



**LEVERAGING SOCIAL MEDIA FOR ENTREPRENEURS BUSINESS  
GROWTH**

**NUR FATINI BINTI SHUKRI B061910298**

**FACULTY OF TECHNOLOGY MANAGEMENT AND  
TECHNOPRENEURSHIP**

**UNIVERSITY TEKNIKAL MALAYSIA MELAKA**

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**LEVERAGING SOCIAL MEDIA FOR ENTREPRENEURS  
BUSINESS GROWTH**

**NUR FATINI BINTI SHUKRI**

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## APPROVAL

“I hereby declared that I had read through this thesis and in my opinion that this thesis is adequate in terms of scope and quality which fulfil the requirements for the award of Bachelor in Technopreneurship”

Signature

:



Name of Supervisor

: DR. HAZMILAH BINTI HASAN

Date

: 30/01/2023

Signature

:



Name of Panel

: DR. NABIL HASAN SALEH AL-KUMAIM

Date

:30/01/2023

**DECLARATION**

“I declare that all the work of this project entitle “LEVERAGING SOCIAL MEDIA FOR ENTREPRENEURS BUSINESS GROWTH” is original done by myself and the result of my own research except that is cited in the reference. The research project has not been for any degree and is not concurrently submitted in the candidature of any degree”

Signature : *Fatini*

Name: : NUR FATINI BINTI SHUKRI

Date : 30/01/2023

## **DEDICATION**

I would like to say a lot of thanks and appreciation to both my parents who always give encouragement to continue to go through the twists and turns of learning. Next, also I express deep sense of gratitude to my supervisor for my final year project, DR. Hazmilah Binti Hasan who helped and educated me a lot to prepare this report. Finally, I would like to thank my fellow friend who helped me a lot in finding references to prepare this report. Without your blessings and help, I would not have been able to complete this report. Thanks for everything, I really appreciate it.

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## **ABSTRAK**

This study focuses on leveraging social media for entrepreneurs' business growth in Ayer Keroh, Malacca. Several variables have influenced the development of entrepreneurs in running their business, including the use of TikTok applications for branding entrepreneurial products and services, leveraging the use of Instagram for business to create catalogues, business profiles, and call-to-action to facilitate customers and users to make purchases on the Instagram platform without out of the platform, and the use of Facebook Ads to create promotions has made the business of beauty and health entrepreneurs better known. Significant changes in businesses that were originally only traditionally done have moved to the virtual world due to high demand and easy dealings. This study uses a quantitative approach to find out the leverage of using social media for entrepreneurs' business growth. To complete this study, a measuring tool in the form of a questionnaire was used and supplied to the study location, namely Ayer Keroh, Malacca. The information collected from the questionnaire is a sample of social media admins and beauty and health product entrepreneurs as respondents.

**Key Word: Leveraging Social Media, Entrepreneurs Business Growth.**

## ABSTRAK

Kajian ini memberi tumpuan kepada memanfaatkan media sosial untuk pertumbuhan perniagaan usahawan di Ayer Keroh, Malacca. Beberapa pembolehubah telah mempengaruhi perkembangan usahawan dalam menjalankan perniagaannya, termasuklah penggunaan aplikasi TikTok untuk penjenamaan produk dan perkhidmatan usahawan, memanfaatkan penggunaan Instagram for business untuk membuat catalog, profil perniagaan, dan call-toaction untuk memudahkan pelanggan dan pengguna membuat pembelian di platform Instagram tanpa keluar daripada platform tersebut, dan penggunaan Facebook Ads untuk membuat promosi telah menyebabkan perniagaan usahawan kecantikan dan kesihatan lebih dikenali. Perubahan yang ketara dalam perniagaan yang asalnya hanya dilakukan secara tradisional telah berpindah ke alam maya disebabkan oleh permintaan yang tinggi dan urusan jual beli yang mudah. Kajian ini menggunakan pendekatan kuantitatif untuk mengetahui manfaat menggunakan social media untuk usahawan mengembangkan perniagaannya. Bagi melengkapkan kajian ini, satu alat pengukur dalam bentuk soal selidik telah digunakan dan dibekalkan ke lokasi kajian, iaitu Ayer Keroh, Malacca. Maklumat yang dikumpul daripada soal selidik tersebut merupakan sampel admin media social dan usahawan produk kecantikan dan kesihatan sebagai responden.

