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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1446H/2024

ANALYSIS OF AFFILIATE MARKETING, VIDEO 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

Adzimatinoor Nabila Rahmadania

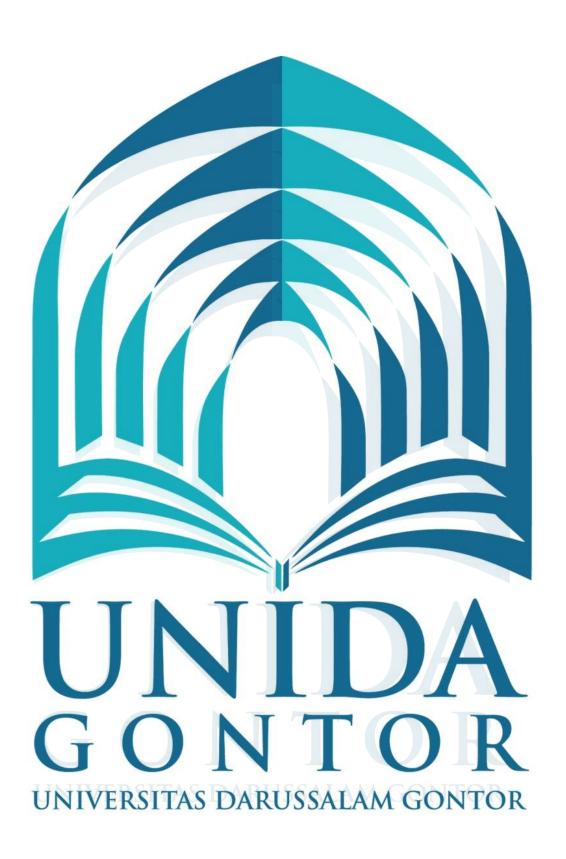
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DEPARTMENT OF MANAGEMENT

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2024/1445



DECLARATION



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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 awhole for any other degrees at University of Darussalam Gontor or other institutions.

Mantingan, Rajab 13th 1446 H January 13th 2025

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APPROVAL OF SUPERVISOR



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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:

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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.

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December 3rd, 2024

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THESIS EXAMINATION COMMITTEE APPROVAL



Faculty of Economics and Management کلیة الاقتصاد و الإدارة

THESIS EXAMINATION COMMITTEE APPROVAL

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APPROVAL OF DEAN

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

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MOTTO

إِنَّ اللهِ يَأْمُرُكُمْ اَنْ تُؤَدُّوا الْأَمْنَٰتِ اِلَى اَهْلِهَا ْ وَإِذَا حَكَمْتُمْ بَيْنَ النَّاسِ اَنْتَحْكُمُوْا بِالْعَدْلِّ اِنَّ اللهَ نِعِمًا يَعِظُكُمْ بِهَ اِنَّ اللهَ كَانَ سَمِيْعًا ، بَصِيْرًا

(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

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

Mantingan

Mantingan

December 3rd 2024

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