THESIS

VALUE OF TOKOPEDIA'S ADVERTISING ON YOUTUBE AND ITS EFFECTS ON THE YOUNGER GENERATION'S CONSUMER PURCHASE INTENTION

Written as a partial fulfillment of the academic requirements to obtain the degree of Business Management Bachelor's Degree

By:

NAME : VANESSA JOSEPHINE HALIM

ID NUMBER: 01013180048



MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
JAKARTA
2022