



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

Upaya Meningkatkan *Brand Awareness* Pesan “*Eco City*” dan “*Kota Mandiri*” di Serpong Natura City

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PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023



UNIVERSITAS
PRASETIYA MULYA

FINAL PROJECT
Project Improvement

**Efforts to Increase Brand Awareness of “Eco City”
and “Kota Mandiri” in Serpong Natura City**

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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BRANDING CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**