



UNIVERSITAS  
**PRASETIYA MULYA**

TUGAS AKHIR

**Meningkatkan Presensi Media Sosial PT. Learning  
Resources melalui Pembangunan Pilar Konten dan  
Bank Konten**

Fuganda William 13121910049  
Nathan Theophilus 13121910104

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



**UNIVERSITAS  
PRASETIYA MULYA**

FINAL PROJECT  
Project Improvement

**Improving PT. Learning Resources's Social Media  
Presence by Building Content Pillars and a Content  
Bank**

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