

**THE INFLUENCE OF E-WOM #PAKAISOMETHINC  
IN TIKTOK TOWARDS SOMETHINC  
CONSUMER PERCEPTION**

**THESIS**

Submitted as One of The Requirements for  
Obtaining a Bachelor of Communication  
Science Study Program

Arranged by:

Putri Shinta Bella Harahap

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**COMMUNICATION SCIENCE STUDY PROGRAM  
FACULTY OF COMMUNICATION AND BUSINESS  
TELKOM UNIVERSITY  
BANDUNG  
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