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INSIGHT Journal focuses on social science and humanities research. The main aim of INSIGHT Journal is to provide an intellectual forum for the publication and dissemination of original work that contributes to the understanding of the main and related disciplines of the following areas: Accounting, Business Management, Law, Information Management, Administrative Science and Policy Studies, Language Studies, Islamic Studies and Education.

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FOREWORD BY DEPUTY RECTOR OF RESEARCH, INDUSTRIAL LINKAGES & ALUMNI



Since 2018, the INSIGHT JOURNAL (IJ) from Universiti Teknologi MARA Cawangan Johor has come up with several biennial publications. Volume 1 and 2 debuted in 2018, followed by Volume 3 this year as well as Volume 4 with 19 published papers due to the great response from authors both in and out of UiTM. Through Insight Journal, lecturers have the ability to publish their research articles and opportunity to share their academic findings. Insight Journal is indexed in MyJurnal MCC and is now an international refereed journal with many international reviewers from prestigious universities appointed as its editorial review board members.

This volume 5 as well as volume 6 (which will be published in 2020) are special issues for the 6th International Accounting and Business Conference (IABC) 2019 held at Indonesia Banking School, Jakarta. The conference was jointly organized by the Universiti Teknologi MARA Cawangan Johor and the Indonesia Banking School Jakarta. Hence, the volumes focus mainly on the accounting and business research papers compiled from this conference, which was considered a huge success as over 66 full papers were presented.

Lastly, I would like to thank the Rector of UiTM Johor, Associate Professor Dr. Ahmad Naqiyuddin Bakar for his distinctive support, IJ Managing Editor for this issue Dr. Noriah Ismail, IJ Assistant Managing Editor, Fazdillah Md Kassim well as all the reviewers and editors who have contributed in the publication of this special issue.

Thank you.

ASSOCIATE PROF. DR. SAUNAH ZAINON
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Exploring The Elements of Audience Engagement in Job Advertising of Job Search Website in Malaysia

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Abstract

Recently, Internet or social media has been the popular choice for companies to develop their business strategies. Social media is not used for communication tool or for entertainment only but also plays an important part in marketing strategy as well as a recruiting platform. A job search websites agency has tried various new strategies to drive traffic from Facebook to their job platform. Although Facebook has billions of users, some website advertisements on Facebook are not attractive enough to attract audience engagement. There are many elements in job advertising that have caused the audience whether to engage or not with the ads. Moreover, not many studies have been done on evaluating the elements in job advertising, especially in Malaysia. Therefore, the researchers want to assess the types of audience engagement towards job advertising in Facebook and to explore the elements in job advertising that are able to increase the audience engagement. To gain deep insight about this topic, the researchers conducted an exploratory research where audiences were interviewed about their engagement with the job advertising especially in Facebook. The study revealed that audiences who mostly 'like' the ads will share it with other people. Besides interactive functions, colours and fonts of the ads are also important elements to determine audience engagement.

Keywords: Audience Engagement, Job Advertising, Online Advertising

1. Introduction

Internet has offered us a wide range of opportunities such as connecting us with people from all around the world. The emergence of the Internet that was widely used by the social media especially in creating, sharing, distributing contents, gaining and searching

for information, actually has given some indisputable outcomes. These changes have affected the business model in the industry as well as the use of Internet and social media. Internet and social media were not meant for communication tools or for entertainment only but play an important part in marketing strategy of a company. Marketers and businesses are utilising social media channel as direct communication with their customers (Michaelidou, Siamagka, & Christodoulides, 2011).

This social media trend has opened up new method of engagement and revolutionised the exchange of information. Social media marketing activities are important as it gives the opportunity for companies to stay engaged with customers and access them anytime and anywhere. With more adults between the age of 20-40 (Kaplan & Haenlein, 2010) spending more time on the social media and the Internet, it is good to investigate their preferences towards online advertisement. Rideout, Foehr and Roberts found that young adults spend their time surfing the Internet up to 12 hour a day (2010). Each platform of social media has a different experience that is related to advertising evaluations (Voorveld, Guda, Muntinga & Bonner, 2018).

Engagement with social media advertising is the key to explaining how exactly social media engagement is related to the advertising evaluations. One of the main reasons for company to penetrate into the market is due to the low barriers to entry and its effectiveness in reaching out to the audiences. Companies are also attracted with the low-cost, increasing amount of subscriber, and strong interactivity in social media marketing and then adopting a social media tools in their marketing communication mix (Michaelidou, Siamagka & Christodoulides, 2011). Swani, Milne and Brown (2013) examined the effectiveness of different message strategies on social media (i.e., Facebook) to promote online word-of-mouth activities for Fortune 500 companies and found that “emotional sentiments in Facebook posts is a particularly an effective social media strategy”.

