



**SOCIAL MEDIA UTILISATION IN PROMOTING  
LOCAL CHOCOLATE BRANDS IN KOTA KINABALU  
SABAH.**

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## **ABSTRACT**

Utilising social media has been one of the basic elements in our daily lives it also provides an opportunity to engage in any social interaction on social media. This research is to study the relationship between social media utilisation in promoting local chocolate brands and its elements ( participating, conversation, sharing and publishing) which was suggested by Chai-Lee Goi, Ik-Ying Ngu and Fayrene Yew-Leh Chieng(2015). Five local chocolate brands were selected to help in completing this research. Quantitative methods have been used for this study. The findings should be useful for every chocolate producers in Kota Kinabalu, Sabah. This research is carried out from online questionnaire through Google Form and it involves 207 respondents. Therefore, IBM SPSS Statistic Version 24 will be used to analyse the data. Finally, this study found that social media has a significant relationship between each of its elements.