



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Peningkatan Efektivitas Marketing dengan Pemanfaatan
Platform Media Sosial: Inovasi Konten, Strategi
Pengembangan Brand, dan Traffic**

Ahmad Aliffadda Andriansyah	13112010378
Harry Marita	13112010202
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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

**Optimizing Marketing Strategies Using Social Media
Platforms: Content Creation, Brand Development, and
Traffic Enhancement**

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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**