



## TABLE OF CONTENT

1.0 ACKNOWLEDGEMENT .....	1
2.0 EXECUTIVE SUMMARY.....	2
3.0 STUDENT'S PROFILE.....	3
4.0 COMPANY'S PROFILE.....	5
5.0 PRACTICAL TRAINING'S REFLECTION .....	8
6.0 SWOT ANALYSIS .....	12
7.0 DISCUSSION BASED ON SWOT ANALYSIS .....	13
8.0 RECOMMENDATION .....	18
9.0 CONCLUSION.....	20
REFERENCES .....	21
APPENDICES .....	22

## 1.0 ACKNOWLEDGEMENT

In the name of Allah, The Most Merciful Praise be to Allah Lord of the universe who gives me the blessing and strength to complete this assignment of Industrial Training Report (MGT666) for my internship during the whole 24 weeks starting from 1<sup>st</sup> March 2023 until 15<sup>th</sup> August 2023. Peace and prayers are upon His Final Prophet and Messenger Muhammad, the ideal role model for human beings. I would like to take this opportunity to thank my advisor for this industrial training, which is Encik Farhi Bin Razali, for his time that he spend for me and my group member to complete every given task and assignment for MGT666. Starting with guiding and continuous supports from the start until the end of completing this assignment. He is always there when we are confused, or we lost our step along completing the assignment. A full description on how does the assignment must be done has also been given. Therefore, I appreciate and thank him for the time that he spent.

I would like to express my full gratitude towards my supervisor for my internship placement at 3<sup>rd</sup> Wave Media which is Siti Murni Azman for guiding me from the start of the journey until the end. Same goes to my second supervisor which Sir Faiz for the time and knowledge that have been thought about the media world and basic of writing plus journalism. I never thought that I will be in this kind of industry but here I am today. Not to forget, thank you for the continuous support and helps from my fellow colleagues which are Nurfarahin, Nur Iqra, Nur Afifa, Hairi Ezreen, Sharifah Nur Shafiqah, Nur Fatin and many more. Without them, this whole internship journey may be dull and not fun as it is right now.

A thousand thank you to my parents and family for their continuous encouragement and the help handed to me to complete this one final subject. The love, prayers, and sacrifices that they gave to me to ensure all my necessities and needs throughout this assignment can be fulfilled successfully. Then I also want to thank myself for not giving up and always do my best for this subject. Lastly, I would also like to extend my deepest gratitude and special thanks to all who have directly and indirectly guided me in the writing of this report, especially my classmates. Without them, I would make many mistakes during completing this report. Thank you.

## **2.0 EXECUTIVE SUMMARY**

This report consist of multiple section that consists of acknowledgment, student's profile, company's profile, practical's training reflection, SWOT analysis and discussions, recommendations for weaknesses and threats plus the conclusion.

For the student's profile which is my updated resume, it consists of two pages which are full of description on my involvement and performance. Moving on to company's profile, I will describe a bit about 3<sup>rd</sup> Wave Media company history that consists of what are their product and services, the mission, vision, company's clients, subsidiaries, address of where does the office located, the organizational chart for editorial team and many more.


Moving on to the practical training reflection, I will explain to you about what are the daily task that have assigned to me by my supervisor. In addition, it also involves what are other work that I need to do in this 24 weeks of internship. Besides, I will be also explaining the benefits that I gain from the company as an intern that works there and knowledges that have been acquired throughout the whole internship journey as a social media intern at The Rakyat Post (TRPbm).

Furthermore, this report also consists of SWOT analysis that have four main elements which are strengths, weaknesses, opportunities and threats. These analysis are based on observation from internal and external factors of the company, and it will be follow up with full discussion for each main point. Then, some recommendation will be provided to improve the threats and weaknesses of TRPbm. Lastly, is the overall summarization of the report at the conclusion section.



### 3.0 STUDENT'S PROFILE

Below attached are my updated resume:



