



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

***Value Based Pricing* sebagai Pendekatan Sosialisasi
Peraturan Baru kepada Konsumen**

Natasha Trixienna

13411910006

Tania Lizal

13411910030

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



UNIVERSITAS
PRASETIYA MULYA

FINAL PROJECT
Project Improvement

*Value Based Pricing as an Approach to Socialize New
Regulations to Customer*

Natasha Trixienna 13411910006
Tania Lizal 13411910030

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