

# ENRICHMENT PROGRAM REPORT

Digital Marketing Strategies in Kalbe  
International to Improve the Brand  
Awareness of Extra Joss in Cambodia

STUDY PROGRAM  
**Food Science  
& Nutrition**

VITTORIO DENOVIAN  
20010253

INEZ GIOVANI, BRAND MANAGER CHD1  
(FIELD SUPERVISOR)  
WIDYA INDRIANI, S.T.P., M.Sc.  
(EP SUPERVISOR)