



**UNIVERSITAS  
PRASETIYA MULYA**

TUGAS AKHIR

**Upaya Mendapatkan *Brand Sponsorship* di acara IFEX  
melalui program “Know Better IFEX”**

Muhammad Almer Febryan Damarwulan 01342171015

**KONSENTRASI EVENT  
PROGRAM STUDI S1 PARIWISATA  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2022**



**UNIVERSITAS  
PRASETIYA MULYA**

FINAL PROJECT

Project Improvement

**An Attempt to Gain *Brand* Sponsorship in IFEX Event  
through “Know Better IFEX” program**

Muhammad Almer Febryan Damarwulan

01342171015

**UNDERGRADUATE OF TOURISM PROGRAM  
EVENT CONCENTRATION  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2022**