

**THE INFLUENCE OF SOCIAL MEDIA MARKETING  
CONSUMPTION, CURATION, CREATION, AND COLLABORATION  
ON CONSUMER BUYING INTEREST OF ELZATTA HIJAB**

**UNDERGRADUATE THESIS**

Submitted As One of the Requirements for  
Obtained a Bachelor's Degree in Business Administration  
Business Administration Study Program

Compiled by:

Ulfa Yuhanidza Hafsari

1501180287



**BUSINESS ADMINISTRATION STUDY PROGRAM  
FACULTY OF COMMUNICATION AND BUSINESS  
TELKOM UNIVERSITY BANDUNG**

**2022**

**THE INFLUENCE OF SOCIAL MEDIA MARKETING  
CONSUMPTION, CURATION, CREATION, AND COLLABORATION  
ON CONSUMER BUYING INTEREST OF ELZATTA HIJAB**

**UNDERGRADUATE THESIS**

Submitted As One of the Requirements for  
Obtained a Bachelor's Degree in Business Administration  
Business Administration Study Program

Compiled by:

Ulfa Yuhanidza Hafsari

1501180287



**BUSINESS ADMINISTRATION STUDY PROGRAM  
FACULTY OF COMMUNICATION AND BUSINESS  
TELKOM UNIVERSITY BANDUNG**

**2022**