

**THE EFFECT OF SOCIAL MEDIA MARKETING IN TIKTOK  
APPLICATIONS TOWARDS BRAND AWARENESS IN GOJEK  
INDONESIA (STUDY CASE: TELKOM UNIVERSITY STUDENTS)**

**MINI THESIS**

Submitted as one of the requirements to obtain a Bachelor's degree from the S1  
Business Management Telecommunication and Informatics Study Program

**Arranged by:**

**Name: Muhammad Adha Noor**

**NPM: 1401184439**



**INTERNATIONAL ICT BUSINESS PROGRAM  
FACULTY OF ECONOMY AND BUSINESS  
TELKOM UNIVERSITY  
BANDUNG  
2023**