

## **FOREWORD**

Bismillahirrohmanirohim, praise to Allah SWT. For the blessing and guidance, the researcher can complete the writing of the final project entitled “THE INFLUENCE OF BLACKPINK AS BRAND AMBASSADOR TOKOPEDIA TOWARDS BRAND SWITCHING” as one of the requirements for obtaining a Bachelor of Communication Degree in Communication Science Program. The researcher would also like to be thankful for Telkom University the Communication Science Program, Faculty Communication and Business for the opportunities and education provided encouragement so far. Not forget to say big thankful for my beloved parents who have provided encouragement, prayer, and finance. The researcher realizes that this final project will not be completed without the help of variety 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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The author realize that this final project is far from the perect, both in writing techniques, language structure, or scientific perception. For this reason, the researcher really expected suggestion 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.

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Machfira Ramadhana