



UNIVERSITI TEKNOLOGI MARA (UiTM)  
FACULTY of COMMUNICATION & MEDIA STUDIES  
DIPLOMA in COMMUNICATION AND MEDIA

COM363  
PROFESSIONAL PROJECT

THE STUDY OF NEW MEDIA AS A FORM OF  
ADVERTISING: AN IN-DEPTH RESEARCH ON TUNETALK  
ADVERTISING IN TWITTER.

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## **ABSTRACT**

The main objective of this research is to identify the advantages of using new media as a medium for the purpose of advertising. The researchers want to know why people more prefer to advertise their brand or product using new media instead of traditional media. The new media advertising refers to content that is easily to access via many different forms of digital media such as online advertising. The method that the researcher used to conduct this research is using qualitative method which is in-depth interview and purposive sampling. The researchers interviewed subject matter expert (SME) in the advertising field which is the Tune Talk marketing team itself and also social media users who used their social accounts as a platform to search for product or services advertisement.

Keywords: new media, social media, advertising, comparative study, advantages of new media advertising, traditional media, telecommunications.