

**THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES ON
BRAND EQUITY AND CUSTOMER RESPONSE ON SOMETHINC**

MINI THESIS

Proposed as one of the requirements to complete Bachelor Degree in International
ICT Business

Compiled by:

GUSTI AYU SISYENA RAMANTHY

1401184509



**Universitas
Telkom**

**S1 INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMY AND BUSINESS
TELKOM UNIVERSITY BANDUNG**

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