



اوتوڤرسيٲى ٲنكولوݲى مارا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

**FAKULTI FILEM, TEATER DAN ANIMASI (FiTA)
UNIVERSITI TEKNOLOGI MARA (UiTM)**

CODE AND SUBJECT:

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

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TITLE:

SOCIAL MEDIA PORTFOLIO

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MATRIC NO:

2019253356

CLASS:

FF237- FILM PRODUCTION

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ACKNOWLEDGEMENT



First and foremost, praises and thanks to the God of blessings throughout my work to complete the task successfully. I would like to express my deep and sincere to my lecturer, Puan Nurhuda Haji Nizar, for giving me the opportunity to do the task and providing invaluable guidance throughout this task. Special thanks to my friends Aida, Nasuha, Massitoh, and Ain for help me to complete this task successfully. My parents too because always give me a moral supports.

EXECUTIVE SUMMURY ✓

For this Social Media Portfolio assignment I have selected the *AdikAbang* Ice Cream business which sells various types of dessert related to ice cream only produced by Shaifulzaimi and Shaifulzaidi. In this report will discuss about the business, and Facebook page about teaser, hard sell and soft sell. Based on this posting will know about promotion the products.

i) GO-ECOMMERCE REGISTRATION ✓



i) INTRODUCTION ✓

Introduction of the business



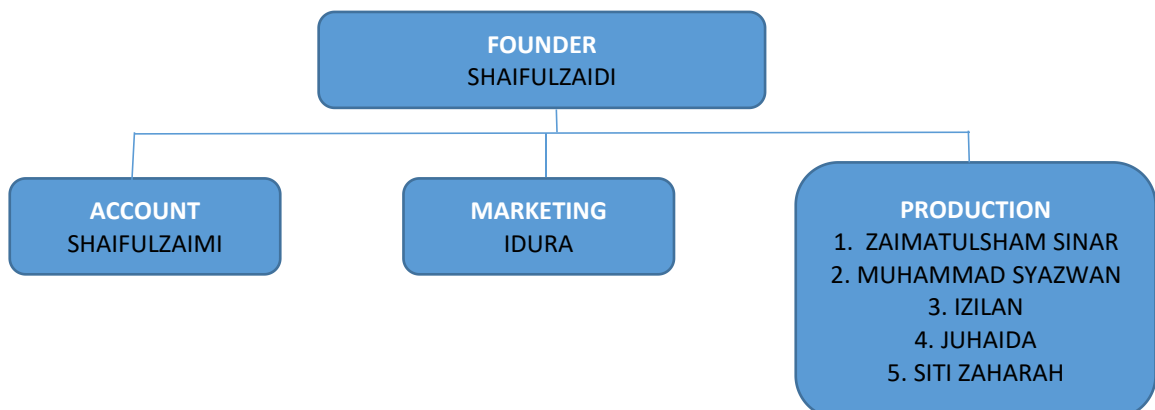
Logo “AdikAbang Ice Cream”

Business name is “*AdikAbang Ice Cream*”. We started this business in 2015.

This business is a plan from two brothers which is Shaifulzaimi and Shaifulzaidi. At first, this business is temporary but when the business get a good reception from other and they choose to get rid of it. *AdikAbang Ice Cream* was located at 1438 Mk9 Tanah Liat 14000 Bukit Mertajam Pulau Pinang.

AdikAbang Ice Cream has a mission and vision. The mission is always provide satisfactory services to customers at an affordable price and the vision is generate a progressive income and prioritize a halal ingredients for consumers.

Organization Chart:



Descriptions of products / service ✓

AdikAbang Ice Cream is a business was provide an ice cream. *AdikAbang* ice cream has in a many packing which is small, medium and large. Small size is in a small container while the medium size is in the medium food container and larger means in a ice cream container. This ice cream has a lot of flavour which is Vanilla, Chocolate, Strawberry, Yam, Corn, Mint, Blueberry, Durian, lychee and the new flavour is Green Tea.

Production for produce the product is started with cooked the raw materials and machine the material. Lastly, packed all the ice cream in the containers and keep in the freezer.

Price list

AdikAbang Ice Cream also get a booking for the event. For example, birthday party, canteen day, wedding ceremony and any event. The price is different according to the package.

Package 1: RM350.00 4 flavour 500 cone Decoration	Package 2: RM650.00 8 flavour 1000 cone Decoration
Package 3: RM950.00 12 flavour 1500 cone Decoration	Package 4: RM1250.00 16 flavour 2000 cone Decoration
Ice cream cup: RM1.50	- 1 litter (normal): RM8.00 - 1 litter (special/topping): RM10.00 - 6 litter (normal): RM48.00 - 6 litter (special/topping): RM52.00

ii) FACEBOOK ✓

Creating Facebook

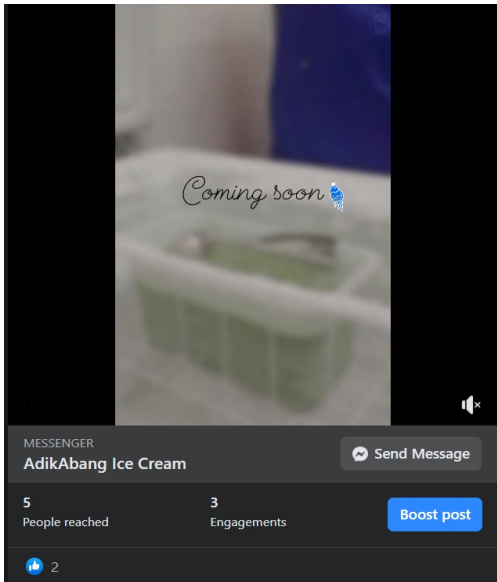
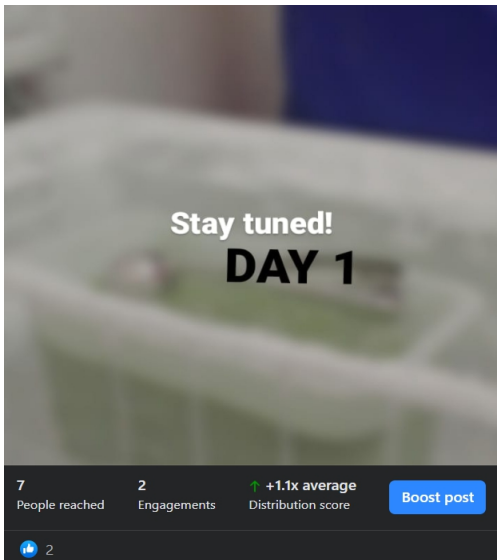


