



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**STRATEGI INOVATIF PANDAWA DALAM  
MELESTARIKAN POLA KONSUMSI  
MINUMAN TRADISIONAL DI KALANGAN  
GENERASI MUDA**

Gabriella Gustiawan Putri	13112010222
Julia Wijaya Anang Putri	13112010101
Ratanametta Liko Yu	13112010142
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Sebastian Rafael Wiryana	13112010445

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



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**FINAL PROJECT**

**Innovative Strategies of Pandawa in Preserving  
Consumption Patterns of Traditional Beverage  
Among The Young Generation**

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