

FOREWORD

Writer praise for the presence of God Almighty, thanks to the grace and gift given to the writer, the writer can complete this thesis proposal well. This thesis proposal titled “The Effect Of E-WOM And Source Credibility Of Instagram Account @Racunshopeecheck Towards Customer Path 5a (Aware, Appeal, Ask, Act, Advocate)” that has been arranged by the writer as requirements to complete undergraduate education at the Department of Communication Studies, Telkom University can be completed properly and on time.

In writing this thesis, writer has received a lot of help, support, and enthusiasm, both materially and morally, from various parties to overcome the challenges and obstacles the writer faced. Therefore, the author is very grateful for all forms of support that have been given. The various parties who have helped a lot in the completion of this thesis are:

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The author realizes that this research proposal is far from perfect. Therefore, the author is very open to suggestions and criticism from Mr/Ms examiner. The author hopes this research can benefit many parties, especially Shopee users, Instagram account @racunshopeecheck, and students, as well as further research.

Bandung, 5th January 2023

A handwritten signature in black ink, appearing to read 'Tharisa', with a horizontal line underneath.

Tharisa Azzahra Rizky

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