

SKRIPSI

**THE INFLUENCE OF SOCIAL MEDIA MARKETING AND
BRAND AWARENESS ON PURCHASE INTENTION OF
COCONUT ISLAND CLOTHING BRAND (CASE
STUDY OF MILLENIAL IN MEDAN)**

Written as a partial fulfillment of the academic requirements
to obtain the degree of *Sarjana Manajemen*

By:

NAME : VANESSA TANADI
ID NUMBER 03011200101



**MANAGEMENT
BUSINESS MANAGEMENT
UNIVERSITAS PELITA HARAPAN
MEDAN
2023**