

## Preferred Social Media Platforms in Tourism Industry in Johor using Best Worst Method

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### Abstract

Despite global economic fluctuations, the travel and tourism industry are gradually expanding. However, the pandemic has created many obstacles for the tourism industry. Due to COVID -19, although there is still a strong desire to travel, demand is low as most domestic travellers are more cautious in their travel intentions. However, social media able to help disseminate information and credible advice. Thus, it is important to determine the preferred social media platform used by the travel agency (TAs) and the selection of social media platform based on demographic. The scope of this study is limited to the local travel agencies in Johor. This study uses a quantitative method with convenience sampling to collect the data and then analysed using the Best-Worst Method (BWM). 110 responses were received from the respondents of each company. However, 10 of the responses were rejected because the value of CR was above the associated threshold value of 0.2306. The results show that the most preferred platform is Facebook and the least preferred is Twitter. The details of the outcome can be found in the paper. Some recommendations are made for TAs, such as using post scheduling tools, management tools and analytics tools to help them post their content daily, manage their social media accounts more effectively and analyse social media engagement.

**Keywords:** Social Media, Travel Agency, Best Worst Method, Tourism Industry

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### Introduction

In recent years, the rapid growth and change in communication technologies have led to the Internet being part of daily life. According to Boon-Long & Wongsurawat (2015), both individuals' daily lives and businesses' means of communication have been transformed by internet-based innovations. In order to survive and expand their ability to compete with other organisations, institutions need to use the tools and platforms that modern communication technologies offer them. Social media platforms have become increasingly popular as marketing tools for disseminating brand-related material and interacting with customers (Iankova et al., 2019; Shareef et al., 2019).

Social networking, bookmarking, social news, media sharing, microblogging and online forum sites are the six types of social media that is a computer-based technology that started as a way to connect with friends and family but was quickly adopted by businesses to reach customers through a new popular communication channel (Ahmad et al., 2021). With more than 4.5 billion social media users worldwide, social media is able to reach large audiences around the world to promote a product-

or service and encourage interaction between people (Kelly et al., 2010). Examples of social media platforms include Twitter, TikTok, Facebook, Pinterest, YouTube, LinkedIn, WhatsApp, Instagram and more (Walsh, 2021).

Despite global economic fluctuations, the travel and tourism industry are gradually expanding. According to the World Travel and Tourism Council (WTTC) statistics in 2019, the tourism industry generated 10.4% of the world's GDP and 319 million jobs in 2018, representing 10% of total employment. It is also projected that the industry's contribution to GDP will increase by about 50% over the next decade (WTTC, 2019). In Malaysia, the travel and tourism sector are one of the most important sectors with direct and indirect linkages to many aspects of the economy (Abbas et al., 2021). Moreover, 3.5 million people are employed in the tourism industry in 2020, representing 23.1 per cent of Malaysia's total labour force (Uzir, 2021).

The pandemic has put many obstacles in the way of the tourism industry, but it has not dampened the spirits of many in Malaysia's travel and hospitality industry. Travel agents continue to prepare for a possible recovery or participate in community service projects during the current slowdown (Yoga, 2021). As the number of COVID -19 cases began to fall, movement restrictions were relaxed, allowing recreation and tourism businesses to operate under strict guidelines (SOPs) and there is still a strong desire to travel (Bae & Chang, 2021; Ling & Ho, 2020). As a result, domestic travel has become more popular (Ganasegeran et al., 2020), but with low demand since most domestic travellers are more cautious about their travel intentions (Ahmad et al., 2021). However, travel agencies can take advantage of this situation by marketing their services through social media to attract many new customers, increase brand awareness, use customer service channels, support high-level campaigns, increase brand equity and pursue an integrated marketing strategy (Valos et al., 2016).

In addition, by using social media marketing that become a dominant technique in digital marketing campaigns, it has evolved the way companies interact with their customers as it is an essential element of customers' online activities (Janavi et al., 2021). Due to their awareness of this, businesses are investing more in the creation and sharing of content on social media (Hallock et al., 2019) to gain engagement of targeted audience. Thus, it is important to determine the preferred social media platform used by travel agencies to give some specific information on the selections.

