

LIST OF CONTENTS

Cover.....	32
Editorial Board.....	33
List of Contents.....	34
 Analysis of Brand Awareness on Purchase Intention in Jelly and Pudding Powder Products with Jelly Seven Brands	
Winarsih; Sri Martono	35
 Business Sustainability Improvement Model Through Community Capacity Building in Community of Creative Economy Grobogan	
Dita Prameswari; Winarsih	41
 Online Marketing Communication Strategy To Increase The Customers In Seblak Bloom Purwodadi	
Athoillah; Myra Heltyani.....	48
 Factors Influencing Consumer Decisions In Purchasing Mobile Phones At SMS Shop Purwodadi 1	
Myra Heltyani; Athoillah.....	54
 Strategy to Increase Sales Through Brand Awareness on Local Brand Instant Coffee Products	
Sri Martono; Dita Prameswari	59