

ENHANCING CONTENT STRATEGY BY APPLYING
SOCIAL MEDIA AS CHAMPION ADVOCACY TOOLS

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DEDICATION

Every challenging activity necessitates some effort on our side, but it also necessitates the help of those closest to us, especially our family. This tiny contribution is dedicated to my husband, mother, kids, and other family members that support and encourage me in my artistic endeavour.

My supervisor, who has been nothing short of incredible in terms of her support, direction, knowledge, and enthusiasm, has been instrumental in making this project a success.

Everyone who assisted me along the road has my deepest gratitude.

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ABSTRACT

Research of enhancing content strategy by applying social media champion advocacy tools is focusing on social media content development for Pusat Internet Komuniti (PIK). All PIK by default should have a Facebook as social media to communicate with local people and all followers through online. From this research, PIK should have the increasing the numbers of Facebook followers, improve the process of developing content and as well as extend the reach of information dissemination. During this research, mix research methodology will apply including past journal review, interview session and survey by using questionnaire. In intervention plan, it proposed to have study on current practice of developing the Facebook content and type of content. After that, intervention will start with develop content using factors (from interview and questionnaire), provide a suitable tools or equipment in developing content process and prepare training for development content process. From the intervention, result can see through the increasing of numbers of followers or numbers of liker of each content. From the result, it will continue for the second intervention (Action Research 2) and the result of the numbers of followers and likers will be measure again and compare with Action Research 1 process.

ABSTRAK

Penyelidikan mempertingkatkan strategi kandungan dengan menggunakan alat advokasi juara media sosial memberi tumpuan kepada pembangunan kandungan media sosial untuk Pusat Internet Komuniti (PIK). Semua PIK secara amnya harus mempunyai Facebook sebagai media sosial untuk berkomunikasi dengan orang tempatan dan semua pengikut melalui dalam talian. Daripada penyelidikan ini, PIK seharusnya mempunyai peningkatan bilangan pengikut Facebook, menambah baik proses pembangunan kandungan dan serta memperluaskan jangkauan penyebaran maklumat. Semasa penyelidikan ini, metodologi kajian campuran akan digunakan termasuk semakan jurnal lepas, sesi temu bual dan tinjauan dengan menggunakan soal selidik. Dalam pelan intervensi, ia dicadangkan untuk mengadakan kajian tentang amalan semasa membangunkan kandungan dan jenis kandungan Facebook. Selepas itu, intervensi akan dimulakan dengan membangunkan kandungan menggunakan faktor (daripada temu bual dan soal selidik), menyediakan alat atau peralatan yang sesuai dalam membangunkan proses kandungan dan menyediakan latihan untuk proses pembangunan kandungan. Daripada intervensi tersebut, hasil dapat dilihat melalui pertambahan bilangan pengikut atau bilangan sukaan orang ramai bagi setiap kandungan. Daripada keputusan tersebut, ia akan diteruskan untuk intervensi kedua (Penyelidikan Tindakan 2) dan hasil bilangan pengikut dan sukaan orang ramai akan diukur semula dan dibandingkan dengan proses Penyelidikan Tindakan 1.

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LIST OF ABBREVIATIONS

PIK	-	Pusat Internet Komuniti
MCMC	-	Malaysian Communication and Multimedia Commission
KKMM	-	Ministry of Communication and Multimedia Malaysia
TPB	-	Theory Planned Behaviour
HONY	-	Human of New York

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The Malaysian Communication and Multimedia Commission (MCMC) is a government-run organisation that reports to the Ministry of Communication and Multimedia Malaysia. Under the Communication and Multimedia Operate of 1998, MCMC was founded to act as a regulator in the communication and multimedia industries. (According to the CMA, in 1998). The Universal Service Provision (USP) programme is one of MCMC's sectors, with the main goal of providing communal and individual access to basic telephony and Internet services throughout the country. Service providers are more likely to focus on financially profitable locations, resulting in a divide between the "haves" in metropolitan areas and the "have-nots" in rural areas. This communication access difference, known as the Digital Divide, has the potential to have societal implications if not handled correctly at the national level.

