

FOREWORD

Praise and gratitude are always extended to Allah SWT, for through His grace, blessings, and guidance, the author has successfully completed the thesis entitled "The Influence of Blackpink as Co-Branding on Pubg Mobile Brand Image at Fkb Telkom University," as one of the requirements for obtaining a Bachelor's Degree in Communication Science, Communication Studies Program.

This research is a part of the author's effort to comprehend the role of co-branding in influencing brand image in the dynamic industrial era. The author expresses immense gratitude to various parties who have provided support and contributions to this research. The author would like to convey heartfelt appreciation to:

1. Prof. Dr. Adiwijaya, S. Si., M.Si., as the Rector of Telkom University.
2. The author's parents, Mr. Eril Ayang and Mrs. Lidya Syafri, who consistently provided moral and financial support, enabling the author to complete this thesis.
3. Mr. Adrio Kusmareza Adim, S.I.Kom., M.A., as the thesis advisor, who significantly dedicated time, thoughts, and attention to provide guidance, direction, and advice to the author in completing this thesis.
4. Mrs. Sylvie Nurfebiaraning, S.Sos., M.Si., as the academic supervisor, who consistently provided support that empowered the author to complete this thesis.
5. All the lecturers in the Communication Science department who have imparted knowledge throughout these past three years.
6. All the staff of the Communication Science department who assisted the author in completing this thesis.
7. All the author's friends, Alvin Abrial, Aidil Maulana, and Husna Diyan Khasrina, who continuously supported and motivated the author during the process of working on and completing this thesis.
8. All the friends from the Communication Science Program at Telkom University, whose names cannot be mentioned one by one.

The author acknowledges that this research is not without limitations and shortcomings. Therefore, the author greatly anticipates constructive suggestions, criticisms, and feedback for improvement in the future. In conclusion, may this research provide a positive contribution to the development of knowledge, particularly in the fields of communication and business. The

author hopes that the outcomes of this research offer fresh insights and become a valuable reference for future researchers.

Bandung, 9 August 2023

A handwritten signature in black ink, appearing to be 'H. Chairani', with a stylized flourish at the end.

Hanifa Chairani
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