## Nur Hazwani

Binti Mohd Adha Thangarajah

Enthusiastic Marketing Student

Details	BIRTH DATE	PHONE NUMBER	EMAIL
<b>Summary</b>	I am currently a Bachelor of Business Administration Marketing student at UiTM Bandaraya Melaka. Someone who is committed and dedicated to complete any task particularly in excellence result. Self-involvement in various programs organized by various organization to enhance my technical and interpersonal skills. Natural independence behavior that push me towards someone that eager to experience new things while balancing my studies.		
<b>Education</b>	<b>BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING - [2020- Present]</b> Universiti Teknologi Mara (UiTM), Kampus Bandaraya Melaka Current CGPA: 3.47 <b>SIJIL TINGGI PERSEKOLAHAN MALAYSIA (STPM) - [2018 - 2019]</b> SMK King George V, Seremban <b>SIJIL PELAJARAN MALAYSIA (SPM) - [2013 - 2017]</b> SMK King George V, Seremban		
<b>Work Experience</b>	<b>3RD WAVE MEDIA (THE RAKYAT POST) - [Mar 2023 - Present]</b> Internship - Social Media <b>Chocomoms online business - [Apr 2022 - Present]</b> Digital Content Creator <b>Coconut Shake 336 - [Aug 2022 - Sep 2022]</b> Service Crew <b>Baker's Cottage - [Jan 2020 - Dec 2020]</b> Service Crew <b>KOTEX - KOTEX RISE UP CAMP</b> Participates in Kotex empowerment camp at Tadom Hill Resorts. - [July 2023]		
<b>Organization Involvement</b>	<b>SOCIAL CAMPAIGN WITH COMMUNITY (SoCCoM) 2.0: AUDIENCE INSIGHT</b> Student Consultant for Social Campaign with Community (SoCCoM), consulting Marketing Strategies for local entrepreneurs at Kampung Selandar, Melaka (Heart N Art) - [Oct 2022 - January 2023] <b>AVENGERS: MISSION TO ACCOMPLISH</b> Chief treasurer for student' motivation event under Universiti Teknologi Mara (UiTM) associate with Sekolah Kebangsaan Bachang, Melaka - [Oct 2022 - January 2023] <b>MARCOM COMMUNITY PROJECT (MACOMP)</b> Assistant Project Director for MARCOM Community Project (MACOMP), consulting Marketing Strategies for Ittihad Trading - [2021 - 2022] Student Consultant for MARCOM Community Project (MACOMP), consulting Marketing Strategies for Ittihad Trading - [2021 - 2022]		

Picture 2: Resume page 1



**Nur Hazwani**  
 Binti Mohd Adha Thangarajah  
 Enthusiastic Marketing Student

**Self-  
 Development  
 Activity**

- Joined 'Hauntu' event for problem solving experiences - [2023]
- Participants of Defamation talk by Malay Mail media. - [2023]
- Participate in food photography for an online business on Instagram @chocomoms - [2022]
- Participate in Program Wacana Semarak Patriotisme 'Anda Tanya, Pakar Jawab' Bersama Pakar Undang-Undang Perlembagaan - [2021]
- Participate in Webinar of Memperkasakan Nilai-Nilai iDART Dalam Kalangan Mahasiswa UiTM - [2021]
- Participate in Learn Knotting Skill "From Zero to Hero" under Pusat Unit Kokurikulum UiTM Cawangan Negeri Sembilan Kampus Seremban - [2021]
- Participate in Forum: How to Balance Between Study & Leadership - [2021]
- Participate in Webinar of Beware of The New Trend of Financial Crime under Finance Association, Universiti Teknologi Mara (UiTM) - [2021]
- Participate in Webinar Of Excellent Entrepreneur: Pembangunan Minda Usahawan dalam Kalangan Mahasiswa - [2021]

**Languages**

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<b>MALAY</b>	<b>NATIVE</b>	<b>ENGLISH</b>	<b>PROFICIENT</b>
<b>ARABIC</b>	<b>BEGINNER</b>		

**Skills**

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<b>MICROSOFT WORD</b>	<b>PRESENTATION</b>
<b>MICROSOFT POWERPOINT</b>	<b>PROJECT MANAGEMENT</b>
<b>MICROSOFT EXCEL</b>	<b>INTERPERSONAL SKILLS</b>
<b>CANVA</b>	

**References**

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<b>MUHAMMAD FAIRUZ BIN JAMIL</b> UiTM Bandaraya Melaka Lecturer fairuzjamil@uitm.edu.my	<b>SITI MURNI AZMAN</b> The Rakyat Post (BM) Head Writer murni@therakyatpost.com
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Picture 3: Resume page 2

#### 4.0 COMPANY'S PROFILE

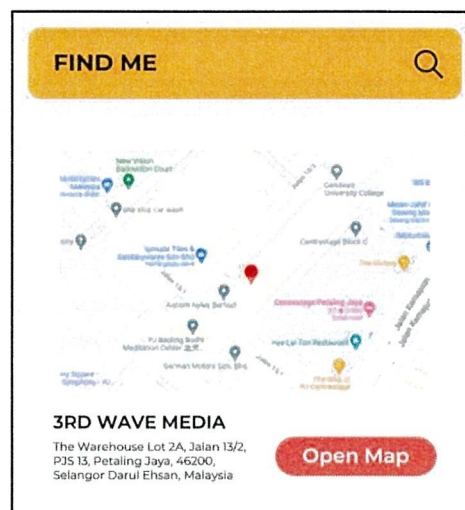
3<sup>rd</sup> Wave Media is a leading digital media company that includes online news and delivering high quality of engaging content creation over multiples platforms with two main languages which are English and Bahasa Melayu. This company is dedicated to deliver important, reliable, trending news to readers to make sure they are updated with nowadays issues via online platforms.

Below are the platforms used by 3<sup>rd</sup> Wave Media to deliver their content and story to the society starting with website, Twitter, Instagram Threads, Instagram, Facebook, Telegram and YouTube.



Picture 4: Websites and social media that 3<sup>rd</sup> Wave Media used.

3<sup>rd</sup> Wave Media office is located at Redberry City, Lot 2A, Jalan 13/2, Seksyen 13, 46200, Petaling Jaya, Selangor. The office is at the center of Petaling Jaya which is near public transportations.