### **Travel Agency**

A travel agency plays a crucial role in developing and promoting tourism. They manage all the attractions of a country, accessibility, facilities and additional services for travellers. In addition, travel agencies procure travel tickets, travel documents, accommodation, entertainment and other travel-related services. There are two types of travel agency namely retail travel agency and wholesale travel agency (Kendra, 2016).

A retail travel agency sells tourism products directly to the public on behalf of product suppliers. Some packages are sold both on a commission basis and at a mark-up. The difference between the retail and wholesale price is the mark-up. A retail travel agency carries out the following activities: Making reservations, arranging tickets and accommodation, sourcing foreign exchange, purchasing travel insurance and much more (Kendra, 2016). For example, Andalusia Travel & Tours Sdn Bhd, Asia Experience Tours Sdn Bhd. (Sri Danta Travel & Tours Sdn Bhd.) and 3J Travel & Tours Management Sdn Bhd where they arrange travel tickets for the customer (MOTAC, 2022).

Meanwhile, a wholesale travel company buys tourism product components in bulk and assembles holiday packages. A wholesale travel agency may buy travel components in bulk from one supplier and resell them to another travel agency. A typical package holiday includes a flight, hotel accommodation and other amenities such as entertainment, sightseeing and sporting activities. Most of these trips include the services of companions, which are called package tours; however, a few are sold to people who want to travel freely (Kendra, 2016). For example, the wholesale travel agency is Feel-

Japan with K (M) Sdn. Bhd. It is based in Kuala Lumpur and is a wholesaler of Muslim travel packages to Japan for travel agencies in Malaysia, Indonesia and Singapore.

### Type of tourism

The division of tourism into types, categories and forms is the most common classification system. There are three main types of tourism, namely domestic tourism, inbound tourism and outbound tourism, each with its own characteristics, effects and impacts on the outside world (Panagiotopoulou, 2020), as shown in Figure 1. Domestic tourism is tourism by domestic tourists within the economic boundaries of the reference country. In addition, inbound tourism is tourism by non-residents travelling within the economic region of the reference country. Outbound tourism, on the other hand, is tourism by domestic tourists outside the economic zone of the reference country.

### Form of tourism

Figure 1 shows the structure of types and forms of tourism that can be divided into purposes of visit and alternative forms. A distinction is made between leisure and business, including social, cultural, religious, family, natural, medical and sports activities. Meanwhile, under business tourism there is MICE (meetings, incentives, conferences and exhibitions). Alternative forms of tourism are divided into special tourism, ecotourism and rural tourism. Under special interest you find culinary and wildlife tourism and under Agri-tourism Agri-tourism and rural tourism (Panagiotopoulou, 2020).

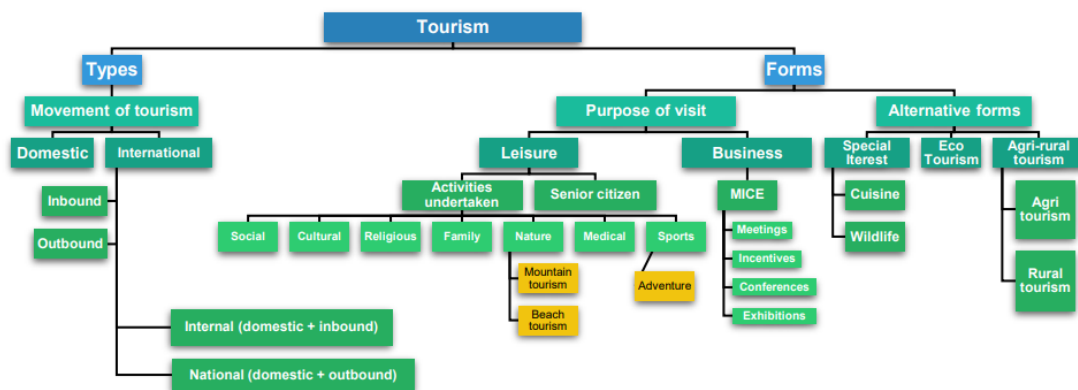


Figure 1: Type and Form of Tourism (Panagiotopoulou, 2020)

### Type of social media

Social media can be presented and used in diverse ways. Some are used as general sites for sharing information, chatting with friends and creating community pages, while others are geared towards building business networks. List of selected social media criteria is based on Çalik (2020) and Geysler (2022).

