



**UNIVERSITAS  
PRASETIYA MULYA**

TUGAS AKHIR

**Peningkatan Conversion Rate Kartu Loyalitas  
Suasanakopi Melalui Strategi Komunikasi Pemasaran  
Integrasi**

Natasya Cornelia  
Wira Putra Chairil

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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 the Conversion Rate of SuasanaKopi  
Loyalty Card Through Integrated Marketing  
Communication Strategy**

Natasya Cornelia  
Wira Putra Chairil

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