



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Upaya Peningkatan Program Akuisisi Nasabah
dalam Festival Aplikasi Perbankan di Surabaya
melalui Penerapan Manual Acara**

Irena Livia Dwiputri 13422010014

Jennifer Lusiana Naba 13422010045

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

(Project Improvement)

**Enhancing Customer Acquisition Program at
Festival Aplikasi Perbankan in Surabaya Through
Implementation of Event Manual**

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