



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Eksplorasi Perilaku Pengunjung pada Penerapan  
*Green Event Involvement***

Aureilie Salsabilla 13421910021  
Fidelia Zaneta 13421910012

**PROGRAM STUDI S1 PARIWISATA**

**UNIVERSITAS PRASETIYA MULYA**

**JAKARTA, 2023**



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**FINAL PROJECT  
(Research)**

**The Exploration of Visitor Behavior in the  
Implementation of Green Event Involvement**

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**UNDERGRADUATE OF TOURISM PROGRAM**

**EVENT CONCENTRATION**

**UNIVERSITAS PRASETIYA MULYA**

**JAKARTA, 2023**