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ABSTRACT

The purpose of this study is to investigate the effectiveness of social media as marketing tools for entrepreneurs. The data for this research was collected from 200 participants in Kota Kinabalu and Papar area through online and direct. The results indicate that the social media effectiveness is linearly related to the perceived usefulness and attitude towards use and the reason that entrepreneurs are using social media as their marketing tools. The research limitations are due to the time constraints and cost and also it is subjected to entrepreneurs only.