



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Pengembangan Brand Awareness Antigrvty
Melalui Advertising yang Diukur Berdasarkan
Indikator Online**

Muhammad Azfar Rachman
Mario Praputranto

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



**UNIVERSITAS
PRASETIYA MULYA**
Sekolah Bisnis dan Ekonomi

FINAL PROJECT
Project Improvement

**Development of Antigrvty's Brand Awareness
Through Advertising Measured Based on Online
Indicators**

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