

**THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON
INSTAGRAM TOWARDS CONSUMERS' PURCHASE INTENTION
(CASE STUDY: SOMETHING)**

MINI THESIS

Proposed as one of the requirements to complete Bachelor Degree in International
ICT Business

Compiled by:
SHIVA ERRYSA PUTRI
1401184419



**S1 INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2022**