

ACKNOWLEDGEMENT

All praises be to Allah for giving me the opportunity to be able to work on and complete a mini thesis entitled "The Impact of Social Media Marketing on Instagram towards Purchase Decision of Vanilla Hijab". This mini thesis is one of the graduation requirements for completing an undergraduate major in International ICT Business, Telkom University.

In completing this mini thesis, the author certainly gets a lot of support and guidance from many parties. Therefore, the author would like to express thanks and appreciation to:

1. Dra. Indrawati., M.M., Ph.D., as author's supervisor who always guides, helps, and gives time, patience, advice, and knowledge for me when conducting this research.
2. Dinda Amanda Zuliestiana, S.E., M.M., and Tri Widarmanti, S.M.B., M.M., as the author's examiners who help and give the author suggestion during Desk Evaluation and Final Defense.
3. Dr. Nora Amelda Rizal, Ir., M.Sc., M.M., as my academic supervisor who always helps and guides the author during college activities.
4. My beloved family; Mr. Pamujo, my father, and Mrs. Sri Rahayuningsih, my mother, who always give endless love and support since day one. Also for my brother, Muhammad Fazlur Abdurrahman, who gives me a lot of supports.
5. Yeorobun.id, thank you for giving me patience, knowledge, and experience for the past three years.
6. My friends; Salmaa, Khansa, Regina, Fina, Puput, Bila, Muthia, Amel, Kamila, Base-camp 114 (Laras, Alifia, Ilham), my friends from the class (Riris, Sabrina, Naomi, Imel, Andini, Moses, and Ika), and the other friends that cannot be mentioned one by one, thank you for the supports.

May this research gives better insight for businesses who use social media marketing or for future research that is related with the topic discussed in this research. Criticisms and suggestion are very welcomed for the improvements.

Purwokerto, 21 June 2020

Nur Islah Prestyasih