



UNIVERSITAS  
**PRASETIYA MULYA**

TUGAS AKHIR

**Upaya Peningkatan *Social Media Engagement*  
TSM Technologies Melalui *Social Media Planning***

Kevin Philips                      13121910023  
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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 Social Media Engagement of  
TSM Technologies Through Social Media Planning**

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