

FOREWORD

Praise the presence of Allah SWT who has given his grace and favor to the author, so that the author can complete the thesis entitled "ANALYSIS OF SOCIAL MEDIA MANAGEMENT INSTAGRAM AT GHAZA STORE". The purpose of writing this thesis is to fulfill one of the requirements for graduation from the S-1 Business ICT Study Program, Faculty of Economics and Business, Telkom University.

The author realizes that the preparation of this thesis will not be completed without the support, assistance and encouragement of all parties. Therefore, on this occasion the author would be grateful to:

1. Mrs. Prof. Indrawati, M.M., Ph.D. as a supervisor who always guides and has given time, advice, criticism to the author so that the author can complete this thesis well.
2. Mr. Tarandhika Tantra, S.MB., M.M. as the first examiner lecturer, for his time, examination, and direction in writing this thesis.
3. Mrs. Tri Widarmati, S.MB., M.M. as the second examiner lecturer, for his time, examination, and direction in writing this thesis.
4. Mrs. Dr. Fetty Poerwita Sary, S.S, M.Pd as a guardian lecturer who since the beginning of entering the world of lectures until now has always provided motivation, support to the author.
5. All lecturers and academicians of the Faculty of Economics and Business, Telkom University who have provided knowledge and helped the author during the author's study at Telkom University.
6. My parents, Enjang Ruchiyat and Sri Eni Haryani and family who always provide attention and motivation, material support, and endless prayers.
7. Mrs. Andi Desi as the owner of Ghaza Store who has allowed the author to research Ghaza Store.

8. My friends, Haifa, Nazwa, and my thesis struggle companions who always accompany and help the author. Especially those who always remind and encourage the author.
9. All members of MB-44-INT-2, for striving together to complete our degrees.
10. Tiarannisa Nur Fadlillah and Fasya Salsabilla Andari who have encouraged and accompanied the author, so that the author can complete this thesis.
11. dr. Ibnu Suparto who has been willing to listen to all the author's complaints, and thank you for your support, motivation, and always being there in the ups and downs during the process of preparing this thesis.
12. All parties who provided support during the research implementation and preparation.

The author realizes that this writing cannot be completed without the support of various parties both morally and materially. Therefore, the author would like to express his gratitude to all those who have helped in the preparation of this thesis.

Bandung, 30 December 2024

Ita Tasya Shafira