



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Pembentukan *Community Marketing* Guna
Meningkatkan *Brand Awareness* di Segmen Utama
El Primero Cafe**

Abigail Angelica Gracia 13121910077
Cristalline Vanesa 13121910131

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



**UNIVERSITAS
PRASETIYA MULYA**
Sekolah Bisnis dan Ekonomi

FINAL PROJECT
Project Improvement

**The Creation of Community Marketing to Increase
Brand Awareness in El Primero Cafe's Main
Segment**

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