



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Penguatan *Brand Associations* Teco melalui Perbaikan  
di Ruang Informasi dengan Cara *Communication  
Extension: Project Improvement* pada PT. Teco  
Multiguna Elektro**

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Yolenta Yesica Lumbantobing 13121910168

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

*Strengthening Teco's Brand Associations through  
Information Room Improvement via Communication  
Extension: Project Improvement at PT. Teco Multiguna  
Elektro*

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