PREFACE

Bismillahirahmanirrahim, all praises be to the God Almighty, with His mercy and blessings, author able to finish this proposal thesis contains Five chapters of my final research with title "The Influence of Viral Marketing Through TikTok towards Purchase Intention on Traveloka" The purpose of this research is to fulfill one of requirement graduate fromS1 International ICT Business, Faculty of Economic and Business, Telkom University. Author can say he gained so much insight and knowledge that will prepare him for the next stage after graduating from university. In fact, author could not have reached my current level of success without the support of a strong group, the continuous support that has been given since the beginning of this thesis proposal. As a result, the author wishes to express his gratitude to:

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