

# MANAGEMENT OF BUSINESS RECORD

ARTICLE REVIEW

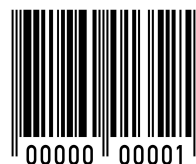


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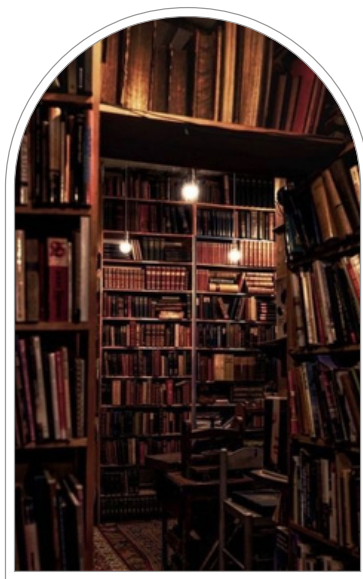
JULY 2022

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**MANAGEMENT OF BUSINESS RECORDS  
(IMR 652)**

**CHAPTERS IN BOOK**

**ARTICLE REVIEW**



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# ***Editor's Note***

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**Ms. Suriani Jack**  
**Editor-in-Chief**



First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before

The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment.

Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!



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# THE EFFECTIVENESS OF SOCIAL MEDIA IN HELPING BUSINESS

AERICA JANE AK  
CHERANG  

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SURIANI JACK



AERICA JANE AK  
CHERANG

## INTRODUCTION

The way companies find and communicate with customers has changed dramatically as a result of social media. Due to the coming of social media, companies used to attend live shows in order to find a specific group of prospects. Unfortunately, attending such a small business conference costs about \$1,000, making it extremely difficult for start-ups to reach their target audience. Social networking has changed that by allowing start-ups to instant reach a targeted audience of individuals. Changing how companies deal with their customers, Using the audience's feed to replace business cards (which sometimes end up in the trash), Making it simple for companies to have demand before approaching a prospect for something. . In the industry and trading markets, where the need to communicate and convince the public is a high priority, social media's influence and popularity are a great source.

# THE EFFECTIVENESS OF SOCIAL MEDIA IN HELPING BUSINESS

## OBJECTIVES

In this article, there are two main objectives that have been highlighted by the author:

1. To analyze people acceptance towards social media on helping businesses to grow in Malaysia.
2. To investigate the issues of social media towards business in Malaysia.

## STATEMENT OF PROBLEMS

According to the analysis, nearly 47% of self-employed workers or 19,677 people had lost their careers. Among those who still had jobs, 35.5 percent said their income had dropped by more than 90%. If the number is applied to an actual scale, this means that out of 2.86 million self-employed workers, 1.34 million have lost their jobs and almost 540,000 have seen their payoff drop by 90%. This is only for self-employed persons it does not apply to workers who work for a business.

Despite the fact that these are not official statistics, they can also be used to describe the current situation, according to DOSM. Self-employed people include farmers, breeders, fishermen, and others who work for themselves. This includes Mak Cik Kiah, who sells pisang goreng at a stall on her own. According to Zainul (2020) about 2.4 million Malaysians will lose their jobs due to the Covid-19 crisis.

# THE EFFECTIVENESS OF SOCIAL MEDIA IN HELPING BUSINESS

## LITERATURE REVIEW

This research paper was using sources of references from the year 2018 until 2021. According to Shaw (2018), updates on a brands's Facebook page hit 10.7% more users than current number of fans. Apart from that, according to Zainul (2020), many Malaysians will lose or already lose their jobs due to covid-19. So, many of Malaysian switch to do online job mainly using social media.

## METHODOLOGY

This study employed the quantitative study approach (explanatory study) to identify the level of activeness of social media on helping businesses. According to Abdul Rauf Ridzuan et al., (2015), for sampling, by referring to sample size calculator, 32 million populations in Malaysia can be equal to 260 sample of respondents by keeping the margin of error as 5.86%, confidence interval as 95% and response distribution as 50%. The study involving 260 respondents and a structured questionnaire was used for data collection. The data was collected through a survey questionnaire made with Google forms. The method used to distribute the questionnaire is through social media such as WhatsApp messenger, Facebook and Instagram. A Likert scale was used for the respondents to answer questions relating to the activeness of social media on helping businesses.



# THE EFFECTIVENESS OF SOCIAL MEDIA IN HELPING BUSINESS

## FINDINGS

Based on the results, majority of the respondents believe that social media helps businesses to grow by (M=4.62). This finding is supported with the action of a Malaysian that nowadays use social media platforms for marketing in estimated of (M=4.71) According to Harvard business review, (2014 august 1) negative feedback can easily tarnished the small business (M=3.81). Most of the respondents also believe that social media could help businesses to reach out more audience (M=4.56). According to Megan Mosley business2community.com (2019 February 4), social media could also increase the brand awareness and sales for the company by (M=4.46).

## RECOMMENDATIONS

The author indicates that this research paper stated that Instagram, Facebook, Twitter and TikTok are the most efficient social media sites to promote the business and becoming most important advertisement platforms.





# THE EFFECTIVENESS OF SOCIAL MEDIA IN HELPING BUSINESS

## CONTRIBUTION TO BUSINESS RECORD MANAGEMENT

The author indicates that social media will increase the business popularity and the business will grow faster than other platform that we can use in business. You just can ask someone to promote and share your business. Also, when someone like your business they will viral your business and everyone will know your business. Also, with social media it will save a lot of your money and with the extra money you will able to improve your business. The reason why I say this because you don't need to spent more money to make marketing for your business because using media social you just need to share the business and also you can sponsor some influencer to promote your product. Lastly, with social media business you also can communicate with your customer easily. Like when they have complained, they just can say it directly to us and we can improve it on the sport



# THE EFFECTIVENESS OF SOCIAL MEDIA IN HELPING BUSINESS

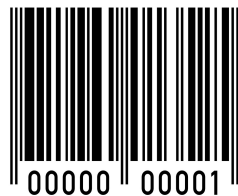
## CONCLUSION

According to our research, Overall, many individuals believe that social media platforms may help businesses to grow larger in many sorts of way, but there are certain drawbacks of using social media platforms. such as criticism and bad feedback, these may cause the businesses to lost customers and trust from buying it. Besides that, these businesses can readily advertise their business and products to local consumers via social media platforms without having any issues. We believe that Instagram, Facebook, Twitter, and Tiktok are the most efficient social media sites to promote small and larger enterprises. It has been established that social media helps a lot of businesses sell their products and services on the internet these days.

It is also well known that companies can use a variety of social media platforms to apply for and advertise their products and services. People nowadays, for example, utilize Instagram, Facebook, Tiktok, and Twitter to market and advertise their items to locals. This study is about the activeness of social media in helping business. This study involves 260 respondents selected from a variegated race in Malaysia. A cross sectional survey and structured questionnaire were used for data collection. All variables measured through scale previously used by researchers. Result for the survey show Issues of social media towards business in Malaysia is high and People acceptance towards social media on helping businesses to grow in Malaysia is also high ( $M=4.43$ )



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