2. Online Job Recruitment

Many online job recruitment agencies such as Qwork, VJob, Maukerja, A job Thing, Internsheep, and Rice bowl (just to name a few), have tried few strategies to increase traffic by spreading their job links. Some of the strategies these company have done are to allow audience to (1) leave a call to action poster at the end of every Facebook post with a job link, (2) replying audience comments and adding job link at the end of the session, (3) posting more than one attractive job every day and (4) increasing interaction with their followers through engagement posts such as personality tests, quizzes, polls, and question and answer sessions.

However, all of these strategies are not good enough to drive traffic to the websites. These have given a bad effect on their performance as a recruitment agency due to low job applications from job advertising on Facebook. With 600K followers, Maukerja has shown less than 500 responses (or likes) on each job posting, A Job Thing has less than 4000 followers, RiceBowl.my accommodates for Chinese and non-Chinese audiences, while Internsheep Facebook with 100K followers has shown less than 100 likes for each post.

Some websites had changed the elements of job advertising by adding an interactive call-to-action that has increased the amount of audience to take action on the job post. Audiences who are interested to apply for the job need to leave a comment and a few

seconds later they will receive an auto-reply message that contains a short instruction and a direct job link that will bring audience to the job vacancy websites.

Due to some of the changes adopted by these websites, the number of new users registered with the account has increased and the same goes with the performance of the Facebook timeline that showed tremendous change of likers and followers. Therefore, this study will show how the researcher is able to find the answer to the changes that happened.

In Malaysia, the trend of online job searching has increased. Therefore, there are a number of companies that provide a platform for of online job search for employers and employees. This study is going to assess the types of audience engagement towards job advertising in social media. The researcher will attempt to find the elements in job advertising of various job search companies used that attract audience to engage.

In summary, there are many elements in job advertising that helps engagement in Facebook and one of it is interactive elements. However, this is not only the elements of it. Thus, the researcher has conducted interview to explore other elements in job advertising websites and identifying what are the main elements that attract audience engagement towards job advertising on Facebook.

3. Methodology

A qualitative study was used because recruitment in social media marketing is a very broad topic and there is a limited time to conduct this study. Thus, data collection was made on a small number of respondents. The interview session was focused on the significant and valid points in order to answering the research questions where approximately 20-30 minutes interview was used with each respondent. The 8 candidates were chosen randomly, and they are followers from various jobs search websites. However, to explore and reach more about their opinions and thoughts of online job advertising, only followers in Facebook will be selected. Facebook has billions of users and therefore it is one of the largest platforms available in the market nowadays.

The questions asked during the interview were to address one of the research objectives of this study such as “What are the actions and respondents when they encounter with new job advertising in Facebook?” “Will you give a ‘like’ to the job posting?” “Will you share the job posting with others?” The researcher asked for clarification for each answer given by the respondents.

To evaluate the second research objective on exploring the elements in job advertising of job search platform in Facebook, the researcher asked questions such as “What are the elements that attract an audience to take action with the job post?” “Which elements is the main attraction for you to engage?” and “How would colors play an important role in your decision of your action?”

4. Finding Analysis

The respondents for this study consisted of 8 respondents. 6 respondents are female and 2 respondents are male. The respondents’ age is between 20-25 with 4 respondents, 26-

30 with 2 respondents and above 30 with 2 respondents. 4 respondents are working with a company and all of them are still searching for better job, 2 respondents are working from home and looking for another job, and 2 respondents are still searching for a job. All of the respondents follow at least one of the online recruitment agency's Facebook.

In terms of respondents' engagement, all respondents would give the job advertisement a 'like' and will tag the name of the person they know who is looking for a job. They will also 'share' and leave comments on the job advertising in their Facebook timeline as well as other social media such as WhatsApp and Viber. A respondent who engages in Facebook has three behaviours of either giving like, comment and share or all (Kim & Yang, 2017). Facebook owners can be categorised into the level of less commitment (those who click on 'like' only) whereas, sharing the info in their timeline is considered as the higher level of commitment. The shared post will appear on the News Feed as well as the user's profile page.

