



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

Penerapan *Social Media Engagement* melalui Aktivitas *Giveaway* pada Alter Ego di 4 Negara Asia Tenggara

Grace Fedorova Phan 13122010067

Kezia Naja 13122010200

PROGRAM STUDI S1 MANAJEMEN

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2024

Halaman ini sengaja dibiarkan kosong





UNIVERSITAS
PRASETIYA MULYA

FINAL PROJECT
Project Improvement

**Implementation of Social Media Engagement Through
Giveaway Activities on Alter Ego in 4 Southeast Asian
Countries**

Grace Fedorova Phan 13122010067
Kezia Naja 13122010200

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