

## PREFACE

Alhamdulillah, thanks to the writers' thanks to Allah SWT because of the abundance of His grace and guidance, the writer can complete the thesis with the title " THE EFFECT OF SOCIAL MEDIA MARKETING IN TIKTOK APPLICATIONS TOWARDS BRAND AWARENESS IN GOJEK INDONESIA (STUDY CASE: TELKOM UNIVERSITY STUDENTS)". The purpose of writing this thesis is to meet one of the requirements for graduation from the S-1 study program ICT Business Faculty of Economics and Business, Telkom University Bandung. In this study, the authors received a lot of guidance, criticism, suggestions, and enormous motivation from various parties. Therefore, I want to give gratitude to :

1. Nurvita Trianasari, SSI., M.STAT as Supervisor Lecture
2. Mochammad Yudha Febrianta, S.T., M.M as Supervisor Lecture
3. Tieka Trikartika Gustyana, S.E., M.M. as Guardian Lecture
4. Dra. Indrawati, M.M., Ph.D. as Examiner Lecture
5. Eva Nurhazizah, S.T., M.M as Examiner Lecture
6. H. Muhammad Ismail, Vivi Marlina, Hj. Noor Nellyen S.E. as parents
7. Alex, Verrel, Aryo, Prima, Kiki, Anggun, Riza, Fatih, Ananta, Rio, Fauzan, Reza, Reri, Dito, Raizal, Gibran, Ghifari, Audi, Irfan, Dimas, Rega, Bahrul as beloved friends

Hopefully, may Allah SWT always bless those mentioned above and all their sacrifice becomes their merciful deeds to help them gain success in their future life. The writer realizes that this thesis is far from perfect. Therefore, any constructive criticism and suggestion will be gladly accepted. Finally, it is expected that this will be beneficial for the readers and for the object of the research to become more successful.