



**UNIVERSITI TEKNOLOGI MARA**

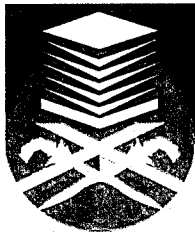
**UNDERSTANDING THE USE OF FACEBOOK PAGE:  
A CASE STUDY OF MINDA TEGUH MARKETING SDN BHD**

**ARDILLA BINTI GHAZALI  
(2015430208)**

**BBA (HONS) MARKETING  
JBM2406A**

**JUNE 2018**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION**

**WITH (HONOURS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**"DECLARATION OF ORIGINAL WORK"**

I, Ardilla Binti Ghazali, (I/C Number: 960228-12-6784)

Hereby, declare that:

- ✓ This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- ✓ This project-paper is the result of my independent work and investigation, except where otherwise stated.
- ✓ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: 28 June 2018

## LETTER OF TRANSMITTAL

28 June 2018

Mardiyana Mohamad Malom  
Ketua Pusat Pengajian (Ijazah)  
Fakulti Pengurusan Perniagaan  
Universiti Teknologi MARA,  
85009 Segamat  
JOHOR DARUL TAKZIM

Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the research report titled **Understanding the Use of Facebook Page: A Case Study of Minda Teguh Marketing Sdn Bhd** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

---

Ardilla Binti Ghazali

2015430208

Bachelor of Business Administration (Hons) Marketing

## LIST OF TABLE

Table 3.1	the number of Likers and Followers for both companies
Table 4.1	Total of Like, Comment, Share & View by posts @cendhq from 1 <sup>st</sup> to 30 <sup>th</sup> April 2018
Table 4.2	Frequent posts update based on Facebook criteria @cendhq from 1st to 30 <sup>th</sup> April 2018
Table 4.3	Content of Like click based on the 3 highest liked post @cendhq from 1st to 30 <sup>th</sup> April 2018
Table 4.4	Content of Comment section based on 3 highest liked post @cendhq from 1st to 30 <sup>th</sup> April 2018
Table 4.5	The number of people who Share the 3 highest liked post @cendhq from 1st to 30 <sup>th</sup> April 2018
Table 4.6	The availability of RACE elements in comment @cendhq from 1st to 30 <sup>th</sup> April 2018
Table 4.7	Total of Like, Comment, Share & View by posts @Amani4Life from 1st to 30 <sup>th</sup> April 2018
Table 4.8	Frequent posts update based on Facebook criteria @Amani4Life from 1 <sup>st</sup> to 30 <sup>th</sup> April 2018
Table 4.9	Content of Like click based on the 3 highest liked post @Amani4Life from 1 <sup>st</sup> to 30 <sup>th</sup> April 2018
Table 4.10	The number of people who Share the 3 highest liked post @Amani4Life from 1 <sup>st</sup> to 30 <sup>th</sup> April 2018
Table 4.11	The availability of RACE elements in comment @Amani4Life from 1st to 30 <sup>th</sup> April 2018
Table 4.12	Company that has better performance based on all of the content post from 1 <sup>st</sup> to 30 <sup>th</sup> April 2018 on Facebook page
Table 5.1	The sum up of the three highest liked post and RACE elements for both of the companies from 1 <sup>st</sup> to 30 <sup>th</sup> April 2018

## ABSTRACT

As at April 2018, Facebook has been the most popular networks worldwide and was ranked by having the highest number of active accounts (Statista, 2018). The content in company's social media play an important role in comparing either the content is interesting or lame. If the customers are not interested or trust the information in social media, they might switch to other competitors who can convince them more than the company does. The study aims to understand how Minda Teguh Marketing Sdn Bhd uses their Facebook page and to propose how they can be improved. From this study, researcher can understand more about how customers behave and their participation on Facebook page of the business. To achieve the objectives, researcher analyzes and observes the company's Facebook page. This can accomplish through the content analysis method based on qualitative research. Researcher analyzed and screened the Facebook pages of both company. The findings indicated Life Sdn Bhd (ALSB) have more followers and likers than MTMSB does. Moreover, in terms of frequency or actively posting content on Facebook page, MTMSB are more consistent than ALSB. In terms of number of like, comment, and share, ALSB has always had the consistent amount of people that like, comment, and share. In addition, researcher can see that MTMSB have utilizing all of the Facebook criteria post contents like photos advertisement, video/audio advertisement, promotion, festivals or events, online interactive, live video, and contest like sweepstakes, or games. For ALSB, they are more focusing on Online Interactive like shared testimony from customers. Lastly, for elements of RACE, based on every post, ALSB have better performance and have achieved the elements of Reach, Act and Engage well than MTMSB. Even though the number of posts for MTMSB is more than ALSB, ALSB have better audience/customers that always engage with them.

Keyword: Facebook, customer behavior, content