

## FOREWORD

Praise and gratitude the author prays to the presence of God Almighty, because with His blessing and grace, the author was able to complete the preparation of the thesis entitled "**COMMUNICATIONS IDENTITY ANALYSIS @VIVIATAL IN FORMING PERSONAL BRANDING IN TIKTOK**", as one of the requirements for obtaining a Bachelor's Degree in the Study Program Communication Science at the Faculty of Communication and Business, Telkom University. The author also would like to thank Telkom University, especially the Communication Science Study Program, Faculty of Communication and Business, for the opportunities and education provided so far. The author does not forget to thank his parents who have prayed for, guided and supported the author in completing the preparation of this thesis.

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The author realizes that this thesis is far from perfection, both in writing technique, language structure, or scientific perception. For this reason, the author really hopes for suggestions and constructive criticism for future improvements. The author also hopes that this thesis will be useful in the future, especially for the author and other students at Telkom University.

Bandung, 15 June 2024

A handwritten signature in black ink, appearing to read 'Magdalena Yohana', with a stylized flourish at the end.

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