



**UNIVERSITAS
PRASETIYA MULYA**

**TUGAS AKHIR
Project Improvement**

**MENINGKATKAN PERCEIVED QUALITY
COMMUNICATION PRODUCT DANASHIELD
MELALUI PENGUATAN KONTEN REASON TO BUY**

Felik Hans Lim 13121910056
Gabriella 13121910164

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



**UNIVERSITAS
PRASETIYA MULYA**

**FINAL PROJECT
Project Improvement**

**IMPROVING THE PERCEIVED QUALITY OF
DANASHIELD PRODUCT COMMUNICATION
THROUGH STRENGTHENING REASON TO
BUY CONTENT**

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