



**THE IMPACT OF SOCIAL MEDIA ADVERTISEMENTS ON
FAMILY RESTAURANT IN DUNGUN FROM THE
RESTAURATEURS PERSPECTIVE**

By,

AINA NADIA BT RAZAK

(2017396035)

AMIRAH BT SABRI

(2017118157)

Bachelor of Science (Hons.) Food Service Management

HM242 6BA

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Abstract

This study is about the impact of social media advertisements on the family restaurants in Dungun from the restaurateurs' perspective. Based on National Restaurant Association (2014), a family-style restaurant can be defined as a casual dining restaurant where a customer sits at a table and receives the table service from a wait staff while a fast-food restaurant consists of over-the-counter service of where a customer receives their meal to go. Most restaurateurs are using social media to build their brands and attract a huge number of customers. Due to this trend, we decided to investigate social media's usefulness on family-style restaurants and examine the benefits of social media advertisements toward restaurateurs' businesses. Next, to gain more comprehensive view and to gather information regarding this, qualitative research had been used in this study through Face-to-Face (F2F) and online interview. Besides, the interview questionnaire consisted of 17 questions. On the other hand, we took 10 family-style restaurants as a sample around Dungun with some characteristics that the restaurateurs need to fulfil. For example, the restaurant must within a 10 km radius of UiTM, Dungun, Terengganu, have social media account that active and fully utilize. To sum up, we wanted to prove either social media advertisements useful and bring benefits to family-style restaurants or otherwise.

Keywords: Impact of social media advertisement, Social Media, Family style restaurant, Usefulness, Benefit, Qualitative research

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