LAMPIRAN
Lampiran 1. Data belanja iklan 19 merek deterjen pada 11 stasiun televisi nasional tahun 2006 (dalam jutaan rupiah)

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Lampiran 2. Data belanja iklan 8 merek utama kategori produk deterjen yang beriklan pada 7 stasiun televisi (dalam jutaan rupiah)

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Lampiran 3. Data belanja iklan produk deterjen pada media televisi, surat kabar dan majalah tahun 2006 (dalam jutaan rupiah)

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Lampiran 4. Statistika deskriptif data belanja iklan (Adex) dari 8 merek utama produk deterjen

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