

FOREWORD

Bismillahirrahmanirrahim.

Praise be to ALLAH SUBHANALLAHU WA TA'ALA has given his mercy and grace so I can finish this final project, entitled "**Positioning Analysis of Tirta One's Mineral Water Based on Perceptual Mapping with Multidimensional Scalling's Method**".

This final project will not able be completed if it is not getting the prayers and support of the parties who involved directly or indirectly in this research, there are:

1. Both of my parents, there are Mr. Subrata and Mrs Rusmiatun who always praying for me and supporting to completing the final project to date.Thanks for the love and affection that have given to me.
2. My youngest sister, namely Nurul Syifaa who also supporting me to completed this final project. Thanks for becoming the best sister.
3. Mr. Dr. Ir., Husni Amani, MM., MSc, as a mentor one who has patiently guiding me, motivating, and giving advice so that this final project can be completed properly.
4. Mrs. Sari Wulandari, ST., MT, as mentor two who has provided the motivation, advice and guidance to me, so that this final project can be completed properly.
5. My best friend, there are Nenden Widha Soraya, Firda Ramadhena, Devi Trisnawati and Dinar Imansari who always supporting me to completed this final project. Thanks for becoming my best friend in all circumstances.
6. Thanks to Meilana Fatharany and Nurtyo Kurniawan, who give some advice to support the process of completing this final project.
7. The whole community of Industrial Engineering Programme who has provided many valuable lessons to me.
8. All friend in the class of TI-36-02 and TI-36-INT class, thanks have become a friend to share during I study at this campus.
9. All respondent of this research, thanks for your willingness to take the time to fill out the questionnaire that support to completion this final project.

10. Mr. Purwanto, as marketing manager of Tirta One who was willing to give advice that support the process to completing this final project.
11. Mr. M.Bahri, as the agent's owner of Tirta One in Bandung who has helped me collect the data and give support in order to complete this final project.
12. My classmates at Marketing subject, who has been a friend to discuss and share advice on coursework and this final project.

Thank you for all the prayers and support of you, I hope you get a reply from the goodness of God. Aamiin Ya Rabbal Alamiin