Only underprivileged regions and underserved groups in the community can benefit from USP activities. In respect to the Public Switched Telephone Network (PSTN), also known as basic telephony services, underserved regions are defined as places where the PSTN penetration rate in Malaysia is 20% lower than the national PSTN penetration rate or where PSTN services are not sufficiently available;

Any place in Malaysia where the penetration rate of broadband subscribers is lower than the national broadband penetration rate or where broadband access services are not sufficiently available in comparison to broadband access services;

Any place with a population density of 80 people per square kilometre or fewer, or where public cellular connections are insufficient; within a served area, an underserved group within the community is defined as a group of individuals who are linked by comparable socio-cultural or economic traits and who do not have collective and/or individual access.

Several communications infrastructure projects under the USP programme have been and are now being implemented around the country, particularly in rural regions, to ensure communications accessibility and improve the quality of public services. Mobile broadband coverage expansion, fixed broadband expansion, core network development and community access and support programme are the four (4) cores that the USP programme implements holistically.

1.2 Information About The Case Company

Pusat Internet Komuniti (PIK) is one of the MCMC initiatives under community access and support programme of Universal Service Provision (USP) program starting in 2007. The staff of the PIK is the lifeblood or disseminating agent for each initiative and advocacy program organized by the Ministry of Communications and Multimedia Malaysia (KKMM) in general and the Commission Communications and Multimedia Malaysia (MCMC) in particular. A total of 873 PIK in Malaysia and out of that 73 PIK are still operating in the state of Kedah which covers all districts making the PIK as "Center of Information for Local Community".

Back to the objective of establishment PIK at the first place is bridging the digital divide between urban and rural area specifically. The role of PIK's staff also is no longer limited to ICT program operators for the local community. Now, after more than 10 years of the existence of the PIK, the evolution of its role and responsibility is focused as an "Agent of Transformation" in improving the socio-economic of the local population as their main target

to be achieved including the method of conversion, enhancement of service and addition of material or courses, optimization of the use of PIK, as well as assistance to entrepreneurs in terms of packaging and product promotion, which will soon be introduced. It is able to spur the rapid growth of the country's digital economy through the PIK transformation process. At the same time, to ensure that PIK is viable and becomes a focal point for the economic operation of the population, the transformation process can also be used.

This research of social media as tools to champion advocacy – enhancement of content strategy are focusing on social media content development for PIK as disseminating agent of community. In generally, all PIK by default should have a Facebook as medium of social media to communicate with local people and all followers through online platform. As to achieve the objective and target of establishment PIK, they need to use the benefit of media social to make it succeed. All PIK's staff manage their own PIK's Facebook without any proper guideline or content development purpose to meet the needs of the community. This can see where there are no official documented or instruction to PIK for developing content management of their social media platform. All the PIK need to develop the content of PIK's Facebook by their own initiative and creativity. With this current practice that have been used before, PIK have some challenge when they out of idea to develop new content in media social, this will become an impact for low numbers of followers for their PIK's Facebook. The low numbers of followers will lead to a cause of part of failure for PIK's transformation process.

Before this, all PIK have their own MenarikDi page according to their cluster. MenarikDi is a platform for the PIK to upload the video, link or story about their cluster or community most popular and viral activities, places or food. For example, in Negeri Kedah, PIK have eleven (11) cluster which represent all districts in Kedah such as cluster Kulim, Bandar Baharu, Baling, Sik, Kuala Muda, Yan, Pendang, Padang Terap, Kubang Pasu, Kota Setar and Langkawi. All this eleven (11) cluster have their own MenarikDi page as a tools for dissemination info to other people about their own cluster. This page will show the best place or restaurant that tourist need to visit if they came to Kedah. By having this page, PIK will use this content to share in their Facebook and the content currently practice are more for tourism purpose only. But, in this research, the researcher hope that content development will be more variety based on the local community interest and behaviour.

As a conclusion, this research will focus on Facebook only as social media platform because it more familiar and user friendly that already use widely in urban area compared to Instagram or Tweeter page.

1.3 Problem Background

The problem has been identified when MCMC Officer have a meeting with PIK staff and found that most of their PIK's Facebook just have below than 500 followers. As at today, current practice of developing the content of social media which is without any proper guideline or instruction from MCMC especially, will generated three (3) major problematic situation.