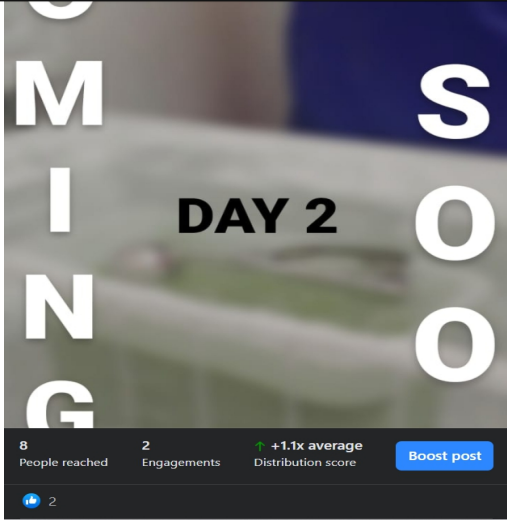
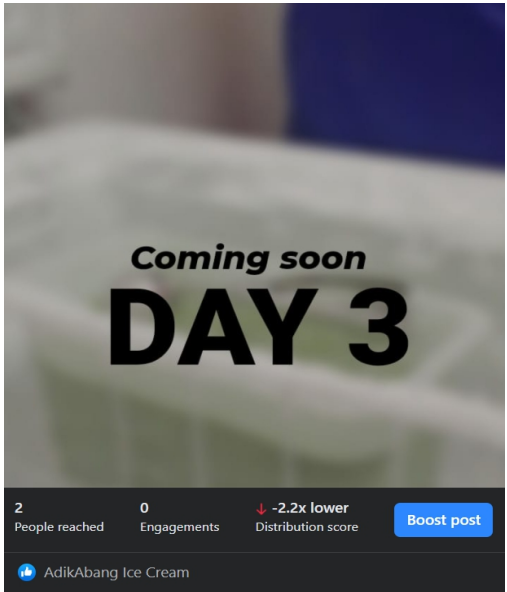
Customing URL Facebook

<https://m.facebook.com/AdikAbang-Ice-Cream-105649725077620/>

Facebook post - Teaser ✓

Teaser is a tiny quantity of information about a subject, product, or other topic in order to pique people's curiosity in learning more about it later

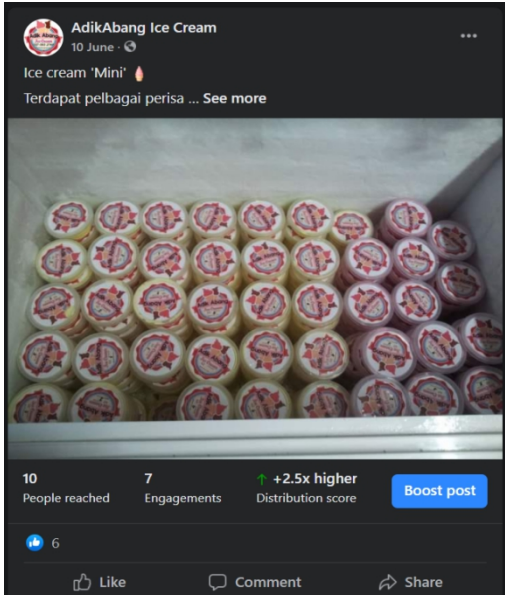
No	Posting	Caption
1.	<p>12 July 2021</p> 	<p>Hello guys Come chill with #adikabangicecream Coming soon, new flavor!!</p>
2.	<p>13 July 2021</p> 	<p>Jangan lepaskan peluang :)) NEW FLAVOR!!! #adikabangicecream</p>
3.	<p>14 July 2021</p>	<p>Ice cream lovers!! Stay tuned New flavor coming soon</p>

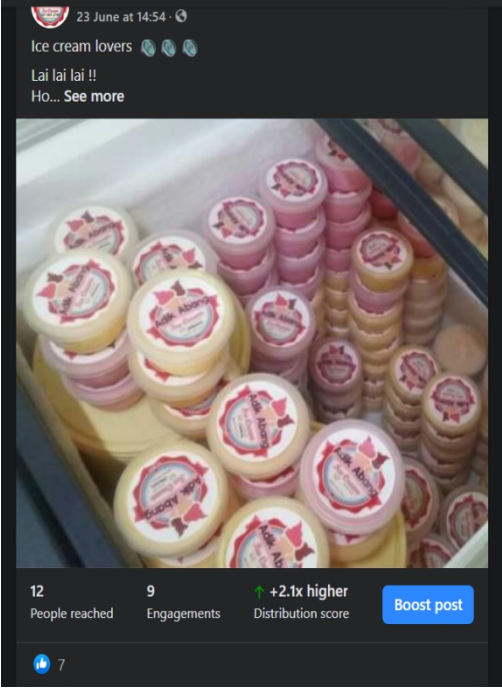
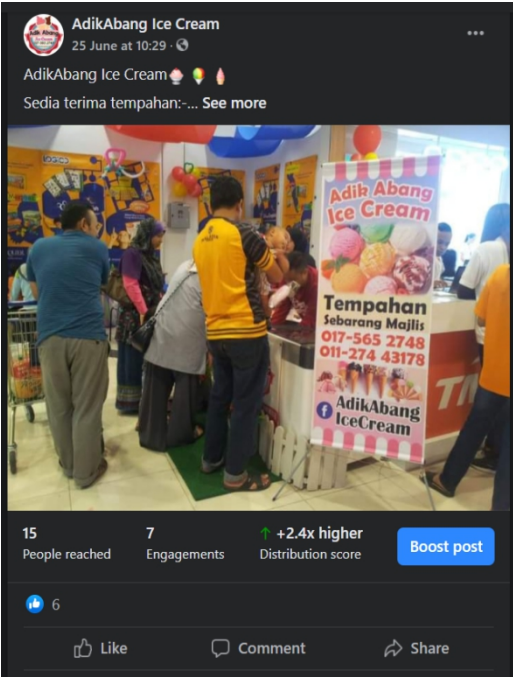
	 <p>Facebook post screenshot showing 'COMING SOON DAY 2'. The post has 8 people reached, 2 engagements, and a +1.1x average distribution score. A 'Boost post' button is visible.</p>	
4.	<p>15 July 2021</p>  <p>Facebook post screenshot showing 'Coming soon DAY 3'. The post has 2 people reached, 0 engagements, and a -2.2x lower distribution score. A 'Boost post' button is visible. The post is from AdikAbang Ice Cream.</p>	<p>Coming soon New flavor!! #adikabangicecream</p>


