

UNIVERSITI TEKNOLOGI MARA

**INVESTIGATION OF SOCIAL MEDIA USE
IN ORGANISATION ON
EMPLOYEE PRODUCTIVITY**

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Report submitted in partial fulfillment of the requirements
for the degree of

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STUDENT'S DECLARATION

I declare that the work in this report was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as reference work. This report has not been submitted to any other academic institution or non-academic institution for any other degree of qualification.

In the event that my report be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and degree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.


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ABSTRACT

Social media is widely adopted in smaller and larger organisations today. Social media includes such Web sites as Facebook, YouTube, Twitter, Google+, LinkedIn, Instagram and Pinterest has exploded and has transformed the way organisational operations and communication. In fact, Malaysian government agencies are using these social media as a tool of communication medium with their employees and the public. Previous studies have found that social media has led to many benefits to the employee productivity, creative thinking, knowledge sharing and effective collaboration and communication. Nonetheless, several studies found the opposite to be stronger as the implication of social media has given the negative impact on employee productivity and not bear organisational benefit when the employees spend most of their working time on social media creating and enhancing personal networks. The purpose of this study is to identify the frequency and impact of Facebook use among employees in the Malaysian Public Sector toward employee productivity. This study covers the scope of Facebook usage in the Malaysian Public Sector that located in Wilayah Persekutuan Putrajaya. To achieve this purpose, quantitative approach and questionnaire instrument are used to gather the data from the respondents. The findings show that the employees use Facebook daily within two (2) to three (3) hours in the office before started the work. The impacts of Facebook use in the organisation are work distraction, misuse of organisation resources, security risk exposure and policy enforcement. The findings may provide some key consideration to organisation to determine and take the great solution to ensure employee productivity will not impair by the use of Facebook. The understanding of the impacts from the Facebook usage will also give an awareness to employees to use this platform in a smart and correct way to increase the work productivity.

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