

**THE INFLUENCE OF BRAND AMBASSADOR AND SOCIAL MEDIA
ADVERTISING ON BRAND LOYALTY THROUGH BRAND TRUST OF
WARDAH IN INDONESIA**

MINI THESIS

Submitted as one of the requirements to complete Bachelor's Degree in
International ICT Business Program Study

Written by:

Name: Shafira Dina Kamila

Student ID: 1401202573



**INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMIC AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2024**