



**EXPLORING THE ELEMENTS IN JOB ADVERTISING OF  
MAUKERJA MALAYSIA**

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## LETTER OF TRANSMITTAL

25 DECEMBER 2018

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Dear Madam,

Submission of project paper **EXPLORING THE ELEMENTS IN JOB ADVERTISING OF MAUKERJA MALAYSIA** to fulfil requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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## ABSTRACT

The new ways for companies and brands to market their products and services have been available with the existence of social media. Starting from 21<sup>st</sup> century, the use of internet and social media has become a part of business strategies. It also shown that social media not only for communication tool for entertainment only but play an important part in marketing strategy of a company. This is importance for a start-up companies that striving to gain competitive advantaga. Thus, Maukerja Malaysia has tried a new strategy to drive traffic from Facebook to their job platform and it give a shocking positive results where it went viral and increase traffic. However, they still not sure the specific elements in their job advertising that went viral in Facebook. Moreover, there are insufficient evidence or past studies on the social media marketing elements in job advertising, especially in Malaysia. Therefore, researcher wants to assess the types audience engagement towards job advertising in Facebook and to explore elements in a job advertising that able to increase the audience engagement. To explore more about this topic, researcher conduct an exploratory research where researcher has to interview audiences that engage with the job advertising by Maukerja Malaysia in Facebook to gain deep insight of this study. Thus, researcher prepare two research questions to achieve the objectives of this study, (1) Which elements in job advertising of Maukerja Malaysia in Facebook is the main attraction to lead audience engagement? and (2) Which elements in job advertising of Maukerja Malaysia in Facebook is the main attraction to lead audience engagement? The result of this questions has been discussed and answerd in Chapter 4 and Chapter 5 and the transcript from interview also included in Appendices. By identifying and exploring on the elements in job advertising in Facebook it will helps Maukerja Malaysia to plan their marketing strategies effectively and able to increase their job traffic.

**Keyword:** *Elements of job advertising in Facebook, Audience Engagement*

## CHAPTER 1 INTRODUCTION

The researcher will discuss the background of study, problem statement, research objectives, research questions and significance of this research.

### 1.1 Background of study

Internet has offer us a wide range of opportunities such connect us with people from all around the world by creating, sharing and distributing contents, gaining and searching for information. Due to the changes and emergence of the Internet that widely use of social media actually it has given some indisputable outcomes. Thus, these changes have affected the business model in the industry as well. Starting from 21<sup>st</sup> century, the use of internet and social media has become a part of business strategies. It also shown that social media not only for communication tool for entertainment only but play an important part in marketing strategy of a company; Michaelidou et al. (2011). found out that the more marketers and businesses are utilizing social media channel as direct communication with their customer.

This social media trend has opened up new method of engagement and revolutionized the exchange of information. The more people engage in social media, it will be a good finding to investigate its relevance to the recruitment process. One of the main reasons for them penetrate into the market is due to the low barriers to entry. Companies also attracted with the low-cost, increasing amount of subscriber, and strong interactivity in social media marketing and then adopting a social media tools in their marketing communication mix (Michaelidou 2011).

Past studies started to explore the effectiveness of social media marketing. For example, de Vries et al. (2012) has conducted a study on the effect of social media marketing. He examining influencing factors of brand posts popularity on Facebook brand fan pages of 11 international brands from six product categories to get the informations. Meanwhile, Swani et al. (2013) examined the effectiveness of different message strategies on social media (i.e., Facebook) to promote online word-of-mouth activities for Fortune 500 companies.

These situations shows the beneficitation of social media for e-commerce marketing activities and it has been proven that even big companies no exception to this trend. Social media marketing activities are important as it gives the opportunity for companies to stay engaged with customers and to access them anytime and anywhere.