#### i. Facebook

Facebook is a social networking website where users can leave comments, share photos and links to news or other interesting things on the internet, as well as chat live and watch short videos that founded by Mark Zuckerberg in 2004 with the domain name "the facebook.com" Today it is commonly known as "facebook.com" and has become the most popular platform worldwide (Oussa et al., 2021) with 27.2 million users in Malaysia (Statista, 2022). Through Facebook pages, Facebook has the ability to conduct marketing communications and activities. Moreover, marketing communication on Facebook can reach many people at minimal cost. In addition, Facebook has partnered with a variety of other potential platforms and marketing communication activities, and posting popular material on Facebook has a high rate of interaction with consumers (Oussa et al., 2021).

ii. Instagram

Instagram is a combination of the words "instant camera" and "telegram", founded by Kevin Systrom in 2010. Although Instagram includes a range of features, the layout of the app generally allows users to share media – both images and videos – who have set up a free account. Users can then apply filter to the images they post and categorise them with location tags and hashtags (Blystone, 2022). Instagram allows us to easily market and advertise. The number of followers determines the effectiveness of any marketing activity on Instagram.

iii. Twitter

Twitter is an online microblogging service that allows users to send short messages to groups of people via computer or mobile phone. Twitter combines elements of social networking websites with instant messaging technologies to build networks of users who can exchange short messages, or 'tweets', throughout the day. Twitter was founded in 2004 by Evan Williams, Biz Stone and Noah Glass and one of the top ten most visited websites in the world that often considered the most popular microblogging platform (Antoniadis et al., 2015; Philander & Zhong, 2016) with over half a billion retweets per day have been observed (Kirilenko & Stepchenkova, 2017). The original goal of Twitter was to let others know what they are doing. However, Twitter has now become one of the most important sources of information about current personal and public events. Twitter is also a good place to study electronic word of mouth.

iv. YouTube

YouTube has become the largest online video community in the world founded on 14 February 2005 by Steve Chen, Chad Hurley and Jawed Karim. Users have the ability to post their own [non-copied] videos, promote brands and monetise their works (Lalangan, 2020). YouTube has gained popularity as a place where companies can post product advertisements and promotions and build collaborations with other users. Roy et al. (2020) reported that online videos should be considered for tourism marketing plans, especially for the YouTube platform, where the fastest growing industry can be a powerful channel to complement education and learning. YouTube has evolved into a platform where users can share their holiday experiences and spread word of mouth while planning their next trip.

v. TikTok

TikTok is a popular social networking application that allows users to create, watch and share 15-second mobile videos. The name TikTok refers to the short length of the videos and developed in 2016 by the Chinese company ByteDance known as Douyin in China. TikTok, like Instagram, is built on influencers and focuses on the content creators themselves. Users can follow any creator that piques their interest. TikTok offers businesses a new way to collaborate with influencers who reach their target audience. In exchange for money, an influencer often creates material that relates to the company or promotes a specific product.

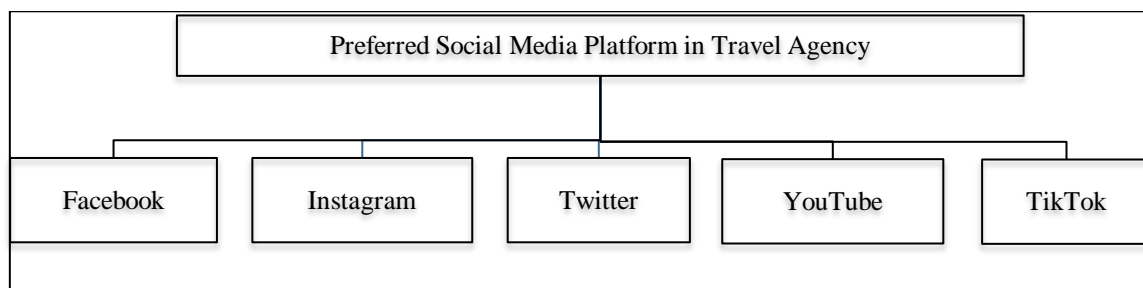


Figure 2 : Framework of evaluation of social media platform in Travel Agency

Figure 2 shows a research framework for evaluating the social media platform in the travel agency. The social media platforms considered in this study are Facebook, Instagram, Twitter, YouTube and TikTok. The selection of social media based on Çalik (2020) and the latest ranking of social media platforms (Geysler, 2022).

