

FOREWORD

All praises to Allah SWT, because with His blessings and guidances, the researcher can complete the final project entitled “Message Influence on IG: The Perception of Telkom University Students on Stand Up Campaign” 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, in particular, the Communication Studies Program, Faculty of Communication and Business for the opportunities and education provided so far. Furthermore, I would like to thank my parents who have provided encouragements, prayers, facilities, and finance. The researcher realizes that this final project will not be completed without the help of various parties who also has important role in this research. For that, the researcher would like to express the deepest gratitude to all those who took part in the preparation of this final project.

1. Allah SWT who has given the researcher strength, health, wealth, and convenience so that the researcher can compile this final project.
2. Beloved family Mr. Wono Budi Tjahyono, Mrs. Erty Maretinda, Alifia Listhu Samatha, Prajwalita Mutya Nandini, Ranggi Adyatma Budiatmaja as a lovely family who always support, pray, and encourage all the time.
3. Dr. Roro Retno Wulan, S.Sos., M.Pd, as the supervisor who has contributed greatly, took her time, thoughts and attention to provide guidance, direction and suggestion for the researcher in completing this final project.
4. To Syahriva Febrianty, Naufal Muhammad, Jorghi Dafitra, Deni Achmad Kurniawan, Ridho Kurniansyah, Almas Khairunissa, Panji Rizqullah, Arsyi Fadillah, Riezkiadi Rawandho, Farrel Alvaro, Fani Tri Raharjo, Alwan Setiawan, Teguh Rahmawan, Abiyu Dinosar, Dela Ardelia, Mutia Hafiza, Adinda Dewi, Regina Apriliya as my friends in joy and sorrow who always encourage the researcher in the process of completing this final project.
5. Prof. Dr. H. Adiwijaya, S.Si, M.Si as the Chancellor of Telkom University
6. Mrs. Ade Irma Susanty, Ph.D as a Dean of Communication and Business Faculty of Telkom University.
7. Mr. Idola Perdini, S.Sos, M.Si. as the Head of Communication Science Study Program.
8. Mrs. Itca Istia Wahyuni, S.I.Kom., MBA as the academic lecturer for her sincerity who helped and guided the researcher during the education.

9. All lecturers of the Communication Science Study Program who have provided knowledge, insights, understanding and experience during the researcher's study at the Faculty of Communication and Business, Telkom University.
10. All administrative staff of the Faculty of Communication and Business for the fluency of information and administrative support during the education program at Telkom University.
11. For all students of KM-42 INT who have helped and became family for researcher while studying at Telkom University.
12. All parties that the authors cannot mention one by one who have provided assistance or support, may Allah SWT bestow His grace and grace upon 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, and generally for Telkom University students.

Bandung, August 2nd, 2022



Erditanaya Satwika