

**WRAP RESEARCHSIP REPORT**

**ANALYSIS OF CONSUMER BEHAVIOR TOWARDS KOREAN BEAUTY  
PRODUCTS IN INDONESIA : FACTORS THAT INFLUENCE MARKET  
PREFERENCE**

**FINAL TASK**

Submitted as one of the requirements for obtaining a Bachelor of Business Administration  
Degree in the Business Administration Study Program

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**BUSINESS ADMINISTRATION STUDY PROGRAM**

**FACULTY OF COMMUNICATION AND BUSINESS**

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