

## PREFACE

Alhamdulillah, I express my gratitude and give praise to the presence of Allah SWT. Through His abundant grace and guidance, I have successfully completed my thesis entitled " Identification of market segmentation for “papaya“ tanigochi at international class telkom university (a study of market segmentation for “papaya” tanigochi within scope of international class telkom university)" The primary objective of this thesis is to fulfill one of the graduation requirements for the S-1 education level in the International ICT Business Study Program, Faculty of Economics and Business, Telkom University, Bandung.

In this study, the authors received a lot of guidance, criticism, suggestions and motivation from various parties. Therefore, the author would like to thank:

1. Advisor : Dr. Ir. Ratna Lindawati Lubis, M.M.
2. Examiner: Jury Hatamimi, S.E., M.M., Ph.D. and Fajar Sidiq Adi Prabowo, S.E., M.A.B.
3. Guardian Lecturer: Mochamad Yudha Febrianta, ST., M.M
4. Parents: Mr. Tomi and Mrs. Sri Elis Herlina

My thanks also for all parties who indirectly contributed to the completion of this thesis.

Bandung, 25 January 2023



Akhadi Wirasatriaji