



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Peningkatan Keuntungan Meraya Festival Vol. 3  
melalui Perbaikan Perencanaan Promosi**

**Deana Jasmin 13421910020**

**Dzahirah Ferima 13421910038**

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT  
Project Improvement**

**Increased Profits Meraya Festival Vol. 3 through  
Improved Promotion Planning**

**Deana Jasmin 13421910020**

**Dzahirah Ferima 13421910038**

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