PREFACE

Alhamdulillah, all praises and thanks to the author goes to the presence of Allah SWT because of the abundance of His grace and guidance, the author can complete the thesis/thesis with the title "INFLUENCE OF PROMOTION VIA INSTAGRAM ON PURCHASE DECISION (A Study on Warunk Upnormal Followers)." The purpose of writing this thesis is to fulfill one of the requirements for graduation from the S-1 study program International ICT Business Faculty of Economics and Business, University of Telkom Bandung. In this study, the author received a lot of guidance, criticism, suggestions, and motivation very large from various parties. Therefore, the authors would like to thank:

- 1. Mr. Budhi Santoso and Mrs. Elly Retnowati as my parents who always support and motivate me in doing this research.
- 2. My supervisor is Mrs. Indira Rachmawati. S.T., M.S.M., Ph.D. who have guided me and helped me in carrying out this research.
- 3. My academic supervisor, Mr. Ir. Soeparwoto Dharmoputra, M.B.T who is willing to guide me from the beginning of my lecture to completion.
- 4. My examiner is Mr. Osa Omar Sharif, S.Si., M.S.M. and Mr. Krishna Kusumahadi, BSc., MM who has given suggestions, and took the time to attend my final session.
- 5. My elder brother Reza Agni Kusuma, my elder sister Redhika Devi Kusuma and my sister Relisa Puspa Kusuma who supported and listened to my story while doing this research.
- My friends whose names I cannot mention one by one who have always been a place of discussion and encouragement for me to be able to complete my research.