



**JURNAL THE MESSENGER, PUBLISHER: DEPARTMENT
OF COMMUNICATION, UNIVERSITAS SEMARANG JL.
Soekarno Hatta, Tlogosari Semarang, Indonesia 50196
Email: jurnalthemessenger@usm.ac.id**

**JURNAL THE MESSENGER
COPYRIGHT TRANSFER AGREEMENT**

I/We certify that the work reported here has not been published before and contains no materials the publication of which would violate any copyright or other personal or proprietary right of any person or entity.

Manuscript Title : Linking the Utilization of Clickbait
Headlines and News Marketing
Communication Strategy in Online
Media

Author(s) Name :
1. Rahma Santhi Zinaida
2. Isnawijayani
3. Zaid Amin

Affiliation and Address :
CitraGrand City BPS Land A21-26

I, the corresponding author, acting with consent of all authors listed on the above manuscript, hereby agree to transfer copyright of work to Department of Communication, Faculty of Information Technology and Communication, Universitas Semarang as the journal publisher. I/We reserve the following: 1) All proprietary rights other than copyright, such as patent rights, 2) The right to use all or part of this article in the future works of our own, such as in books and lectures.

Date 29/12/2024

Rahma Santhi Zinaida - Signature : (original)

Send this signed form to jurnalthemessenger@usm.ac.id