

**UNIVERSITI TEKNOLOGI MARA**

**INCREASING BRAND AWARENESS  
OF EMBA UITM (KEDAH)  
PROGRAM USING FACEBOOK AS  
MARKETING PLATFORM**

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## AUTHOR'S DECLARATION

We declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of our own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree of qualification.

We, hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

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## ABSTRACT

The purpose of this study is to determine factors in Facebook page that will increase the brand awareness of EMBA UiTM Kedah program. This study also aims to identify whether the factors have significant relationship with brand awareness. Data collections are from various sources of ; preliminary survey, survey of competitors assessment, questionnaire, and experimenting with the Facebook page of 'MBA UiTM Kedah'. Utilizing the data from experiment on Facebook page 'MBA UiTM Kedah' shows that those variables are important to increase brand awareness of EMBA UiTM Kedah program. In the experiment, 'investment' in FB Ads plays as the strongest variable to increase brand awareness. Moreover, the quantitative analysis using SPSS software also shows that the variables of 'perceived usefulness', 'quality content', 'engagement', and 'investment' in FB Ads are statistically significant to brand awareness. Therefore, recommended strategies are to include the priority towards improvement of Facebook page activities, utilizing FB Ads function, and hiring Facebook marketing workforce. In summary, as one of the marketing approach, the owner of EMBA UiTM Kedah should use this study as valuable data to increase brand awareness of the program using Facebook as platform.

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