



Jakarta, November 20, 2024

No: 073/IPMI/AO/THESISPROPOSAL-S1/XI/24

To: Dr. Samuel PD Anantadjaya  
Faculty Member  
IPMI Institute

Dear Dr. Samuel PD Anantadjaya,

We would like to invite you to be the chairperson of examination committee, for the BBA Thesis Proposal Defense that will be held on:

Day/Date : Wednesday, November 20, 2024  
Time : 10.00 - 11.00  
Venue : IPMI Campus, (Room C)

Chairperson : Dr. Samuel PD Anantadjaya  
Examiner 2 (Mentor 1) : Ir. Sasotya Pratama, M.T.E

The student's name of the Thesis Proposal Defense is as follows:

Student ID	Name	Title
21111001	Chandra Sanityo Naratantra	The Effect of Jingles on Brand Awareness and Purchase Intention: A Study of Susu Murni XYZ in the Jabodetabek Area

Your responsibilities will be as follows:

1. Open the examination
2. Being an evaluator
3. Announce the completion (after discussion with other Examiners)
4. Submit the result to Academic Operations

Should you require more information or clarification, please do not hesitate to contact us at 021-797 8888.

Thank you for your kind attention.

Sincerely,

Liza A. M. Nelloh, SE, MM, CDM  
Head of Undergraduate Program