

PREFACE

Praise and gratitude the author prays to the presence of God Almighty because of the abundance of His grace the author can complete this final project with the title "**IDENTIFICATION OF PACKAGING ELEMENTS THAT CAN IMPROVE PURCHASING DECISION OF "PAPAYA TANIGOCHI" TO FULFIL TANIGOCHI ENTREPRENEURSHIP DIMENSION TOWARDS SDG 8 TARGET 8.3 AT T-MART TELKOM UNIVERSITY**". The purpose of writing this thesis is to meet one of the requirements for graduating from the Bachelor Degree International ICT Business Study Program, Faculty of Economics and Business, Telkom University, Bandung.

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In completing this thesis, the author realizes that it is still far from perfect, this is due to the limitations of the author's time and ability to complete this thesis. It is the hope of the writer for this thesis that the reader can provide criticism and suggestions in order to complete the results of this research. Hopefully this thesis can be useful and provide benefits for all of us and other parties who need it, especially for the author. I hope this thesis will be a contribution of knowledge and reference for the same title in order to improve further research.

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