



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Upaya Meningkatkan Jumlah Penjualan Tiket FLEI
EXPO Edisi 22 dengan Basis Promotion Mix**

Jeannie 13422010029

Michelle Angela 13422010008

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

Project Improvement

**Efforts to Increase the Number of Ticket Sales for
FLEI EXPO Edition 22 Based on Promotion Mix**

Jeannie 13422010029

Michelle Angela 13422010008

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