



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Optimalisasi Strategi Pemasaran Produk ‘Medhog’
melalui Peningkatan Brand Awareness
(Studi pada PT Rasa Hebat Gemilang)**

Angelina Wijaya
Karren Tjung

13121910123
13121910003

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



**UNIVERSITAS
PRASETIYA MULYA**

Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Project Improvement

**Optimization of the Marketing Strategy for the
'Medhog' Product through Increasing Brand
Awareness
(Study at PT Rasa Hebat Gemilang)**

Angelina Wijaya

13121910123

Karren Tjung

13121910003

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