



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Eksplorasi Mekanisme Dan Elemen Terjadinya
Sponsorship Pada PT. Sehulu Kreasi Internasional
(Tau-Tau Music Festival)**

Raditya Adhipradana

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Mohammad Ariq Arfiansyah Fauzan

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT
(Research)

**Exploration of Sponsorship Mechanisms And
Element at PT. Sehulu International Creation
(Tau-Tau Music Festival)**

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UNDERGRADUATE OF TOURISM PROGRAM

EVENT CONCENTRATION

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2023