

PREFACE

Praise and deep gratitude to Allah SWT, I would like to thank upon His blessings that the author can complete the preparation of mini thesis entitled “**THE INFLUENCE OF BRAND AMBASSADOR AND SOCIAL MEDIA ADVERTISING ON BRAND LOYALTY THROUGH BRAND TRUST OF WARDAH INDONESIA**” as one of the requirements to complete the Bachelor Degree in International ICT Business program study at the Faculty of Economics and Business, Telkom University.

While, I am Shafira Dina Kamila, recognize that this work may contain imperfections due to my limitations. I am grateful for the invaluable assistance, guidance, and support I received throughout this process. My sincere thanks to all who contributed to the completion of this mini thesis.

1. Prof. Dra. Indrawati, M.M., Ph.D., as my supervisor who give me guidance, knowledge, and advice in helping me to complete my mini thesis.
2. My parents, who give me a motivation, so I can complete this bachelor’s thesis.
3. To all my college friends who help me during the process of college life.
4. To someone who was once a part of my life, thank you for the pain you caused me during the process of writing my bachelor’s thesis. Thank you also for the promises that you couldn’t keep. Despite that, I still appreciate your support and your role as a listener to all my tears, frustrations and grievances during the process. Lastly, thank you for being both a joyful and painful part of my journey. Until we meet again in the best version determined by fate.

The author really appreciates suggestions and criticism from readers or other parties which will be useful as it will be instrumental in my development as a researcher, The author hopes this research of mini-thesis proves valuable to myself, readers, and broader fields.