



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**“Peningkatan Akuisisi Konsumen Henk’s Pizza
melalui Optimalisasi Pemasaran Media Sosial”**

Angelina Fanny Retanubun
Timothy Haryono

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



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UNIVERSITAS
PRASETIYA MULYA

FINAL PROJECT

Project Improvement

**“Increasing Customer Acquisition for Henk’s Pizza
through Social Media Marketing Optimization”**

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