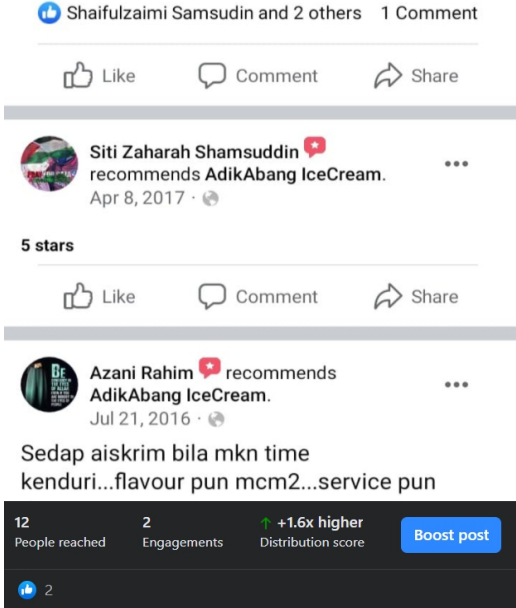



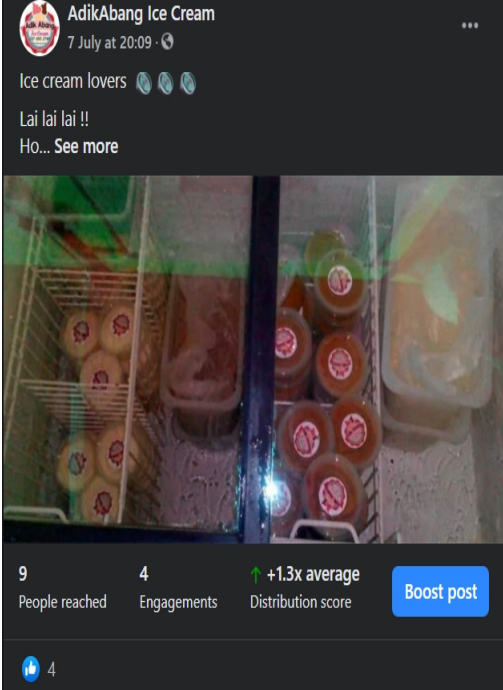
Facebook (FB) post - Copywriting (Hard sell) ✓


A hard sell is a type of advertising or sales tactic that uses language that is unusually direct and demanding. A hard sell is intended to persuade a customer to acquire a product or service immediately rather than considering his or her options and possibly deferring the purchase. According to some sales professionals, it is a high-pressure, aggressive tactic that has fallen out of favour.


No	Posting	Caption
1.	<p>10 June 2021</p> 	<p>Ice cream 'Mini'</p> <p>Terdapat pelbagai perisa</p> <ol style="list-style-type: none"> 1) Vanilla 2) Strawberry 3) Chocolate 4) Keladi 5) Jagung 6) Laici 7) Durian 8) Blueberry <p>#adikabangaiskrim</p>
2.	<p>23 June 2021</p>	<p>Ice cream lovers</p> <p>Lai lai lai !!</p> <p>Homemade ice cream</p> <p>Pakej2 yang jimat</p> <p>Dengan pelbagai perisa & kuantiti</p> <p>Produk Muslim</p> <p>100% Halal</p> <p>Dijamin sedaapppppp</p> <p>Sedia terima tempahan:-</p> <p>IceCream Cup Rm 1.50</p> <p>Bekas 1 liter RM 8 (Biasa)</p>

		<p>Bekas 1 liter RM 10 (Special topping- choc chip, vanilla chip, oreo)</p> <p>Bekas 6 liter RM 48 (Biasa)</p> <p>Bekas 6 liter RM 52 (Special topping - choc chip, vanilla chip, oreo</p> <p>Follow page kami</p> <p>"AdikAbang Ice Cream"</p> <p>"ADA ICECREAM BARU SYOKKK"</p> <p style="text-align: right;">✓</p>
<p>3. 25 June 2021</p>		<p>AdikAbang Ice Cream</p> <p>Sedia terima tempahan:-</p> <p>Ice Cream Cup Rm 1.50</p> <p>Bekas 1 liter RM 8 (Biasa)</p> <p>Bekas 1 liter RM 10 (Special topping- choc chip, vanilla chip, oreo)</p> <p>Bekas 6 liter RM 48 (Biasa)</p> <p>Bekas 6 liter RM 52 (Special topping - choc chip, vanilla chip, oreo)</p> <p>Kenapa Masih ragu-ragu?</p> <p>Rasai sendiri keenakan AdikAbang Ice Cream.</p> <p>PM/Whatsapp kami untuk lokasi premis & keterangan lanjut.</p>
<p>4. 4 July 2021</p>		<p>AdikAbang Ice Cream</p> <p>Harga yang berpatutan:-</p> <p>Ice Cream Cup Rm 1.50</p> <p>Bekas 1 liter RM 8 (Biasa)</p>

