



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Mendorong Optimalisasi Okupansi Kafe Melalui  
Kolaborasi Komunitas: Studi Kasus Lantai Bumi  
Coffee & Space**

Michelle Prajna Cahyadi 13411910012

Patricia Deandra Sie 13411910011

**PROGRAM STUDI S1 PARIWISATA  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2023**



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**FINAL PROJECT**

(Project Improvement)

**Promoting Cafe Occupancy Optimization Through  
Community Collaboration: Case Study of Lantai  
Bumi Coffee & Space**

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**UNDERGRADUATE OF TOURISM PROGRAM  
HOSPITALITY BUSINESS CONCENTRATION  
UNIVERSITAS PRASETIYA MULYA**

**JAKARTA, 2023**