UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

THE USAGE OF FACEBOOK AS A PLATFORM FOR SOCIAL MEDIA

NURLILIA RAIHANA NABILA BINTI OTTOH

2013111905

DARRY ANNE MADEUS

2013570875

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ABSTRACT

Social networking is all about forming groups, sharing online content and exchanging information. In addition, to being a major part of social life in the modern world, social networking is an invaluable tool for Internet marketing since it provides a user-friendly and highly accessible platform upon which to exchange information on products and services. As what everyone knows, Facebook is the most social workings with the most number of users. Thus, we would like to know both the trend and the tools use in Facebook. The questionnaire was prepared for 60 friends as respondents around Sepanggar, Kota Kinabalu area which is Indah Permai. Among 60 respondents, 20 of them are working, the following 20 respondents are entrepreneur and the remaining 20 respondents are UITM Final Year Students. The observation also has been focused on Facebook public account which consists of educators, politicians and celebrities or public figures. We also include a very active Non-Government Organization that use Facebook which is Majlis Kanser Nasional (MAKNA) as their main internet communication tool as a part of our unit of analysis.

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