

Facebook Engagement for Craft Entrepreneurs in Malaysia: Project BATU

Ng Kar Weng

INTI International College Subang, Malaysia

Abstract:-

Objectives | Local craft entrepreneurs were struggling to get their products and services sold to the market in Malaysia. With the development of mobile internet and technology, the trend of consumerism has rapidly changed in the last few years with the boom of the online marketplace. To confront the consumption trend, the local craft entrepreneurs should take advantage of social media platforms for their business start-up. The main purpose of this paper is to prove that local craft entrepreneurs can turn hobby into profitable activities by approaching an online platform in their business start-up. Also, to identify the opportunity for local craft entrepreneurs to engage their target audiences or prospect customers via social media, e.g Facebook.

Methodology & Tool | the data for this study was collected from a craft entrepreneurship pilot project – Project BATU Facebook page. Photo posts were captured within 20 days, from 20 April 2019 to 10 May 2019, as the experimental business start-up stage of the pilot project. All data collected were related to total engagement per post (sum of all follower’s reactions, comments & shares) and were analyzed to calculate the Engagement Rate of Post (ER post) and Average Engagement Rate of Post (Av. ER post). The design thinking process was applied as an innovative model to expand encompass human-centered processes in this research.

Results | the numbers of fans and their total engagement rate is increasing. Social photos could be the ‘holy grail’ of social media engagement according to an expert. Therefore, The 15 photo posts were then categorized into 3 posts types: Product information, Announcement shout-out & Activity moments. The result shows activities relevant photo posts are easier to engage audiences’ attention and interest.

Discoveries | this study shows that craft entrepreneurs can engage their target audiences as early as the start-up stage of their business through Facebook page activities. Obtaining insights about audience responses and engagement increased when social activity relevant content shared and reached the audience’s news feed. When the engagement rate increased, the post can reach more audiences on Facebook. It could help local craft entrepreneurs to perform better online by increasing their brand awareness and exposure.

I. INTRODUCTION

The phase of ‘starving artist’ is unfortunately becoming a practical reality for many art fanatics (Gaebler Ventures, 2015). It is a misconception of the society, and such misunderstanding has become a stumbling block to many art and craft talents from entering the industry. Millions of talented artists struggled to make ends need was not because

of lacking the ability to create incredible work, but could be due to they are lacking the practical ability and proper planning to turn their passion into bottom-line profit (Gaebler Ventures, 2015). In Malaysia, most of the craft makers are creative and skillful in a craft composition, however, they are lack of motivation in developing the entrepreneurial personality (H. A. Khan, 2006) in starting-up their own business.

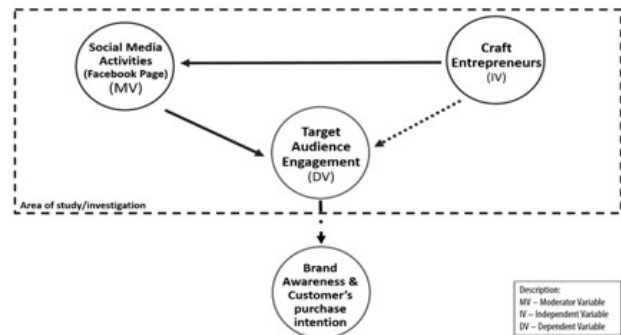


Figure 1: Research Model

According to Datuk Mohamaddin Ketapi, the minister of Tourism, Arts and Culture, not many local craft entrepreneurs used the online platform to market their products (Appendix C) (Bernama, 2019). In fact, with the intense development of mobile internet and technology, the trend of consumerism has rapidly changed in the last few years with the boom of the online marketplace. To adapt to the consumption trend, the local craft entrepreneurs should take advantage of social platforms e.g Facebook. Facebook has once again been proved as the local’s most favorite social media platform by the Digital 2019: Malaysia report. As a social media platform with approximately 24.2 Million or 91% of Malaysian internet users (Hootsuite & We Are Social, 2019), Facebook is a great platform for the local craft entrepreneurs to gain the attention and also to engage their target audiences. Moreover, according to a social media expert, engagement rates are the currency of the social media marketing industry (Sehl, 2019). Therefore, if craft entrepreneurs can engage their target audiences on social media, that is the key to future success. In this context, the fundamental question of this study: Can local craft entrepreneurs engage their target audiences via Facebook page activities in their business start-up?

From this point of view, the primary objective of this paper is an attempt to prove that local craft entrepreneurs can turn hobby to profitable activities by approaching an online

platform in their business start-up from a perspective of a pilot project – Project BATU, a pebble art business trial. Figure 1 shows that this study also attempts to identify the opportunity for local craft entrepreneurs to engage their target audiences or prospect customers via social media, e.g Facebook, so that, craft entrepreneurs can expand their brand awareness and increase customer’s intention to purchase in the future.

II. LITERATURE REVIEW

2.1 *The Craft Industry in Malaysia*

According to (Halim, et al., 2018), the craft industry has been considered as a new practice in Malaysia and it has also been established in several sectors related to the needs of idea development in art composition through creativity, such as batik, ceramic, wood carving, bamboo-craft, etc. The scholar has also stated that the local craft industry has also been identified as one of the keys to transform the Malaysia economy (Halim, et al., 2018). The scholar also further elaborated that this is due to several sectors in the creative industry that could be potentially grown and developed as they could enhance innovation and could result in improved productivity and the economy.

