



**MOTIVATION OF USING SOCIAL NETWORK  
FOR YOUNG MUSLIM GENERATION -  
CASE OF UITM SEGAMAT JOHOR BRANCH CAMPUS**

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## **AUTHOR'S DECLARATION**

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

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


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## **Abstract**

Social networks are virtual communication sites that enable its participants to connect, building relationships, and collaborate on social problems. It became a part of our lives and unfolds quickly among youth. This can be effect of rise of technology and advance system of the globe. Youth is a part of these sites to stay robust relationships with friends and to form new ones. During this research, the scope of study is cut back and focusing on Muslim youth. This can be because the behaviour and preference of Muslim youth can have an effect on the result or the long run of approach of life and indirectly the Islamic system that are serve. Therefore, as the group which will determine the future, it's important to analyse the factors that influence the intention to use social networking sites to achieve higher position within the social reform among youth. Thus, this study aims to see the side of motivation of using social networking among Muslim youth specifically at Universiti Teknologi Mara (UiTM) Segamat Johor Branch campus wherever a set of questionnaires are going to be distribute to the respondents that is selected using simple sampling technique. The data will be analysed using regression analysis in order to determine the relationship between dependent variable which is motivation of using social network and its independent variables that are versatility, educational usage, and valuation of university learning.

**Keywords:** social networks, education institution, Muslim, motives, versatility.

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