THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND AWARENESS ON PURCHASE DECISION ON FASHION BRAND "INSURGENT" IN SHOPEE

MINI-THESIS

Submitted as one of the requirements for obtaining a Management Degree from ICT Business study program

Arranged by: Naufal Adiyatma 1401193530



ICT BUSINESS INTERNATIONAL

FACULTY OF ECONOMICS AND BUSINESS

TELKOM UNIVERSITY

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