

# **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  
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