

## PREFACE

*Bismillahirrahmanirrahim*, all praise and gratitude for the God Almighty, Allah SWT. In addition, the author does not forget to pray and greet the Prophet Muhammad who is the role model of Muslims. I have the opportunity to take a study in Telkom University majoring in International ICT Business and completing this mini thesis with the title of “The influence of YouTube Perceived Advertising Value on Purchase Intention and Brand Awareness as Intervening Variable at Tokopedia”. During this arrangement in mini thesis, I had received so much meaningful information. This mini thesis proposed as one of the requirement to finish the study and get a bachelor degree in management.

In arranging and completing this mini thesis proposal, the author has received a guidance, support and strength from the various parties. Without the help and guidance from the various parties, the author might have a difficulties in completing this mini thesis proposal. For this reason the author would like to thank to:

1. Mrs. Indrawati, Ph. D. as my supervisor who has a big contribution in giving the author guidance, times and thought on helping the author to completing this mini thesis proposal.
2. Mr. Ir. Achmad Manshur Ali Suyanto, M.M. and Mr. Tarandhika Tantra, S. MB., M.M. as the reviewer of the author mini thesis.
3. Mr. Ir. Tri Djatmiko, M. M. as the author guardians lecturer who always give a guidance to all of the students.
4. All lecturers in International ICT Business, who provides a knowledges, experience, and a great insight during the teaching session.
5. Both parents, M. Yodi Erdianto and Henny Maya Sari who are the biggest supporter who always give the author strength and love.
6. Brother, Hendi Reeve Akbar who always give me strength.
7. My beloved friends, Aliffia, Atika, Fayza, Irvan, Nur, Rasyad, and my other friends who are always give the author a big support.

In this preparation of mini thesis, the author realizes that there are still many shortcomings in completing this mini thesis. Therefore, the author expects a constructive critics and suggestion so that one day, the author mini thesis proposal will be more perfect. Finally, the author hopes that this research will be useful for the writers and readers, also increase the knowledge for all of us.

Bandung, 28 February 2022

Alifya Namira

1401184411