

FOREWORD

Praise God Almighty, who never stops trying His mercy and compassion for the universe. With the help and help of God Almighty, the author was able to complete a thesis entitled **"ANALYSIS OF MARKETING COMMUNICATION STRATEGY OFFICE TOURISM IN NUSA TENGGARA BARAT THROUGH THE OFFICIAL INSTAGRAM ACCOUNT @LOMBOKSUMBAWA.GO"**

In preparing this thesis, the author is aware of its limitations, abilities, and knowledge in its preparation. However, this difficulty can be helped by several parties. Therefore, the author would like to thank many parties who have assisted in the form of energy and thoughts. The authors itself would like to show their gratitude to the following individuals:

- 1) Especially to Allah SWT and the author's family, the author's beloved father, Febrianto, the author's beloved mother, Neneng Suryati, and the author's beloved sister, Fathika Ganeri Lestari, who always supported and prayed for the author, in order for the author to finish this thesis.
- 2) Ibu. Itca Istia Wahyuni, S.I.Kom., MBA as the author's guardian lecturer.
- 3) Ibu. Kharisma Nasionalita, S.Sos., M.A as a author's supervisor.
- 4) To the Regina family, Mrs. Ricka Agustina, Mr. Fabian A. Prakoso, and sister Bianca ElmiraVeda V thank you for supporting, encouraging, and praying for the author so that the author can complete this thesis.
- 5) For the author's Bibi, Bi' Sanim has supported and encouraged, and prayed for the author so that the author could complete the thesis.
- 6) Regina is the author's best support system; she has been patient with hearing the author's complaints, and the author cries when the author is tired of everything so that the author can be enthusiastic about completing this thesis.
- 7) To all author's friends, Regina, Kikil, Dela, Yanda, Gogon, Jorgi, Deni, Aco, Cipong, Fira, Haru, Mita, Suci, Sri, and all friends that the author cannot mention one by one, with the help all of them, the author can finish this thesis smoothly.
- 8) The author's best friends, Lisa, Witadrian, Sinchan, Bidi, Rania, and

Atika, have encouraged and prayed so that the author can complete this thesis.

- 9) To the author's beloved Jennie Ruby Jane/Jennie Kim, Kim Jisoo, Roseanne Park, and Lalisa Manoban, who are members of the Blackpink group who provide motivation and enthusiasm for their work. Also, to Gala Sky A. and Cipung Acikulele Abrakadraba, who have entertained authors daily.
- 10) Last but not least, I wanna thank me, for believing in me, for doing all this hard work, for having no days off, for never quitting, for just being me at all times.

The author is fully aware that there are still many shortcomings in the preparation of this thesis, even though the author has tried his best. Therefore, constructive criticism and suggestions are highly expected to improve this thesis's preparation and writing.

The author hopes that this thesis is valuable and can expand and increase knowledge for all of us.

Bandung, August 1st, 2022

ADINDA DEWI SHALSABILLA