	 <p>Adik Abang Aiskrim SHAIFUL ZAIDI BIN SAMSUDIN 017-5652748 1438, Mk9, Tanah Laut, 14000 Bukit Mertajam.</p>	<p>Bekas 1 liter RM 10 (Special topping- choc chip, vanilla chip, oreo)</p> <p>Bekas 6 liter RM 48 (Biasa)</p> <p>Bekas 6 liter RM 52 (Special topping - choc chip, vanilla chip, oreo)</p>
5.	<p>5 July 2021</p>  <p>Shaifulzaimi Samsudin and 2 others 1 Comment</p> <p>Like Comment Share</p> <p>Siti Zaharah Shamsuddin recommends AdikAbang IceCream. Apr 8, 2017 · 5 stars</p> <p>Azani Rahim recommends AdikAbang IceCream. Jul 21, 2016 · Sedap aiskrim bila mkn time kenduri...flavour pun mcm2...service pun</p>	<p>- AdikAbang Ice Cream menawarkan harga dan pakej yang berpatutan</p> <p>- Harga mengikut saiz bekas dan pakej</p> <p>Ice Cream Cup Rm 1.50</p> <p>Bekas 1 liter RM 8 (Biasa)</p> <p>Bekas 1 liter RM 10 (Special topping- choc chip, vanilla chip, oreo)</p> <p>Bekas 6 liter RM 48 (Biasa)</p> <p>Bekas 6 liter RM 52 (Special topping - choc chip, vanilla chip, oreo)</p> <p>Sangat recommended, jum try rasaa</p>
6.	6 July 2021	<p>Pelbagai perisa dengan harga yang berpatutan</p> <p>Ice Cream Cup Rm 1.50</p> <p>Bekas 1 liter RM 8 (Biasa)</p> <p>Bekas 1 liter RM 10 (Special topping- choc chip, vanilla chip,</p>


		<p>oreo)</p> <p>Bekas 6 liter RM 48 (Biasa)</p> <p>Bekas 6 liter RM 52 (Special topping - choc chip, vanilla chip, oreo)</p> <p>#adikabangicecream</p>
7.	<p>7 July 2021</p> 	<p>Ice cream lovers</p> <p>Lai lai lai !!</p> <p>Homemade ice cream</p> <p>Produk Muslim</p> <p>100% Halal</p> <p>Dijamin sedaappppp</p> <p>Ice Cream Cup Rm 1.50</p> <p>Bekas 1 liter RM 8 (Biasa)</p> <p>Bekas 1 liter RM 10 (Special topping- choc chip, vanilla chip, oreo)</p> <p>Bekas 6 liter RM 48 (Biasa)</p> <p>Bekas 6 liter RM 52 (Special topping - choc chip, vanilla chip, oreo)</p> <p>Follow page kami</p> <p>"Adik Abang Icecream"</p> <p>"ADA ICECREAM BARU SYOKKK"</p>
8.	<p>8 July 2021</p>	<p>Ice cream lovers</p> <p>Lai lai lai !!</p> <p>Homemade ice cream</p>


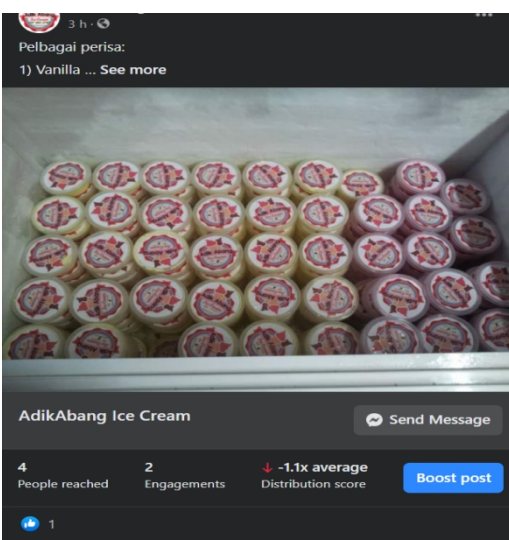
		<p>Sedia terima tempahan sebarang majlis</p> <p>Pakej2 yang jimat</p> <p>Dengan pelbagai perisa & kuantiti</p> <p>Produk Muslim</p> <p>100% Halal</p> <p>Dijamin sedaappppp</p> <p>Ice Cream Cup Rm 1.50</p> <p>Bekas 1 liter RM 8 (Biasa)</p> <p>Bekas 1 liter RM 10 (Special topping- choc chip, vanilla chip, oreo)</p> <p>Bekas 6 liter RM 48 (Biasa)</p> <p>Bekas 6 liter RM 52 (Special topping - choc chip, vanilla chip, oreo)</p> <ol style="list-style-type: none"> 1) Vanilla 2) Strawberry 3) Chocolate 4) Keladi 5) Jagung 6) Laici 7) Durian 8) Blueberry <p>Follow page kami</p> <p>"Adik Abang Icecream"</p> <p>"ADA ICECREAM BARU SYOKKK" ✓</p>
9.	10 July 2021	<p>Ice cream lovers</p> <p>Lai lai lai !!</p> <p>Homemade ice cream</p> <p>Sedia terima tempahan sebarang</p>

		<p>majlis</p> <p>Pakej2 yang jimat</p> <p>Dengan pelbagai perisa & kuantiti</p> <p>Produk Muslim</p> <p>100% Halal</p> <p>Dijamin sedaappppp</p> <p>Ice Cream Cup Rm 1.50</p> <p>Bekas 1 liter RM 8 (Biasa)</p> <p>Bekas 1 liter RM 10 (Special topping- choc chip, vanilla chip, oreo)</p> <p>Bekas 6 liter RM 48 (Biasa)</p> <p>Bekas 6 liter RM 52 (Special topping - choc chip, vanilla chip, oreo)</p> <ol style="list-style-type: none"> 1) Vanilla 2) Strawberry 3) Chocolate 4) Keladi 5) Jagung 6) Laici 7) Durian 8) Blueberry <p>Follow page kami</p> <p>"Adik Abang Icecream"</p> <p>"ADA ICECREAM BARU SYOKKK"</p>
10.	11 July 2021	<p>Lai lai lai !!</p> <p>Homemade ice cream ✓</p> <p>Sedia terima tempahan</p> <p>Pakej2 yang jimat</p> <p>Dengan pelbagai perisa & kuantiti</p>