## Methods

### Study Area

According to the Ministry of Tourism, Arts and Culture, there are 352 tour operators in Johor listed in the Tour Operators List (TOBTAB) and registered under MOTAC 2022 (MOTAC, 2022). The social media platforms included in this study are Facebook, Instagram, Twitter, YouTube and Tiktok. Based on the G-Power sample calculation, 157 samples were required from 352 travel agents in Johor. The questionnaire was distributed to the target audience by handing out the survey face-to-face and through online platforms such as WhatsApp and Facebook Messenger. The participants in the study are employees of travel agencies in Johor.

### Multi-Criterion Decision-Making method (MCDM)

The BWM technique introduced by Rezaei (2015) has been widely utilized to determine the weight of the criteria in recent years. The BWM is a multi-criteria decision-making method that uses a structured pairwise comparison system and has been applied to solve a variety of decision-making issues related to tourism and travel agency, refer to Çalik (2020). However, most of the studies combined at least two MCDM methods such as BWM and fuzzy Vikor.

The Best Worst Method (BWM) is a multi-criteria decision-making method that uses a structured pairwise comparison system for decision-making. It feeds two pairwise comparison vectors (best-to-other and other-to-worst) into an optimisation model to obtain the best criteria weights (or alternatives) (Rezaei, 2020). In an MCDM problem, a set of alternatives is evaluated against a set of criteria to select the best option(s) (Rezaei, 2015). BWM, which requires less data and fewer pairwise comparisons, can produce more consistent results.

Rezaei (2015) mentioned the step to determine the weighting using BWM is as follows.

Step 1: Determine a list of decision criteria.

In the first step, we consider the criteria  $C_1, C_2, \dots, C_n$  that should be used to make a decision. In this study, these are the criteria to measure the reason for the preferred social media platform in travel agency. This research using a set of criteria to determine the preferred social media platform in travel agency which are Facebook, Instagram, Twitter, YouTube and TikTok.

Step2: The decision maker determines the best (most important, most appealing) and worst (least significant) decision criteria. In this step, the decision-maker determines which criteria are the greatest and worst in general. At this point, no comparisons are made.

Step 3: Determine the best criterion's preference over all other criteria by assigning a number between 1 and 5. The Best-to-Others vector as a result would be:

$$A_B = (a_{B1}, a_{B2}, \dots, a_{Bn}),$$

Step 4: Use a number between 1 and 5 to determine the preference of all the criteria over the worst criterion. The Others-to-Worst vector as a result would be:

$$A_w = (a_{1w}, a_{2w}, \dots, a_{nw})^T,$$

The least preferred social media platform or the least important factor for selecting the social media platform was determined. The number 1 to 5 was used where 1 indicate equal importance while 5 means a lot more important than the least important criterion, resulting in a Worst-to-Other's vector.

Step 5: The optimal weight is found ( $w_1^*, w_2^*, \dots, w_n^*$ ). The set of optimal weights for the linear model is the one where the maximum absolute difference for the following set  $\{w_B - a_{Bj}w_j, |w_j - a_{jw}w_w|\}$  is minimized. The sum of the weights must be equal to 1 and none of

the weights can be negative, leading to model (5) to find the optimal solution.

$$\min \max_j \left\{ \left| \frac{w_B}{w_j} - a_{Bj} \right|, \left| \frac{w_j}{w_w} - a_{jw} \right| \right\}$$

s.t.

$$\sum_j W_j = 1$$

$$W_j \geq 0, \text{ for all } j$$

\*Problem (5) can be transferred to following problem:

$$\min \xi$$

s.t.

