



**UNIVERSITAS  
PRASETIYA MULYA**

TUGAS AKHIR

**Upaya Meningkatkan Jumlah Pengunjung  
Museum Bahari Jakarta Melalui  
Pengalaman Interaktif**

Kent Nelsen 13122010034  
Madelaine Karina Chandra 13122010061

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





**UNIVERSITAS  
PRASETIYA MULYA**  
Sekolah Bisnis dan Ekonomi

FINAL PROJECT  
Project Improvement

**Means to Increase Numbers of Visitors  
in Museum Bahari Jakarta  
Through Interactive Experience**

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**CONCENTRATION IN BRANDING  
STUDY PROGRAM S1 MANAGEMENT  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2024**