**Kata Kunci:** Memanfaatkan Media Sosial, Perkembangan Perniagaan Usahawan,



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## CHAPTER 1

### INTRODUCTION

Since the pandemic of Covid-19, social media has become one of the most significant aspects of our lives. Because everyone in the globe has a social media account, including entrepreneurs who want to build their business, have paid close attention to the usage of social media since the pandemic. The TikTok platform, Facebook, and Instagram are among the most popular social media platforms used. Because many industries were shut down because of the Covid19 epidemic, many people turned to social media to find work. For example, pursuing sponsored reviews, gift reviews, and conducting business online. As a result, entrepreneurs who want to establish a business or grow their existing business have taken advantage of social media to accelerate their growth.

Social media is a platform that allows people to share content including images, videos, links, and opinions. Social media was originally designed to allow people to interact with one another and reconnect with long-lost connections, as well as to share their daily lives. Since then, social media has evolved into a tool for forming communities and encouraging the exchange of ideas and perspectives. Because it may offer both free and paid advertising, social media can provide a business with the capacity to communicate with the entire population of the world who has a social media account. As a result, it can be an effective marketing technique for entrepreneurs looking to expand their business.

Social media offers numerous leverages and can assist an entrepreneur in remaining intact, competitive, and thriving. Entrepreneurs can now communicate with their existing consumers through social media. Social media can also be used to notify customers and consumers that the business is running special promotions, offering coupons, and offering discounts on things purchased by customers. As a result, it is apparent that utilizing and exploiting social media can help entrepreneurs build their firms and compete with well-established companies.

## **1.1 Research Background**

Entrepreneurs that use and exploit social media to expand their businesses are the focus of this study. This because social media, such as Facebook Ads, Instagram, and other famous websites, may assist entrepreneurs in growing their businesses to a higher level in a more efficient manner. Social media provides knowledge to humans without requiring them to travel from one location to another. Furthermore, this platform is a useful tool for disseminating information, particularly for the distribution of information about products or services (Utami, 2012). Information and communication technology, such as social media, may provide communities with the same level of information, both urban and rural.

Furthermore, today's utilization of technology has aided entrepreneurs in reaching their organization's future more effectively and providing more systematic research measures in business direction planning (HSemuel, 2007). Current technological advancements have transformed traditional marketing messages into more engaging devices (Lestari, 2015). Furthermore, social media is a low-cost marketing technique that does not require huge investments such as paid signs, television, or radio advertising. In terms of product advertising, social media can assist entrepreneurs. Because social media is a location where the entire population of Malaysia gathers, it is one of the advantages for entrepreneurs. Entrepreneurs can save money on advertising because of this advantage. Entrepreneurs gain a capital advantage by lowering their advertising expenditures, allowing them to expand their business. According to Thackeray et al. (2008), social media has infectious power, making it the fastest way for knowledge to spread nowadays.

The use of social media only requires a smartphone with installed apps like Facebook, Instagram, TikTok, and others. The rental cost for each signboard used to market their business is one of the costs that can be minimized. The cost of paying the salesperson's wage to advertise their goods is the next expense. Promoting a product in this manner necessitates a considerable amount of capital, as entrepreneurs must give vast quantities of their items while also taking risks if the product is not well received. However, utilizing social media can help businesses save money and possibly improve the amount of money available for future usage.

