



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Upaya Mengoptimalkan *Brand Recognition* Melalui
Promotional Content pada Instagram dan Tiktok**

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Naomi Abigail Randy 13121910009

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



UNIVERSITAS
PRASETIYA MULYA
Sekolah Bisnis dan Ekonomi

FINAL PROJECT
Project Improvement

*Optimizing Brand Recognition Through Promotional
Content in Instagram and Tiktok*

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