

PREFACE

Om Awighnam Astu Namoh Sidhham Om Sidhirastu Tad Astu Swaha, all praise be to the author for the presence of Hyang Widhi Wasa for the overflow of His mercy and blessings, the author can complete this mini thesis that contains five chapters of the author final research with the title “**The Influence Of Social Media Marketing Activities On Brand Equity And Customer Response On Somethinc**”. The purpose of this mini thesis is one of the requirements for Bachelor Degree in International ICT Business, Faculty of Economics and Business, Telkom University, Bandung.

In this study, the author received a lot of guidance, criticism, suggestions and motivation from various parties. Therefore, the author expresses her gratitude to:

1. Dr. Maya Ariyanti, S.E., M.M. and Eva Nurhazizah, S.T., M.M as the author supervisors.
2. Indira Rachmawati, S.T., M.S.M., Ph.D. and Mochamad Yudha Febrianta, ST., M.M as a reviewer author who has provided constructive feedbacks.
3. Rr Rieka F. Hutami, SMB., M.M. as Guardian lecturer
4. Author beloved parents Gusti Komang Darma Parwata, S.H. and Neneng Susilawati, also author brother Adit and Widi who have provided support and motivation during the mini thesis work for prayer, compassion, patience, and endless support.
5. Anti, Audi, Tya, Devina, Laely, Shiva, Sarah, Sindy and others that the author cannot name one by one who have helped and given me all their unceasing support and advice.
6. Last but not least, Nathan who always trusting and supporting the author through ups and downs during the mini thesis process.