



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Upaya Meningkatkan *Brand Awareness* It Phang
Education Center Melalui *Brand Activation* di
Jakarta Utara**

Gabrezki Limgestu 13122010091
Franky Yoshiko 13122010153

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



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UNIVERSITAS
PRASETIYA MULYA
Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Project Improvement

**Efforts to Increase Brand Awareness of It Phang
Education Center through Brand Activation in North
Jakarta**

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