

FOREWORD

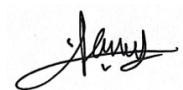
Praise to Allah SWT, because with His blessing and guidance, the researcher can complete the writing of the final project entitled “THE INFLUENCE OF THE USE OF BRAND AMBASSADOR ‘STRAY KIDS’ IN SHOPEE 12.12 BIRTHDAY SALE ADVERTISEMENT AND SHOPEE’S BRAND IMAGE TOWARDS BRAND LOYALTY” as one of the requirements for obtaining a Bachelor of Communication Degree in Communication Science Program. The researcher would like to thank Telkom University, notably the Communication Studies Program, Faculty of Communication and Business, for the opportunities and education. The researcher realizes that this final project will not be completed without the help and support of various parties. Therefore, the researcher would like to express the deepest gratitude to all those who have prepared this final project.

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

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Sri Nur Astika