## **1.2 Problem Statement**

One issue is that malls have troubled customers and the community. This is because, traffic has become congested, parking densities and congestion, and congestion in malls especially on weekends and holidays (Ms. Lizcolling. June 2019). This situation has caused difficulties for Shopping due to the crowded halls and shops. So, customers often ignore the items to be purchased because they do not want to wait for a long time to buy, customers also find it difficult to park their car, and they feel it is not worth it to face traffic jams and congestion in the mall just to buy a few items. As a result, customers and consumers have chosen to shop online through social media. Due to the high demand for online transactions, entrepreneurs have more options to start and grow their businesses.

Furthermore, many criminal occurrences such as pickpocketing, snatching, and child abduction have occurred at shopping malls, causing alarm among the community and visitors who desire to visit the mall (Azril Rizal Mohd Sarit, March 2016). Customers with little children are likewise concerned about their children's safety while at the mall. This is due to their inability to keep an eye on the child while shopping for supplies. As a result, to secure the safety of their families and loved ones, many nowadays have chosen to purchase their needs and wishes online. Because today's society is completely focused on the use of social media, this condition has successfully given space and opportunities for entrepreneurs to build their businesses by using social media.

People started to raise their need for online shopping as a result of the closure of several businesses, starting with bars, restaurants, and shopping malls. As a result, businesses had to adapt to meet this demand. Risk attitudes, particularly for visiting sites designated as shopping and entertainment, transportation stations, and workplaces, can be blamed for the rapid reduction in movement when the WHO (World Health Organization) proclaimed COVID-19 to be a pandemic (Chan, Skali, Savage, Stadelmann, & Torgler, 2020). Contrarily, pandemics did not instantly influence supply chains and instead enhanced consumers' propensity to purchase online to minimise virus exposure, unlike disasters that quickly affect every entity in them, including producers, suppliers, distribution centres, and retailers (Hao, Wang, & Zhou, 2020).



### **1.3 Research Question**

- a)What are the positive and negative impacts of social media among entrepreneurs business growth?
- b)Why do entrepreneurs use social media other than e-commerce?
- c)What are the challenges of using social media in business?

### **1.4 Research Objective**

- a)To identify the positive and negative impact of using social media among entrepreneurs business growth.
- b)To investigate the reason for entrepreneurs choosing social media for business growth.
- c)To analyze the importance of entrepreneurs using social media for future business growth.

### **1.5 Scope of Study**

This research focuses on leveraging the social media of entrepreneurs' business growth. Ayer Keroh, Melaka is where most of the study was conducted. Researchers focus their efforts on beauty and health business that want to growth in Melaka. The focus of the study was on social media admins and staff, managers and entrepreneurs' beauty and health. Questionnaires will be collected from 331 respondents using google forms, according to Krejcie and Morgan. The period to answer the questionnaire is within a week.

## **1.6 Significance of Study**

This research intends to give entrepreneurs a new perspective on the advantages of using social media to help them build their businesses. Given that the country was plagued by the Covid-19 outbreak, sales have dropped drastically. Entrepreneurs should gain a better understanding of the leverage of using social media for entrepreneurs' business growth because of this study. Various information about the benefits of social media use has been reported in the literature by several previous studies. However, little research has been done on business growth spurred by effective social media use. As a result, the results of this research will highlight the advantages of using social media to expand a small business.

## **1.7 Summary**

This chapter serves as the foundation for this research. The study will begin by reviewing the literature from prior studies to provide a clear description of the study's topic, which is the benefits of using social media to help entrepreneurs build their businesses.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

The literature review will be examined in this chapter. The researcher discussed on using social media to help entrepreneurs build their businesses. After reading the proper form of literature study, the dependent and independent variables were defined. A literature review is necessary to choose an appropriate research methodology, such as quantitative or qualitative research. At the conclusion of this chapter, the suggested research framework can outline the theory and build the hypothesis.

#### 2.2 Definition of Concept

The researcher defines the main concepts to ensure that the statement of the title of the research becomes clearer and easier to understand. This is to ensure that it can provide benefits and understanding of the future of researchers as a source of information and reference. It also aims to ensure that the researcher or respondent who reads this study understands each of the terms and meanings stated.

