

FOREWORD

Praise to Allah SWT, because with His blessing and guidance, the researcher can complete the writing of the final project entitled "THE INFLUENCE OF SHOPEE'S IN-FEED NATIVE VIDEO AD '9.9 SUPER SHOPPING DAY' VERSION ON TIKTOK APPLICATION TOWARD AUDIENCE'S ATTITUDE" , as one of the requirements for obtaining a Bachelor of Communication Degree in Communication Science Program. The researcher would also like to thank Telkom University, in particular the Communication Studies Program, Faculty of Communication and Business for the opportunities and education provided so far. Not forget to say thank you to parents who have provided encouragement, prayer, and finance. The researcher realizes that this final project will not be completed without the help of various parties. For that, the researcher would like to express deepest gratitude to all those who took part in the preparation of this final project.

1. Allah SWT who has given strength, compassion, and convenience to the researcher so that the researcher can compile this final project.
2. Beloved family Mrs. Atikah, Mrs. Dimah, Mr. Gijoto, Mrs. Juliani Fitriyah and Rizzufar Al Mas Dhamar Rizar as a family who always pray, give love, and encourage all the time.
3. To Rakha Diazmara, Ardhana Reswari, Narisha Mega, Shiddiq Yusuf, M. Ainur Rizal, M. Wais AQ, Anza Salsabila, Nikita Aida, Mardha Hawa, Bella Ayu, and Adelia Fransiska as friends in joy and sorrow who always accompany and encourage the researcher in the process of completing this final project.
4. Mr Prof. Dr. H. Adiwijaya, S.Si, M.Si. as the Chancellor of TelkomUniversity.
5. Mrs. Ade Irma Susanty, Ph.D as a Dean of Communication and Business Faculty of Telkom University
6. Mr. Freddy Yusanto, S.Sos, M.Ds. as the Head of Communication Science Study Program.
7. Ms. Sylvie Nurfebiaraning, S.Sos., M.Si, as the supervisor who has contributed greatly, took her time, thoughts and attention to provide guidance, direction and suggestions for the researcher in completing this final project.
8. Mrs. Idola Perдини Putri, S.Sos., M.Si as the academic lecturer for her sincerity who helped and guided the researcher during education.

9. All lecturers of the Communication Science Study Program who have provided knowledge, insights, understanding and experiences during the researcher's study at the Faculty of Communication and Business, Telkom University.
10. All administrative staff of the Faculty of Communication and Business for the fluency of information and administrative support during the education program at Telkom University.
11. For all part of KM-41 INT who have helped and became family for researcher while studying at Telkom University
12. All parties that the authors cannot mention one by one who have provided assistance or support, may Allah SWT bestow His grace and grace on them all.

The author realizes that this final proect is far from perfect, both in writing techniques, language structure, or scientific perception. For this reason, the researcher really expect suggestions and constructive criticism for improvement in the future. The author also hopes that this final project can be useful especially for the resarcher herself, and generally for Telkom University students.

Kediri, January 3rd 2020

Nada Farah Amrudhia