



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Meningkatkan Brand Awareness J-Detailed
Motowash Melalui Digital Marketing**

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Russel Haris Dharmawan

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



UNIVERSITAS
PRASETIYA MULYA
Sekolah Bisnis dan Ekonomi

FINAL PROJECT
Project Improvement

**Increasing Brand Awareness of J-Detailed
Motowash Business Brand Through Digital
Marketing**

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