The craft industry has contributed to the Malaysia Gross domestic product (GDP), and it is also currently growing at a faster rate in the economy according to Rais Yatim, the ex-minister of Tourism, Arts and Culture mentioned in an opening ceremony keynote back in 2006 (Halim et al, 2011) While in the year 2018, the craft industry recorded sales of RM506.5 Million according to Datuk Mohamaddin Ketapi, the minister of Tourism, Arts and Culture (Appendix D)(Bernama, 2019). However, the minister has also highlighted that not many craft entrepreneurs used the online platform to market their products (Bernama, 2019). The inactiveness of the online approach of craft entrepreneurs resulting in the local craft industry falling to take off and look gloomy. Therefore, the local craft entrepreneurs could no longer depend on the local market as the primary source of economic growth (Halim, et al., 2018) but a global market. The fact shows the craft industry in Malaysia is currently in a transitioning condition, which is from social-oriented activities in the past to profit-oriented activities (Halim, et al., 2018) for now. Thus, the transition has also emphasized the importance of entrepreneurship among crafts makers in the country – to make them craft entrepreneurs to face challenges of globalization.

2.2 *The transition of traditional craftsman to craft entrepreneur*

The term ‘crafts maker’ generally means those individuals who are actively involved in craftsmanship based on their skill, philosophy, and strength (S. Z. Ismail, 1986). Another scholar (W. H. Wan Teh, 1996) further described that crafts makers are those involved in the small scale, labor-intensive, traditional and cottage industry at home with informal management practice. These individuals are not highly

motivated in business and most of them are dependent on government assisting and are art motivated rather than a business. They also have self-appreciation toward craftsmanship and place great emphasis on the creativity of craft making (W. H. Wan Teh, 1996). Most of the craft makers in Malaysia are creative and skillful in craft composition, however, they have less motivation in developing entrepreneurial personality (H. A. Khan, 2006). Besides that, the Entrepreneur Development Minister, Datuk Seri Mohd. Redzuan Yusof has also indicated that lack of confidence in their ability is among the reasons (Appendix E) (Bernama, 2019) why they are reluctant to become entrepreneurs nowadays.

In the term of ‘craftpreneur’ or ‘craft entrepreneur’, (Halim et al, 2011) described it as crafts makers who have additional knowledge in the business, entrepreneurial, and technical skills. More importantly, the scholars further described that these individuals are more independent and highly motivated in managing their business and place more emphasis on consumer appreciation, creativity, and innovation in craft composition. There are also more profit-oriented. As the local craft market is currently in the transitioning status, entrepreneurship skills are then seemed to be very important in the craft industry (Halim, et al., 2018). According to the chairman of Malaysian Global Innovation and Creativity Centre (MaGIC), Tan Sri Dr.MohdIrwanSerigar Abdullah, innovation and creativity are always the essential contribution of entrepreneurs to the country’s economic and social growth, and, at the same time, propelling the country towards a fully developed nation (Tan, 2018). Therefore, local craft entrepreneurs should actively utilize the online platform to expand their market as encouraged by the minister, for example, to approach and engage more potential audiences or customers on the most popular social media platform in Malaysia - Facebook.

2.3 *Facebook Engagement rate – The Currency of the social media marketing*

According to the Digital 2019 Malaysia report, 25 Million or 78% of the Malaysia population are active social media users as per Jan 2019. The report shows that 24.2 million or 91% (that Facebook ads can be reached) of Malaysian internet users who reported using Facebook (Hootsuite & We Are Social, 2019) as the most popular social media platform, compared with Instagram, only 18 Million or 70% (that Facebook ads can be reached) of Malaysian internet users who reported using the platform (Hootsuite & We Are Social, 2019). Besides that, the report also shows that Malaysians, on average spent approximately 8 hours per day online (Seraph Studios, 2019), of which 2 hours 58 minutes is spent on social media via any devices (Hootsuite & We Are Social, 2019). Another Internet Users Survey 2018 conducted by (MCMC, 2019) stated that internet has become a pivotal medium in social engagement for Malaysian internet users – in which, 85.6% of Malaysia internet users are using Facebook as their favorite social media platform (MCMC, 2019). Social media

marketing is the key to success in business today (Kathurwar, 2018). Social media platforms especially Facebook is a key vehicle for local craft entrepreneurs to reach out to targeted markets and engage targeted audiences. However, Facebook will penalize craft entrepreneurs if they approach social media platform to build up the audience but never engage them (ThriveHive, 2018). This means if audiences don't or never interact with the page posts, Facebook gradually reduces the number of times the audiences' view of posts in their News Feed. Thus, engaging audiences through social media becomes crucial. The rate of success depends upon how much of customer engagement can be captured on Facebook (Kathurwar, 2018).

If craft entrepreneurs would like to expand their posts reach, increase posts engagement, and get more prospective customers from social media, taking the time to analyze the audience's behavior is essential (ThriveHive, 2018). Therefore, Facebook came up with a social media engagement metrics in 2013 to measure the effectiveness of engaging the attention of the audience (Kathurwar, 2018). The engagement metrics like followers, likes, and impressions count matter as engagement formulas could put these metrics into a more reliable perspective (Sehl, 2019). The metrics now can be calculated by using the Facebook insights tool which is provided free for users by Facebook (Jayasingh, S. & Venkatesh, R., 2017). Facebook Insight Tool, a tool that can assist entrepreneurs to understand and analyze trends from user growth and demographics, as well as to improve presence on the network by using this tool (Kathurwar, 2018). Scholars (Jayasingh, S. & Venkatesh, R., 2017) stated that having high engagement rates is the best way to guarantee that audiences are interacting with the published contents. He also further described that this will also ensure that the audiences are continuously returning to the page, and liking and commenting on the posts and will share interesting content with their friends.

