

THE EFFECTIVENESS OF FACEBOOK PROMOTION OF SPORTS COMPLEX IN SAN JOSE DEL MONTE BULACAN: A PROPOSED PROMOTIONAL PLAN

ABSTRACT

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In the digital age, social media platforms have become essential tools for marketing and promotion. Among these, Facebook stands out as one of the most widely used platforms, offering businesses and attractions unique opportunities to reach a vast audience. With over a billion active users, Facebook is particularly effective for promoting tourist attractions. According to Camille Zess (2021), Facebook serves as a cornerstone in promoting tourism through social media. This study employed a quantitative research design to gather and analyze statistical data that can identify patterns, test relationships, and generalize findings to larger populations. Specifically, a descriptive research approach was used. As McCombes (2019) explains, descriptive research systematically investigates one or more variables to accurately describe a population, situation, or phenomenon. The study found that most respondents were aged 18–29, with a majority being male, and reported visiting the sports complex “sometimes.” Unresponsive customer service was identified as a key barrier to increased visitor engagement, with a frequency of 53 respondents highlighting this issue. In terms of Facebook content, the highest-ranked responses were as follows: uploaded pictures, with a weighted mean of 3.36, “image attracts attention and encourages user interaction” (Strongly Agree); videos, 3.44, “teaser videos showcasing clips from previous games excite local fans” (Strongly Agree); reels, 3.39, “reels are high-quality, clear, and visually engaging” (Strongly Agree); stories, 3.41, “stories are highly shareable and make viewers feel connected” (Strongly Agree); and live sessions, 3.45, “live sessions are highly engaging, keeping viewers hooked throughout” (Strongly Agree). The study revealed that the majority of respondents are young adults aged 18–29, predominantly male, and visit the sports complex occasionally. Facebook content, including images, videos, reels, stories, and live sessions, is highly engaging and effective in promoting the sports complex, although unresponsive customer service may limit overall visitor growth.

RECOMMENDED CITATION

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