Six respondents, who will 'like' the page, will also share the advertisement in their Facebook timeline. They want others to be informed about the job opening. All six of them set their Facebook as public. Two of the respondents said that they will like the page, but will not share or leave any comments on the Facebook. They would like to keep it from others (in social media) that they are looking for a job. They were concerned if their current employer might see their Facebook timeline and know that they are looking for a job. They preferred to directly message the employer to get more information about the job vacancy. However, they would share the information with their close friends privately especially to the friends who were looking for a job. Besides, they would share the ads via other media than Facebook such as WhatsApp, Viber or Telegram. They believed that it was much safer to privately message others about the job than sharing it on Facebook.

For the second research objective, the researcher found that the information provided in the job advertisement such as detail description of the job, as well as good and simple title, have some influence to the respondents to respond. According to Whiddett, Kandola, & Keenan (2000), the main principle in writing the ads is to give sufficient information about the job so that the suitable candidates will apply but also so that unsuitable candidates will not apply the vacancy. All eight respondents agreed that the information given in the ads do influence their want to respond. Ads with detail description of the job that speaks directly to the potential reader will influence them more.

Some of the criteria that the respondents were looking out for are the attractive job title. A clear job title will grab the reader's attention. Besides that, the respondents also agreed that the ads should also state the minimum salary they offered. This is to avoid the waste of time of replying the ads and then not agree with the salary. Five of the respondents said that they were more attracted to the bold keywords. They would focus more on the bolded keywords and feel the need of the employers to have the post filled.

In this study also, the researcher found that the respondents were more profound to respond to the websites that has more images than the one with less images. All of the respondents claimed that they were more attracted to the ads with colorful image and attracted design.

However, in this study, the researcher found that the use of bright and eye-catching colours used in the website and employer's logo encourages the respondents to engage in it more than the information provided. All respondents also mentioned that the font used also influence them to respond. Larger fonts indicate that the information is important and worth to be read and responded. Pitkanen (2010) found out that company should consider posting the organisation's name and information and also choose carefully the style of writing and the looks of the ads like the usage of colours, pictures, and graphics

Another feature such as, a call-to-action, which asks audience to encourage respondents to leave comments rather than directly message the employer. Leaving comments is one way for respondents to receive direct communication or reply from the employer. Most respondents also stated that they preferred that the job ads give complete yet simple information about the job because the respondents preferred to comment rather than privately message the employer.

Out of all the elements the respondents mentioned, the main element that influences the respondents to react is the job ads with vibrant, bright and eye-catching colours. They claimed that the bright colors such as yellow and red would catch their attention as it brought positive feeling to them. Colours such as bright blue give comforts to the respondents. When asked about the colours that they do not prefer to see in the ads, they chose fade or dark color such black, grey and dark blue because it gives negative emotions to the reader. Valdez and Mehrabian (1994) stated that colors can stimulate, excite, and invoke different emotions. Thus, each colour may result in an alternate psychological response.

5. Conclusion

Based from the research findings, it can be concluded that the audience engagement for job ads on Facebook are similar to various studies done before. As Schivinski, Christodoulides and Dabrowski (2016) have concluded that audiences' engagement levels across Facebook and Twitter can be seen with their consumption ("reactions" / "favorites"), contribution ("comments" / "replies") and creation ("shares" / "retweets") activities.

There is no gap on Facebook used by the respondents to search for jobs vacancy. All respondents engage with the job advertising either via like, comment and share. Audiences in Facebook tend to give a like towards job advertising in social media and it is a good engagement made in a job post.

Other than an interactive call-to-action, the most important factor to increase audience's engagement is the use of vibrant and bright colors in Facebook. They also found out that positive colors (yellow, orange, and red) represent activity and ambition, while negative colors (blue and purple) represent passiveness and obedience (Chang & Lin, 2010).

Therefore, job recruitment agencies or any employers who use online platform to search and advertise job vacancy, ought to consistently use an interactive call-to-action, simple and informative, vibrant and eye-catching colors, company/brand logo and urgency statement into their job advertising. Besides that, other social media platforms such as

Wechat, Pinterest, Google+ and many more that actually have the potential to gain new followers and users because each platform has different types of users and behaviours towards job advertising on social media.

The findings reveal the involvement of the user's response with information content and systems in online job search platform. It shows the significance of what the audience will bring to the experience and what can be done to make the ads better. In the future, the elements of individual cultural values could be included as part of the variables that may be related to explicate respondents behaviour in online advertisement context.

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