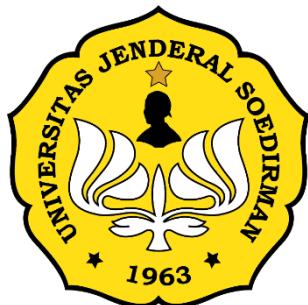


**THESIS - MBKM**

**LEVERAGING EVENT MARKETING TO ENHANCE BRAND  
CREDIBILITY THROUGH CUSTOMER ENGAGEMENT: A CASE  
STUDY OF PT. UBA UHUD INTERNATIONAL**



By:  
KANENDRA ALMAHI KEENAN  
C1H022043

**MINISTRY OF RESEARCH TECHNOLOGY AND HIGHER EDUCATION  
UNIVERSITAS JENDERAL SOEDIRMAN  
FACULTY OF ECONOMICS AND BUSINESS  
MAJORING IN INTERNATIONAL MANAGEMENT  
2025**