



UNIVERSITAS  
**PRASETIYA MULYA**

TUGAS AKHIR

**Sampel Produk dan *Online Campaign* sebagai  
Strategi Solutif untuk Meningkatkan Intensi  
Membeli Konsumen: Studi Kasus Merek Cacoon**

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



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FINAL PROJECT

Project Improvement

**Product Sampling and Online Campaign as a  
Solution Strategy to Increase Consumer Purchase  
Intentions: Case Study of the Brand Cacoon**

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