



UNIVERSITAS  
**PRASETIYA MULYA**

**TUGAS AKHIR**

**Meningkatkan *Brand Awareness* Sari Ratu Kitchen  
Melalui Kegiatan Pemasaran berbasis Media Sosial**

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





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**FINAL PROJECT**  
Project Improvement

**Enhancing Brand Awareness of Sari Ratu Kitchen  
Through Social Media Based Marketing Activities**

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