



UNIVERSITAS  
**PRASETIYA MULYA**

**TUGAS AKHIR**

**Penambahan Jumlah SDM di Divisi *Marketing*  
untuk Menyusun Strategi *Marketing*  
Program *What The F.L.A.V.S.***

Lyssa Surjono 13421910034  
Nita Ivana Dharmawan 13421910013

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

Project Improvement

*Addition of Human Resources in Marketing Division  
to Develop Marketing Strategy for  
What The F.L.A.V.S. Program*

Lyssa Surjono 13421910034

Nita Ivana Dharmawan 13421910013

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