How the Girls Republique as a New Way of Recruitment to Produce Celebpreneur through Instagram Site

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Abstract: In line with the rising of technologies in today's world, social media has become favourite platform for businesses and organizations to market their brands and assist them to create products, also make a relationship and connection with people and followers (Siddiqui & Singh, 2016). As a result, social media has created an ordinary person to become a celebrity and entrepreneur in social media which is now called "celebpreneur". The main goal of this study is to explore the new way of recruitment to produce celebpreneur through Instagram site. The researchers also want to understand why the Girls Republique recruits female youngsters as celebpreneur through their Instagram site, and how is the information on the Girls Republique Instagram page providing celebpreneurs the recruiting information. The researchers have sought previous researches related to this study as a guide. The researchers do content analysis through qualitative approach to collect the data from the recruitment information via video, image or poster advertisement shared, and the informant's feedback on the Instagram site. The Girls Republique's Instagram page created by this agency aims to share the recruitment information, and provide updates activities, and also the positive feedbacks from female youngsters to the Girls Republique agency. By conducting this study, the researchers are able to gain a broader knowledge of how the Instagram page is a great platform to influence female youngsters to get involve with serious thinking about becoming the future of celebpreneurs as well as to gain the views of the informants regarding the new way recruitment of the Girls Republique through Instagram site.

Keywords: *social media, Instagram, instafamous, celepreneurs, Girls Republique, e-recruitment, entrepreneur*

1.0 BACKGROUND OF THE STUDY

In today's world, social media such as Facebook, Twitter, Skype, and Instagram are widely used by public at all levels for communication purposes. For Siddiqui and Singh [1], these websites and web-based applications have become a daily routine for people to share about their lives. They both define social media as "a widely accessible electronic tool that makes it easy for anyone to publish and access information, or to build relationships with one another". Therefore, it is easy to spot that mostly youngsters are easily enticed with social media to maintain relationships with their social media friends, and sharing information online among different community groups. There are also side effects of using social media such as misused by their users by accessing other people personal information which can cause an interruption to one's privacy [2].

Djafarova and Rushworth [3] mention that Instagram is a platform that provides suitable ecosystem for promoting beauty products, popularizing certain body images, and advocating luxurious lifestyles and prominent luxury brands. This has led many reputable companies to find celebrities to be the face of their product especially during the festive season which can lead to huge sales growth such as Neelofa and Vivy Yusof. Celebrities are beginning to explore and influence more because they have made a revolutionary impact on fashion, beauty and lifestyle habits to the public [4]. The popularity of celebrities is increasing and has brought into a new form of marketing called 'influencer marketing' where brands collaborate with influencers to promote their products [5].

Celebrities are also considered as the "model of success" because every success achieved will be seen by the public. Some celebrities can attract the society because of their reputation, popularity, awards and other achievements that organizations take advantage of them to persuade the consumers to buy their products [6]. Everything that a celebrity does will be followed by the fans and followers. They will begin to mimic the way celebrities use,

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communicate, and most importantly, the product brands that celebrities use. Celebrities will play a major role in creating the identity to attract the public [7]. As such, celebrities will surely be used as a brand model in any advertisement to market their products to become more recognizable. Recruiting influencers like Instafamous for branding has become an important element of social media marketing [5]. However, being well known and enjoying significant media coverage do not guarantee that the celebrity will be automatically considered appealing by the audience.

Appel, Grewal, Hadi and Stephen [8] defines that celebrities are an important person in some people's lives, and social media has brought these people to see the celebrities every time they spend time on social media. Normally, the celebrity entrepreneurs - or in this study will be coined as celebpreneurs - market and manage their products using social media as the main platform to influence public especially their fans and followers. These celebpreneurs get the idea of producing a product by looking at the other products in the market. The ability of celebpreneurs to influence their fans, and the product consumer needs and desires is seen very valuable in the marketing realm [4]. They will start a new company from the beginning of the product launch, or buy an existing company that has been in operation for a while and rebrand the products. The idea to commercialize the branded products requires individuals need to has a unique selling point or a public identity that is applied to the needs and interests of target audiences [9]. Like other entrepreneurs, celebpreneurs can sell a wide range of products available in the Malaysian market. The products they sell usually related to the celebrities' brand and their image. However, it is up to the celebpreneurs themselves to sell what kind of product they want.

