

PREFACE

All praise and gratitude for the presence of God Almighty, Allah SWT. for His blessings and grace so that the author can complete this mini thesis entitled **“The Impact of Arief Muhammad as Social Media Influencer on Instagram Towards Purchase Intention at Erigo ”** that proposed to obtain a Bachelor of Management degree from the International ICT Business Study Program.

The author realizes that it takes hard work, persistence, and patience to complete the work of this mini thesis. However, the author realizes that this thesis will not be finished without the beloved people who support and help both materially and morally. The author would like to express his deepest gratitude to:

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The author realizes that this mini thesis is still far from perfect in terms of writing technique, language structure, or scientific perception. For this reason, the authors really hope for constructive criticism and suggestions for future improvements. The author also hopes that this mini thesis can be useful, especially for the author, and generally for Telkom University students.