



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Meningkatkan *Brand Personality* 3MONGKIS
Melalui Kolaborasi Dengan Disney**

Athalia Andrina 13121910052
Michelle Angelina 13121910160

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT
Project Improvement

***Building Brand Personality of 3MONGKIS Through
Collaboration With Disney***

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UNDERGRADUATE MANAGEMENT PROGRAM

BRANDING CONCENTRATION

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2023