



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

Analisis Strategi Penguatan *Intellectual Property*

Monday Replay

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

Project Improvement

**Strategy Analysis for Strengthening Intellectual
Property of Monday Replay**

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