



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Mengoptimalkan Brand Association Fantech Smartlife
Melalui Sosial Media**

Christopher Williem 13121910100

Maurice Sinkoputra 13121910140

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



**UNIVERSITAS
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**FINAL PROJECT
PROJECT IMPROVEMENT**

**Optimizing Fantech Smartlife Brand Association Through
Social Media**

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