ARTICLE REVIEW

# SOCIAL MEDIA IN BUSINESS RECORDS

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# MANAGEMENT OF BUSINESS RECORDS (IMR652)

*presents*

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# EDITOR'S NOTE

**MS Suriani Jack**

EDITOR IN CHIEF

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.

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

Have faith!

Lots of Love,

*Suriani Jack*
Chief Editor

UNIVERSITI TEKNOLOGI MARA

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**ELVINA ANAK LET**
MS Suriani Jack

# CHAPTER 1

## SOCIAL MEDIA COMPETITIVE ANALYSIS AND TEXT MINING. A CASE STUDY IN THE PIZZA INDUSTRY

## → Introduction

One of the reasons I picked this article is that it is clear that 90% of Malaysians utilize the internet. They must examine customer-generated content on their own social media sites as well as textual information on their competitors' social media sites to acquire a competitive edge and analyze their competitive environment accordingly. The utilization of social media appears to provide a corporation with a more lucrative profit.

## → Literature Review

This research is based on a number of referrals to relevant external article sources. The researchers discovered in this article that the widespread usage of social media technologies has produced a plethora of text data containing hidden knowledge for firms to use for a strategic edge. Furthermore, the authors concentrate on ways for assisting businesses in understanding how the process works, doing social media competitiveness research, and converting social media data into knowledge for decision makers and e-marketers. Language mining was used to evaluate unstructured text material on the Facebook and Twitter accounts of the three major pizza chains: Pizza Hut, Domino's Pizza, and Papa John's Pizza.

## → Statement of problems

This study states there are problems in this article that are related to:

i. Found that the level of user engagement on Facebook has a more significant difference than the level of engagement on Twitter.

## → Objectives

i. Could provide services and communicate with customers using social media sites like as Facebook and Twitter.

ii. To acquire a competitive advantage and appropriately analyze their competitive environment, they must analyze customer-generated material on their own social media sites as well as textual information on their competitors' social media sites.

# ➡ Methodology

The suitable method to be used for research are qualitative method. To fulfil this research, there are several methods that be used:

i. Data Collection:2
· Manually collected quantitative data from each individual social media sites, such as the number of fans/followers, postings, comments, shares, and likes, and posting frequency.

ii. Data Analysis:
· Text mining was used to examine text messages posted on their Facebook and Twitter pages in order to find new knowledge and trends and gain a better understanding of how the three pizza restaurants use social media in practice.

# ➡ Findings/Results

The researcher wants to know the findings of the total data for pizza followers on social sites and the major pizza organizations that are active in social media, according to the findings of the study based on this article.

i. Based on the statement, the researcher focused more on the number of fans or followers' pizza 4 networks available on pizza social media sites and levels engagement.

ii. Based on research, it revealed that the three largest pizza chains are currently active in social media and has provided a great resource for social media efforts. The data examined show that it is committed to providing an enjoyable experience for customers.

# ➡ Recommendations

The publisher states that social media monitoring as well as competitiveness is analytical strategies however help traders to determine how the product or service is accepted by its customers, but it is also an indication to a deeper understanding of competitors products and services as well as increased market knowledge.

# ➡ Contribution to Business Record Management

Nowadays, the use of social media is not only used for relaxation, but it is also an important platform in the business world. In the business world, this platform gives a lot of positive impact to the business where it can grow the business by promoting, selling, and attracting more customers. For example, this article has discussed how text mining is used to conduct competitor analysis for user -generated data on Twitter and Facebook in the top three pizza chains.