



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**MENGINTEGRASIKAN PENJUALAN BAWANG
GORENG MEREK DELISI MELALUI MEDIA
OFFLINE DAN *ONLINE* PADA PLATFORM
TOKOPEDIA**

Manuel Anastasius Adrian Gabriel 13122010196
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PROGRAM STUDI S1 MANAJEMEN

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2024





**UNIVERSITAS
PRASETIYA MULYA**

Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Project Improvement

**INTEGRATING THE SALES OF FRIED SHALLOTS
OF DELISI BRAND THROUGH OFFLINE AND
ONLINE MEDIA ON TOKOPEDIA**

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**CONCENTRATION IN BRANDING
STUDY PROGRAM S1 MANAGEMENT
UNIVERSITAS PRASETIYA MULYA**

JAKARTA, 2024