



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Upaya Peningkatan *Brand Awareness* Kemaz secara
Digital melalui Brand Communication yang
Berorientasi terhadap Customer**

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





**UNIVERSITAS
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**FINAL PROJECT
Project Improvement**

**Enhancing Kemaz's Digital Brand Awareness
through Customer Oriented Brand Communication**

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