Total Engagement on a post = No. of Likes + No. of Comments + No. of Shares

Engagement Rate of Post(ER post)= (Total Engagement on a post/ Total fans) * 100

Average Engagement Rate of Post (Av. ER post) = Total ER post / Total Posts

The Total Engagement on a post formula sums all of the Likes, Comments, and Shares of all posts made on that day (Jayasingh, S. & Venkatesh, R., 2017). If craft entrepreneurs would like to calculate the Engagement Rate of post (ER post) for analytical exercises, they can use the total engagement calculated in the above and divided by the total number of fans on that day, before multiply by 100 to calculate the final percentage. With the formula of Engagement rate of Post, craft entrepreneurs now can measure the amount of interaction

social content effectively in figures (Sehl, 2019). To calculate the Average Engagement Rate of Post (Av. ER post) for further analytical exercises in detail, sum up all the ER posts then divide by number of posts. A research study found that entrepreneurs should especially invest more in Facebook to reach customers and engage more with them (Smith, A. N., et al, 2012). Therefore, social media engagement with audiences has become an essential element for both marketing and sales activities (Kircova, I., et al., 2018). According to the Internet User Report 2018 by (MCMC, 2019), 75% or 19.38 Million Malaysian internet users are known to have purchased products or services online. With this point of view, it is expected that if engagement in between craft entrepreneurs and audiences increases at the start-up stage of the business, brand awareness and purchase intention would also potentially increase.

III. METHODOLOGY

3.1 Method and Tool

The data for this study was collected from a craft entrepreneurship pilot project – Project BATU Facebook page (Appendix A). The pilot project was delivered as an internal type of test for activities compounds, which means the pilot project was carried out as an initial part of the study before being incorporated into the main study (Ballman, 2008). As a pre-testing or 'trying out' process for the study, scholars (v. Teijlingen, E. et al., 2001) described that pilot study can warn about proposed methods or instruments that are inappropriate or too complicated in advance when the process is on-going. Therefore, the way of how Project BATU was being conducted can be a standard of reference for local craft entrepreneurs later on. Fifteen photo posts (Appendix B) were captured within 20 days, from 20 April 2019 to 10 May 2019, as the experimental business start-up stage of the pilot project. The 15 photo posts were then categorized into 3 posts types: Product information, Announcement shout-out & Activity moments. All data collected were related to total engagement per post (sum of all follower's reactions, comments & shares) and were analyzed to calculate the Engagement Rate of Post (ER post) and Average Engagement Rate of Post (Av. ER post). Only organic engagement metrics were collected by using Facebook Insight Tool which is auto-generated by Facebook, and all collected data will be compiled and analyzed by using Excel software.

Institute of Design at Stanford. Design Thinking shifts the focus to human behavior and it's based upon the fundamental belief that an unexecuted idea, one that is never realized, is a worthless proposition and that doing is equally as valuable as thinking (Loizou, 2016). Therefore, as shown in figure 2, the Design thinking process was applied as an innovative model to expand encompass human-centered processes in this research.

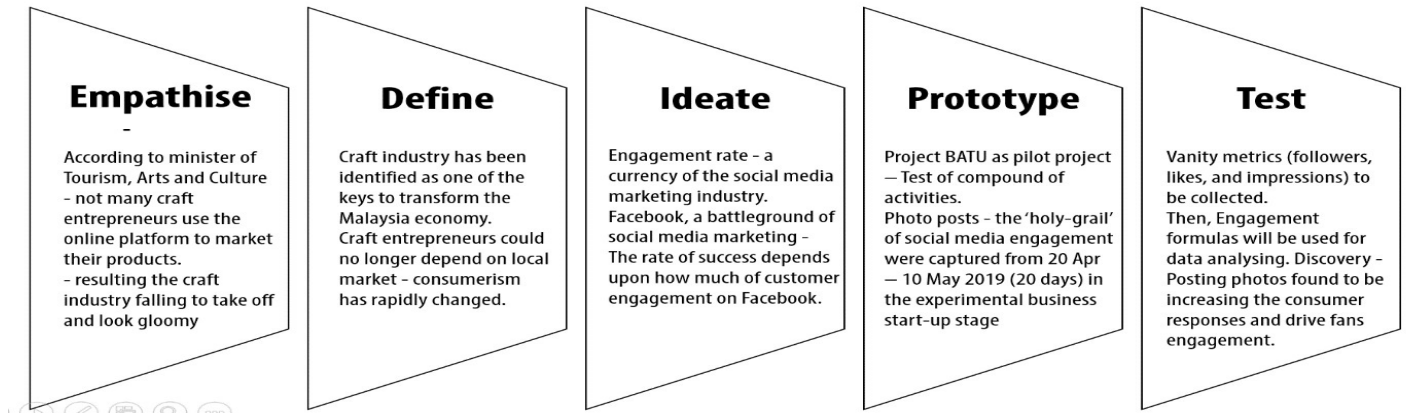


Figure 2: Design thinking application in the research process

The process of this study was also conducted based on the Design thinking framework proposed by the Hasso-Plattner

Empathise | Identified the problem which is not many local craft entrepreneurs use the online platform to market their products. Therefore, it’s resulting in the local craft industry failing to take off and look gloomy according to Datuk Mohamaddin Ketapi, the minister of Tourism, Arts and Culture.

Define | The issue matters as the craft industry has been identified as one of the keys to transform the Malaysia economy. Craft entrepreneurs could no longer depend on the local market due to consumerism has rapidly changed with the boom of the online marketplace. In this context, a question has been raised: How might local craft entrepreneurs engage targeted audience online activities as early possible in their business start-up stage?

Ideate | Engagement rate acts as a currency of the social media marketing industry. Social media marketing is the key to success in business today. Thus, Facebook as an important battleground of social media marketing in Malaysia could be used as a success indicator by the amount of customer engagement on Facebook.

Prototype | Project BATU as a pilot project was delivered as an internal type of test for activities compounds. Photo posts as the ‘holy grail’ of social media engagement were captured from 20 Apr – 10 May 2019 (20 days) in the experimental business start-up stage.

Test | Vanity metrics from Project BATU Facebook Page Insights e.g followers, likes, and impressions to be collected. Then, Engagement formulas were used for data analysing. It was then discovered that the posting social photos e.g activities moment found to be increasing the audiences’ responses and drive fans engagement fast.

