



اَوْنِوَسِيَّتِي تَيْكُونُ لَوِي مَبَارَا
**UNIVERSITI
TEKNOLOGI
MARA**

SOCIAL MEDIA PORTFOLIO

KEREPEK PISANG MAK ANI

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EXECUTIVE SUMMARY

Kerepek Pisang Mak Ani is an online business that began in the year 2020. Kerepek Pisang Mak Ani's main focus is simply on the food area. Kerepek Pisang Mak Ani also provided a variety of Kerepek Pisang to their customers. As an example, this company provided two flavour sets: original and spicy.

The main goal of Kerepek Pisang Mak Ani is to introduce this traditional snack to children. This is simply due to the fact that children nowadays tend to forget or are unaware of the existence of this product. To put it bluntly, this product is made entirely of original bananas. Customers can select from a variety of product variants, particularly in terms of weight and spiciness. Furthermore, all of our products have been certified by Kementerian Kesihatan Malaysia as well as MeSTI and have received very positive feedback. Our products, which have been approved by JAKIM, also have the HALAL logo emblazoned on them.

Kerepek Pisang Mak Ani has been targeting young people, both men and women, and particularly students. Young people and student groups are prioritised because they are more likely to be drawn to this product than other groups of people. The students would like to be attracted because this product offered quite reasonable and lower prices when compared to snacks, as well as a good taste. Our products are also suitable for consumption while studying or watching movies. These are some of the reasons why we are focusing a little more on students and children. In terms of the younger generation, they will most likely be drawn to our distinct flavour as well as packaging.

Pisang Kerepek Mak Ani has been using social media to promote our product because it is the most convenient platform. Because people nowadays spend the majority of their time on social media, advertising our product online is a far more logical move than traditional methods of advertising. Furthermore, promoting online can increase the likelihood of finding our potential customers, as well as make it easier to communicate with them. On social media, it is simple to create a teaser, soft sell, and hard sell. So far, we've created 17 soft and hard sells, as well as 7 teasers.

We also wrote an interesting caption and designed all of the graphics with our own hands. Canva and Photoshop were used to create all of the graphics and illustrations. For the creation of a specific video, video editors such as iMovie and Inshot are used. We were also able to

record all of the data from our postings in order to keep up with the market's progression.
Throughout this report, a clear and deeper explanation is provided.

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