



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Pengembangan Konten Media Promosi dan
Penggunaan Paid Advertisement pada Platform
Instagram Brezio.**

Felicia Agnes Jahja 13121910166
Kenny Winata Kusuma 13121910010

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



**UNIVERSITAS
PRASETIYA MULYA**
Sekolah Bisnis dan Ekonomi

FINAL PROJECT
Project Improvement

**Development of Promotional Media Content and
Utilization of Paid Advertisement on the Brezio
Instagram Platform**

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