



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Meningkatkan *Interest* Gen Z terhadap HSR Wheel
melalui Brand Activation**

Brandon Joe Widjojo 13122010083
Indra Pramudya Narotomo 13122010070

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



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**UNIVERSITAS
PRASETIYA MULYA**

Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Project Improvement

Improving Gen Z's Interest Towards HSR Wheel Through Brand Activation

Brandon Joe Widjojo

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