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UNDERSTANDING FACEBOOK PAGE: A CASE STUDY OF APPLE BAKERY
SHALYNN, MELAKA.

PREPARED BY:

NAME	STUDENT ID
NUR AIDA ILIYANA BINTI MOHAMAD APANDI	2014581059

GROUP: JBM2404B

**UNDERSTANDING FACEBOOK PAGE: A CASE STUDY OF APPLE BAKERY
SHALYNN, MELAKA.**

NUR AIDA ILIYANA BINTI MOHAMAD APANDI

2014581059

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DECLARATION OF ORIGINAL WORK



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UNIVERSITI TEKNOLOGI MARA

"DECLARATION OF ORIGINAL WORK"

I, Nur Aida Iliyana Binti Mohamad Apandi, (I/C Number: 950901025774)

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- ✓ This project-paper is the result of my independent work and investigation, except where otherwise stated.
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ABSTRACT

The purpose of this study is to understand Facebook page: a case study of Apple Bakery Shalynn, Melaka. The objective for this study are to identify employees understand toward Apple Bakery Facebook page and to compare between Facebook page of Apple Bakery with the suitable characteristic Facebook page. The type of research design that has been used in our study is decisive descriptive because of its realistic method for data collection. The type of data analysis is qualitative research. The data was collect by using questionnaire and personal interview. The respondents are among the staff from production floor in Apple Bakery. The total of respondent are 4 people. From this study, researcher identify that not all of staff in Apple Bakery have a knowledge regarding to Facebook page. The researcher also do the observation in term of compare between Facebook page of Apple Bakery with suitable characteristic. As conclusion, Apple Bakery staff have un-knowledge regarding to characteristics of Facebook page.

Keyword: Social Media, Facebook, Characteristic, Facebook Page, Comparison