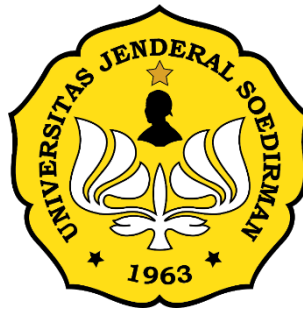


THESIS - MBKM

**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**