



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Strategi Peningkatan Penjualan Warung  
Rawit melalui Kegiatan Promosi**

Christopher Novaldi 13411910032

Miguel Owen 13411910045

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



UNIVERSITAS  
**PRASETIYA MULYA**

FINAL PROJECT

PROJECT IMPROVEMENT

**Increasing Warung Rawit Sales Strategy  
through Promotional Activities**

Christopher Novaldi 13411910032

Miguel Owen 13411910045

**UNDERGRADUATE OF TOURISM PROGRAM  
HOSPITALITY BUSINESS CONCENTRATION  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2023**