

**SOCIAL MEDIA MARKETING STRATEGY TO
ATTRACT NEW POTENTIAL JOB SEEKERS
AND INCREASE BRAND AWARENESS IN ASIA
PACIFIC REGION
(A STUDY CASE OF CONNECTINGPM)**



UNDERGRADUATE THESIS

Submitted as one of the requirements to complete the International Undergraduate Degree Program (S1) of Management Department at Faculty of Economics and Business Diponegoro University

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SEMARANG
2022**