



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Eksplorasi Proses Perencanaan Tema Event Sosial
K-Pop Terinspirasi dari Value BTS**

Agi Sayuti Menalisa Sihite 13422010035
Hikah Hauliyah 13422010022

**PROGRAM STUDI S1 PARIWISATA
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

(Research)

**Exploration of the Planning Process for a Social
Event Theme Inspired by BTS's Values**

Agi Sayuti Menalisa Sihite 13422010035

Hikah Hauliyah 13422010022

**UNDERGRADUATE OF TOURISM PROGRAM
EVENT CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**