



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

***Pemanfaatan *Tools Integrated Marketing
Communication* Dalam Meningkatkan *Corporate
Brand Awareness* PT Era Digital Berjaya***

NIM

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



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UNIVERSITAS
PRASETIYA MULYA
Sekolah Bisnis dan Ekonomi

FINAL PROJECT
Project Improvement

*Utilization of Integrated Marketing
Communication Tools in Increasing Corporate
Brand Awareness of PT Era Digital Berjaya*

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