

THE USAGE OF THE SOCIAL MEDIA EFFECT  
TOWARD WORK AND PERSONAL IN INSTITUT  
PERTANIAN KUALA LIPIS

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## **ABSTRACT**

This research paper was describing about the study of the usage of the social media effect toward work and personal in Institut Pertanian Kuala Lipis (IPKL). The objectives of this study are to identify the to identify the effect of organizational environment toward usage of social media at Institut Pertanian Kuala Lipis, to identify the frequently usage of social media among employee at Institut Pertanian Kuala Lipis, to identify the effect of social media toward quality of work and personal at Institut Pertanian Kuala Lipis and the last but not least is to identify the relationship between the usage of social media and job performance among employee at Institut Pertanian Kuala Lipis. The scope of the study was dedicated to all employees in Institut Pertanian Kuala Lipis (IPKL) in Kuala Lipis with various department, gender and position. Besides that, this research report also using a variety of methods in order to measure the objective that need to be achieve. The research finding was been measured based on the appropriateness of questionnaire. Overall of this report research was been explained the entire of research finding with including the table and figures to prove that this report is fact and authentic.

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