



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Memperkuat Brand Association Adara Coffee
Bintaro Sebagai Lifestyle-Based Coffee Shop
Melalui Strategi Brand Activation**

Jovina Angelica 13122010123

Karen Angelica 13122010069

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





**UNIVERSITAS
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FINAL PROJECT

**Strengthening The Brand Association of Adara Coffee
Bintaro as a Lifestyle-Based Coffee Shop
Through Brand Activation Strategy**

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**CONCENTRATION IN BRANDING
STUDY PROGRAM S1 MANAJEMEN
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