3.2 Limitation

There have been some limitations in this study. As Facebook is proved by Digital 2019 Malaysia report (Hootsuite & We Are Social, 2019) and Internet Users Survey 2018 (MCMC,

2019), as the most popular social media platform in Malaysia, therefore, only Facebook has been chosen as the online platform for this study. Thus, the results and implications in this study are mainly applicable to Facebook. Due to time limitation with only a total of 14 academic weeks spent on this study: 12 weeks for research and write up and 2 weeks (20 April – 10 May 2019) for data collection from the pilot project – Project BATU. In the experimental period, a public holiday (Labour Day) might influence the engagement metrics as the page fans or audiences may be more eager to engage in the page content. The pilot project was set only visible in Malaysia. Another limitation is that only photo posts were implemented in the pilot project, experts found that posting photos can increase the consumer responses and drive fans’ engagement with the brand (Jayasingh, S. & Venkatesh, R., 2017).

IV. RESULTS AND DISCOVERIES

The data was collected through Facebook Insight Tool in the pilot project Facebook Page – Project BATU and analyzed by using Excel software.

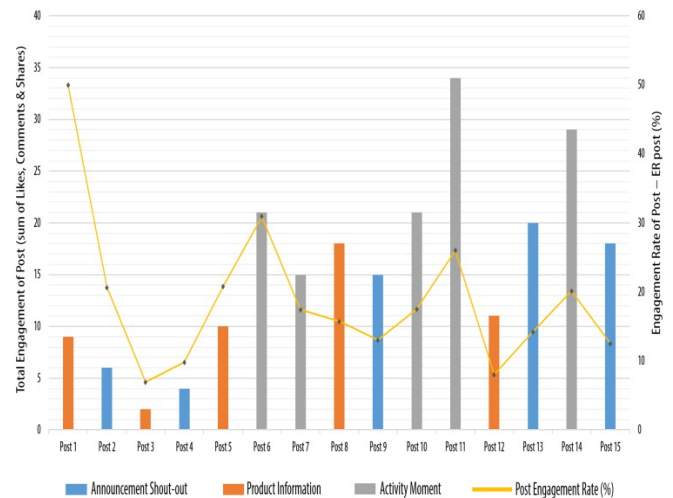


Figure 3: Fans Engagement metrics of Project BATU

Figure 3 shows the results of total engagement of post and the engagement rate of post (ER post) are different, it is caused by an indicator which is concerning the total number of page fans or followers (Popster, 2017). Therefore, the engagement rate of post percentages decreased when the count of page fans or followers increased. An activity moment related post (post 11) captured the most audiences’ reactions, while a product information related post (post 3) captured the least audiences’ attention. However, Post 1 is a post that engaged the most audiences, which captured 9 engagement out of a total of 18 fans of the day. Meanwhile, post 3 is a post which engaged the least audiences, which only captured 2 engagement out of a total of 29 fans of the day.

Type of Photo Posts	Total of posts*	Total Engagement* (Total of likes + comments + shares of all posts)	Average Engagement Rate of post (Av. ER post) (%)
Announcement Shout-out	5	63	14.0
Product Information	5	50	20.3
Activity Moment	5	120	22.4

* Data collected from 20 April – 10 May 2019 only through Facebook Insight Tool

Table 1: Project BATU Facebook page: Type of photo posts, Total Engagement & Average

Table 1 demonstrates the relationship between photo post types and their total engagement as well as average engagement rates of posts in the pilot project Facebook Page – Project BATU. It is clear from Table 1 that total engagement of activity moment photos the most, with a total of 120 likes, shares and comments captured. This result shows more audiences are showing their interest in the content of the page by giving a response, compared to the product information photos which only captured a total 50 of likes, shares, and comments – as the least interest responded from audiences. Besides, photo posts of activity moments have the highest engagement rate (with 22.4% average engagement rate of posts), compared to announcement shout-out photo posts which only captured 14% average engagement rate of posts in the 20 days of the experimental business start-up period. The result shows activities relevant photo posts are easier to engage audiences’ attention and interest.

V. DISCUSSION

5.1 Recommendations

As Facebook engagement matters to the craft entrepreneurship and industry nowadays in Malaysia, the local craft entrepreneurs should put more effort to brainstorm and execute some effective ideas to increase the online engagement rate.

5.1.1 Teach, Entertain, Inspire

Facebook users are generally not looking for a sales pitch, and they’re certainly not going to engage with one (Newberry,

2018). An award-winning social media expert (Newberry, 2018) explained that Facebook users only want to engage with a page with interesting content that will make them smile, make them think, or improve their lifestyle in some way or rather. Besides that, another expert (Lua, 2018) has also indicated that the quality of the content should be prioritized instead of the post quantity in a day. Facebook users can easily recall post content after seeing it for just 0.25 seconds (Newberry, 2018). Therefore, creative posts with quality content should be considered by craft entrepreneurs to capture Facebook users’ attention. According to a case study conducted by another expert (Peters, 2018), he found that entertaining and educational or known as “Edu-tainment” posts are generally the most popular posts across Facebook. As captured in the research data of the pilot project, the average engagement rate of the announcement shout-out post is the least if compared with the other two categories. The announcement shout-out related content could increase engagement if they were presented in a more creative and catchy way. Thus, if the local craft entrepreneurs would like to increase the engagement rate on Facebook, it is crucial for them to create creative content which is entertaining and inspiring that connects with their page fans and audiences.

