## PREFACE

Alhamdulillah praise and Thanks to Allah Subhanahu Wa Ta'ala who gave me great chances and his help and permit so the author can be finished the minithesis even by hard effort to finish this mini thesis entitled **"The Impact of using Social Media Influencer on brand awareness to Purchase Intention at Scarlett Whitening (Survey on gen Z)"** in Partial Fulfillment of the Requirements for the Degree of Bachelor International ICT Business, Telkom University, Bandung. In completing this mini thesis, the author earned guidance, suggestions, and big motivations from many parties. Therefore, the author would like to deliver the appreciation to:

- To my family that always give me endless support: Titin Widayanti (mother), Suhartanta (father), and Andhika Wahyu Hartanta (brother) who always having faith in me and always present in every moment;
- 2. To my Supervisor Mrs. Dinda Amanda Zuliestiana SE., MM. as who always help, support and give guidance to finish this research.
- 3. To my academic supervisor Mrs. Tieka Trikartika Gustyana, S.E., M. who always provide guidance since the first day I'm in Telkom University;
- 4. To my closest friends and all my friends in Telkom University that i cannot mention one by one who always support and encourage me in all condition and moment. thank you for all your kindness, support and sharing such an unforgettable experience with me

To all many other people who I cannot mention, thank you for always giving me faith, support, and opportunities so I can reach this stage. I realize that this mini thesis is still far from perfect, I sincerely wish for insightful feedback and recommendations for future enhancements.