		<p>Produk Muslim 100% Halal Dijamin sedaapppppp</p> <p>Pelbagai perisa:-</p> <ol style="list-style-type: none"> 1) Vanilla 2) Strawberry 3) Chocolate 4) Keladi 5) Jagung 6) Laici 7) Durian 8) Blueberry <p>Follow page kami "Adik Abang Icecream" "ADA ICECREAM BARU SYOKKK"</p>
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<p>11. 12 July 2021</p>		<p>Homemade ice cream Sedia terima tempahan Pakej2 yang jimat Dengan pelbagai perisa & kuantiti Produk Muslim 100% Halal Dijamin sedaapppppp</p> <p>Ice Cream Cup Rm 1.50</p> <p>Bekas 1 liter RM 8 (Biasa) Bekas 1 liter RM 10 (Special topping- choc chip, vanilla chip, oreo)</p> <p>Bekas 6 liter RM 48 (Biasa) Bekas 6 liter RM 52 (Special topping - choc chip, vanilla chip, oreo)</p> <p>#adikabangicecream ✓</p>
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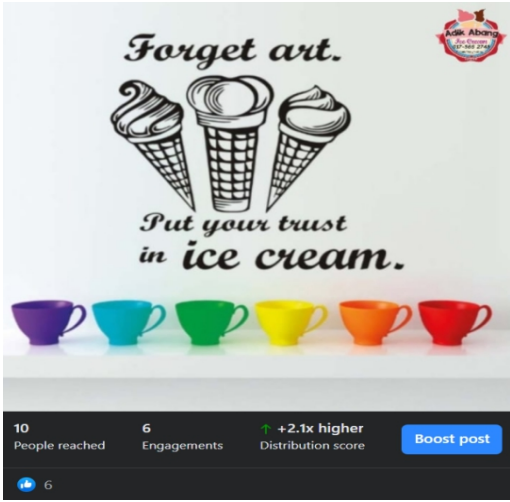
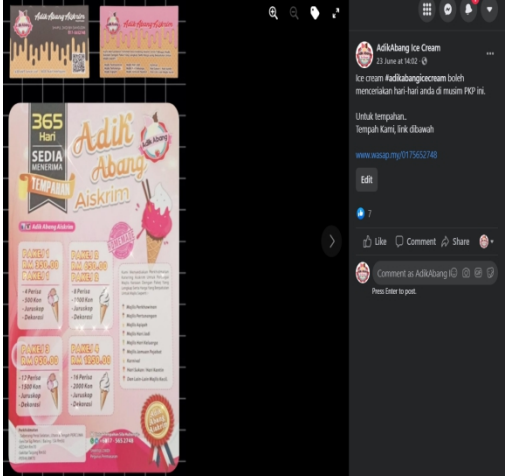
12.	<p>13 July 2021</p> 	<p>Hello, AdikAbang Ice Cream menawarkan harga yang sangat berpatutan dengan pelbagai perisa.</p> <p>Boleh Cuba</p> <p>Ice Cream Cup Rm 1.50</p> <p>Bekas 1 liter RM 8 (Biasa)</p> <p>Bekas 1 liter RM 10 (Special topping- choc chip, vanilla chip, oreo)</p> <p>Bekas 6 liter RM 48 (Biasa)</p> <p>Bekas 6 liter RM 52 (Special topping - choc chip, vanilla chip, oreo)</p> <ol style="list-style-type: none"> 1) Vanilla 2) Strawberry 3) Chocolate 4) Keladi 5) Jagung 6) Laici 7) Durian 8) Blueberry <p>Follow page kami</p> <p>"Adik Abang Icecream"</p> <p>"ADA ICECREAM BARU SYOKKK"</p>
13.	<p>14 July 2021</p>	<p>Lai lai lai !!</p> <p>Homemade ice cream</p> <p>Sedia terima tempahan</p> <p>Pakej2 yang jimat</p> <p>Dengan pelbagai perisa & kuantiti</p> <p>Produk Muslim</p> <p>100% Halal</p> <p>Dijamin sedaappppp</p>

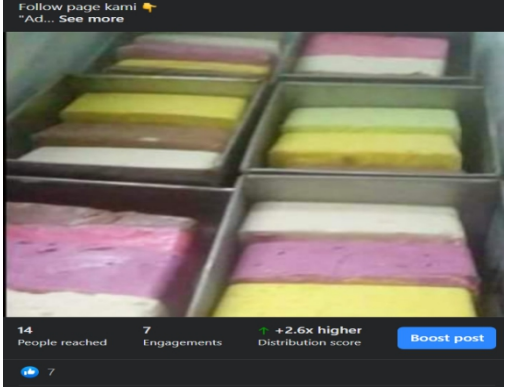
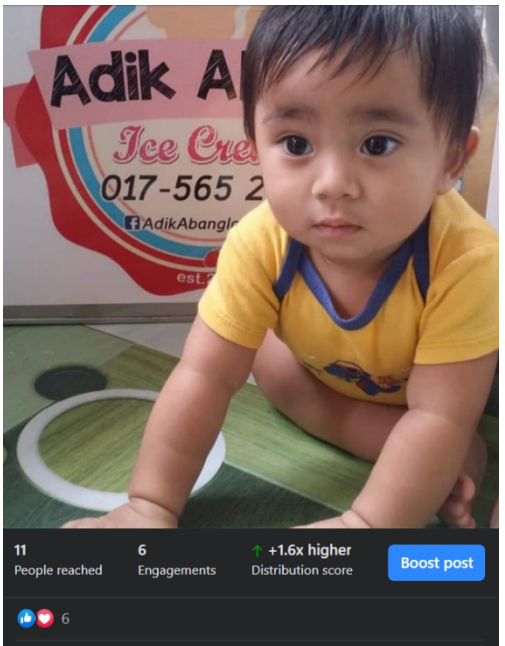
	 <p>Lai lai lai !! Homemade ice cream 🍦🍦 Se... See more</p> <p>Sedap bag hang!!! Iskrin Adik Abang</p> <p>Adik Abang Ice Cream 017-5637248 011-2744079</p> <p>Adik Abang Ice Cream 017-5637248 011-2744079</p> <p>Adik Abang Ice Cream 017-5637248 011-2744079</p> <p>Adik Abang Ice Cream 017-5637248 011-2744079</p> <p>9 People reached 4 Engagements +1.2x average Distribution score Boost post</p> <p>4</p>	<p>Ice Cream Cup Rm 1.50</p> <p>Bekas 1 liter RM 8 (Biasa)</p> <p>Bekas 1 liter RM 10 (Special topping- choc chip, vanilla chip, oreo)</p> <p>Bekas 6 liter RM 48 (Biasa)</p> <p>Bekas 6 liter RM 52 (Special topping - choc chip, vanilla chip, oreo)</p> <ol style="list-style-type: none"> 1) Vanilla 2) Strawberry 3) Chocolate 4) Keladi 5) Jagung 6) Laici 7) Durian 8) Blueberry <p>Follow page kami "Adik Abang Icecream" "ADA ICECREAM BARU SYOKKK"</p>
<p>14.</p>	<p>15 July 2021</p>  <p>Pelbagai perisa: 1) Vanilla ... See more</p> <p>Adik Abang Ice Cream Send Message</p> <p>4 People reached 2 Engagements -1.1x average Distribution score Boost post</p> <p>1</p>	<p>Pelbagai perisa:</p> <ol style="list-style-type: none"> 1) Vanilla 2) Strawberry 3) Chocolate 4) Keladi 5) Jagung 6) Laici 7) Durian 8) Blueberry <p>Follow page kami "Adik Abang Icecream"</p>

