

PREFACE

Bismillahirrahmanirrahim, all praises be to the one God Almighty, Allah SWT. Because with His blessings and mercy, the author can complete this mini thesis with the title of “The Impact of Social Media Marketing Instagram on Repurchase Intention in Loreal Consumers”. The purpose of this proposal is to fulfill the one of the requirements to get a bachelor’s degree in International ICT Business Program of School of Economics and Business, Telkom University Bandung.

In completing this thesis, the author wants to thank all for those who helped in this thesis, without them, the author cannot complete this thesis, thank you very much to:

1. My family especially my parents who not stopped giving encouragement and prayer.
2. Indira Rachmawati, S.T., M.S.M., Ph.D. as my supervisor in this thesis, thank you so much for your knowledge, guidance, advice, and time that is given in helping the author to finish this thesis and also as my academic supervisor who always guiding me at the first time I am in Telkom University until now.
3. Akhsan Andara Faturochman for giving me infinite support.
4. All my lovely friend who helped and support me in any time.
5. My team Bigetron Esport who support me in anytime to finish my thesis.
6. And all my support system that I cannot mention it one by one that have been helping me through the process.

Bandung 27th April 2022



Defia Fabiola

1401170464