##### 2.2.1 Social Media

The development of increasingly sophisticated technology and communication has made the usage of social media marketing a major choice made by entrepreneurs to build their businesses in the digital age. One of the benefits of social media is that it has a lot of potential for business growth (Aji et al., 2020; Pourkhani et al., 2019). Internet-based business transactions are a relatively new phenomenon in the world of commerce (Salimi et al., 2019; Zahara et al., 2021). One of the benefits of using social media to introduce and sell a product or service. In terms of money, web marketing holds a lot of promise for increasing corporate profitability.

Furthermore, because of the rapid growth of technology and society's expanding knowledge of information technology, the number of users of social media is rapidly increasing (Akoglu et al., 2021; Belenioti et al., 2019). Traditional techniques of searching for information and purchasing items have become obsolete as a result of social media.

### **2.2.2 Entrepreneurs Beauty and Health Businesses**

In 1970, at the launch of the New Economic Policy, the term "entrepreneur" was first used. An entrepreneur, according to the New Edition Board Dictionary, is a person who owns and operates a business. Entrepreneurs are big-scale jobs that produce industrial goods or trade on a huge scale. Furthermore, according to The Encyclopedia Americana International Edition, an entrepreneur is a businessperson who takes risks by combining factors of production such as capital, labour, and materials, and earns compensation in the form of profits from the market value of his goods. A person who controls an economic activity, notably managing, owning, managing, and incurring the risk of a firm, is defined as an entrepreneur by Webster's Third New International Dictionary. Furthermore, Carland (1984) defines an entrepreneur as a person who establishes a firm and runs it in order to profit and expand it.

To summarise, an entrepreneur is someone who takes the risk of beginning or establishing a firm or enterprise and running it. An entrepreneur is a person who has founded a business or purchased one that has been started by someone else. Entrepreneurs have a vision and work to build their businesses for the community's benefit. It is someone who seeks commercial freedom, makes their own judgments, and wishes to prosper by their own efforts.

### **2.3 Leveraging social media**

Reduced transaction costs, increased convenience, time savings, quick and constant access to information, convenience, the ability to switch between companies, the ability to purchase goods that are not offered in the local market, the ability to leave comments on product reviews, and the ability to view other people's opinions are all advantages that consumers can enjoy. additional acquisitions (Prahiawan et al., 2021).

In order to communicate, social media activity makes use of the cultural environment of online social communities, such as social networks, virtual worlds, social news sites, and social opinion-sharing platforms (Fahlevi, 2021). On a variety of social media sites, including Instagram, Facebook, Twitter, LinkedIn, and Youtube, social media marketing activities can be conducted. The act of social media marketing offers many benefits for businesses, including raising sales and brand value, disseminating brand information, and developing consumer relationships (Sahir et al., 2021)

Businesses are increasingly accepting of social media, which is now seen as a critical strategy. However, company owners employ a variety of social media channels, such as Facebook Ads, Instagram for commerce, and TikTok. Additionally, social media is a popular alternative for business owners because it enables effective communication and gives them the chance to comprehend and anticipate customer wants. For analytics, conversion monitoring, content management, automated posting, and customer targeting, social media is also a reasonably priced choice.

### **2.3.1 Tiktok Application**

TikTok for Business is a fresh method for businesses to creatively and intriguingly present their brand or product brands. TikTok for Business offers a number of options for marketing teams to advertise their goods and engage with platform users (Sindonews, July 2020). To share videos with a brief viewing time, Tik Tok itself provides a service. The background music in the video can be changed using specialised filters. In addition to being used to make films for personal use, Tik Tok may also be used to make videos that are fascinating and useful to its users.

Having been introduced globally in 2017, TikTok finally announced that it has an account for business in 2020 under the name “TikTok for Business”. Entrepreneurs who have own businesses must use this platform. The reason is that TikTok users in 2021 will reach more than 1 billion people. Such a fantastic figure is certainly a fantastic opportunity to grow the business of entrepreneurs. By having a TikTok account, entrepreneurs will be faster to get views, likes, and comments from users who can improve the brand entrepreneurs. Business accounts have been used by more than 1000 well -known brands and each post uploaded can get more than 200,000 views and increase 9% brand engagement (Nadiyah 2022).