5.1.2 Discover when is the audiences’ most active time

A valuable insight tool of Facebook which can measure when the page fans actively viewed any posts is precious (Simply Measured, 2013). Knowing when is the most active time of the audience or page fans can help craft entrepreneurs to identify the best timing for content posting, which is also the right time they will be seen. However, the statement is challenged by an expert saying that Facebook newsfeed is based on an algorithm, which means the page fans or audiences will not necessarily see the content at the moment it is posted (Newberry, 2018). However, (Newberry, 2018) discovered more from Facebook Business and then further explained that craft entrepreneurs will more likely to see the immediate engagement if the content was posted when their page fans or audiences are online. Thus, if the local craft entrepreneurs would like to increase the engagement with their page fans or audiences, they must keep their pages active by posting regularly, so that their page fans or audiences will visit the page more frequently and will expect to see interesting content from craft entrepreneurs regularly. Testing is a very important step to help craft entrepreneurs determine how often they should post to get the best response from their page fans or audiences. This can be reflected in the pilot project result – post 3 (Figure 3) a product information related content with the least total engagement and average engagement rate per post, was uploaded in the afternoon of a Tuesday. The post-capture the least engagement might due to the majority of fans got back to their routine right after their lunch break. Facebook business also recommends posting at least two or three times per week (Newberry, 2018) to maintain the consistency of the page activities.

5.1.3 Facebook Story & Broadcast Live

Similar to Instagram Stories, Facebook stories are viewed as a platform for people to share and discover content they care about in fast and fun ways (Facebook Business, 2018). According to IPSOS survey of stories users commissioned by Facebook IQ, experts found that 62% of people said they became more interested in a brand or product after seeing it in a story (Facebook Business, 2018). Facebook Stories function is an informal way of sharing content which allows craft entrepreneurs to post as often as they like, without worrying about overwhelming their page fan's News Feeds and subsequently being viewed as spam (Newberry, 2018). Therefore, craft entrepreneurs can now utilize the tool well to build a stronger connection with their page fans or audiences in a more personal and casual manner. This will make their page fans or audiences to feel more attached and engaged with the page content.

Live video function on Facebook is an interactive tool as it allows page owners to be broadcasters, then "go live" to engage with their page fans who are watching live and respond to their suggestions and questions on-the-spot (Simo, 2016). In fact, from the initial data in a Facebook report, they found that people spend more than 3 times watching a Facebook Live video on average if compared to a normal video post. Besides that, Facebook report also showed that people commented more than 10 times (Simo, 2016) and they were 6 times more interactions (Mosseri, 2018) on Facebook Live videos if compared with regular videos. Activity moment content (Figure 3) of the pilot project captured the most engagement from the page fans or audiences, however, the content could boost for much higher engagement if presented live on the page, as an 'on-going' moment sharing with other fans who unable to make it for the particular activity. Therefore, craft entrepreneurs should also utilize simple and affordable live broadcasting opportunities to increase engagement with page fans.

5.2 Moving Forward

The term 'Social commerce' was first introduced by *yahoo!* Back in the year 2005 (Barnes, 2014). As a subdivision of e-commerce, social commerce is differentiated by selling products or services directly through social media platforms (Boyle, n.d) if compared with the conventional way. According to (Barnes, 2014), her research has proved that if there is a growing exposure of a brand on social media platforms and this brand will experience growth in social commerce or consumer-mediated sales. The local craft entrepreneurs' adoption on Facebook engagement rate is related directly to the statement. (Boyle, n.d)has also stated that the father of sales on social is engagement, therefore, engagement should be prioritized over sales. Moreover, higher engagement could slowly translate into increased sales (Barnes, 2014) for the craft entrepreneur. Based on the evidence reflected in Project BATU Facebook page, post 8 (Appendix A) it was shown that product information related

content captured the most engagement if compared with the other posts in the same category. The high engagement rate then successfully induce the interest of the page fans to purchase. As a result, the limited edition Project BATU T-shirts were sold out in just less than 5 days. As the Facebook engagement rate has become a key to success in social media marketing today, local craft entrepreneurs should follow this path as the social commerce is destined to be the next big trend as (Barnes, 2014) proven in her research.

VI. CONCLUSION

To close the gap in the transition process from traditional craft makers to craft entrepreneurs in Malaysia, this study shows that online engagement rates on social media platform e.g Facebook is essential for the craft entrepreneur's business start-up. The local craft entrepreneurs should utilize the convenience of the social media platform like Facebook to expand their business globally, by posting content on their official page to attract and retain fans or audiences. The result of this study shows that craft entrepreneurs can engage their target audiences via Facebook page activities. Also, the exercise is highly recommended to be applied at the start-up stage of their business by engaging more targeted audiences as early as possible for the following plans. Furthermore, gaining insights about audience responses and engagement increased when social activity relevant content shared and reached the audience's news feed. When the engagement rate increased, the post can reach more audiences on Facebook. It could help local craft entrepreneurs to perform better online by increasing their brand awareness and exposure. Moreover, moving forward, social commerce will be a new trend of shopping habit for online users. Therefore, further research should be made within the same research area: Does high engagement rate turn into high social commerce purchase intention for craft products or services in Malaysia?

ACKNOWLEDGMENT

The journey of writing a dissertation is a lonely and isolated experience, but fortunately the physical and mental support from numerous people allowed me to continue the journey which was full with challenges and setbacks. First and foremost, I would like to express my deepest appreciation to Dr. Siti Norzaini and Prof. Azali Rahim, supervisor and lecturer who accompanied and walked with me along the journey as I struggled and worked under pressure to produce the study. I shall never forget their willingness to meet me up for tutorials and personal talks even when they were busy with their own schedule and tasks. Furthermore, their advices to me which were full-filled with words of encouragement in every stages of this research study will never be forgotten.

Besides that, special thanks to my friends and classmates who have helped and guided me along these difficult times. Their kind support and care provided me strength to overcome difficult kinds of setbacks and helped me to stay focus on my

task. I am proud of having them as very good friends and greatly appreciate the friendship.

Last but not least, deepest thanks and appreciation to my parents, family members and a soul mate of mine for their understanding, encouragement, constructive suggestions and full support for this study completion from the beginning till the end. They have been a constant source of love, concern, support and strength throughout this post-graduate study journey.

