



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Pengaruh *Flow Experience* terhadap Memori dan
Perilaku Pengunjung pada Joyland Festival Jakarta
2023**

Graciela Shelly 13422010001
Joselyn Halim 13422010042

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

(Research)

**The Effect of Flow Experience on Visitors' Memories
and Behaviour on Joyland Festival Jakarta 2023**

Graciela Shelly

13422010001

Joselyn Halim

13422010042

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