



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Strategi Promosi Di Kalangan Muda:
Peningkatan Kesadaran Kesehatan Melalui
Event Marketing Sebagai Pengganti TV**

Michelle Reika 13122010045
Richita Permata Jaya 13122010064

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



**UNIVERSITAS
PRASETIYA MULYA**

**FINAL PROJECT
Project Improvement**

**Promotion Strategy Among Youth: Increasing Health
Awareness Through Event Marketing as a Substitute
for TV**

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