



UNIVERSITAS  
**PRASETIYA MULYA**

**TUGAS AKHIR**

**Peningkatan *Perceived Quality* Pesan Pemasaran dari  
Brand Healthy Go Melalui *Paid Media***

Angeline Bostan 13121910076

Dordia Clementine 13121910073

**PROGRAM STUDI S1 MANAJEMEN**

**UNIVERSITAS PRASETIYA MULYA**

**JAKARTA, 2023**



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

**Project Improvement**

**Increasing Perceived Quality of Healthy Go's Brand  
Marketing Messages Through Paid Media**

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**UNDERGRADUATE OF MANAGEMENT PROGRAM**

**BRANDING CONCENTRATION**

**UNIVERSITAS PRASETIYA MULYA**

**JAKARTA, 2023**