



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Upaya Meningkatkan Brand Awareness Melalui
Program Komunikasi Pemasaran Daring untuk
Meningkatkan Purchase Intention B2B**

SEAN INDRIJANTO 13121910065
SUGIARTO PURNOMO SUDIRO 13121910067

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

PROJECT IMPROVEMENT

**Efforts to Increase Brand Awareness Through
Online Marketing Communication Programs to
Increase B2B Purchase Intention**

**SEAN INDRIJANTO 13121910065
SUGIARTO PURNOMO SUDIRO 13121910067**

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