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**POWER AND BRANDING: LANGUAGE COMMODIFICATION OF TOURIST RESORTS KUASA DAN JENAMA: KOMODIFIKASI BAHASA KAWASAN WISATA**

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| <b>Title</b>        | POWER AND BRANDING: LANGUAGE COMMODIFICATION OF TOURIST RESORTS KUASA DAN JENAMA: KOMODIFIKASI BAHASA KAWASAN WISATA   |
| <b>Abstract</b>     |  |
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| <b>Journal Name</b> |  |
| <b>Publish Year</b> | (not set)  |
| <b>Citation</b>     | (not set)  |
| <b>Url</b>          | <a and="" bahasa="" branding:="" commodification="" dan="" href="https://scholar.google.com/scholar?q=+intitle:" jenama:="" kawasan="" komodifikasi="" kuasa="" language="" of="" power="" resorts="" tourist="" wisata"="">https://scholar.google.com/scholar?q=+intitle:"POWER AND BRANDING: LANGUAGE COMMODIFICATION OF TOURIST RESORTS KUASA DAN JENAMA: KOMODIFIKASI BAHASA KAWASAN WISATA"</a> |
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