



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Upaya Peningkatan Jumlah Pengguna, *Booking Service, & Unit Entry* Melalui Aplikasi Digiroom by Auto2000**

Jonathan Suwandhi

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Evan Dexter

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

SAMPUL DALAM



UNIVERSITAS  
**PRASETIYA MULYA**

FINAL PROJECT

Project Improvement

*Efforts to Increase the Number of Users,  
Booking Service, & Entry Units Through the  
Digiroom by Auto2000 Application*

Jonathan Suwandhi

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