

**STRATEGI BERSAING STASIUN I-RADIO BANJARMASIN**

**SKRIPSI**

**OLEH  
HERY SAPUTRA  
NIM. A1A414216**



**UNIVERSITAS LAMBUNG MANGKURAT  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
PROGRAM STUDI PENDIDIKAN SOSIOLOGI  
BANJARMASIN  
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**COMPETITIVE STRATEGY OF I-RADIO BANJARMASIN STATION**

**SARJANA'S THESIS**

**By  
HERY SAPUTRA  
REG NUMBER. A1A414216**



**LAMBUNG MANGKURAT UNIVERSITY  
FACULTY TEACHER TRAINING AND EDUCATION  
STUDI PROGRAM OF SOCIOLOGY EDUCATION  
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