



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Implementasi Brand Activation Terhadap Program  
LaMunai Records Untuk Meningkatkan Awareness**

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT  
Project Improvement**

**Implementation of Brand Activation Towards LaMunai  
Records Program to Increase Awareness**

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