

**THE INFLUENCE OF VIRAL MARKETING THROUGH TIKTOK ON
CONSUMERS' ATTITUDE AT SHOPEE**

MINI THESIS

Proposed as one of the requirements for obtaining Bachelor Degree in
International ICT Business

Arranged by:

M RASYAD RIZQULLAH

1401184437



**INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY
BANDUNG**

2022