

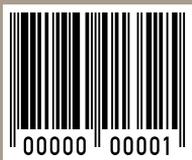
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Editor's Note

First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before.

The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment.



MS SURIANI JACK
Chief Editor

Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!

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IMPACT OF PILLARS OF SOCIAL MEDIA MARKETING ON THE PROMOTION OF BUSINESS

INTRODUCTION

What is social media? Nowadays, social media is the one of the quickest ways in communication network to get connected, communicate and reach out the content and context. Social media is the tool for people to share the information globally. There are many opportunities created by the social media. One of them is to promote the small business mostly for their brand, business and customer's access. The most of the product and service information will be shared through social media. This will build a trust and interaction. Social media create wide opportunities to all size business to promote their brand, create direct access to business and customers, precise about their product and services are shared and build stronger interaction with new and existing customers. By comparing traditionally and digital marketing methods promoting their product and services, traditional marketing methods need to invest more time, money and required high cost of labour.

Moreover, advertising projection and distribution also require high cost of money and time. On the other side, digital marketing provides high efficiency in term of costing in promoting business. Utilization of effective social media tools can create the new methods of promoting businesses.

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Social media marketing provides wide opportunity to start a business online based on online customer data and information. The marketers create and share business promotion information on social media to get brand image and customers. In order to promote their business, the marketers post about the value of the business. For the trading business, social media is very simple and efficient way to connect and communicate with customer and client. In the inventions of Digital Marketing, Internet banking and ecommerce business models, the key for those inventions are the benefits of social media tools. In online businesses, the social media offers a lot of opportunity to advertise this business especially for online customer and clients. By using online-based platform, the advertisers can create and offer for branding picture and also the clients.

With the novels and innovative business models, the marketing strategies is reshaped based on customer online purchase intention. According to BabySam Samuel and Joe Sarprasatha in 2015, they stated that, the benefits that business are achieved through social Media channels are awareness of brand, transparency of business, responsibility, build stronger relationships with key stakeholders. In 2017, the research was conducted by Mahwish Zafar et al to discover the relationship between manager's production that using social media tools to promote products and services, and who never utilize the advantages of using social media to be recognize in the current trading business.

IMPACT OF PILLARS OF SOCIAL MEDIA MARKETING ON THE PROMOTION OF BUSINESS

Tools of social media like Facebook, Twitter, Blog, You Tube etc was act as the indicator of the business growths. In the end of the result, the data that indicates the business that promote their business using social media tools was increase their business growth. The results were concluded by Payam Hanafi Zadeh et al in 2012. In social networking sites, the author stated that there are six specific categories. They are, promotion and advertising, information sharing, resources, customer relationship management, electronic commerce and economic models. Back in 2012, Walid A. Nakara et al stated that they found that the social media are promising tools for small medium enterprise. Besides that, the business that use social networks as their promoting tools for their marketing strategy to improve their business and e-reputation in the market. Small medium enterprise business is transformed by the social network based on the utilization of the web, marketing expansion and their visibility strengths in the market. The in-depth study of the literature shows that YouTube is the most visited social network in India, followed by WhatsApp. Social media marketing facilitates e-brand loyalty, business transparency, CRM and builds stronger relationships with key stakeholders, which drives business.

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OBJECTIVE

The objective of the study is to study the trend of pillars of social media on the promotion of business. In the article, the author stated that Facebook, Twitter, Blogs and YouTube act as the pillar of social media. Next, the article also being studied to review various literature to examine the impact of pillars of social media marketing on the promotion of business. The author reviews this article based on other studies that study the same subject. Last objective of the study is to develop a conceptual framework to study the impact of social media marketing activity on promotion of business. The author uses conceptual framework model to find the result of the impact of social media marketing in business promotion.

METHODOLOGY

Based on literature review the impact of social media on the promotion of business is examined and conceptual model is developed to examine the relationship between study variables. Proposed Conceptual Framework model were use to conduct the research.

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DISCUSSION AND FINDING

According to State of social media 2018, the following channels are commonly used by companies in the current social media marketing scenario. Facebook accounts for a significant portion of the 96 percent contribution to promoting businesses, followed by Twitter at 89 percent, LinkedIn at 70 percent, Instagram at 70 percent, YouTube at 57 percent, Google+ at 33 percent, Pinterest at 33 percent, and Snapchat at 11 percent. Deep Literature Survey shows that YouTube is Facebook, followed by WhatsApp, the most popular social network in India. Social media marketing facilitates e-brand loyalty, business transparency, CRM and builds stronger relationships with key stakeholders, which drives business.



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**CONTRIBUTION TO BUSINESS
RECORD MANAGEMENT**

From the studies, there are a lot of contribution that contributed by the social media tools in business record. Firstly, media marketing promote business through E-brand loyalty, business transparency, customer relationship management and strengthen the bonding with the key stakeholders. By comparing traditional marketing methods and millennials business methods, millennials business method brings more efficiency to the business. For traditional method, the business needs large of resources to promote the product and services. Besides that, interaction in social media marketing. The marketing interplay with customers the usage of social media has emerged effectively for growing logo cognizance of the product.

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Direct interplay approximately the creation of the latest products, services, enterprise models, and values is to be had on social media. It builds pleasant relationships and understanding approximately consumer wishes and wants. Next one is trendiness of social media. The direct interaction of social media platforms with consumers and brands generates trending attributes. The growth of brand awareness and purchase of products is also increasing, marketing through various social media tools, tweeting, blogging, and networking has led the youngest brands to partake in the current trend.

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Technology brings the consumer closer to the current trend and updated in the current scenario and interacts with brands. Moreover, business transparency. The business transparency of social media marketing is a very accessible platform where the brand identity of the company persists. The company connects with customers quickly and simultaneously to show reflectiveness. Instant feedback and instant response are given directly to customer feedback. Transparency in business via social networks is directly related to the buyer and the seller in two ways. The advantages of companies using social networks are the awareness that the company is listening to them, better customer service, price, discount, connectivity, building brand awareness, and sales are highlighted.



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Finally, business promotion. Internet and social media are widely used to promote or promote your products. The reputation of the company and its product continues to exist in the market with the availability of large online consumers who access various social networks on a daily basis. Advertising tools like Facebook, Twitter, and Instagram increase your brand awareness and influence consumer purchasing decisions.

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CONCLUSION

The acceptance and use of social networks have transformed companies into electronic companies or digital companies. In the digital age, social media pillars are becoming increasingly important for business owners, providing companies with access to markets, ideas, data, support, business insights, and other resources. A lot of research showed that most social media users seek information, and share product knowledge to promote their business through various social media pillars. It allows consumers to network and shares information through two-way discussions. Social media pillars have proven to be the most viable and effective ways to nurture and develop your social capital and generate new business.