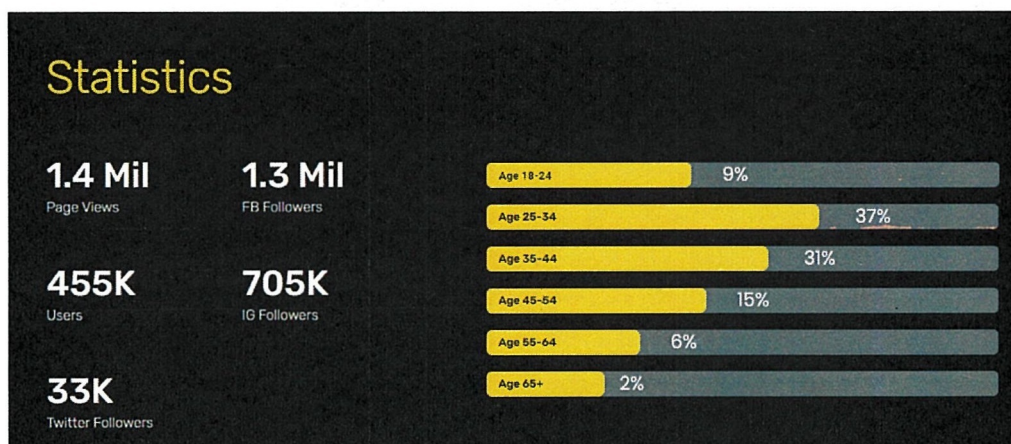
Picture 5: Google Map location for 3<sup>rd</sup> Wave Media address.



There are many leading subsidiaries and online media that are currently operates under 3<sup>rd</sup> Wave Media which are The Rakyat Post (TRP), The Rakyat Post BM Edition (TRPbm), Tech TRP, Buzzkini, Hangat, Power On and many more Each subsidiaries has its own target audience of readers. For instance, both TRP and TRPbm target on the urban residence across Malaysia which cover various types of contents. Examples of aspect to be covered by this media are lifestyle, travel, viral content, and more. Buzzkini and Power On through Hangat covers on stories regarding sensational, conversational, celebrities, viral and more.

3<sup>rd</sup> Wave Media services not only by publish news but also works with many great companies and big clients such as Lazada, Air Asia, Gamuda Land, Sunway, UOB and many more. This company also provide promotion product or services content for these clients.

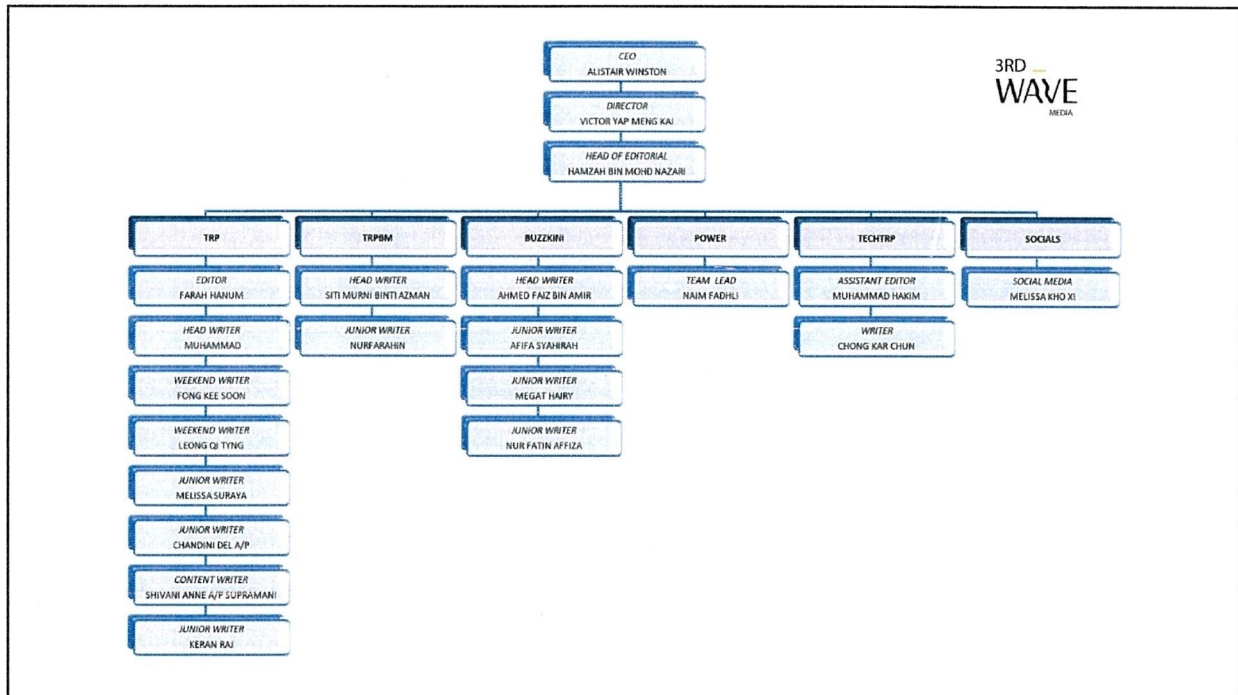
According to statistics from this company below, the number of engagement combined throughout all platforms and social media shows a significant growth:



Picture 6 & 7: Statistics of demographic for 3<sup>rd</sup> Wave Media readers.

