

FOREWORD

I humbly express my gratitude to God Almighty, who has blessed my journey to complete this mini thesis with the title “THE INFLUENCE OF ELECTRONIC WORD OF MOUTH IN TIKTOK AND FOMO PHENOMENON ON PURCHASE INTENTION OF SOMETHINC MAKEUP PRODUCT”

The completion of the S1 International ICT Business study program at Telkom University's School of Economics and Business in Bandung requires the completion of this mini thesis. Thus, I would like to thank the following people and organisations for their invaluable advice, assistance, criticism, suggestions, and encouragement:

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Despite my limited understanding, I acknowledge that this research is far from flawless. I hope that our study's limitations will serve as teaching tools for future, better research. We value your opinions and suggestions for future improvements.

Bandung, 29 April 2025

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the bottom.

Tyas Grania Butarbutar

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