Furthermore, entrepreneurs must use TikTok Shop to grow their business because TikTok Shop is the most effective measure to expand the market. This is because, TikTok has become the social media platform that has the most active users. Thus, Entrepreneurs have a tremendous opportunity in expanding the market reach of their products, as well as being able to attract new customers who can improve and grow their business. TikTok Shop also provides great promos and has a voucher for every purchase. Generally, consumers and customers complain about expensive shipping charges every time they shop in the marketplace or e-commerce. By using TikTok Shop now customers and consumers will be able to enjoy greater discounts and be free from shipping charges. So that they do not have to complain anymore about the payment of expensive shipping charges because both sellers and buyers will both benefit by using TikTok Shop (Sosiakita Brand Feb 16, 2022).

### **2.3.2 Instagram for business**

Instagram for business is one of the most popular social media, especially for internet users in Malaysia. With a total of 61 million active users. The advantages and features of Instagram are in the Instagram story, feed, and IG TV. Entrepreneurs can also use Instagram for business purposes such as promoting products or services that you have. This Instagram business account is indeed superior to a personal account. Because the reach on this account is much wider. When marketing a product using social media, usually people are more interested in profiles and catalogues in business accounts. In fact, to further expand the network, the Instagram account for this business can be connected directly to Facebook. This situation will strengthen the product brand of entrepreneurs. In order to compete with current competitors, a strong brand will assist improve sales, consumer loyalty, and competitive advantage (Fang et al., 2016).

The most important thing for entrepreneurs to do to increase sales on Instagram is to build relationships with customers and users. Through intimacy and trust, the success of developing customer connections may be evaluated. Activities for social media marketing are another technique to build relationships with customers (AnneMette et al., 2013). Building strong customer relationships is crucial for business owners to get a competitive edge (Kim et al., 2019). With Instagram marketing initiatives, business owners can quickly build relationships with customers by talking to users in both directions and giving them a forum where they can voice their opinions and receive feedback (Ivana et al, 2021).

Instagram for business also has several features that can increase sales figures. This is because, Instagram users often make purchases directly through this application because it has a Call-to-action Button, which encourages the audience to perform an action such as product purchase and has Instagram Checkout, which allows the audience to do the entire product purchase process directly from Instagram without must exit the application. Instagram can also create business accounts posting promotions by adjusting the target audience, time duration, and budget size. While uploading a story on Instagram, entrepreneurs can display a "swipe up" or "see more" link to direct the audience to the landing page of the product being sold. In addition, Instagram for business allows entrepreneurs to add shop-able tags in Instagram story

to promote and display products or brands, and price labels, as well as display product collections and details.

### **2.3.3 Facebook Ads**

Facebook is the first kind of social media. The most popular medium worldwide is this social networking site. A Wikipedia source claims that in 2017, there were 2,047 million active Facebook users, an increase of two billion, forty-seven million. One of the most popular social networking sites in the neighbourhood is Facebook itself. Many people are interested in using the Facebook network because of its userfriendly features. Business owners must try to advertise their items on this social network. In this approach, Facebook users will be more familiar with business owners' offerings. By using these Facebook Ads entrepreneurs can understand their promotional targets. This because, by using Facebook Ads, entrepreneurs can promote their products to a more appropriate audience. For example, Facebook will automatically allow female audiences to view entrepreneurs' promotion of beauty and health products. This situation will cause the product to always be seen and known by Facebook users. When customers and consumers often see the product they will definitely try to buy it because when it comes to buying, individuals like to choose companies they are familiar with (Al-Debei et al., 2015). According to Kotler and Armstrong, promotions have an impact on consumers' decision to make a second purchase (2018), If one of the goals of the campaign is to remind consumers of the company's brand, many promotions can be carried out through social media.