



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Penggunaan *Brand Direction* Sebagai Peningkatan
Awareness Pada Event Alterstage Vol. 3**

Clarissa Dewi

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

Project Improvement

**The Use of Brand Direction as an Increase in
Awareness at the Alterstage Event Vol. 3**

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