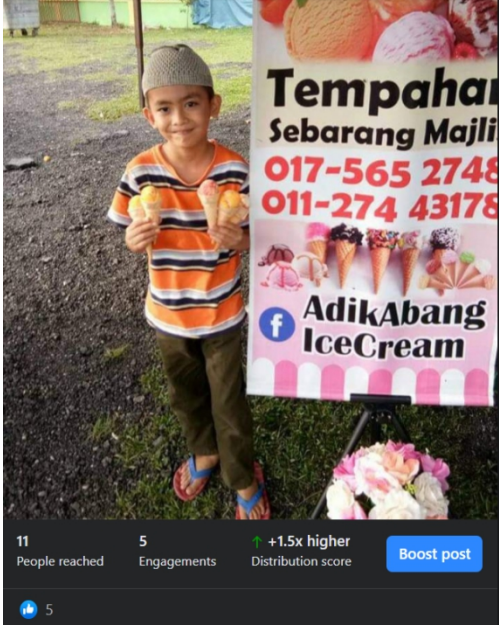

		"ADA ICECREAM BARU SYOKKK" #adikabangicecream
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Facebook (FB) post - Copywriting (Soft sell) ✓

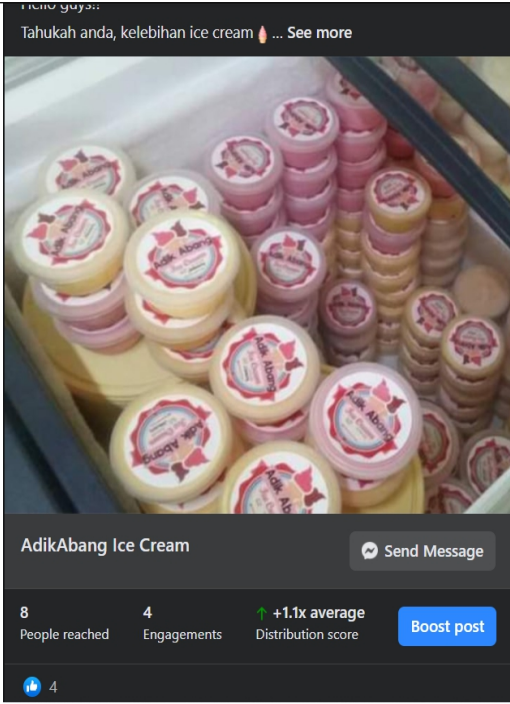
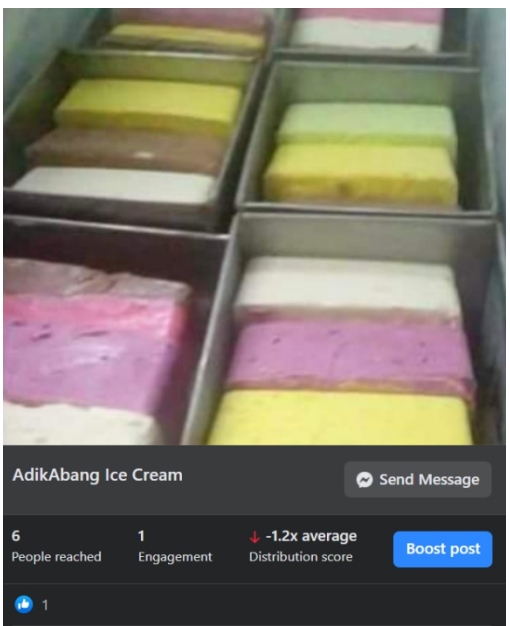
The term "soft sell" refers to a marketing and sales strategy that uses gentle language and a non-aggressive attitude. A soft sell is intended to avoid enraging and repelling potential consumers. Soft selling is a low-pressure, persuasion-based sales method that may not result in a sale the first time a product is given, but it does help to stimulate repeat transactions. ✓

No	Posting	Caption
1.	<p>18 June 2021</p> 	<p>Good Morning everyone :)) You can't buy happiness, but you can buy Ice Cream and that's kind of the same thing. #AdikAbangIceCream</p>
2.	<p>23 June 2021</p> 	<p>Ice cream #adikabangicecream boleh menceriakan hari-hari anda di musim PKP ini. Untuk tempahan.. Tempah Kami, link dibawah www.wasap.my/0175652748</p>
3.	<p>25 June 2021</p>	<p>Homemade ice cream Follow page kami</p>

