



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Upaya meningkatkan *Brand Awareness*
Ayam Kwali DS88 menggunakan
Strategi *Integrated Marketing Communication***

Debora Emmanuel
Steven Bryan

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





**UNIVERSITAS
PRASETIYA MULYA**
Sekolah Bisnis dan Ekonomi

FINAL PROJECT
Project Improvement

**Improving Brand Awareness of Ayam Kwali DS88
using Integrated Marketing Communication
Strategy**

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