

PREFACE

Praise be to Allah SWT, the author was able to complete the Final Assignment entitled "Commercial Campaign Strategies in Reducing the Use of Single-Use Plastic Packaging Through Zero Waste Campaign" smoothly.

This Final Assignment is submitted as one of the requirements to obtain a bachelor's degree in Visual Communication Design at Telkom University. During the process of compiling this Final Assignment, the author received a lot of guidance, support, and prayers from various parties. Therefore, the author would like to express his deepest gratitude to:

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With the compilation of the report and the final results of this Final Assignment, the author hopes to provide benefits and insights for many people in the future. The author also realizes that there are still shortcomings in the writing and design of this Final Assignment, so the author apologizes profusely. The author hopes that this research will receive constructive criticism and suggestions in order to improve the quality of work in the future.

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