

THESIS

ANALYSIS OF AFFILIATE MARKETING, VIDEO MARKETING, AND HALAL BRAND AWARENESS FACTORS IN INFLUENCING CONSUMER DECISIONS IN PURCHASING IMPLORA PRODUCTS



By:

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UNIVERSITY OF DARUSSALAM GONTOR**

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MARKETING, AND HALAL BRAND AWARENESS
FACTORS IN INFLUENCING CONSUMER
DECISIONS IN PURCHASING IMPLORA PRODUCTS**

UNDERGRADUATE THESIS

Submitted in fulfillment of the requirement for the degree of
Bachelor of Management

By

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2024/1445



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DECLARATION



Faculty of Economics and Management

كلية الاقتصاد والإدارة

DECLARATION

Name : Adzimatinoor Nabila Rahmadania
Registered No : 422021428004
Faculty : Economic and Management
Department : Management
Title : Analysis Of Affiliate Marketing, Video Marketing, and Halal Brand Awareness in Influencing Consumer Decision in Purchasing Implora Products

I hereby declare that this undergraduate thesis is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or currently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

Mantingan, Rajab 13th 1446 H
January 13th 2025

Author,



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APPROVAL OF SUPERVISOR



Faculty of Economics and Management

كلية الاقتصاد والإدارة

APPROVAL OF SUPERVISOR

To Honorable,
Dean of Faculty of Economics and Management
University of Darussalam Gontor

Bismillahirrahmanirrahim,
Assalamu 'alaikum Wr, Wb

I certify that I have supervised and read this thesis, written by:

Name : Adzimatinoor Nabila Rahmadania
Reg. Number : 422021428004
Title : Analysis Of Affiliate Marketing, Video Marketing, And
Halal Brand Awareness Factors in Influencing Consumers'
Decisions in Purchasing Implora Products

In my opinion, it conforms to acceptable standards of scholarly presentation
and is fully adequate, in scope and quality, as an undergraduate thesis for degree of
Bachelor of Management Department.

Wassalamu 'alaikum Wr, Wb.

Ponorogo, 01 Jumadil Tsani 1446 H

December 3rd, 2024

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THESIS EXAMINATION COMMITTEE APPROVAL



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THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:

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It has passed to thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Management, Faculty of Economics and Management, University of Darussalam Gontor.

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APPROVAL OF DEAN



Faculty of Economics and Management كلية الاقتصاد والإدارة

APPROVAL OF DEAN

The Faculty of Economics and Management University of Darussalam Gontor has received the thesis by:

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Title : Analysis of Affiliate Marketing, Video Marketing, and Halal Brand Awareness Factors in Influencing Consumer Decisions in Purchasing Implora Products.

It is accepted as a fulfillment of the requirement for the degree of Bachelor of Management, academic year 1445-1446H/ 2024-2025 M.

Mantingan, Rajab 13th, 1446 H
January 13th, 2025 M

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MOTTO

إِنَّ اللَّهَ يَأْمُرُكُمْ أَنْ تُؤَدُّوا الْأَمَانَ إِلَىٰ أَهْلِهَا وَإِذَا حَكَمْتُمْ بَيْنَ النَّاسِ أَنْ تَحْكُمُوا بِالْعَدْلِ
إِنَّ اللَّهَ نِعِمَّا يَعِظُكُمْ بِهِ إِنَّ اللَّهَ كَانَ سَمِيعًا بَصِيرًا

(An-Nisa: 58)

“Indeed, Allah commands you to render trusts to their rightful owners. And when you judge between people, judge with justice. Verily, Allah gives you the best of teachings. Truly, Allah is All-Hearing, All-Seeing.”

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DEDICATION

Bismillahirrahmanirrahim

Alhamdulillahillabbil'aalamin, all praise is due to Allah, Lord of the worlds. With utmost gratitude, I express my thanks to Allah SWT for His abundant blessings, grace, and guidance, which have enabled me to complete this final thesis. May peace and blessings always be upon Prophet Muhammad SAW, who has guided humanity from the era of darkness to an era illuminated with the blessings of faith.

This humble work is dedicated to those who have been the main pillars and sources of encouragement when my spirit began to wander:

To my beloved parents, Abi Tasman and Umi Lina Marlina, for their unwavering love, prayers, encouragement, and both moral and material support throughout my journey, from the beginning of my studies to the completion of this thesis. You have always been a source of inspiration and strength, serving as the pillars that helped me overcome every challenge in my academic and personal life. May Allah SWT always bless you with health, prosperity, blessings, and happiness.

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Finally, to all parties who cannot be mentioned individually, thank you so much for your contributions, assistance, and support. May all the kindness you have extended be rewarded manifold.

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I hope this thesis will be beneficial to readers and contribute meaningfully to the advancement of knowledge in the future.

Mantingan Jumada Tsani 1st 1446
December 3rd 2024

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