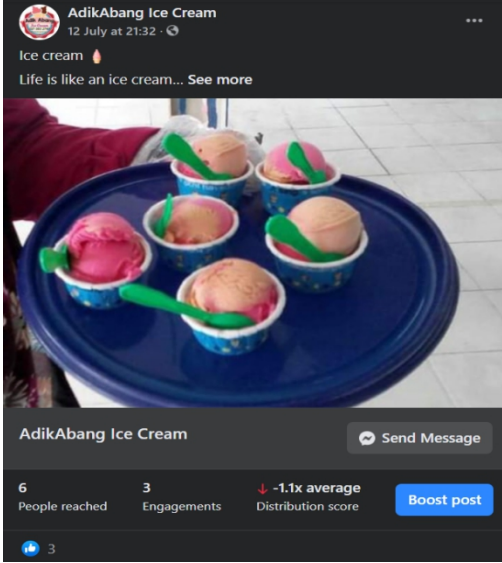
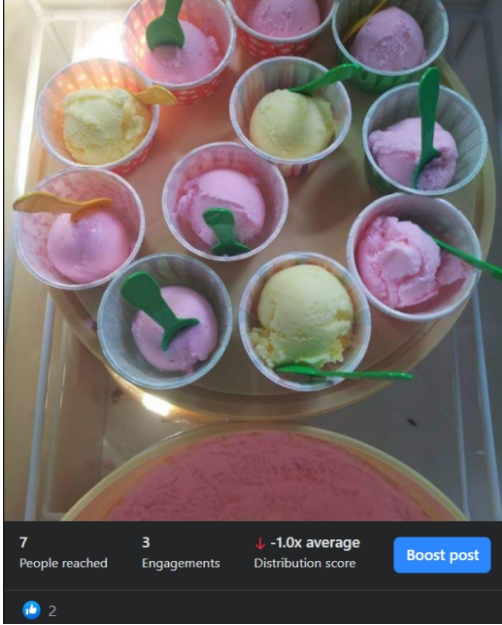
		<p>"AdikAbang Ice Cream"</p> <p>"ADA ICECREAM BARU SYOKKK"</p> <p style="text-align: center;">✓</p>
<p>4.</p>	<p>4 July 2021</p> 	<p>Assalamualaikum</p> <p>Bismillah</p> <p>~ Anda mencari kelainan yang SWEET untuk dinikmati?</p> <p>~ Anda ingin orang tersayang TERSENYUM manis?</p> <p>~ Cuaca panas & anda tetap COOL?</p> <p>~ Anda mencari aiskrim dengan RASA aiskrim sebenar?</p> <p>~ Mahu YANG DIYAKINI & PILIHAN TERBAIK?</p> <p>AdikAbang IceCream</p> <p># Dengan khasiat SUSU SEGAR SEBENAR</p> <p># Aiskrim berkualiti tinggi</p> <p># Sedap, gebu dan penuh krim</p> <p># Kepelbagaian perisa pilihan</p> <p># DIYAKINI & PILIHAN TERBAIK ANDA!</p> <p>JANGAN BERLENGAH, TEMPAH SEKARANG!</p> <p>JANGAN BERLENGAH, TEMPAH SEKARANG!</p> <p>JANGAN BERLENGAH, TEMPAH SEKARANG! ✓</p>

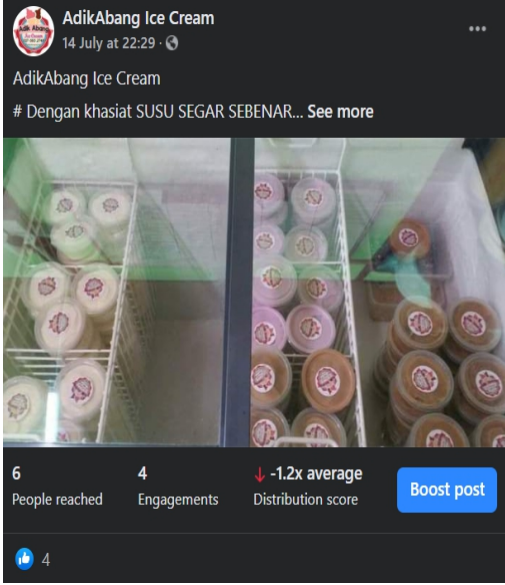
		<p>Kenapa Masih ragu-ragu? Rasai sendiri keenakan AdikAbang Ice Cream.</p>
5.	<p>5 July 2021</p> 	<p>AdikAbang Ice Cream Menjadi pilihan ramai jangan lepaskan peluang untuk mencuba Ice cream dari AdikAbang Ice Cream #adikabangicecream</p> <p style="text-align: center;">✓</p>
6.	<p>6 July 2021</p> 	<p>AdikAbang Ice Cream Membuatkan hari anda menjadi lebih ceria!! Untuk tempahan: Boleh terus hubungi number yang tertera di banner</p> <p style="text-align: center;">✓</p>
7.	<p>7 July 2021</p>	<p>Untuk tempahan boleh Hubungi:- 017 5652748</p>

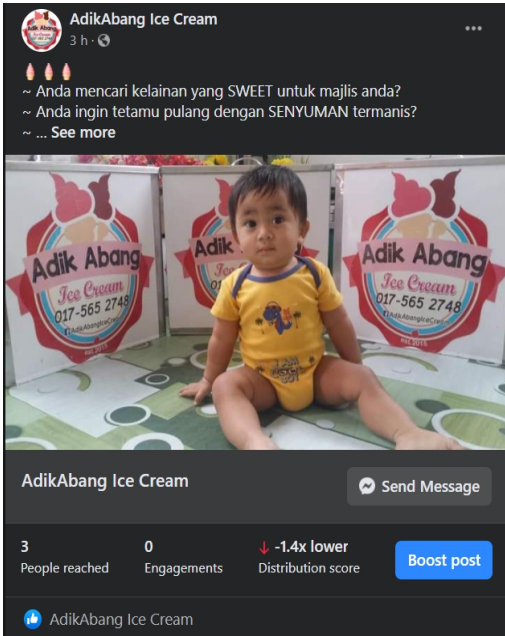
	 <p>Kami Menyediakan Perkhidmatan Katering Aiskrim Untuk Pelbagai Majlis Keratan Dengan Paket Yang Lengkap Serta Harga yang Berpatutan Untuk Majlis Seperti :</p> <ul style="list-style-type: none"> Majlis Perkahwinan Majlis Pertunangan Majlis Aqiqah Majlis Hari Jadi Majlis Hari Keluarga Majlis Jamuan Pejabat Karnival Hari Sukan / Hari Kanin Dan Lain-Lain Majlis Kecil <p>9 People reached 3 Engagements +1.3x average Distribution score Boost post</p> <p>3</p>	<p>011 27443178</p> <p>#adikabangicecream</p> <p>✓</p>
<p>8.</p>	<p>8 July 2021</p>  <p># Dengan khasiat SUSU SEGAR SEBENAR... See more</p> <p>9 People reached 3 Engagements +1.2x average Distribution score Boost post</p> <p>2</p>	<p>AdikAbang Ice Cream</p> <p># Dengan khasiat SUSU SEGAR SEBENAR</p> <p># Aiskrim berkualiti tinggi</p> <p># Sedap, gebu dan penuh krim</p> <p># Kepelbagaian perisa pilihan</p> <p># DIYAKINI & PILIHAN TERBAIK ANDA!</p> <p>JANGAN BERLENGAH, TEMPAH SEKARANG!</p> <p>JANGAN BERLENGAH, TEMPAH SEKARANG!</p> <p>JANGAN BERLENGAH, TEMPAH SEKARANG!</p> <p>Kenapa Masih ragu-ragu?</p> <p>Rasai sendiri keenakan AdikAbang Ice Cream. ✓</p>
<p>9.</p>	<p>10 July 2021</p>	<p>Hello guys!!</p> <p>Tahukah anda, kelebihan ice cream</p> <p>- Lemak Tidak Tepu Yang Tidak Menggemukkan</p> <p>Ais krim mengandungi lemak tidak tepu yang tidak mengemukkan jika</p>

