



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Memperkuat Engagement Rate Jacquelle Beaute Melalui
Peningkatan Brand Association**

Shabrina Adinda Fitri 13121910039
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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**



UNIVERSITAS
PRASETIYA MULYA
Sekolah Bisnis dan Ekonomi

FINAL PROJECT
Project Improvement

**Strengthening the Engagement Rate of Jacquelle
Beaute Through the Increasement of Brand
Association**

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