



**FACTORS MOTIVATE AUDIENCES ENGAGEMENT ON  
ZAFESHA FACEBOOK ADVERTISING POST.**

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**26<sup>TH</sup> DECEMBER 2018**

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SOCIAL MEDIA ENGAGEMENT : FACTOR MOTIVATE  
AUDIENCES PARTICIPATION ON ZAFESHA FACEBOOK  
ADVERTISING POST.

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## ABSTRACT

Social media begin to expand and it could be powerful marketing platform if business owner can utilize it. But, to utilize social media, marketers have to know the key to bring it success. By using Facebook Ads, it can boost advertising for some products, more efficient than Television advertising. It is because Facebook have billions of active users. By using FB Ads, it will much cost saving rather than other media, but if marketers don't know how to tackle the bidding algorithm, it could be expensive. By adapting user and gratification theory, this study main purpose is to find out what is the most motivating factor that influences user to keep engaging with business Facebook advert. If we master that most influence factor, we can produce the most quality advertising. And then, with high quality content, we can tackle the problem of low rate of post engagement and indirectly reduce the cost of Facebook Ads. Low cost of advertising will lead to higher profit margin.

## **CHAPTER 1 : INTRODUCTION**

### **1.1 Background Of Study**

Since internet exist, it began as a competitive advantage for every single business that utilize it. In this new era of retail technology, if retail company aren't exploring that kind of technologies, the chances of this company won't be in business for much longer. Retail industry have faced its biggest shift since electronic commerce (e-commerce) platform began to change brick and mortar merchants towards click and mortar style. This is a part of business strategies for companies like Walmart & Ocado, who are non-stop chasing new technology opportunities to meet customer demands. For customer, they might find the items they like for cheaper alternative online.

Along with technological changes, the way people socialized also experienced in evolution. Social media site have rapidly become a stage which civilian become comfort communicate with each other, more over since Facebook formed in 2006 (Miranda, Rubio, Chamorro, & Loureiro, 2014). An advantage for business owner, social media can be one of important platform to create. Company's profile can be created to gain and establish customer trust and create engagement with them. Company fan pages are fast becoming a prominent marketing channel, due to their contribution towards increasing sales (Chetna et al., 2016). Social media are need to be managed like all other forms of media and it's one of crucial platform that organizations establish to meet their business objectives (Tikno, 2017)