

PREFACE

Allhamdulillah, by the Grace of Allah SWT, the author finally succeed in finishing this mini-thesis, entitled “The Influence of E-WOM on TikTok Towards Purchase Intention: A Study Case of Wardah Beauty”. The objective of this mini-thesis proposal is to fulfil one of the requirements to achieve the Bachelor of Management Degree from International ICT Business Study Program.

In this research, the author gets a lot of guidance, criticism, suggestion, and a lot of motivation from various parties. Therefore, the author would like to send gratitude for:

1. Heppy Millanyani, Ph.D. as the supervisor for her guidance during arrange this mini-thesis proposal. The author is very grateful for the help, the support, the guidance, the knowledge, the time and the patience.
2. Risris Rismayani, S.MB., S.Pd., MM as the academic supervisor who has helped, motivated, and guided the author during the 4 year of college.
3. Reny Maryani and Rizky Novadi as her parents who supported the author in the study.
4. Her friends, especially Diva Windiarti, Hanifa Rizkya Oktaviandari, Nabila Elsyah Shafira, Prily Calista, and Shafira Rizka Quenna who have supported and motivated the author to finish this mini-thesis.
5. Her fellow friend under Mrs Heppy Millanyani supervision, Kiran Maroep Maulana Husni and Shellyana Kholifatul Sabrina who have supported and motivated the author to finish this mini thesis.

May the grace and blessing of the Almighty Allah S.W.T bestowed upon the people who has helped the author. The author have prepared the mini thesis proposal in accordance with the guidance, yet there are still a lot of shortcomings. Therefore, the author gladly expect any constructive criticism and suggestions regarding the mini thesis proposal in hope for improvement in the future.

Bekasi, 2 September 2021

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