From the statistic provided above, we can see that the users are mainly from people from the age of 25 to 34 years old that consist of 37% of it. Meanwhile the lowest range of age that engages with 3<sup>rd</sup> Wave Media socials are from the elderly which is the age 65 years old and above.

Below attaches are the organizational chart for the Editorial Team of 3<sup>rd</sup> Wave Media:



Picture 8: The organizational chart for the Editorial Team of 3<sup>rd</sup> Wave Media.

## 5.0 PRACTICAL TRAINING'S REFLECTION

During my internship days which is from 1 March until 15 of August 2023, I have been assigned to join the social media department for The Rakyat Post Bahasa Melayu Edition (TRPbm) under 3<sup>rd</sup> Wave Media company. The department consist of me myself, one intern from Buzzkini media and also one Senior Executive. Even though I am assigned in this department, I'm working closely with writers from the editorial team under TRPbm and Buzzkini. All task given to me was assigned either from my supervisor which is Siti Murni that is currently leading the Bahasa Melayu desk for TRPbm or Ahmed Faiz which is the Head Writer for Buzzkini.

My main daily task is to design a graphic based on the article or stories published by the writers every day. Along with the graphic designed, I also need to prepare a full copywriting based on the articles that have been published. The copywriting is to increase engagement among readers and their social media accounts users. All of my work and task must be presented and approved by my supervisor before any content can be posted.

Furthermore, I also have been assigned to design a graphic for social post at TRPbm Instagram account (@trpmsiabm), regarding any generic day such as Eid Mubarak, World Wildlife Day, Wesak Day, Ramadan Mubarak posting and many more. At some times, I will also cover some news for social posting for the Instagram account.

Moreover, other than having to do basic tasks, I am also have been assigned to joined and participates in different events such as press conferences, camping, product launching and many more. Some events that I have joined are Kotex: Kotex Rise Up Camp, MyKyochon: Jom Makan Bersama Kyochon 1991, MTA - Media Iftar Jama'ie & Takaful Industry Performance 2022 and many more.

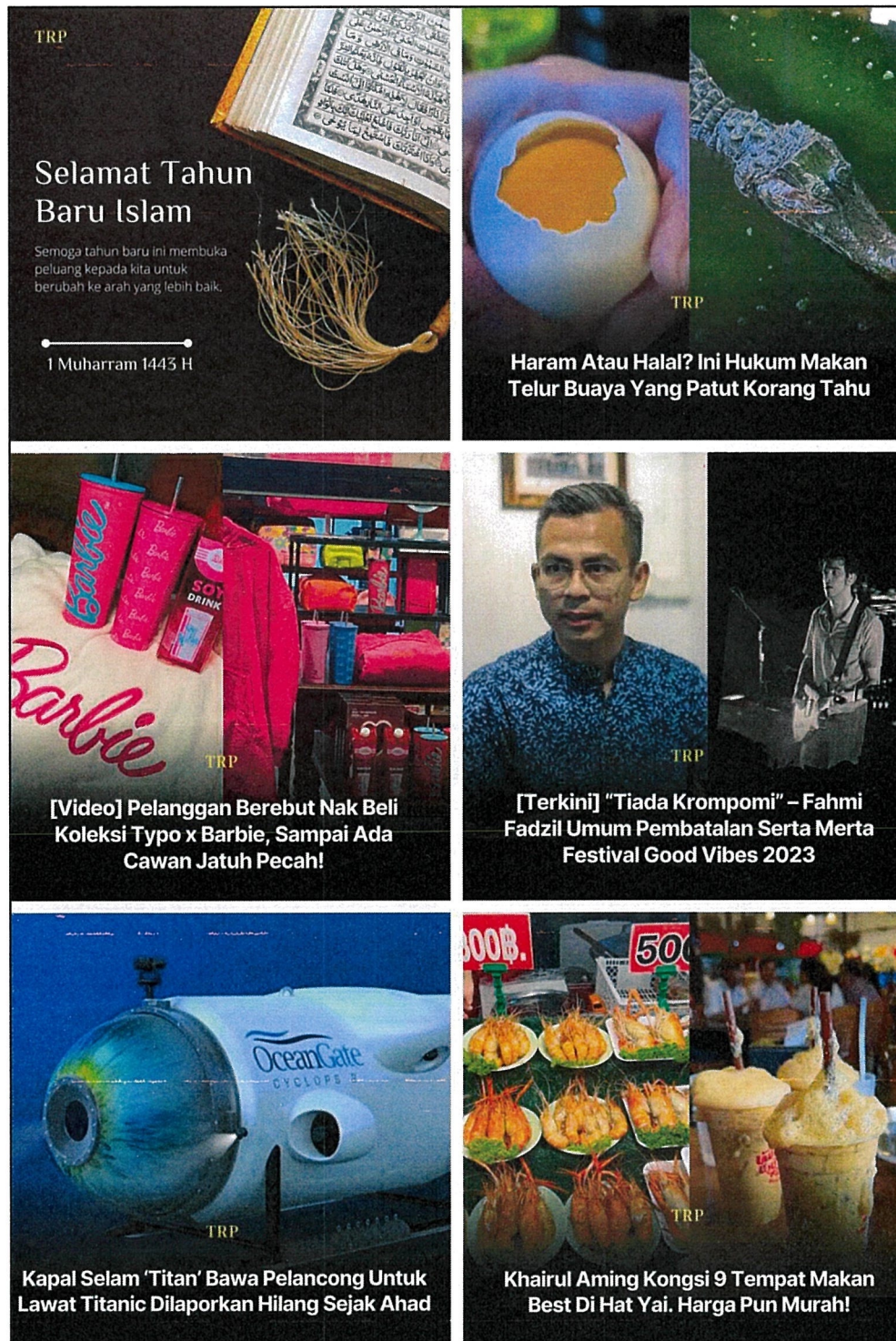
Throughout this wonderful experience, I have gained a lot of new knowledges on how does the media industry works and how it is related to marketing in general which is aligned with my course of study right now. Below stated on what are the benefits and knowledge that I have acquired followed by detailed description:

