



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Meningkatkan *Brand Awareness* Latteria Gelato &
Dessert Bar dengan Menggunakan Strategi *Brand
Experience***

Juan Honga
Vinny Arista

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

Project Improvement

**Increasing Brand Awareness of Latteria Gelato &
Dessert Bar by Using Brand Experience Strategy**

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