

**SUCOFINDO HALAL CERTIFICATION'S  
DIGITAL MARKETING COMMUNICATION  
STRATEGY IMPROVEMENT**



**UNDERGRADUATE THESIS**

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

Submitted by:  
**ANANDA NABILA**  
**NIM. 1201011610152**

**FACULTY OF ECONOMICS & BUSINESS  
DIPONEGORO UNIVERSITY  
SEMARANG  
2023**