- i. Received allowances every month and able to claim transportation fees.

- I received a total of RM500 every month for my internship allowances. Other than that, I can also claim any transportation fees whenever I went to any occasions and events that are related to work. The company also gives me a one day leave every month.
- ii. I can now differentiate the terms and words that are suitable for social media posting.
- After learning and practicing copywriting as my main task, my supervisor have teach me on what tone and keywords that must be highlighted in the writing to catch the attention of the readers.
- iii. I'm now aware that different social media platforms has its own way of advertising.
- For instance, TRPbm only use short captions for any Twitter posting regarding the articles that have been published meanwhile they use a longer and more detail captions for posting under their Instagram account.
- iv. I have built wide connections among new people from different area and media.
- As I have joined a lot of events over this past few months, I have built a wider connection with people from different areas such as people from different background of media which are Sinar Harian, Astro Awani, Bernama, Utusan Malaysia, Saji and more. Not to missed out, I have also met content creators, celebrity, athlete and influencers around Malaysia.



Below attached are some examples of social posting that I have been working on every day:



Picture 9: Some of the social media posting graphics that I have designed.



## Some of the events that I have joined:



Kyochon 1991



MTA - Takaful



The Linc KL: Hauntu



The Haven  
Resorts



The Linc KL: Hauntu



Kotex: Rise Up  
Camp



Kotex: Rise Up  
Camp



Kotex: Rise Up  
Camp



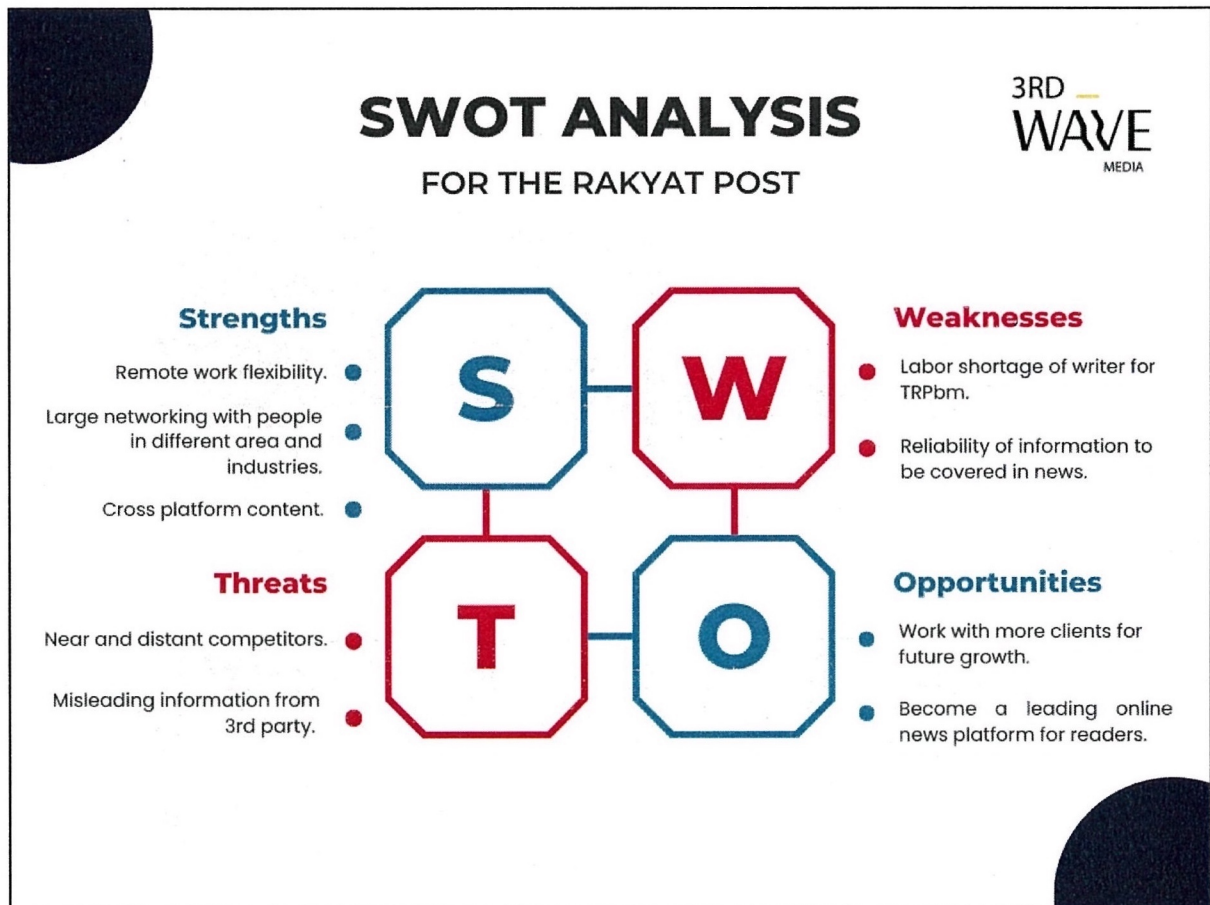
Kyochon 1991

Picture 10: Some of the events that I have joined over the past few months of internships.

## 6.0 SWOT ANALYSIS

Every businesses or companies will always have their ups and downs. The ups may be the impacts of the company strengths. Due to that fact, it is important for them to acknowledge any problems that will bring any loss or bad effects to the company.

Below stated are the infographic of the SWOT analysis that consists of Strengths, Weaknesses, Opportunities and Threats which I have listed out throughout my observation during my internship. This analysis is based on the internal and external factor that may direct or indirectly gives impact to the company. Thus, this SWOT were also have been approved by my supervisor:



Picture 11: SWOT Analysis diagram for The Rakyat Post (TRP).

## 7.0 DISCUSSION BASED ON SWOT ANALYSIS

### STRENGTH

i. Remote work flexibility.

- Since the Covid-19 pandemic started at 2019, the management of the company have decided to allow the employees to work from home (WFH) as it is also align with the Standard Operating Procedure (SOP) issued by the government. As the pandemic have turn to downhill in 2021 and the Endemic phase has been introduced, the 3<sup>rd</sup> Wave Media company still insist on using hybrid mode working for the employees.
- Due to flexibility of work by the workers, they now can work remotely from anywhere whether from home, library, office, café or more as long as the task given to them are manage and done successfully without any complaints. Due to my observations throughout this internship, the writers are more comfortable to do their work from home as it enhance focus and productivity to make sure the stories that they need to cover is done by working hours which is from 9 am until 6 pm.
