



UNIVERSITAS  
**PRASETIYA MULYA**

TUGAS AKHIR

**Strategi Pemasaran Digital dalam Meningkatkan  
*Brand Image* Melalui Sosial Media Instagram**

Fillian Joy 13121910060  
Vanessa Sherley 13121910047

**PROGRAM STUDI S1 MANAJEMEN  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2023**



UNIVERSITAS  
**PRASETIYA MULYA**

FINAL PROJECT

**Digital Marketing Strategy to Increase 3H Clothing's  
Brand Image Using Instagram as Social Media**

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Vanessa Sherley 13121910047

1982

UNDERGRADUATE OF MANAGEMENT PROGRAM  
BRANDING CONCENTRATION  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2023