

PREFACE

Bismillahirrahmanirrahim, all praise and gratitude the author prays to Allah SWT because of the abundance of His grace and guidance, the author was able to complete a mini thesis with the title of "**The Influence of Social Media Marketing Activities on Customer Loyalty in Local MSMEs Products at Shopee Application**". Proposed as one of the requirements to complete Bachelor Degree in international ICT Business, Economy and Business Faculty, Telkom University.

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In preparing this thesis proposal, the author realizes that there are still shortcomings, both in the form of writing and presentation. Therefore, the authors hope that the shortcomings of this paper can be improved in future research.

Finally, the author hopes that this research can be useful for readers and become additional knowledge for all of us. *Aamiin.*

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Who make the statement,

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