- According to (Davidescu et al., 2020), a study by the Human Resource Management on Romanian people has shown that work flexibility has a significant impact on the positive work performance. Giving the employees flexibility and choices on how to do their work can also enhance job satisfaction. They will feel more appreciated and feel less burden to their particular job and in this case is to write stories. The employees will at least meet, work or gather at the office once a month to catch up with one another.





Picture 12: Remote work at The Haven Resort, Ipoh.

- ii. Large networking with people in different area and industries.
  - The writers are assigned to cover relevant, viral topics and news every day. As online platform gives many useful insights and information to them, there are times where information from 3<sup>rd</sup> party can be pretty useful to update the readers about more detailed and precise information. By having many different clients working with the company, wide connections with the people from different areas and industries can be gain. For instant, due to my observation, my supervisor which is also the Head Writer of TRPbm have used this kind of connection before to contact one of the Air Asia team about update on Air Asia company controversy that has been circulating around social media. The outcome of it is that TRPbm can writes on news which is reliable from the right sources.

iii. Cross platform content.

- As the Rakyat Post consists of two editions which are The Rakyat Post English (TRP) and The Rakyat Post Bahasa Melayu (TRPbm), the writers are able to share same stories to be published or translated within a day. It can be trending news, viral news, lifestyle content and many more. With this benefit, the amount of article that can be published can be increase and it will eventually driven the engagement of readers towards this portal to read daily news and contents. Not only that, the users and readers will now have two version and edition to one specific story which is in English and Bahasa Melayu. This will ease the readers to actually read with what languages that they comfortable and understands well.

### WEAKNESSES

i. Labor shortage of writer for TRPbm.

- This is one of the main weaknesses that can be identified in TRPbm team. According to my supervisor, the shortage of Bahasa Melayu writer have been going on even before I started my internship in early March. Even though hiring announcement have been posted several times across all of the social media platforms, the suitable and right candidate for the full time writer position is not yet to be filled.
- The shortage of worker gives impact to the performance and numbers of stories to be publish in one day. Sometimes, there are days when the number of breaking and viral news within one day is too many to be covered by one or two person. Having another full time writer will eventually enhance opportunity to gain more engagement from readers. As for now, there are only two employees that works under TRPbm which are the Head Writer, Siti Murni and Junior Writer, Nurfarahin Fadzil.
- According to a study by (Matemani, 2019), on the impacts of labor shortage of an organization performance in Tanzania, it has proven that labor shortage can cause loss to the company as it will lower the quality of work. In this context, as been

mentioned above it is important for a news portal to deliver as much information and news within a day to the public, so they do not miss out on anything.

ii. Reliability of information to be covered in news.

