

FOREWORD

Praise to Allah SWT, because with His blessing and guidance, the researcher can complete the writing of the final project entitled “THE INFLUENCE OF GREEN ADVERTISING HYUNDAI IONIQ 5 ON ENVIRONMENTAL AWARENESS” as one of the requirements for obtaining a Bachelor of Communication Science Program. The researcher would also like to thank Telkom University, in particular, the Communication Science Program, School of Communication and Social Sciences for the opportunities and education provided so far. Not forget to say thank you to parents who have provided encouragement, prayers, and funding. The researcher realizes that this final project will not be completed without the help of various parties. For that, the researcher would like to express the deepest gratitude to all those who took part in the preparation of this final project.

1. Allah SWT who always gives His blessings and grace so that it is easy to carry out the internship process.
2. Mr Prof. Dr. H. Adiwijaya, S.Si, M.Si. as the Chancellor of Telkom University.
3. Ms. Idola Perdini Putri, S.Sos, M.Si as the Chairman of Study of Communication Science, School of Communication and Social Sciences, Telkom University, Bandung.
4. Pradipta Dirgantara, S.IP., M.IL., M.Sc. as the supervisor who has contributed greatly, took her time, thoughts and attention to provide guidance, direction and suggestions for the researcher in completing this final project.
5. Ms. Sylvie Nurfebiaraning, S.Sos, M.Si as the academic lecturer for her sincerity who helped and guided the researcher during education.
6. All administrative staff of the School of Communication and Social Sciences for the fluency of information and administrative support during the education program at Telkom University.
7. All lecturers of the Communication Study Program who have provided knowledge, insights, understanding and School of Communication and Social Sciences, Telkom University.
8. The writer’s Parents in supporting writer with love, prayers, and unflinching support on writer since this day, giving the writer comfortable environment at home so that the writer able to work in home comfortably.

9. Yasmine Nurjanah as support system.
10. Putri Sinta Bella Harahap as my internship partners.
11. All parties that the author cannot mention one by one who have provided assistance or support, may Allah SWT bestow His grace and grace on them all.

The author realizes that this final project is far from perfect, both in writing techniques, language structure, or scientific perception. For this reason, the researcher really expected suggestions and constructive criticism for improvement in the future. The author also hopes that this final project can be useful especially for the researcher herself, and generally for Telkom University students.

Bandung, 16 December 2024



Teguh Rahmawan
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