

FOREWORD

During the years of my study, I have learned many things in terms of academic and non-academic. It was not an easy journey, but I was happy to finish it. I've been able to learn more about a subject I'm genuinely enthusiastic about by working on this final project. First, I would like to express my gratitude to God, Allah SWT, for giving me the courage to complete my studies here, and I would also like to thank myself for staying strong throughout the years. May this final project always be remembered as a part of your journey. I would also like to express my appreciation and gratitude to:

1. Prof. Dr. Adiwijaya, S.Si., M.Si, as the rector of Telkom University Bandung.
2. Ade Irma Susanti, Ph.D., as the Dean of the Faculty of Communication and Business, along with all the staff.
3. Idola Perдини Putri, Ph.D., as the Head of the Communication Science Department of the Faculty of Communication and Business, along with all the staff.
4. Catur Nugroho, S.Sos., M.Ikom, as the research supervisor. Thank you for your time, thoughts, and attention in helping with the preparation of my thesis all this time. Your advices is really helpful for my thesis. I apologize for having taken up so much of your time in the midst of your other busy schedule.
5. Dr. A. Hasan Al Husain, S.IP., M.I.Kom, as the author's guardian lecturer. Thank you for your time, guidance, and attention to the author's time at Telkom University.
6. All lecturers of the Communication Science Study Program, Faculty of Communication and Business. Thank you for sharing your knowledge, insights, and experience during the author's time in the Communication Science program at Telkom University
7. My Family: Doni Affan (Father), Finy (Mother), Fakhri and Arkan (Siblings), and my Cousins. Thank you for your support while I was working on my thesis and throughout my studies. I hope your family is blessed with good health, a long life, kindness, and happiness. Words can't describe how grateful I am to all of you. I love you all.

8. My Bestfriend, Kevin Sadyri. We have enjoyed many wonderful moments together since childhood. I hope we can achieve our dreams as we grow into adulthood.
9. My Partner, Wynnetta Yasmina Syahrizal. Thank you for always being supportive and helpful throughout my hard times, including during the preparation of this thesis writing. Thank you for your patience and always being there for me. I hope we'll have a good time afterwards.

Bandung, April 4th 2024



Affan Farihan Said

NIM: 1502203453