

## FOREWORD

This thesis is written as completion to the BSc Communication program at Universitas Pelita Harapan. The subject of this thesis is “The Perception of Gucci’s Brand Image by Consumers in Indonesia Through Brand Revitalization.”

Though I am keen on the topic, I still encountered difficulties along the way; whether it was a lack of data, my struggle in academic writing, and even the temptation to procrastinate. I have been conducting this study since April this year, and after a four-month worth of work, I have finally finished this study.

Hereby, I would like to acknowledge those who kept me inspired and motivated throughout the process of conducting my thesis:

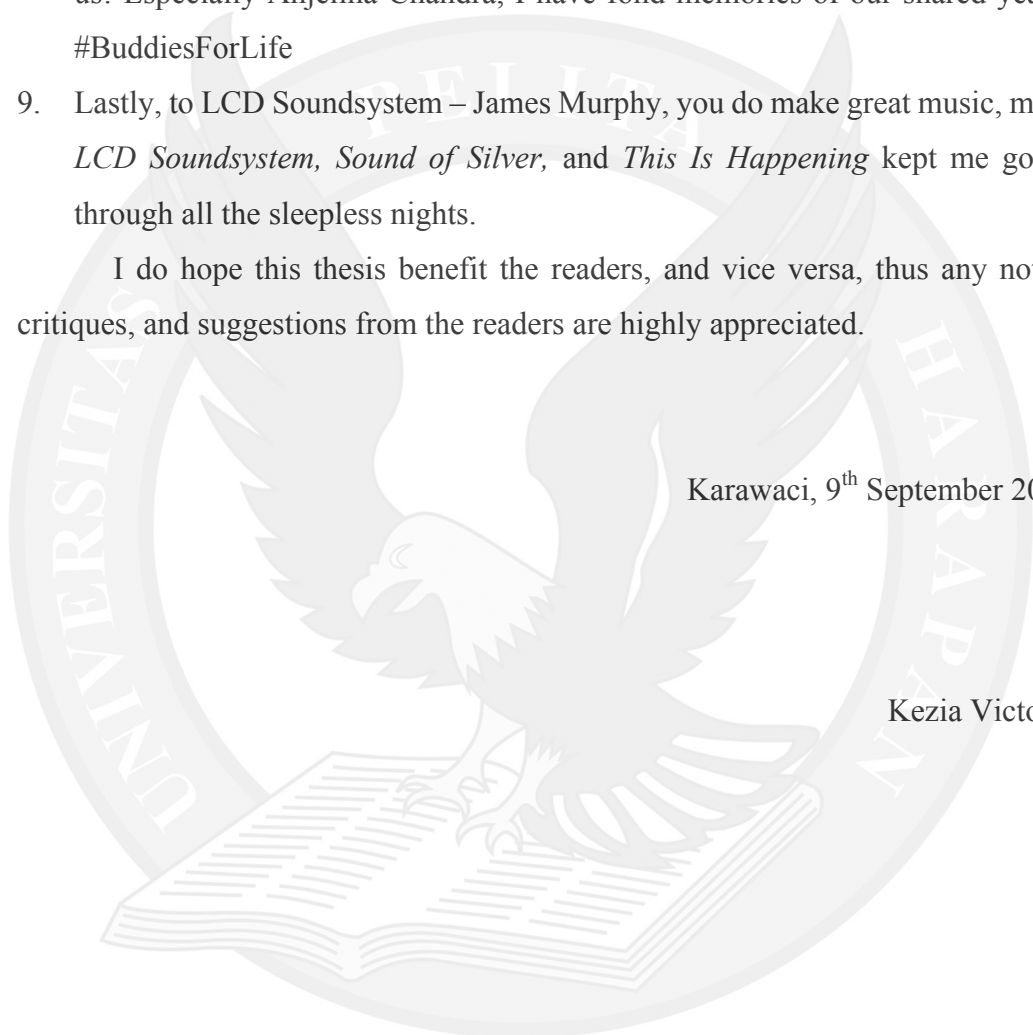
1. The Lord, Jesus Christ, whose perpetual blessings are upon me, who provided me with wisdom, health, and everything, really.
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9. Lastly, to LCD Soundsystem – James Murphy, you do make great music, man! *LCD Soundsystem*, *Sound of Silver*, and *This Is Happening* kept me going through all the sleepless nights.