REFERENCE

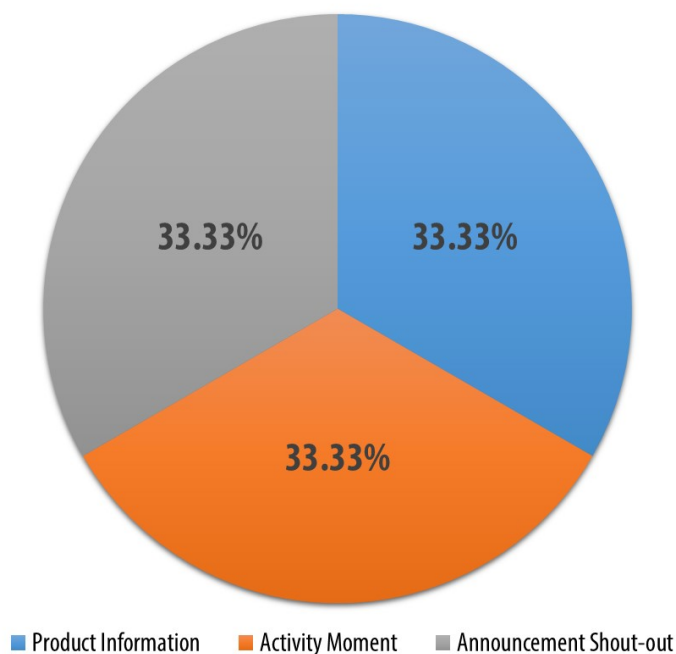
- [1] Ballman, K. (2008). Pilot Study Design Issues.
- [2] Barnes, N. G. (2014). Social Commerce Emerges As Big Brands Position Themselves to Turn “Follows”, “Likes” and “Pins” into Sales. *American Journal of Management vol. 14(4)* , 11-18.
- [3] Bernama. (2019). *Lack of confidence impeding B40 group from becoming entrepreneurs*. Retrieved from New Straits Times: <https://www.nst.com.my/news/nation/2019/06/493476/lack-confidence-impeding-b40-group-becoming-entrepreneurs>
- [4] Bernama. (2019). *Ministry to encourage local craft traders to market products online*. Retrieved from Malay Mail: <https://www.malaymail.com/news/malaysia/2019/02/04/ministry-to-encourage-local-craft-traders-to-market-products-online/1719766>
- [5] Boyle, P. (n.d). *The Secret to the Future Growth of Your Ecommerce Channel: Social Commerce*. Retrieved from BigCommerce Pty. Ltd.: <https://www.bigcommerce.com/blog/social-commerce/>
- [6] Dane, J. (2018). *How to Use Facebook Audience Insights for Better Targeting*. Retrieved from Sprout Social, Inc.: <https://sproutsocial.com/insights/facebook-audience-insights/>
- [7] Facebook Business. (2018). *Introducing Facebook Stories Ads*. Retrieved from Facebook: <https://www.facebook.com/business/news/introducing-facebook-stories-ads>
- [8] Gaebler Ventures. (2015). *How to Start an Art Studio*. Retrieved from Gaebler.com Resources for Entrepreneurs: <http://www.gaebler.com/How-to-Start-an-Art-Studio.htm>
- [9] H. A. Khan. (2006). Industri Budaya dan Kreatif dalam Konteks Globalisasi. *Persidangan Seni Budaya dan Warisan Pendidikan Seni Budaya dan Warisan diabad 21: Teori dan Praktis*. Kuala Lumpur.
- [10] Halim et al. (2011). An Entrepreneurial Transformation of Malaysian Craftmakers into Craftpreneurs: A Conceptual Study, Vol. 2, No. 2. *International Business and Management*, 91-97.
- [11] Halim, et al. (2018). Malaysian Craft Industry: Constructing the Underlying Factors in Entrepreneurial Traits. *International Journal of Applied Science and Research, Vol. 1, Issu. 1.*, 1-14.
- [12] Hootsuite & We Are Social. (2019). *Digital 2019 Malaysia*. Kepios Pte. Ltd., Hootsuite Inc. & We Are Social Ltd.
- [13] Jayasingh, S. & Venkatesh, R. (2017). An Insight on Consumer Engagement in Facebook Brand Pages. *International Journal of Applied Business and Economic Research* (pp. Vol. 15, No. 22, pp 831-839). New Delhi, India: Serials Publications Pvt. Ltd.
- [14] Kathurwar, S. K. (2018). *How to Define Facebook Engagement Rate*. Retrieved from MarTech Advisor: <https://www.martechadvisor.com/articles/social-media-marketing-2/how-to-define-facebook-engagement-rate/>
- [15] Kircova, I., et al. (2018). Instagram, Facebook or Twitter: Which Engages Best? a Comparative Study of Consumer Brand Engagement and Social Commerce Purchase Intention. *European Journal of Economics and Business Studies, Vol. 10, Nr. 1*, 279-289.
- [16] Lee, J. (2019). *The Star Online*. Retrieved from Startup opportunities <https://www.thestar.com.my/business/smebiz/2019/01/14/startup-opportunities-about/>
- [17] Loizou, B. (2016). *A Framework for Innovation #Designthinking*. Retrieved from The Vision Blog: <https://www.billyloizou.com/blog/a-framework-for-innovation-designthinking#comments>
- [18] Lua, A. (2018). *Post Less, Boost Top Posts, and More: 14 Ways to Increase Your Facebook Page Engagement*. Retrieved from Buffer Inc. - Buffer Marketing Library: <https://buffer.com/library/increase-facebook-page-engagement>
- [19] Maranga, P. (2014). *Social Photos Generate More Engagement: New Research*. Retrieved from Social Media Examiner: <https://www.socialmediaexaminer.com/photos-generate-engagement-research/>
- [20] MCMC, M. C. (2019). *Internet Users Survey 2018*. Malaysia.
- [21] Mosseri, F. (2018). *Bringing People Closer Together*. Retrieved from Facebook Newsroom: <https://newsroom.fb.com/news/2018/01/news-feed-fyi-bringing-people-closer-together/>
- [22] Newberry, C. (2018). *17 Simple Ways to Increase Facebook Engagement*. Retrieved from Hootsuite Inc.: <https://blog.hootsuite.com/increase-facebook-engagement/>
- [23] Patel, N. (n.d.). *16 Elements of High-Converting Facebook Pages You Need to Copy*. Retrieved from I'm Kind of a Big Deal, LLC: <https://neilpatel.com/blog/16-elements-of-high-converting-facebook-pages-you-need-to-copy/>
- [24] Peters, B. (2018). *The Simple Facebook Posting Strategy That Helped us 3x Our Reach and Engagement*. Retrieved from Buffer Inc. - Resources: <https://buffer.com/resources/facebook-posting-strategy#comment-3352676163>
- [25] Popster. (2017). *Engagement Rate: How to Calculate ER for Social Media Properly*. Retrieved from popsters.us: <https://popsters.us/blog/post/er-how-to-calculate-engagement-rate>
- [26] S. Z. Ismail. (1986). *Rekabentuk Kraftangan Melayu Tradisi*. Kuala Lumpur: Dewan Bahasa & Pustaka.
- [27] Sehl, K. (2019). *All the Different Ways to Calculate Engagement Rate*. Retrieved from Hootsuite Inc.: <https://blog.hootsuite.com/calculate-engagement-rate/>
- [28] Seraph Studios. (2019). *The Digital Landscape 2019 – Malaysia*. Retrieved from Seraph Studios: <https://seraphstudios.net/the-digital-landscape-2019-malaysia/>
- [29] Simo, F. (2016). *Introducing New Ways to Create, Share and Discover Live Video on Facebook*. Retrieved from Facebook Newsroom: <https://newsroom.fb.com/news/2016/04/introducing-new-ways-to-create-share-and-discover-live-video-on-facebook/>
- [30] Simply Measured. (2013). *The Complete Guide to Facebook Analytics: How to analyze the metrics that matter*. Retrieved from simply measured.com: <https://www.slideshare.net/kiditer/the-complete-guide-to-facebook-analytics-47049161>
- [31] Smith, A. N., et al. (2012). How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing, 26(2)*, pp 102–113.
- [32] Tan, J. (2018). *Malaysian government plans to shut innovation centre for entrepreneurs*. Retrieved from Marketing-Interactive.com.: <https://www.marketing-interactive.com/malaysian-government-plans-to-abolish-innovation-centre-for-entrepreneurs/>
- [33] ThriveHive. (2018). *How to Check Engagement on Facebook, Instagram, and Twitter*. Retrieved from ThriveHive.com: <https://thrivehive.com/how-to-check-engagement-on-facebook-instagram-and-twitter/>
- [34] v. Teijlingen, E. et al. (2001). The importance of pilot studies. *Social Research UPDATE, Issue 35*.
- [35] W. H. Wan Teh. (1996). *Malay Handicraft Industries: Origins and Development*. Kuala Lumpur: Dewan Bahasa & Pustaka.

