

**UNIVERSITI TEKNOLOGI MARA**

**ADVERTISEMENT STUDY IN SOCIAL  
NETWORKING (FACEBOOK) MALAYSIA  
ENVIRONMENT**

**AZRIL HISHAM BIN YUSOP**

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

**Master of Science (Information Technology)**

**Faculty of Computer and Mathematical Sciences**

**January 2014**

## ABSTRACT

Internet is a new thing this decade. With birth of internet, people daily social lives have turn into new interaction with the birth of social networking. Social networking evolves from time to time and majority user that have access to internet at least have one social networking register. Social network website allow user to find friend, make new friend, chatting and socialize with each other in terms of discussion, sharing news and interest even rate or give testimonial certain product and service. While even marketing in social network is still new and many company do not implement it yet, it hold a major potential success for business organization if implement correctly and allocated marketing budget in it. Due to this, those social networking especially Facebook has seen the huge potential for the company to use its register user database for advertisement. Many researches done discuss about the effectiveness of advertisement using social networking. Malaysia is still new to this kind of advertisement. This study is to find and study whether social networking advertisement is effective to be practice in Malaysia compare to other advertisement type. Questionnaire is distributed to user and company. Real case studies also discuss in order to get a comparison. Facebook functionalities also discussed detail in order to study if its function help marketers in large or have any advantage over other method. With the all data gather, analyze and finding of the result become more accurate. From the analysis of the data, it is agreed that social networking (Facebook) have great potential to replace another advertisement medium because of it lower cost, very targeted audience selection, easy to use and apply. The result obtain from this research can be use by company for deciding their future marketing decision or be use for much further study in near future regarding the research subject matter.

Keyword: Social Networking, Facebook, Advertisement, Marketing

## ACKNOWLEDGEMENT

Alhamdulillah, praise to Allah for giving me the strength and health to complete this study.

Firstly, I would like to express my utmost gratitude to En Azhar Abd Aziz for endless support, richness encouragement and priceless assistance in completion this study. Also to all lecturer that helps me through my journey finishing this study. Thank you from bottom of my heart.

My greatest appreciation to my course-mate that always give me support in any ways and means, Siti Ubaidah, Norhasmidar, Aizat, Azlan and many more. My highest gratefulness goes to all participants who involve answering questionnaire provide. Not to forget Amir Iskandar for the support that you give me in collecting the data and four company which is TDL Network Sdn Bhd, SGM Sdn Bhd, DSR-17 Sdn Bhd and Albiesta Collection Enterprise for their support in providing me the case study needed.

Not forgetting very special thanks to my family for their full support, understanding and patience. Last but not least, to all whom names are not mentioned for their contribution in whatever forms directly or indirectly. Thank you so much.

## TABLE OF CONTENTS

<b>STUDENT'S DECLARATION.....</b>	<b>i</b>
<b>ABSTRACT.....</b>	<b>ii</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>iii</b>
<b>LIST OF FIGURES.....</b>	<b>vii</b>
<b>LIST OF TABLES.....</b>	<b>ix</b>
<b>ABBREVIATION.....</b>	<b>x</b>

### CHAPTER 1: INTRODUCTION

1.1	Introduction.....	1
1.2	Research background.....	2
1.3	Problem Statement.....	4
1.4	Research Objectives.....	4
1.5	Research Question.....	5
1.6	Research Scope.....	5
1.7	Significance of the Research.....	6
1.8	Report Outline.....	7

### CHAPTER 2: LITERATURE REVIEW

2.1	Introduction.....	9
2.2	Social Network.....	9
2.2	Advertisement in Social Networking.....	11
2.3	FACEBOOK as Social Network Advertisement Hub.....	15
2.5	Summary.....	21

**CHAPTER 5: CONCLUSIONS AND RECOMMENDATION**

5.1 Conclusion .....87

5.2 Limitations .....88

5.3 Recommendations .....89

5.4 Chapter Conclusions .....90

**REFERENCES** .....91

**APPENDICES**

Appendix A: User Questionnaire .....92

Appendix B: Company / Marketers Questionnaire .....92