$$\left| \frac{w_B}{w_j} - a_{Bj} \right| \leq \xi, \text{ for all } j$$

$$\left| \frac{w_j}{w_w} - a_{jw} \right| \leq \xi, \text{ for all } j$$

$$\sum_j W_j = 1$$

$$W_j \geq 0, \text{ for all } j$$

In step 5, the optimal weights were identified. The sum of the weights must equal 1 and none can be negative. After the weight was calculated, it also determined the input-based consistency ratio (CR) used and the associate threshold use. The Input CR shows to what extent the results are reliable. If the CR is not bigger than the threshold, the consistency of the comparisons is acceptable. Otherwise, the decision maker needs to revise the pairwise comparisons. These two numbers are valid only when we have entered all input data.

The reliability of the data is determined by the threshold of the preferred social media platform based on Liang et al., (2020). Since there were 5 criteria and the scale was 5, threshold for this study is 0.2306. All the input-based consistency ratio must not exceed these thresholds to make sure the data reliable and accepted.

### Result and Discussion

The cross-sectional survey was conducted at travel agencies between November to December 2022. 110 sets of respondents were received from the travel agencies, about 70 percent response rate. However, 10 responses were rejected because the data was not answered correctly and the input-to-match ratio was above the threshold. The collected data, then analysed using BWM Solver in Microsoft Excel to rank the preferred social media platforms according to demographic characteristics of the travel agencies.

Table 1 shows the average weight of the preferred social media platforms. It shows that Facebook is the most preferred social media platform, followed by Instagram, TikTok, YouTube and the least preferred social media is Twitter. Since the consistency ratio is 0.198 and the associate threshold is 0.2306, it shows that the results are reliable. This result supported by Tavana et al.,(2013), Barnes et al., (2015) and JR (2021) that reported Facebook was chosen as the most appropriate social media network since is not just a kind of social media for information sharing, it can also engage moderate fan pages based on a variety of criteria (Oussa, 2020).

Table 1: The average weight of preferred social media platform in Travel Agency

Average Weight	Facebook	Instagram	Twitter	YouTube	TikTok
	0.394	0.235	0.090	0.105	0.176
Ranking	1	2	5	4	3
Input Based CR	0.198				
Associate Threshold	0.2306				

Table 2: The Summary of the most and least preferred social media platform based on demographic criteria

No	Items	Frequency	Most Preferred Social Media Platform	Least Preferred Social Media Platform
<b>Total of Employees</b>				
1	Employees: < 5	74		Twitter
2	Employees: 5 to <30	26	Facebook	YouTube
<b>Position in the Company</b>				
1	Travel Company Director	7		Twitter
2	Travel Chief manager	1		YouTube
3	Chief Executive Office	1		Twitter
4	Director-marketing	7		YouTube
5	Director-Tour Planning	1		
6	Administrator	1	Facebook	Twitter
7	General Manager	12		YouTube
8	Executive Manager	3		
9	Administrative Assistant	3		
10	Customer Service Manager	2		Twitter
11	Customer Service associate	1	Instagram	
12	Operation Manager	6		
13	Sales Manager	2		YouTube
14	Tour Manager	3		
15	Sales Agent	3	Facebook	
16	Consultant	12		Twitter
17	Travel Executive	9		
18	Clerk	6		
<b>Company Establishment</b>				
1	Below 1 years	3	Instagram	YouTube
2	2-3 years	9		
3	4-6 years	9	Facebook	Twitter
4	Above 7 years	79		
<b>Type of Travel Agency</b>				
1	Retail Travel agency	68		Twitter
2	Wholesale Travel agency	14	Facebook	
3	Both	18		YouTube
<b>Type of Tourism</b>				

1	Domestic	10		
2	International-Outbound	8		Twitter
3	Domestic and Inbound	1		TikTok
4	Domestic and Outbound	33	Facebook	
5	Inbound and Outbound	4		Twitter
6	Domestic, Inbound and Outbound	44		
<b>Form of Tourism</b>				
1	Social	90		
2	Culture	73		
3	Umrah	20		
4	Haji	9		
5	Hindu	1	Facebook	
6	Family	87		
7	Nature	1		
8	Medical	58		
9	Sport	5		
10	MICE	24		
11	Cuisine	9	Facebook	
12	Wildlife	1	TikTok	
13	Eco Tourism	16		
14	Agri Tourism	2	Facebook	
15	Rural Tourism	7		
<b>Company Experience (Years) on Using Social Media Platform</b>				
1	1-3 Years	11		
2	4-6 Years	63	Facebook	
3	7-9 Years	19		
4	More than 9 Years	7		

