



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Rencana Peningkatan Pendapatan Guna Mencapai  
Profitabilitas Jakarta Tabletop Expo Melalui  
Perancangan Strategi Sponsorship Acara**

Davit Ibrar 13422010017

Nurfaisyah M 13422010019

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**  
(Project Improvement)

**Revenue Enhancement Plan to Achieve Profitability  
of Jakarta Tabletop Expo Through Event Sponsorship  
Strategy**

Davit Ibrar 13422010017  
Nurfaisyah M 13422010019

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