



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Teori Event Planning dalam Meningkatkan Kinerja
Event Chinese New Year oleh I Love Bazaar Jakarta
di By The Sea**

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT
Project Improvement

**Event Planning Theory in Improving Chinese New
Year Event by I Love Bazaar Jakarta at By The Sea**

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