

**THE INFLUENCE OF *ENDORSEMENT* ON SOCIAL MEDIA INSTAGRAM ON
PURCHASE INTEREST FOR PRODUCT LIP CREAM MAKEOVER
MINI THESIS**

Proposed as One of the Requirement to Achieve a Bachelor of Management Degree from the
International ICT Business Study Program

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STUDY PROGRAM INTERNATIONAL ICT BUSINESS

FACULTY ECONOMY AND BUSINESS

TELKOM UNIVERSITY

BANDUNG

2022