



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Optimalisasi Manajemen Persiapan Media Day
Indonesian Basketball League**

Karin Angelina Putri Alexandra 13422010005

Margareta Grace Tulak Tandidatu 13422010051

PROGRAM STUDI S1 PARIWISATA

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2024



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

(Project Improvement)

**Optimization of Indonesian Basketball League
Media Day Preparation Management**

Karin Angelina Putri Alexandra 13422010005

Margareta Grace Tulak Tandidatu 13422010051

UNDERGRADUATE OF TOURISM PROGRAM

EVENT CONCENTRATION

UNIVERSITAS PRASETIYA MULYA

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