**PENGARUH MEDIA SOSIAL KE ATAS PRESTASI PERUSAHAAN KECIL & SEDERHANA : MALAYSIA & JEPUN (FONT SIZE 14)**

**Siti Mahera Bt Ahmat Amin**

user@gmail.com

Kolej Universiti Islam Melaka

**ABSTRAK**

(Abstract- text Times New Roman, size 11, *Italic.* Spacing- SINGLE). *Dengan kewujudan pemasaran media sosial yang sedang pesat pada masa kini telah memberikan impak yang positif pada perusahaan kecil dan sederhana ini. Kaedah pemasaran ini telah menjadi pilihan bagi perniagaan kecil-kecilan di mana ia dapat membantu mereka meningkatkan prestasi perniagaan dan meluaskan lagi rangkaian perniagaan mereka. Apabila pemasaran media sosial diaplikasikan oleh mana-mana perniagaan pastinya sukar untuk dijatuhkan. Namun demikian perusahaan kecil dan sederhana di Jepun mengalami kesukaran dalam kaedah pemasaran sebegini di dalam operasi perniagaan mereka. Kajian penyelidikan ini adalah bertujuan untuk menganalisis pemerkasaan kaedah media sosial bagi peningkatan prestasi perniagaan. Kajian secara kuantitatif digunakan dalam penyelidikan ini dengan bantuan soalan kaji selidik yang dibangunkan oleh penulis. Penulis mencadangkan supaya pihak pengurusan perusahaan kecil dan sederhana mengkaji semula kaedah pemasaran media sosial dengan lebih terperinci tidak kira sama ada di Malaysia atau di Jepun sekali pun dan mula menyediakan garis panduan atau manual bagi pekerja mereka dalam menggunakan kaedah pemasaran sebegini.*

**Kata kunci:** *Pemasaran media sosial, perusahaan kecil dan sederhana, rangkaian perniagaan*

**THE INFLUENCE OF SOCIAL MEDIA MARKETING**

**TOWARD SME BUSINESS PERFORMANCE:**

**A COMPARATIVE STUDY BETWEEN JAPAN AND MALAYSIA**

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**Siti Mahera Bt Ahmat Amin**

*user@gmail.com*

Kolej Universiti Islam Melaka

**ABSTRACT**

(Abstract- text Times New Roman, size 11, *Italic*. Spacing- SINGLE). *Small medium enterprise nowadays has become the larger enterprise nightmare by the mushrooming of social media marketing. This tool has become the new trend for a small business which will help them to expand the business networking. When social media marketing and businesses are being combined, they will be undefeatable. However, for the Japan SMEs, there are still lacks of confidence in using social media for the business operation. This research paper analysed the overwhelming power of social media marketing for the business purpose which proven the business performance also affected. The quantitative research data was gathered in this study with the aid of a questionnaire. Twenty five questionnaires were sent to the people that working in SMEs in Japan through the email list which was given by researcher’s friend in Japan. Another twenty five respondents were gathered from Malaysia via email as well. The results of the questionnaire revealed the major potential of social media in enhancing business performance of SMEs. The author recommends that every management of SMEs reevaluate their practices in handling social media for business either in Malaysia or in Japan, and begin developing guideline for the employees in handling social media matters.*

**Keywords:** *Influence of social media, Business network, Small medium enterprise*