

FOREWORD

All praise and thanks are given to God for the abundance of His blessings, mercy and guidance to the writer so that the thesis entitled "The Influence Of #Jumatberkahf eWOM And Dimas Seto As Source Credibility On Kahf Brand Image" can be completed properly and on time, as requirements to complete undergraduate education at the Department of Communication Studies, Telkom University.

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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 Kahf, readers, and students, as well as further research.

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