



UNIVERSITI TEKNOLOGI MARA MELAKA
FACULTY OF COMMUNICATION AND MEDIA STUDIES
DIPLOMA IN COMMUNICATION AND MEDIA

COM 363: PROFESSIONAL PROJECT
THE ROLE OF SOCIAL MEDIA IN PROMOTING SPORT
MALAYSIAN FOOTBALL

PREPARED FOR:
MR. ABDUL RAUF BIN HJ. RIDZUAN

PREPARED BY:

MUHAMMAD SYARIL BIN AZLIE	2013617146
NUR SHAKINAH BINTI IBRAHIM	2013249284
NUR'AZUREEN BINTI M. FARIDUL HALIM	2013440396
NURUL HAZIE SHARMIRA BINTI MOAMED TAHIR	2013418068
MUHAMMAD ZULKIFLI BIN SULAIMAN	2013412826
SYAMWILL BIN JAAFAR	2013867162

FROM CLASS MMC 1106K

MARCH 2016

TABLE OF CONTENT

NO.	TITLE	PAGE
1	ACKNOWLEDGEMENT	1
2	ABSTRACT	2
3	ABSTRAK	3
4	CHAPTER 1: INTRODUCTION	4
	1.1 Background of study	5 – 6
	1.2 Problem statement	7
	1.3 Research questions	8
	1.4 Research objectives	8
	1.5 Significance of study	9
	1.5.1 Policy	9
	1.5.2 Practice	9
	1.6 Limitations of study	10
	1.6.1 Finding the right informants	10
	1.6.2 insufficient time	11
5	CHAPTER 2: LITERATURE REVIEW	12
	2.1 Definition of Social Media	13
	2.2 Types of Social Media	14
	2.2.1 Social Networking Site (SNS)	14 – 15
	2.3 Importance of Social Media	16
	2.3.1 The importance of social media towards academic	16 – 17
	2.3.2 The importance of social media towards health	17
	2.3.3 The importance of social media towards sport	18
	2.4 Factors of Using Social Media	19
	2.4.1 Perceived Enjoyment	19
	2.4.2 Perceived Usefulness	19 – 20
	2.4.3 Social Influence	20
	2.4.4 Perceived Ease of Use	20 – 21
	2.5 History of Malaysian Football	21
	2.6 History of FAM	22 – 23
	2.7 Theory	24
	2.7.1 Uses and Gratification Theory	24

	2.7.2 Relationship Management Theory	24
	2.8 Research Framework	25
3	CHAPTER 3: METHODOLOGY	26
	3.1 Research Design	27
	3.1.1 Qualitative Research	28
	3.2 Data Collection Strategies	29
	3.2.1 In-Depth Interview	29
	3.3 Unit of Analysis	30
	3.4 Sampling	30
	3.4.1 Sampling Method : Nonprobability Method	30
	3.4.2 Purposive Sampling	31-37
	3.3 Data Analysis Strategy	38
	3.5.1 Thematic Analysis	38
4	CHAPTER 4: FINDINGS AND DISCUSSION	39
	4.1 RQ1: What are the role of social media towards sport organization?	40
	4.1.1 Social media is a platform for sharing information	40 – 41
	4.1.2 Social media is a medium for making stronger relationship between fans and the management of the sport it self.	41 – 42
	4.1.3 Conclusion remarks	42
	4.2 RQ2 : What should the FAM do in utilize the social media to bring back their reputation	43
	4.2.1 FAM should use all elements in social the media	43
	4.2.2 FAM should cover all aspect in order to bring back their reputation.	43 – 44
	4.2.3 Dismantling a positions in the FAM and accept the views from the fans.	44
	4.2.4 FAM should never give up in spreading the truth to all the fans.	44 – 45
	4.2.5 The national football team members should improve themselves.	45
	4.2.5 Conclusion remarks	45

	4.3 RQ3 : Does the sport organization have provide enough informations in their official social media platform to answer all the speculations arrive?	46
		46
	4.3.1 FAM has provided enough information needed on their social media platform	46 – 47
	4.3.2 FAM prefer press conference to answer any speculation arrives	47
	4.3.3 Conclusion remarks	48
	4.4 RQ4 : How the sport organization measuring their effectiveness in using a social media to communicate their fans?	
	4.4.1 The sport organization use a medium of social media to communicate with their fans	48 – 49
	4.4.2 Conclusion remarks	49
	4.5 RQ5 : What are the advantages of sport organization in utilize medium of social media?	50
		50 – 51
	4.5.1 Social media can use for interact with fans and get the information.	51
	4.5.2 Conclusion remarks	
5	CHAPTER 5: CONCLUSION AND FUTURE RECOMMENDATIONS	52
	5.1 Conclusion	53
	5.2 Future Recommendations	54
	5.2.1 Increased Timeframe for the Research	54
	5.2.2 Get Financial	54
	5.2.3 Interview More Informants for Future Research	54
	5.3.4 Future Use for Other Academician	54
6	REFERENCES	55 – 61
7	APPENDIXES	62 - 64

ABSTRACT

This aim of this study seeks to understand how social media is being used amongst sports organizations. More specifically, this study analyses the perspective and the role of social media in Football Association Malaysia. A few research before has established the importance of social media in promoting sports and entertainment venues but hard to elaborate on how individual teams utilize social media strategy, and the current situation around social media in sports communication. To establish best practices of social media in sports communication specific to the Football Association Malaysia (FAM). This research is using qualitative method. This study interviewed social media specialists from FAM, sport journalist, Malaysian football player and academician. It have been proven that social media help in sharing information and making stronger relationship with fans. Besides they should cover all aspect and medium not only social media in order to bring back the reputation. These best result explain the most effective ways to utilize social media in sports communication specific to the FAM. These best solution and result can also be translated and used across other sports teams, brands an entertainment entities.