



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Analisa Konversi Penjualan pada Saluran Sosial
Media Mayasari Bakery berdasarkan Konsep
Social Media Marketing**

Hector Hierro 13122010088
Leonardo Henwie Go 13122010056

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





**UNIVERSITAS
PRASETIYA MULYA**
Sekolah Bisnis dan Ekonomi

FINAL PROJECT
Project Improvement

**Analysis of Sales Conversion on Mayasari Bakery's
Social Media Channels Based on the Concept of
Social Media Marketing**

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