

## PREFACE

Praise be to Allah SWT, the author was able to complete the Final Assignment entitled "Commercial Campaign Strategies in Reducing the Use of Single-Use Plastic Packaging Through Zero Waste Campaign" smoothly.

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With the compilation of the report and the final results of this Final Assignment, the author hopes to provide benefits and insights for many people in the future. The author also realizes that there are still shortcomings in the writing and design of this Final Assignment, so the author apologizes profusely. The author hopes that this research will receive constructive criticism and suggestions in order to improve the quality of work in the future.

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