Instagram is an application that is often used by someone to become famous because social media has a platform that can attract people's attention, and led to products sold by celebpreneurs being recognized quickly. Carah and Shaul [10] state that in the fashion world, most of the promotional efforts will take place on Instagram. Mostly, Instagram personalities are effective in spreading messages about new products, starting and popularizing new trends and also raising the sales [11]. Furthermore, they have loyal fans who will always support their idols. These things are very interesting because celebrities have their business and be able to market all over the place with the use of social media applications. In contrast to the situation, before the social media used by the public, celebrities should have a good relationship and work with the company to become an ambassador for the product. However, the risk that every brand takes

when a celebrity has been engaged which are the celebrity must consistently desirable, aspirational attributes – a quest bedevilled by not just the paparazzi industry, but also the average passer-by who can instantly capture every indiscretion on his or her smartphone [9].

The Girls Republique or TGR is an agency created to help young people become celebrities and entrepreneurs. Nowadays, recruiting influencers like Instafamous for branding has become an important element of marketing in social media [12]. Young people are now keen to become entrepreneurs and celebrities. The youngster's generation is more interested in entrepreneurship and this career choice is increasing nowadays among them [13]. Celebpreneur is an ordinary individual who transforms into a celebrity and become an entrepreneur when they reach a certain amount of "well-known" [14]. Participation of the the Girls Republique program is being recruited from the Girls Republique's official Instagram, and there will be interview sessions with participants to select the best celebpreneurs. The most important thing is that to select the suitable marketing communication tools for the products and services to reach and deliver the information to large audiences [6].

2.0 PROBLEM STATEMENT

Social media has transformed the way people communicate and socialize on the web [1]. According to Gong [15], internet users in Malaysia are increasing every year from 24.2 million people in 2015 to 24.5 million people in 2016 because the use of social media has become a daily routine for people. De Veirman et al [5] defined that people who built a large network of followers in social media are regarded as trusted tastemakers.
Therefore, the celebpreneurs take this golden opportunity, and began to market and show their products to the public. Social media has become a source of income for the celebpreneurs.

Today, the identity of a brand is very important for the companies to use many more devices to make the advertisement of their products reach the consumers [7]. The existence of this generation of celebpreneurs have given great competition to other entrepreneurs, especially to small traders. While other entrepreneurs have been in the business for a long time, these celebpreneurs have made a huge impact as they are easier to influence society because of their popularity. Instagram personalities are effective in spreading messages about new products, starting and popularizing a new trend which leads to driving up the sales of the products [11]. When social media has become an important part of people's lives

nowadays, celebpreneurs should seize the opportunity to have at least one social media account to promote their products to the public.

Social media not only connects people, creates democratic process and do collaborative innovations that increase corporate value [16], but has turn as a recruitment source or online recruitment. Kuppusamy and Ganesan [17] state that for effectiveness of online recruitment or e-recruitment, the organisation should focus on the adaptability of hiring time cycle, the accessibility of information and the usability of website. The organisation needs to ensure that these factors help new generation to find and apply their job due to their interest and potential. The website and printed advertisement promotions gives an impact on candidate's attraction that is intervened by business information [18].

Instagram influencers are more trusted by the audience when they promote the products because they are considered to be more appropriate and can interact with the fans easily than traditional celebrities [11]. Unfortunately, most of the celebpreneurs are not concerned about the quality of their products because they are simply focus on becoming famous. Quality is linked to the capability of products, and require to satisfy the customers which is being determined by transaction-specific and cumulative concepts [19]. Saleem et. al [20] state that customers have some perceptions with the quality of product, price and styles before purchase any products. Therefore, product quality is certainly one of the most important aspect, and if celebpreneurs are unable to deliver high-quality products, it will jeopardise their reputation amongst consumers especially their loyal fans.

