

## **PREFACE**

I'd like to begin by acknowledging the support and guidance that I've received throughout the completion of my final thesis. Firstly, I am deeply grateful to Allah SWT for His assistance and permission, without which this endeavor would not have been possible. I extend my sincere appreciation to my dedicated lecturers, whose patience and guidance have been invaluable throughout my university journey. Special recognition goes to my supervisor, Mr. Dr. A. Hasan Al Husain, S.IP., M.I.Kom, for his consistent support during the final thesis phase.

I also wish to express my gratitude to the individuals at X-Camp, PT XL Axiata, for their generous assistance in providing the necessary data for my research, which greatly contributed to the successful completion of my final thesis. Specifically, I would like to thank Mr. Novi Arian, Head of New Innovation & Ventures, and Mr. Erdis Irwandi, Senior Specialist of New Ventures & Portfolio Management.

Lastly, I want to acknowledge my beloved family for their unwavering support throughout my university years and during the final thesis process.