

## **FOREWORD**

Alhamdulillah, all praise and thanks be to Allah, so that by His grace, guidance and permission, I can complete this final project with the title “DESIGNING INSTAGRAM MARKETING STRATEGY IMPROVEMENT OF NYONGSQEE USING BENCHMARKING AND ANALYTICAL HIERARCHY PROCESS

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This final project still has many shortcomings and is far from perfect. For this reason, with all humility, the authors of this final project hope that the shortcomings in this final project can be used as learning materials for the next project.