



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**UPAYA MENINGKATKAN ENGAGEMENT RATE INSTAGRAM SANG
PISANG DENGAN MEMPERBAIKI SOCIAL MEDIA PRESENCE
INSTAGRAM SANG PISANG**

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT
Project Improvement

**EFFORTS TO INCREASE THE ENGAGEMENT RATE OF SANG PISANG
INSTAGRAM BY IMPROVING THE SOCIAL MEDIA PRESENCE OF
SANG PISANG INSTAGRAM**

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