Table 2 shows the summary of frequency, preferred and least preferred social media platform based on the demographic characteristics of TAs. There are eight demographic criteria that fit the study, namely the number of employees, position in the company, company foundation, type of travel agency, type of tourism, form of tourism and finally the experience of the company (years) in using social media platforms. Overall, most respondents chose Facebook as the preferred social media platform. JR (2021), found that nearly one-third of the world's population, or 2.7 billion monthly active users, are on Facebook. Facebook is the largest social media network in the world and one of the first still in existence. Facebook is business-friendly in that you can create an account just for your business. Facebook can be used for promotional activities and marketing. Based on previous studies, Facebook was also selected as the most suitable social media network according to Tavana et al. (2013).

The first demographic criterion is the number of employees. The distribution of employees is based on the SME definition of the service sector from SME Corp. Malaysia (2023). The service sector is defined as a business whose turnover does not exceed RM20 million or that has no more than 75 full-time employees. There are three categories: Enterprises with less than five employees are classified as micro enterprises, enterprises with five to less than 30 employees are classified as small enterprises and enterprises with 30 to 75 employees are classified as medium service enterprises. The incidence of employees less than five is 74 (74%), while the number of employees with 5 to less than 30 is 26 (26%). This shows that the majority of the respondents belong to the small service enterprises. Among micro service providers, the social media ranking starts with Facebook, followed by Instagram, TikTok, -



YouTube and Twitter. Among small businesses, Facebook, Instagram, TikTok, Twitter and YouTube are the preferred social media platforms.

The second demographic criterion is position in the company. The distribution hierarchy of position in the travel agency company is based on the hierarchy structure (2023). There are three levels, namely Supervisory Travel Company, Executive Travel Company and Operational Travel Company. At the Supervisory level, the positions are Director of Travel Company, Travel Chief Manager, Chief Executive Office, Director of Marketing, Director of Travel Planning, Administrator and General Manager. At the Executive Travel Company level, the positions at this level are Administrative Assistant, Customer Service Manager and Customer Service Associate. Positions at the Operational Travel Company level include Sales Manager, Tour Manager, Sales Agent, Consultant, Travel Executive and Clerk. The highest number of respondents was in the position of Travel Executive with 29 people or 29%. The second largest proportion of respondents in this survey come from the position of Consultant and General Manager with a frequency of 12 and 12% respectively. The least respondents come from the positions of Administrator, Chief Executive Office, Customer Service Associate, Director-Tour Planning and Travel Chief Manager with the same frequency, namely 1(1%). In general, all positions agree that Facebook is the preferred social media, except the Customer Service Associate position who selects Instagram as their preferred social media. Meanwhile, they select Verity social media as their least preferred, as shown in Table 2.

The third demographic criterion is business start-up, which can be divided into four phases of the business life cycle, namely the start-up phase (less than one year), the growth phase (2-3 years), the expansion phase (4-6 years) and the maturity phase (more than seven years) (Draper, 2014). In total, 79 enterprises are in the maturity phase of the business life cycle, i.e. more than seven years, only three enterprises are in the start-up phase and nine enterprises are in the growth phase. As shown in Table 2, only one travel agency company in the start-up phase chooses Instagram as its preferred medium, while the rest choose Facebook as their preferred social medium. The same is true for the least preferred criteria. Companies that have been in existence for less than a year choose Twitter, while the others choose YouTube as their least preferred social medium.

The fourth demographic criterion is the type of travel agency. There are two types of travel agencies: Retail and wholesale travel agencies. The majorities are retail travel agency with 68 respondents. 14 respondents belong to wholesale travel agencies and 18 to both types (retail and wholesale). All agree that Facebook is a preferred social media. For least preferred criteria, retail and wholesale travel agents choose Twitter, while both types (retail and wholesale) choose YouTube as their least preferred social media. Table 2 shows that all types of TAs agree that Facebook is a preferred social medium. For the least preferred criterion, which is divided into two choices, Twitter for retailers and wholesalers, both types of TAs also selected YouTube.

