



**SOCIAL MEDIA ENGAGEMENT : FACTOR MOTIVATE  
AUDIENCES PARTICIPATION ON ZAFESHA FACEBOOK  
ADVERTISING POST.**

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## DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION  
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### "DECLARATION OF ORIGINAL WORK"

I, Mohammad Arif Hanafi Bin Sadan, (I/C Number: 940721-01-7161)

Hereby, declare that:

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

Signature: \_\_\_\_\_

A handwritten signature in black ink, appearing to be 'Arif', written over a horizontal line.

Date: \_\_\_\_\_

26 December 2018

## LETTER OF TRANSMITTAL

26<sup>th</sup> December 2018

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JOHOR DARUL TAKZIM

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the research report title "Factors Motivate Audiences Engagement on Zafesha Facebook Advertising Post" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



---

Mohammad Arif Hanafi Bin Sadan  
2015872698  
Bachelor of Business Administration (Hons) Marketing

## **ABSTRACT**

Social media begin to expand and it could be powerful marketing platform if business owner can utilize it. In order to utilize social media, marketeers have to know the key factor to bring it success. By using Facebook Ads (Fb ads) platform can boost advertising for some products, more efficient than Television advertising. It is because Facebook have billions of active users. By using Facebook ads, it will much cost saving rather than other media, but if marketeers don't know how to tackle the bidding algorithm, it could be expensive. By adapting user and gratification theory, this study main purpose is to find out what is the most motivating factor that influences user to keep engaging with business Facebook advert. If we master that most influence factor, we can produce the most quality advertising. And then, with high quality content, we can tackle the problem of low rate of post engagement and also improve the Facebook ads campaign quality, indirectly reduce the cost of Facebook Ads. Low cost of advertising will lead to higher profit margin. This study was using quantitative method to analyze the data collected. The results were analyzed by using Statistical Packages for Social Science (SPSS) version 22.0 to get the frequency, mean, and correlation & regression. Overall, the result shows that all of the variables have positive relationship with the dependent variables, but only two of them are significant for this study.

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