

PREFACE

Assalammualaikum Wr.Wb

Alhamdulillah, all praise be to Allah SWT, because of His Blessings, Grace and Guidance, the writer was able to complete the thesis/thesis with the title "EFFECT OF ENDORSEMENT IN SOCIAL MEDIA INSTAGRAM ON PURCHASE INTEREST FOR THE PRODUCT LIP CREAM MAKEOVER" In this thesis research objective is to be able to fulfill one of the graduation requirements for the bachelor degree in the International Communication Technology Business Study Program, Faculty of Economics and Business, Telkom University Bandung.

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Trisya Afrilya Suryadi

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