PREFACE

Bismillahirahmanirrahim, all praises be to the God Almighty, with His mercy and blessings, author able to finish this proposal thesis contains three chapters of my final research with title "The Influence of Viral Marketing Through TikTok on Consumers' Attitude at Shopee".

The purpose of this research is to fulfill one of requirement graduate from S1 International ICT Business, Faculty of Economic and Business, Telkom University. Author can say he gained so much insight and knowledge that will prepare him for the next stage after graduating from university. In fact, author could not have reached my current level of success without the support of a strong group, the continuous support that has been given since the beginning of this thesis proposal. As a result, the author wishes to express his gratitude to:

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In terms of writing technique, language structure, and scientific awareness, the writer recognizes that this final product is far from ideal. As a result, the authors eagerly await constructive feedback and recommendations for future enhancements. The author also hopes that this Final Project can be useful especially for the author himself, and generally for Telkom University students.