

PREFACE

In the name of Allah, the Most Gracious and Merciful. Alhamdulillah, all praise and gratitude we pray to Allah SWT. First, the sincere thanks from the author because of the abundance of His grace and guidance, the author was able to complete this thesis proposal. The purpose of writing this thesis is to fulfill one of the requirements for graduation from the ICT International Business S-1 Study Program, Faculty of Economics and Business, Telkom University, Bandung.

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