



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Peningkatan Efektivitas Sosial Media Sebagai Media
Pemasaran Digital Oxihom**

Dionysius Arvianto 13121810086

Rivaldo Kenzo 13121810181

PROGRAM STUDI S1 MANAJEMEN

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2023



**UNIVERSITAS
PRASETIYA MULYA**

**Final Project
Project Improvement**

**Increasing the Effectiveness of Social Media as a Digital
Marketing Oxihom**

Dionysius Arvianto

13121810086

Rivaldo Kenzo

13121810181

UNDERGRADUATE OF MANAGEMENT PROGRAM

BRANDING CONCENTRATION

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2023