Appendix A

Post no.	Date	Photo Posts content	Type of Photo Posts	Total Fans of the day	Total Engagement per Post (Sum of likes + comments + shares)	Engagement Rate per Post (%)
1	20/4	Hey BATU lovers! Stay tuned for our official merchandise~ Pre-order is available now! 🤗🤗	Product Information	18	9	50
2	22/4	Hello BATU lovers~ Sign up to grab a seat today! See you this Saturday~ 🤗🤗	Announcement Shout-out	29	6	20.6
3	22/4	Unique handmade pebble art.. that's what we're doing :) come and join our workshop to make your own piece of art~ This video credit to the owner Morgan Kaye video source: https://www.youtube.com/watch?v=JXvE4oRfTQ	Product Information	29	2	6.9
4	24/4	Hello BATU lovers~ we have last one seat available for the weekend workshop (27/9)! Grab it today and we will see you this Saturday! 🤗	Announcement Shout-out	41	4	9.8
5	25/4	Tun Dr Siti Hasmah: "Art is a powerful form of expression that can bring the people together in expressing their love for the country." #loveourcountry #thankyoumalaysia	Product Information	48	10	20.8
6	26/4	Welcome all to our weekend workshop!	Activity Moment	68	21	30.9
7	28/4	Thank you for your participation to help make our event a huge success! Hope to see you all once again in the future! #throwback #projectbatu #weekendworkshop	Activity Moment	86	15	17.4
8	29/4	Official Project BATU 'T' in the house! contact us to grab your special and limited shirt today! Available sizes (S - XL)	Product Information	115	18	15.7
9	29/4	We've reached over 100 likes! Thank you all for your support. More to come! 🤗🤗	Announcement Shout-out	115	15	13.0
10	30/4	Due to overwhelming response and request, a private session is specially arranged for the BATU lovers.. thanks for the support!	Activity Moment	120	21	17.5
11	1/5	Glad you guys enjoyed the session so much! Thank you for your participation & hope to see you all once again! 🤗🤗 #throwback #projectbatu #specialworkshop	Activity Moment	131	34	26.0
12	3/5	We're glad to announce our 'T' is officially SOLD OUT! 🤗🤗🤗 However, we're still available for PRE-ORDER! size from XS to XXL. contact us to grab our 'T' home ~ last call ~ last call ~	Product Information	137	11	8.0
13	5/5	We are all set! Wish us luck in the final assessment presentation tomorrow :)	Announcement Shout-out	141	20	14.2
14	7/5	We're glad to have students of First City University College in our special workshop! Thanks for the participation, glad to know you guys love it.. #throwback #projectbatu #specialworkshop	Activity Moment	143	29	20.1
15	10/5	It's finally comes to an end.. Thank you all so much for the 'likes' and support all these while! Without out your support, our Project BATU would not have been so successful! We will definitely see you again! Goodbye and take care~! 🤗🤗	Announcement Shout-out	144	18	12.5

