



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Penerapan Aktivasi *Brand Ambassador* terhadap
Peningkatan *Brand Awareness* NAMA**

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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**



UNIVERSITAS
PRASETIYA MULYA

FINAL PROJECT
Project Improvement

*Implementing Brand Ambassador Activation on
Increasing Brand Awareness of NAMA*

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