I do hope this thesis benefit the readers, and vice versa, thus any notes, critiques, and suggestions from the readers are highly appreciated.

Karawaci, 9<sup>th</sup> September 2016

Kezia Victoria



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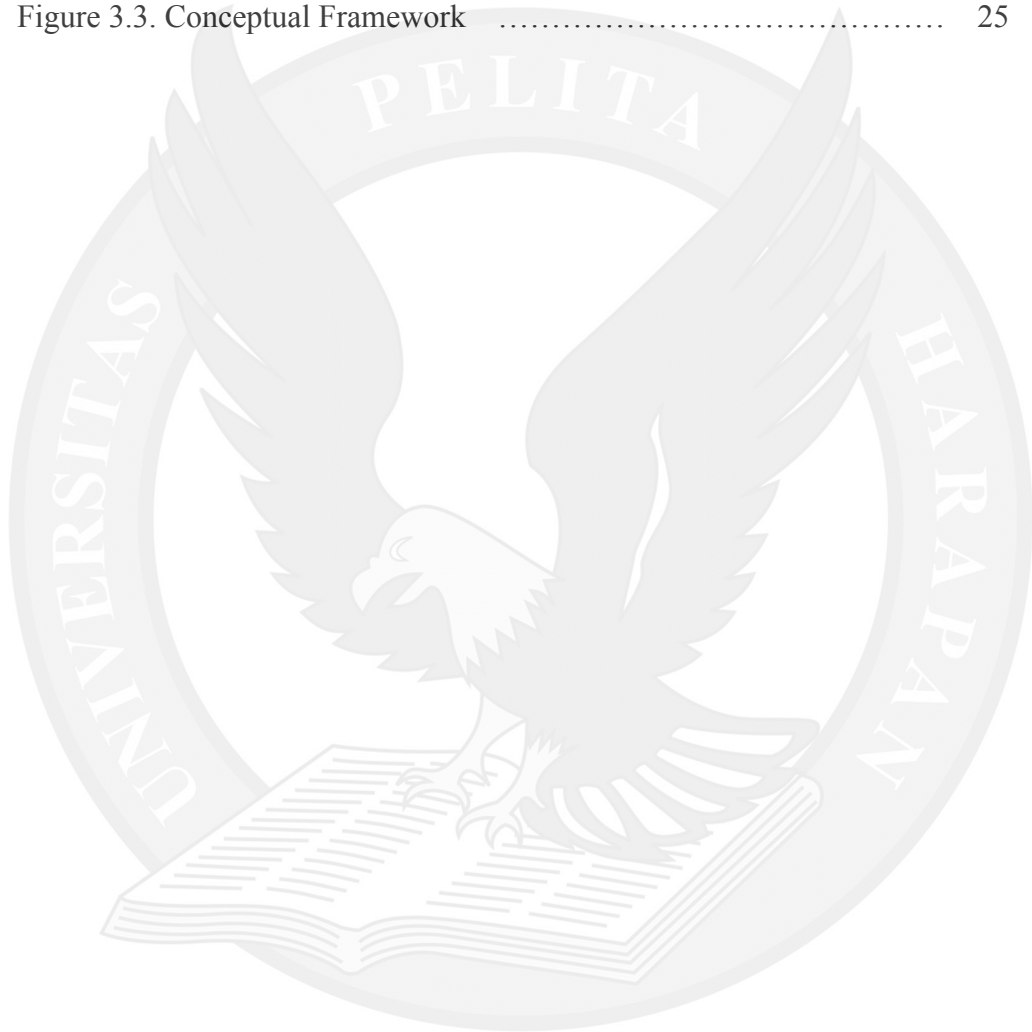
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