



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Analisis Meningkatkan Jumlah Konsumen pada
Elements Concept Indonesia dengan Pendekatan
*Social Media Marketing***

Katarina Kim Kapoyos Amat 13121910025
Steven Widjaja 13121910024

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

Project Improvement

**Analysis on Increasing the Number of Consumers at
Elements Concept Indonesia through Social Media
Marketing**

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