

PREFACE

Alhamdulillah, praise and gratitude for the grace and blessing of Allah SWT, because by His grace and power I was able to finish this Final Year Project on time, as a requirement for obtaining a bachelor's degree in the last year of my undergraduate studies at Industrial Engineering Study Program, School of Industrial Engineering, Telkom University. This Final Year Project with the title "Instagram Marketing Strategy Improvement Design Of Vrans Studio Detailing Using Benchmarking And Analytic Hierarchy Process (AHP) Methods" was finally completed, of course, with the help of various parties who have supported me in various ways.

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