

**THE IMPACT OF USING SOCIAL MEDIA INFLUENCER ON
BRAND AWARENESS TO PURCHASE INTENTION AT
SCARLETT WHITENING (SURVEY ON GEN Z)**

MINI THESIS

Proposed as One of the Requirements for Obtaining the Degree of Bachelor
of International ICT Business

by:

ADELINA JESSIKA HARTANTO

1401180454



**INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY
2022**