



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Meningkatkan Customer Acquisition PT
Primanusa Dutamas melalui strategi Online
Campaign Periode Mei-Juni 2024**

Ferdine Febian Sentosa 13122010105

Jonathan Ivan Tjipto 13122010126

**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



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**UNIVERSITAS
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FINAL PROJECT

Project Improvement

**Increasing Primanusa Dutamas Customer
Acquisition through Online Campaign Strategy
for the May – June 2024 Period**

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**CONCENTRATION IN BRANDING
STUDY PROGRAM S1
MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**