- On what I have observed, the writers mainly have idea, content and news to be covered by they do not have enough information to publish an article. It may be because of the uncertainty of the information whether it is true or not. Nowadays, it is easy for people to manipulate an information and spread it to others. This fake news will also effect the credibility of writer to publish a truthful article and stories to the citizens as they need to check several times with many parties to ensure that the information gained is reliable.

### **OPPORTUNITIES**

i. Work with more clients for future growth.

- As for now, 3<sup>rd</sup> Wave Media have been working with a lot of big company and clients in different areas such as Lazada, Gamuda, Grab, UOB, Air Asia, Sunway, Celcom, Maxis and many more. From my perspective within this few months of working with them, I believes that this company can offer their product and services to a lot more potential clients in the future.
- To align with their long term mission which is to become the leading digital media for users, having a long list of big name clients that they can assist will ensure increased of trust from other companies.

ii. Become a leading online news platform for readers.

- As we know, TRP have worked with many big client from big company as mentioned above. With good reputation of the portal and cite, The Rakyat Post (TRP) can become the most engage online news portal that are recommended by readers around Malaysia.

## **THREATS**

- i. Near and distant competitors.
  - TRP has a lot of availability of near and distant competitors. For instance, there are portal from Oh Bulan, Sinar Harian, Buletin TV3, Astro Awani, Berita Harian, MStar, Oh My Media, Utusan Malaysia, Bernama, Metro, Kosmo and many more. As we know, they are many news portal that are accessible to users everyday and this is a challenge towards all the media that works under 3<sup>rd</sup> Wave Media as they need to compete to become the leading digital media company around Malaysia.
- ii. Misleading information from 3<sup>rd</sup> party.
  - Misinformation will lead to fake news and lead to readers do not trust the media and brand. As TRP does not have reporter, the information, facts, and news are mostly dependent on higher portal status of media such as Bernama and Sinar Harian where they have their own personal reporters to convey the information. For instance, there was one case that has happened before where Buzkini media portal need to take down an article because of a misleading information that have been used from Bernama portal.

## 8.0 RECOMMENDATION

### WEAKNESSES

- i. Labor shortage of writer for TRPbm.
  - According to a study conducted by (Adeosun & Ohiani, 2020), they have analyzed and determined what are the factors that gives impact to attract future talents of a firm. And the findings show that we can attract future employees with leverage on salary in the recruitment process. From my point of view, TRPbm can apply this method to their hiring posting around social media by adding an average number of the salary that they will offer for the writer position. Other alternative that has been proven according to this study is that TRPbm apply is they can use the social media as a tool to promote the hiring poster. A simple way to reach the right candidate with the right talent is by using ads tool. For example, like Instagram ads, it can filter according to the interest and demographic of their target audience. Therefore, future potentials writer can reach within short time.
- ii. Reliability of information to be covered in news.
  - The Rakyat Post (TRP) should hire their own reporters to get true and reliable information fast from the recognize sources. In this case, the information can be gain faster and it can be publish to readers faster. An impact that can be seen through this is that the number of users engagement can increase while the readers can get truthful facts and news.



## **THREATS**

### **i. Near and distant competitors.**

- According to a research done by Adihkari in 2021, improve performance is an efficient way to compete with competitors whether it is near or distant competitors. Performance improvement by company or writers will eventually give added value to TRPbm. For instance, instead of just using the idea of content provided by the clients, TRPbm can come out with their own idea on how to promote the client's product for high engagement.
- Use new social media to increase engagement of the target audience of the clients. A study by (Pandey & Pandey, 2019), has shown that people spend an average of 9 hours on social media per day. Therefore, in this case TRPbm should use the appropriate social media that is suitable for the content requested by clients. For instance, as for now there is only a Tiktok account for TRP English and not for TRPbm. TRPbm should open a Tiktok account to engage more with audiences and readers. This effort will eventually attract more potential clients in the future as they will see that TRPbm can provide them a high engagement consumers through their contents.

### **ii. Misleading information from 3<sup>rd</sup> party:**

- According to (Amanda Hetler, 2022), a way to solve misleading of information to spread is to check several times with other reliable sources to ensure that the news covered is true. It may take a bit of time, but the readers will more appreciate if the media can provide them with nothing but truth. TRPbm can also use websites that function to check whether the news is fake or not. For instance, the common fact check tools that can be used is by Google. Writers can use Google fact check tools whether certain facts is true or false.
- Other than that, it is also advisable for the writers to check information not with as many portal of news to cross check the information that needed to be write.