		<p>diambil dalam kuantiti yang sedikit dan tidak berlebihan.</p> <ul style="list-style-type: none"> - Antibodi <p>Pastinya anda tidak tahu bahawa ais krim dapat bertindak sebagai antibodi kepada sistem pertahanan badan. Ini kerana ais krim mengandungi kandungan susu sebanyak 20-30% yang berperanan sebagai zat pertahanan tubuh terhadap pathogen iaitu agen penyebab penyakit.</p> <ul style="list-style-type: none"> - Mengubati Tonsil <p>Ais krim berperisa Vanilla sememangnya terkenal untuk mengubati tonsil kerana khasiat Vanila ialah menenangkan saraf, mengurangkan berat badan dan menaikkan mood seseorang.</p> <p>#adikabangicecream #banyakkhasiat ✓</p>
10.	<p>11 July 2021</p> 	<p>Adakah anda tahu!</p> <p>Kelebihan ice cream</p> <ol style="list-style-type: none"> 1. Sebagai tambahan kepada rasa, ais krim menghilangkan dahaga pada musim panas. Juga, kesegaran menaikkan mood, meningkatkan aktiviti mental dan memberi ketenangan. 2. Orang yang mementingkan kesihatan mereka perlu memilih makanan dengan minimum gula dan asid lemak. Produk sedemikian akan mempunyai kandungan kalori rendah

		<p>atau sederhana dalam lingkungan 250 Kcal. setiap isipadu 100 gr.</p> <p>3. Adalah berguna untuk mengambil ais krim untuk wakil-wakil dari separuh manusia yang lemah semasa kitaran haid. Rawatan ini akan mengatasi kekurangan zat besi dan meningkatkan hemoglobin. Dengan latar belakang ini, kekejangan yang menyakitkan di perut akan berkurang dan pening akan hilang.</p> <p>4. Sekiranya kita bercakap mengenai susu semula jadi, yang terdapat dalam pencuci mulut, komponen ini bertanggungjawab untuk kesihatan tisu tulang dan gigi. Ais krim, hampir sihat, mempunyai kalsium dalam komposisinya. Ia diperlukan untuk fungsi ginjal sepenuhnya.</p> <p>5. Nilai tertinggi rawatan musim sejuk adalah terletak pada kemampuannya untuk mempercepat pengeluaran hormon kegembiraan - serotonin. Walaupun selepas satu hidangan ais krim, seseorang mengalami peningkatan kekuatan dan peningkatan mood.</p> <p>#adikabangicecream ✓</p>
11.	12 July 2021	<p>Ice cream</p> <p>Life is like an ice cream</p> <p>enjoy it before it melts :))</p> <p>#adikabangicecream ✓</p>

		<p style="text-align: center;">✓</p>
<p>12.</p>	<p>13 July 2021</p> 	<p>~ Anda mencari kelainan yang SWEET untuk majlis anda? ~ Anda ingin tetamu pulang dengan SENYUMAN termanis? ~ Cuaca panas & Anda mahu majlis anda tetap COOL? ~ Anda mencari aiskrim dengan RASA aiskrim sebenar? ~ Mahu YANG DIYAKINI & PILIHAN TERBAIK? Hubungi AdikAbang IceCream SEKARANG!!!</p>
<p>13.</p>	<p>14 July 2021</p>	<p>AdikAbang Ice Cream # Dengan khasiat SUSU SEGAR SEBENAR # Aiskrim berkualiti tinggi # Sedap, gebu dan penuh krim # Kepelbagaian perisa pilihan # DIYAKINI & PILIHAN TERBAIK ANDA! JANGAN BERLENGAH, TEMPAH</p>

		<p>SEKARANG! JANGAN BERLENGAH, TEMPAH SEKARANG! JANGAN BERLENGAH, TEMPAH SEKARANG! Kenapa Masih ragu-ragu? Rasai sendiri keenakan AdikAbang IceCream. ✓</p>
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<p>14. 15 July 2021</p>		<p>~ Anda mencari kelainan yang SWEET untuk majlis anda? ~ Anda ingin tetamu pulang dengan SENYUMAN termanis? ~ Cuaca panas & Anda mahu majlis anda tetap COOL? ~ Anda mencari aiskrim dengan RASA aiskrim sebenar? ~ Mahu YANG DIYAKINI & PILIHAN TERBAIK? Hubungi AdikAbang IceCream SEKARANG!!! ~ 017 5652748 Hubungi AdikAbang IceCream SEKARANG!!! ~ 017 5652748 Hubungi AdikAbang IceCream SEKARANG!!! ~ 017 5652748 #adikabangicecream ✓</p>
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Graphics



Ice cream cup





Ice cream 6 litter



Ice cream cone



iii) CONCLUSION

Social media can help the promotion about the business. Based on the posting about teaser, hard sell and soft sell, it's can make the strategy for the publicity and promotion about the business.

Teaser, hard sell and soft sell is a plan to make the great promotion of the product. When looking for the posting it's can get the feedback, comment, like and share from other about the products.



REFERENCES ✓

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<https://www.investopedia.com/terms/s/soft-sell.asp>

Will Kenton. (2021). Hard sell definition

<https://www.investopedia.com/terms/h/hard-sell.asp>