

FOREWORD

Alhamdulillah, all praises be to Allah SWT, the Lord of the Universe who has been giving and blessing the researcher until he could complete this Thesis entitled “The Influence of Sheba Cat Food YouTube Advertising Audience’s Attitude” as one of the requirements to obtain degree of Communication Science Bachelor. The author also thanks to Telkom University, in particular to study program Communication Science, Faculty of Communication and Business for the opportunity and the education that has been given so far.

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The author realizes that this thesis is far from perfect, both in writing technique, language structure, or scientific perception. For this reason, the author is looking forward to advice and criticism that builds for future improvements. The author also hopes that this thesis can be beneficial especially for the author himself, and in general for Telkom University students.

Bandung, July 13rd 2023

A handwritten signature in black ink, consisting of a large, stylized initial 'R' followed by 'ifqi Rifaldi'.

Ence Muhammad Rifqi Rifaldi