## 9.0 CONCLUSION

To summarize my entire industrial training report for my internship placement at 3<sup>rd</sup> Wave Media, there are many input, benefits and knowledges that I have acquired around almost 6 months of internship. The most important thing that I have learned is how does the media industry in Malaysia works and how to deal with clients on promoting their product or services to the users and the readers. As I am in the social media department team, there are much useful knowledge regarding the management of social media that I have learned from my study days which is from Semester 1 until Semester 5 that have been implemented towards my internship days.

As for the SWOT analysis, there are a few points that can be pointed out according to my observations. The strengths that have been listed are remote work flexibility, large networking with people in different area and industries and lastly cross platform content. Moving on to the weaknesses, the first one is labor shortage of writer for TRPbm and reliability of information to be covered in news. The third element which is opportunities consists of working with more clients for future growth and becoming a leading online news platform for readers. Lastly for the forth element is threats, it consists of near and distant competitors and misleading information from 3<sup>rd</sup> party.

I hope that the alternative of recommendation that have been listed in the recommendation section can be used or apply in the future for the weaknesses and threats of TRPbm. Finally, with less than a month of internship left, I hope I can contribute idea and knowledge as much as I can to help the company or TRPbm especially for the social media team in improving what aspects of lacking.

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## APPENDICES



Pictures 13, 14, 15 & 16: Some social post for my daily task.





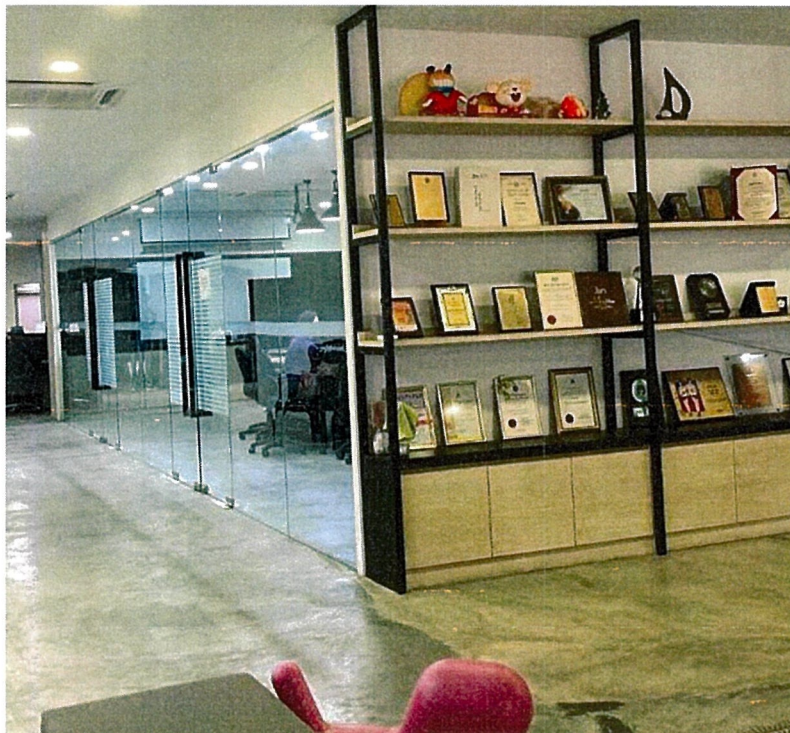
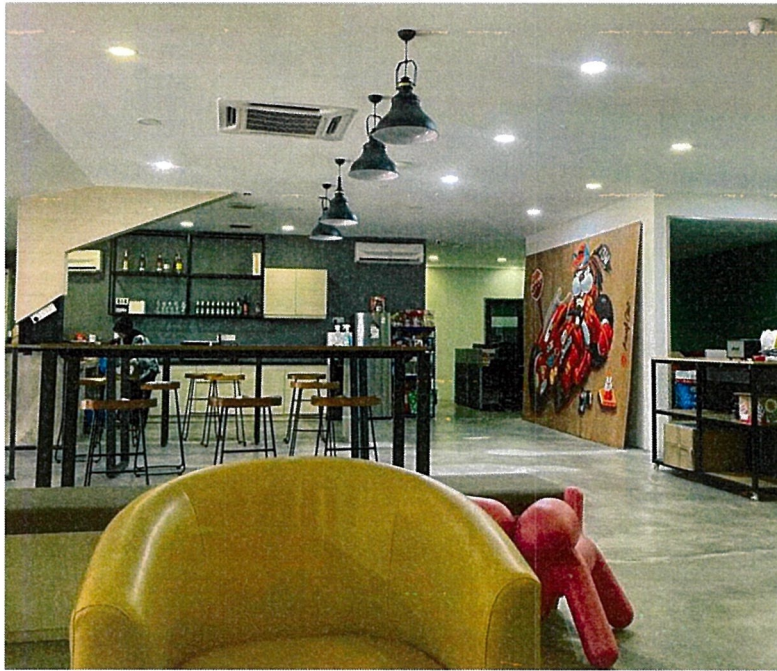
Pictures 17, 18, 19 & 20: Some social post for my daily task.





Pictures 21, 22, 23, 24 & 25: Company trip with TRPbm and Buzzkini Team at Ipoh.





Pictures 26 & 27: Some snaps of the office at Petaling Jaya.