Firstly, the problem of having the low numbers of PIK Facebook followers. Some of the PIK actually already operated more than 5 years but they still have under 1,500 followers in Facebook. Please refer table in Appendix II to see the trending in numbers of followers for each PIK in Kedah state during first MCO in Malaysia on March 2020. From that table, almost 70% from the PIK have below than 500 followers even they start operated since 2014. From this low figure, researcher concluded that the big reason is less interested of content development in the PIK's Facebook itself.

Secondly, some of the PIK still don't have a suitable facilities or equipment in developing the good content to deliver to the community. All of the PIK use their own creativity and initiatives to buy equipment for content development process. This may lead to the low number of Facebook followers since PIK don't have sufficient equipment or tools for content development to attract local community especially and other people generally to follow the PIK's Facebook. Last but not list, during this study, researcher found that no proper or official training for development content of social media especially in Facebook.

From the problematic situation that mentioned above, it derived a problem formulation during this research. Firstly, this research will do a revising for the process of developing content that use as current practice in PIK. This will help researcher to recognize the problem using the current practise and proposed some intervention to fix the problem. After that, the researcher will try to prepare or buy sufficient software or equipment for development content process. Before this, PIK's staff buy their own the software and equipment, but during this research, the approach is try to provide a suitable software or equipment that can help them to develop a good content in future. Other than that, the researcher also will try to provide the suitable training to build content based on user behaviour that will cover in Problem Diagnosis.

Defining the suitable content that need to be put in the PIK's Facebook is one of the Problem Diagnose. This research will use the factor of user behaviour of PIK Facebook or local people to develop content. For example, the factor may include such as economic, health, technology or education factors. This factors will be collect from the survey that will conduct under type of methodology approach in this research. From the factors listed, PIK's staff will start to focus on developing the content based on factor's interest that created from their local community and at the same time they will be more active in sharing the content in their own Facebook wall.

1.4 The Role Of Researcher

In this study, researcher is responsible to compile some data of numbers of followers for PIK's Facebook, revise the current practice of developing content for Facebook and introduce new factors to be consider as a key factor before develop the content. Other than that, researcher need to do the interview session with PIK's staff to do some focusing group and survey for the followers and local community to get their interest (defined as a factors) in developing content process. At the end of the study, the researcher will do some data collection again to see how this improvement will reflect to the numbers of PIK's Facebook followers.

1.5 Research Question

Questions are critical in ensuring the correct background setting for this project to identify the correct Action Research. Knowledge that is critical to this project, which encompasses both qualitative and quantitative aspects of this study, can be defined by formulating action research questions. Along this research, the study attempts to answer the following research questions;

- i) How contents are developed using current practice? ;
- ii) What improvements need to be done in developing the PIK's Facebook content? ;
- iii) How this improvement will help PIK to increase the number of Facebook followers as a tool of dissemination info?

1.6 Importance Of The Proposed Research

The importance of the proposed research is social media as a tool to extend the reach of information dissemination. This means that, PIK's Facebook will be the agent for communicating information among the local community especially and nationwide and globally in general. Other than that, increasing the number of followers in PIK Facebook will be one of the importance of the proposed research. By having these two (2) importance to achieve, this may resolve the problematic situation that state early before by implementing the problematic formulation and problematic diagnose with focusing in this importance of the proposed research. The importance of the proposed research actually to make sure the establishment of PIK is to meet the objective and deliver the information for the local community widely as long as with PIK transformation process in future.

1.7 Definition Of The Term

In this study, below is term to be used:

PIK : Pusat Internet Komuniti

MCMC : Malaysian Communication and Multimedia Commission

KKMM : Ministry of Communication and Multimedia Malaysia

TPB : Theory Planned Behaviour

HONY : Human of New York

1.8 Report Organization

As overall in Chapter 1, most of it researcher explained about the background and problem in this study. Coming up for the Chapter 2 and Chapter 3, researcher will focus on industry and problem diagnosis for this research continue with methodology using in this research in Chapter 3. During Chapter 2, researcher will cover about literature review and theory that will applied during this study. In Chapter 3, researcher will explained about methodology especially in gathering data and problem for this study. In this chapter, more explanation focus on target respondent during data collection for qualitative and quantitative section.

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