

FOREWORD

Praise to Allah SWT, because with His blessing and guidance, the researcher can complete the writing of the final project entitled “THE EFFECT OF BTS AS BRAND AMBASSADOR TOWARDS BRAND IMAGE OF SAMSUNG IN INDONESIA” as one of the requirements for obtaining a Bachelor of Communication Degree in Communication Science Program. The researcher would also like to thank Telkom University the Communication Studies Program, Faculty of Communication and Business for the opportunities and education provided so far. Not forget to say thank you to parents who have provided encouragement, prayer, and finance. The researcher realizes that this final project will not be completed without the help of various parties. For that, the researcher would like to express the deepest gratitude to all those who took part in the preparation of this final project.

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8. All lecturers of the Communication Science Study Program who have provided knowledge, insights, understanding and experiences during the researcher's study at the Faculty of Communication and Business, Telkom University.


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10. For all students of KM-42-INT who have helped and became family for researcher while studying at Telkom University
11. All parties that the author cannot mention one by one who have provided assistance or support, may Allah SWT bestow His grace and grace on them all.

The author realizes that this final project is far from perfect, both in writing techniques, language structure, or scientific perception. For this reason, the researcher really expected suggestions and constructive criticism for improvement in the future. The author also hopes that this final project can be useful especially for the researcher herself, and generally for Telkom University students.

Bandung, February 02, 2022

Alyani Nur Shadrina

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A handwritten signature in black ink, appearing to be 'Alyani Nur Shadrina', written in a cursive style.