



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

*Brand-Community Building Untuk Meningkatkan
Brand Advocacy “TUKU”*

Andhika 13121910136

Ansel Alexander 13121910158

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



**UNIVERSITAS
PRASETIYA MULYA**
Sekolah Bisnis dan Ekonomi

**FINAL PROJECT
Project Improvement**

*Brand-Community Building To Improve
the Brand Advocacy of “TUKU”*

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