THESIS APPROVAL

Author	:	Muhammad Hanif Abdullah
Student ID	:	12010116140173
Faculty/Major	:	Economics and Business / Management
Title	:	The Effect of Internal Marketing on External
		Marketing of Janji Jiwa
Supervisor	:	Dr. I Made Bayu Dirgantara, S.E., M.M.

Semarang, June 27th, 2023

Supervisor,

fu-

Dr. I Made Bayu Dirgantara, S.E., M.M. NIP. 196908152001121002

ORIGINALITY STATEMENT

I, Muhammad Hanif Abdullah, who undersigned here has declared that the undergraduate thesis titled "The Effect of Internal Marketing on External Marketing of Janji Jiwa" is my own writing. Hereby I declare the truth in this undergraduate thesis that, there is no writing which be copied or imitated as a whole or a part in a form of sentences or symbols which represent another writer's idea that be admitted as my own, and/or there is no part or a whole writing in this undergraduate thesis which be copied or took from other's without giving a consent to its owner.

Hereby, I declare if I took actions contrary to the matters above, whether it was on purpose or not, I will take back my proposed bachelor thesis which I admitted is my own. If it is later be proven that I copied or imitated other's writings as mine, I will let my academic title and certificate which has been given to me to be invalidated.

Hung

Muhammad Hanif Abdullah NIM. 12010116140173

ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to all those who have contributed to the successful completion of my undergraduate thesis titled "The Effect of Internal Marketing on External Marketing of Janji Jiwa."

First and foremost, I extend my deepest appreciation to my supervisor, Dr. I Made Bayu Dirgantara S.E., M.M, for his invaluable guidance, unwavering support, and insightful feedback throughout the research process. His expertise and encouragement have been instrumental in shaping the direction of this study.

I am profoundly thankful to the management team and employees of Janji Jiwa for their willingness to participate in this research. Their candid insights and cooperation provided the necessary foundation for analyzing the impact of internal marketing on external marketing strategies.

I am also indebted to my family and friends for their enduring encouragement and patience. Their belief in my abilities motivated me to persevere, especially during challenging times.

Additionally, I wish to acknowledge the academic resources, both in print and online, that have greatly enriched my understanding of marketing, internal communication, and related fields.

Lastly, I extend my appreciation to the entire faculty of Universitas Diponegoro for providing me with a conducive learning environment and the tools necessary to undertake this research.

This thesis is the culmination of the efforts of many, and I am truly grateful for the collective support that has shaped this endeavor.