

## PREFACE

All praise be to God Almighty for His blessings and grace, which have enabled the author to complete this final project research titled "Interactive Film Model on Tourism Village Place Identity Concept: Audio Visual Innovation on Tourism Marketing Communication." This final project research is submitted as a requirement for obtaining a Bachelor's degree at the Faculty of Communication and Business, Telkom University.

In writing this final project research, the author realizes that many parties have provided support, assistance, and guidance. Therefore, the author would like to express the deepest gratitude to:

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The author hopes that this final project research can make a significant contribution to the development of knowledge, particularly in the field of tourism marketing communication through audio-visual innovation. The author also hopes that the results of this research can be beneficial to various interested parties, especially in advancing tourism villages through the concept of place identity packaged in the form of interactive films.

Finally, the author realizes that this thesis is far from perfect. Therefore, the author sincerely welcomes constructive criticism and suggestions from various parties for the improvement of this research in the future.

Bandung, Mei 31<sup>th</sup> 2024

A handwritten signature in black ink, appearing to read 'Muhammad Rofi Jamil', enclosed within a hand-drawn oval shape.

Muhammad Rofi Jamil

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