

IABC 2019

The 6th International
Accounting and Business
Conference

THE 6TH INTERNATIONAL ACCOUNTING & BUSINESS CONFERENCE 2019

*Towards Greater Transparency, Accountability
& Sustainability in Financial Governance*

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IABC2019-010**EXPLORING THE ELEMENTS OF AUDIENCE ENGAGEMENT IN JOB
ADVERTISING OF JOB SEARCH WEBSITE IN MALAYSIA**

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Abstract

Recently, internet or social media has been the popular choice for companies to develop their business strategies. Social media is not used for communication tool or for entertainment only but an important part in marketing strategy as well as a recruiting platform. A job search websites agency has tried various new strategies to drive traffic from Facebook to their job platform. Although, Facebook has billions of users, some website advertisement on Facebook is not attractive enough to attract audience engagement. There are many elements in job advertising that has caused the audience whether to engage or not with the ads. Moreover, not many study has been done on evaluating the elements in job advertising, especially in Malaysia. Therefore, the researchers want to assess the types of audience engagement towards job advertising in Facebook and to explore the elements in job advertising that able to increase the audience engagement. To gain deep insight about this topic, the researchers conducted an exploratory research where audiences were interviewed about their engagement with the job advertising especially in Facebook. The study revealed that audiences who mostly 'like' the ads will share it with other people. Besides interactive functions, colors and fonts of the ads are also important elements to determine audience engagement.

Keywords: *Audience Engagement, Job Advertising, Online Advertising*