



UNIVERSITAS  
**PRASETIYA MULYA**

TUGAS AKHIR

**Upaya Meningkatkan *Customer Acquisition*  
Produk DepositoBPR by Komunal melalui  
*Community Marketing***

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



UNIVERSITAS  
**PRASETIYA MULYA**

Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Project Improvement

*Measures to Increase Customer Acquisition Of  
DepositoBPR by Komunal Through Community  
Marketing*

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