

PREFACE

Praise to the grace of Allah S.W.T that the writer finally finished a research titled “Designing Positioning Improvement of Silvi’s Instagram Using Multidimensional Scaling”. This final assignment is needed a lot of work and effort to finish. This assignment would not have been completed without a lot of help and motivation from many people. My sincere gratitude to:

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The writer realizes that this final project is still far from perfect due to the writer’s limited experience and knowledge. Therefore, suggestions and criticisms from all parties are highly expected for the improvement of the final assignment making in the future.

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Writer