

**TITLE PAGE**

**MARKETING MALAY:  
COMPARATIVE STUDIES OF  
CULTURAL DIPLOMACY OF MALAYSIA &  
INDONESIA IN THE UNITED KINGDOM  
(2010-2015)**

**UNDERGRADUATE THESIS**



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2020**

**ENDORSEMENT PAGE**  
**MARKETING MALAY: COMPARATIVE STUDIES OF**  
**CULTURAL DIPLOMACY OF MALAYSIA &**  
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This undergraduate thesis has been examined and endorsed by  
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## **STATEMENT OF ORIGINALITY**

I, the undersigned, hereby declare that this undergraduate thesis entitled “MARKETING MALAY: COMPARATIVE STUDIES OF CULTURAL DIPLOMACY OF MALAYSIA & INDONESIA IN THE UNITED KINGDOM (2010-2015)” has not been submitted for any degree or other purposes.

I certify that the intellectual content of this thesis is the product of my own work and that all the assistance received in preparing this thesis and sources have been acknowledged.

I made this statement truthfully and in case of any discrepancy found in this statement in the future, I am willing to accept academic sanction and be processed in accordance with the applicable provisions at Universitas Muhammadiyah Yogyakarta.

Yogyakarta, 20 July 2020

**Elda Nur Halimah**  
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## ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

All praises be to Allah, the most compassionate and the most merciful. May the peace and blessings be upon our beloved Prophet Muhammad -*Shallallahu Alaihi Wasallam*-, the messenger of kindness and wonderer. A mercy for all creations.

In the absence of His will and blessings, I would never be able to finish my undergraduate thesis entitled **“MARKETING MALAY: COMPARATIVE STUDIES OF CULTURAL DIPLOMACY OF MALAYSIA & INDONESIA IN THE UNITED KINGDOM (2010-2015)”**.

As a final task to complete my undergraduate degree in the Department of International Program of International Relations, Faculty of Social and Political Science, Universitas Muhammadiyah Yogyakarta, I hope this undergraduate thesis will bring nothing but benefit for those who read it in spite of its lacking.

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

## EXTENDED GRATITUDE

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Yogyakarta, 20 July 2020

**Elda Nur Halimah**  
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