

PREFACE

Alhamdulillah, thanks to the writers' thanks to Allah SWT because of the abundance of His grace and guidance, the writer can complete the thesis with the title " THE EFFECT OF SOCIAL MEDIA MARKETING IN TIKTOK APPLICATIONS TOWARDS BRAND AWARENESS IN GOJEK INDONESIA (STUDY CASE: TELKOM UNIVERSITY STUDENTS)". The purpose of writing this thesis is to meet one of the requirements for graduation from the S-1 study program ICT Business Faculty of Economics and Business, Telkom University Bandung. In this study, the authors received a lot of guidance, criticism, suggestions, and enormous motivation from various parties. Therefore, I want to give gratitude to :

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