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“Effectiveness of Social Media in Promoting Culture and Heritage  
Of Melaka towards Malaysian”

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TO:

MADAM NOOR ASHMALIA MOHD ASHRAF

BY:

WAN NUR AZUREEN BINTI WAN AKMAR 2011252834

AMIR BIN NEK MOHD JUHARI 2011225864

SHARIFFAH NUR AMALINA ALJUNID BT SYED AHMAD 2011475088

KHAIRUNISAA' BINTI ABDUL RAHMAN 2011853118

WAN MUHAMMAD AMIRUL BIN WAN DAUD 2011238044

FATIN NABILA BT HAYATUDDIN 2011459118

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## **INTRODUCTION**

Social media have become one of the important things in our life today. Without the assistance of social media, we will not be able to know the current issue that is happening around the world. Social media is extremely vital to every people especially in gaining various knowledge and information about culture, race and religion. The social media that people tend to use are Facebook, and Twitter. People need Internet to access all the social media in anytime they want. Plus, people nowadays are using Smartphone, so the internet can be accessed easily at everywhere without having a problem with the assist of mobile data plan.

Much information can be shared with everyone especially to promote places that have a lot of interesting facts. When people are using social media, they will be able to know more details about the places and at the same time will enjoy with the image that they can see our findings through the social media. According to Alison Doyle (n.d), social media includes the various online technology tools that enable people to communicate easily via the internet to share information and resources. She also said that social media can include text, audio, video, images, podcast and other multimedia communication. This shows that social media is about connecting people to spread the useful information that can give a benefit to the other side.

As social media help in promoting the heritage and culture of Melaka, there are a lot of alternatives that can be done to make sure people are concerned and realize about the uniqueness of Melaka. Melaka is places that have its own history and contain many cultures that few people know about it perfectly. Through the social media, it helps to promote the heritage and culture of Melaka towards the society.

They will learn various stuffs about the culture and able to share the knowledge with others as much as they can. Besides, we want to make sure that society will always remember the heritage of Melaka as we know, Melaka full with the history and memories from the past.

On top of that, Melaka is one of the famous places in Malaysia, by promoting the heritage and culture of Melaka, at the same time it will attract the people to come and visit Melaka. So, social media contribute a lot in order to promote Melaka to people around the world.

Lastly, we can show them that Malaysia is a safe country although the societies come from different races and cultures. Moreover, social media is the fastest ways to give the information rather than brochure in television or radio stations. It gives advantages to the societies who are likely to know the uniqueness of culture in Melaka. People will enjoy and felt satisfied when coming to the Melaka, study and obtain more details about the history and heritage of Melaka.