A STUDY ON THE EFFECTIVENESS OF USING ONLINE ADVERTISING IN MULTIMEDIA COLLEGE SABAH (MMC)

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ABSTRACT

Purpose: The purpose of this research is to identify the effectiveness of using online advertising in Multimedia College (MMC) Sabah.

Methodology: Data were collected from students of MMC. A total of 150 questionnaire being distributed and were analyze by using SPSS.

Findings: From the findings, it can be found that online advertising is effective because students can get information through it. Besides, the content of online advertising fully satisfied respondents'.