGH MARKETING MIX APPROACH TO PURCHASE DECISION ON MILK PRODUCTS IN KOPERASI
AGRO NIAGA JABUNG)*

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ABSTRACT