The fifth demographic criterion is the type of tourism. There are three types of tourism, namely domestic tourism, inbound tourism and outbound tourism. Respondents from businesses that offer all three types of tourism are the most common with 44 respondents, followed by businesses that offer domestic and outbound travel with a frequency of 33 respondents. This is followed by domestic package tours with a frequency of 10, international outbound tours with a frequency of 8, international domestic and outbound tours with a frequency of 4 and finally domestic and international domestic tours with a frequency of 1.

The sixth demographic criterion is tourism, divided into leisure, business, special interest, eco and agricultural tourism (Panagiotopoulou, 2020). For leisure tourism, there are social, cultural, religious, family, natural, medical and sports activities. For business tourism, there is MICE (Meetings, Incentives, Conference and Exhibitions). For special tourism there is culinary and nature tourism and for agri-tourism there is agri-tourism and rural tourism. Leisure tourism has the highest frequency with 344, followed by business tourism with 24, ecotourism with 16, special tourism with 10 and agritourism

with 9. The details of the distribution can be found in Table 2. The majority of businesses choose Facebook as their preferred social media, with the exception of special tourism (wildlife), which chooses Tik tok as its preferred criterion. Meanwhile, Twitter and YouTube were selected as the least preferred social media in relation to specific tourism types.

The seventh demographic criterion is the company's experience (years) with using social media platforms. The highest frequency in the use of social media platforms by businesses is 4-6 years with 63, followed by 7-9 years with a frequency of 19. The lowest frequency in social media platform use is 1-3 years with 11 respondents, followed by businesses that have been using social media platforms for over 9 years with 7 respondents. The result thus shows that most companies that participated in the survey have had experience with social media platforms for 4-6 years.

Table 3 shows the social media used by the TAs, i.e. post scheduling tools, management tools and analytics tools. Most TAs do not use any post scheduling tools, only 8 of the respondents use the Sendible app. In terms of social media management tools, 93 respondents use Facebook Pages Manager, one respondent uses Semrush Social Media Toolkit and 6 travel agencies do not use any tools. In addition, 86 TAs do not use social media analytics tools, 11 respondents use Google analytic, 2 respondents use Business Suite and one respondent uses Social Pilot.

Table 3 : Social media tools used by the travel agency

Num	Item	Frequency
<b>Social Media Post Scheduling Tools</b>		
1	Sendible	8
2	None	92
<b>Social Media Management Tools</b>		
1	The Semrush Social Media Toolkit	1
2	Facebook Pages Manager	93
3	None	6
<b>Social Media Analytic Tools</b>		
1	Google analytic	11
2	Social Pilot	1
3	Business Suite	2
4	None	86

### Conclusion

This study was analysed using Microsoft Excel BWM analysis solver to rank the criteria and determine the most and least preferred social media platform used in the travel agency based on demographic criteria. The results show that Facebook was chosen as the most preferred social media platform in travel agencies and ranked the preferred social media platform as follows: Facebook, Instagram, TikTok, YouTube and Twitter. Thus, TAs are suggested to invest in Facebook to gain better engagement, due to higher of Malaysia Facebook user (Statista's, 2021), low investment and potential platforms and marketing communication activities (Oussa, 2020). In addition, the most and least preferred criteria were identified based on demographic distribution (see Table 2) to enhance the research contribution. Table 3 provides some recommendations: First, it is strongly recommended that the company use tools for scheduling posts on social media, as most respondents do not use a tool for scheduling. With the right tools, users can manage their social media accounts more effectively, spend more time posting excellent content and interact with their followers in real time (Barnhart, 2022). These tools can make

it easier for them to post their content every day and save time.

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#### **Author Contribution**

Umami Nur Shafina Abu Bakar: Data collection, writing original draft preparation. Rohaizan Ramlan: Supervision, reviewing and editing. Rashidah Mokhtar: project administration, validation and reviewing.

#### **Conflict of Interest**

Authors declare no conflict of interest.

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