

FOREWORD

Writer praise for the presence of God Almighty, thanks to the grace and gift given to the writer, the writer can complete this thesis proposal well. This thesis proposal titled “The Effect Of E-WOM And Source Credibility Of Instagram Account @Racunshopeecheck Towards Customer Path 5a (Aware, Appeal, Ask, Act, Advocate)” that has been arranged by the writer as requirements to complete undergraduate education at the Department of Communication Studies, Telkom University can be completed properly and on time.

In writing this thesis, writer has received a lot of help, support, and enthusiasm, both materially and morally, from various parties to overcome the challenges and obstacles the writer faced. Therefore, the author is very grateful for all forms of support that have been given. The various parties who have helped a lot in the completion of this thesis are:

1. Mr Prof. Dr H. Adiwijaya, as Chancellor of Telkom University
2. Mrs Ade Irma Susanty, PhD as Chair of the Communication Studies Program, Faculty of Communication and Business
3. Ms Idola Per dini Putri, PhD as Chair of the Communication Science Study Program, Faculty of Communication and Business
4. Ms Sylvie Nurfebriaraning, S.Sos, M.Si as the Guardian Lecturer who has helped and guided the writer a lot
5. Mrs Indria Angga Dianita, S.Sos, M.A.B as the supervising lecturer who has taken the time to provide knowledge, direction, guidance, prayer, as well as enthusiasm and motivation during the preparation of this thesis
6. All lecturers of Communication Studies, especially the concentration of Marketing Communication who have provided knowledge while the authors were studying at Telkom University
7. Mama, and the entire family who always provide support, prayer and encouragement.
8. All my beloved people, (Fahriza, Kinan, Jihan, Nafisa, Adisty, Cindy, Aca, Dila, Yasmin, Zalfaa, Mimil, Afra, Avi, Adel, Hana, Nisrina, Elva, Ari, Ira, Lala, Rizki, Rafli,

David, Dhafin, Yogie) who always accompany, support, and encouraged the author from the beginning until completing this thesis.

10. All research respondents who have helped the author to take their time and thoughts in filling out this thesis questionnaire.

The author realizes that this research proposal is far from perfect. Therefore, the author is very open to suggestions and criticism from Mr/Ms examiner. The author hopes this research can benefit many parties, especially Shopee users, Instagram account @racunshopeecheck, and students, as well as further research.

Bandung, 5th January 2023

A handwritten signature in black ink, appearing to read 'Tharisa', with a horizontal line underneath the name.

Tharisa Azzahra Rizky

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