Appendix B

Type of Photo Posts on Project BATU Facebook page

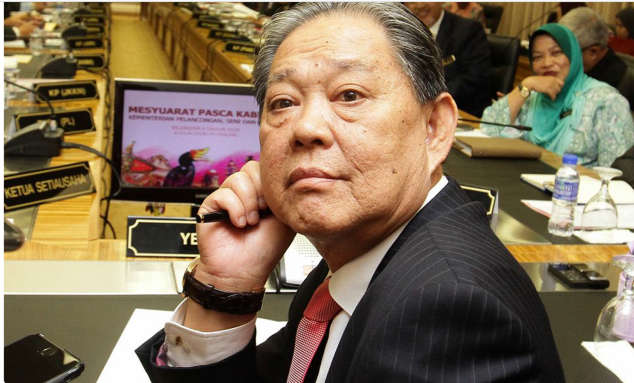


Appendix C

7/9/2019

Ministry to encourage local craft traders to market products online | Malaysia | Malay Mail

Ministry to encourage local craft traders to market products online



Minister of Tourism, Arts and Culture Mohamaddin Ketapi said not many local craftsmen used online platforms to market their goods. — Picture by Miera Zulyana

KUALA TERENGGANU, Feb 4 — The Ministry of Tourism, Arts and Culture will step up cooperation with local craft traders to market their products online in a bid to help them expand their business globally, says its minister Datuk Mohamaddin Ketapi.

He said that to date, not many of them used the online platform to market their products, resulting in the industry failing to take off and looking gloomy.

“They can choose...whether to market their products on Lazada or Shopee, just inform us and we will do the needful.

“This way the cooperation between the two parties can be further enhanced, especially in ensuring more traders take advantage of the online platform to market their products,” he said after the launching of the Terengganu state-level Malaysian Community Craft Empowerment

Also present were the ministry’s deputy secretary-general (Culture) Saraya Arbi and deputy secretary-general (Tourism) Datuk Haslina Abdul Hamid.

At the function, Mohamaddin also presented certificates of appreciation for the Humanity Concept Photography Subject (Arts and Culture) to Muhammad Syukur Khamis, 14, and photographer Abdullah Din.

‘Potret Syukur’, a picture of the student of Sekolah Menengah Kebangsaan Padang Midin near here with his father’s buffaloes, was taken by several photographers, including Abdullah, and went viral recently after receiving local and international recognition. — Bernama

Appendix D

7/9/2019

Craft industry records sales of RM506.5m last year, says Mohamaddin | Money | Malay Mail

Craft industry records sales of RM506.5m last year, says Mohamaddin



Minister of Tourism, Arts and Culture Mohamaddin Ketapi said a workforce of over 10,200 was involved in craftmaking. — Picture by Miera Zulyana

SEMENYIH, Feb 27 — A total of 5,572 entrepreneurs registered with the Malaysian Handicraft Development Corporation and managed to record sales of RM506.5 million last year, said Tourism, Arts and Culture Minister Datuk Mohamaddin Ketapi.

He said a work force of over 10,200 was involved in the production of craft products which include textiles, jungle produce, ceramics, metals and various other crafts.

In Selangor alone there are 241 craft entrepreneurs and 1,156 people are employed in the industry, he added.

“These entrepreneurs have managed to generate RM42 million worth of sales or 8.3 per cent of total sales of the craft industry,” he said in his opening speech at the ‘Semarak Seni kraf’ programme at Dewan Hj Md Silin, in Beranang, here today.

Mohamaddin added that the production craft products as souvenirs in Semenyih has the potential to be developed as the area has several tourist attractions such as Bukit Broga, Sungai Tekala and Sungai Lalang Hot Springs.

Earlier 45 participants took part in the one-day Semarak Seni Kraf programme organised in conjunction with the 2019 National Craft Day which will be held from tomorrow until March 11, from 10am to 10pm at the Kuala Lumpur Craft Complex. — Bernama

Appendix E

Home (<https://www.nst.com.my>) > News (<https://www.nst.com.my/news>) > Nation (<https://www.nst.com.my/news/nation>)

'Lack of confidence impeding B40 group from becoming entrepreneurs'



Entrepreneur Development Minister Datuk Seri Mohd Redzuan Yusof says the B40 group was seen as being less informed on available ways to start a business. Pic by Hassan Omar

By Bernama – June 2, 2019 @ 10:41pm

JASIN: Lack of confidence in their own capability is among the reasons those in the low-income (B40) group are reluctant to become entrepreneurs, said Entrepreneur Development Minister Datuk Seri Mohd Redzuan Yusof.

They were often worried of failure to compete with other entrepreneurs in the market during the early stage of business, he said.

"We (the ministry) are always encouraging the Malays, especially those from the B40 group, to muster the courage to come forward and be creative, providing them with both opportunities and space to help them kick-start their business.

"But today, I see that most of them come only seeking money although the ministry has opened up many avenues for starting a business," he told reporters after the Ihya' Ramadan ceremony held by the National Entrepreneur Group Economic Fund (Tekun Nasional) and Parti Pribumi Bersatu Malaysia (PPBM) at a mosque here tonight.

Also present were PPBM Jasin parliamentary coordinator Datuk Seri Khairuddin Abu Hassan and Prime Minister Tun Dr Mahathir Mohamad's political secretary Muhammad Zahid Md Arip.

Mohd Redzuan, who is also the Alor Gajah member of parliament, said apart from lacking self-confidence, the B40 group was also seen as being less informed on available ways to start a business.

In addition to the B40 group, he also urged the youths to be brave in submitting proposals to the ministry that would create opportunities for them to engage in entrepreneurship.

The government, he said, remained committed in finding ways to ensure the group was not marginalised and left behind in terms of income, in line with the goal of developing an entrepreneurial nation. – Bernama