



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Eksplorasi Nilai Produk Kosmetik *Dupe* di Indonesia
(Produk: Reveline Stain Plump Tint, Somethinc Umbrella Lip
Totem Tint, dan Emina Glossy Stain)**

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



**UNIVERSITAS
PRASETIYA MULYA**

Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Research

**Exploration of Dupe Cosmetic Values
in Indonesia**

**(Product: Reveline Stain Plump Tint, Somethinc
Ombrella Lip Totem Tint, and Emina Glossy Stain)**

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