



**THE EFFECTIVENESS OF SOCIAL MEDIA CREATES AWARENESS AMONG
CUSTOMERS ON PERBADANAN MELAKA HOLDINGS SDN BHD**

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“DECLARATION OF ORIGINAL WORK”

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not been concurrently submitted for this degree or any other degrees.
- This research paper is the result of our independent work and investigation, except where otherwise stated.
- All verbalism extracts have been distinguished by quotation marks and sources of my information have been specially acknowledged.

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LETTER OF SUBMISSION

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Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title '**THE EFFECTIVENESS OF SOCIAL MEDIA CREATES AWARENESS AMONG CUSTOMERS ON PERBADANAN MELAKA HOLDINGS SDN BHD**' to fulfill requirement as need by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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ABSTRACT

This thesis presents a study, in which an initiative is being made in improving knowledge on the effectiveness of social media creates awareness among customers on Perbadanan Melaka Holdings Sdn Bhd. The rapidly technological advancement today reflects on how an organization running its business. Since the way people think has been change by the time, the marketers also need to be alert on this find the effective way to market its product successfully by concern on the current needs of the customers. The use of social media as a medium for the people to search for the information thus effect on their buying decision in one point is become a heat issue for this era. People tend to access on any medium that provide the ease to them.

The research, titled “The Effectiveness of Social Media Creates Awareness among Customers on Perbadanan Melaka Holdings Sdn Bhd” had been conducted to obtain results and findings which have been answered by 160 respondents. The information gathering for this research is based on the questionnaire that was distributed among the respondents that located at Ayer Keroh, Malacca. This area has been chosen because there is where Perbadanan Melaka Holdings Sdn. Bhd. located. In addition, other sources of data also have been use as a referral to strengthen the issues on the research study. The objective of this study is to identify the level of customer awareness on Perbadanan Melaka Holdings Sdn. Bhd. through internet. This research also being conducted in order to determine the relationship between blogs, social networks and forums/bulletins towards enhancing the customer awareness on Perbadanan Melaka Holdings Sdn. Bhd. and to find out which social media tool that contributes the most in enhancing the customer awareness on Perbadanan Melaka Holdings Sdn. Bhd.