The main objective of this study is to explore how The Girls Republique recruits young female Instafamous as their celebpreneurs through their Instagram site. The researchers also want to understand the content of the information in the feedback of the Girls Republique's Instagram page that intentionally to attract the instafamous to be recruited as the celebpreneurs. This study will focus only The Girls Republique recruitment agency using the content analysis method which requires looking at the Girls Republique Instagram's account. This is due to the owner of the Girls Republique, Datin Linda who is busy to be interviewed or has time to answer any questions from the researchers. According to Hassan [21], the researchers will let the data to speak for itself, and form itself into themes without related to any existing theory. Also, this study won't be able to be prepared in more depth because the researchers lacks of time.

With the rising of interest for social media, the existence of recruitment through Instagram account helps the Girls Republique to recruit female youngsters as celebpreneur. Besides, the findings of the study could bring benefits to the female youngsters out there which also can earn money at their young age. Through this study, parents could know more about the female youngsters' ambitions which influences them to be a celebpreneur and has a lot of information of recruitment in the Girls Republique's Instagram.

3.0 LITERATURE REVIEW

3.1 Instagram

Instagram is an application that provides service to take pictures or upload video of 15 seconds, and share it with followers [22]. Instagram is a platform based on visual aesthetics and filtered images which is also suitable for promoting beauty products, popularizing images and advocating luxurious brands [3]. This application gets more attention because it is one of the most popular social media which shares a shopaholic photo, and not a social networking such as Facebook and Twitter. Suciati [23] states that when many entrepreneurs choose to use Instagram in promoting their products and services, in directly a marketplace is formed within Instagram. According to Buinac and Lundberg [22], when the company stays active on posting their products on Instagram site, this leads to loyal followers to keep updated with their products. To create the biggest possible engagement from followers, it is very important to be active either by using personal own account when posting the pictures or asking other accounts by liking and commenting [23]. Carah and Shaul [10] state these Instafamous will be invited to collaborate with a company that wants to promote the product to audiences. The rising of influencers has brought them to a new form of marketing called "influencers marketing" where brands collaborate with influencers to promote the products [5]. Instafamous or influencers often present the products they have tested which also provides them to give their opinions on the products that leads the followers to trust their opinion, and potential to influence in using the products. The company has to make sure that their Instagram account has a complete profile with a short and precise description, relevant profile picture and link to the other website.

3.2 Celebpreneur

Appel, Grewal, Hadi and Stephen [8] defines the celebpreneur or celebrity entrepreneur is a well-known individual in this industry and also who can run his/her business. Celebpreneur is combining

words from entrepreneur and celebrity from social media such as Instagram and Twitter that promotes their products through their accounts on social media. Buinac and Lundberg [22] suggest that to be successful it is important to know what is trending on Instagram, and follow these trends so that the audiences support the brands. The brand must follow the trends in order to get to know their interest. It is also good to use popular hashtags because people often look in them which may gain more followers [22]. Nowadays, the identity for a brand is very important and the companies should use many more devices to make the advertisement reach the consumer [7]. Celebrity media social can persuade people especially their followers to buy any products that has been promoted by them. According to Suciati [23], social media marketing can be effective if the company present on the site which provides the information needed by consumers. Usually, their followers would spend their money on the products that have been suggested by their favourite celebrity. The uniqueness of influencers manifested by the way they connect with audiences and having interpersonal intimacy deeper than appear in TV shows [11]. This is the actual reason for the rising of celebrity media social.

In the context of the internet and social media, entrepreneurs can be defined from a wider perspective that doesn't include selling of products or services [14]. Business is about selling the products or services and get the profits but not for entrepreneurship. A variety of social media celebrities create value for their personal brands while engaging in promotional activities. Celebpreneur needs to plan and identify their target audiences so that they can create opportunities when they started to sell the products on social media. Entrepreneur also needs to find a new way to influence people to buy and support our products. Positive actions are better identified when celebrities will move to a more positive attitude towards the brand. They need to win people's attention and making sure that their products are trustworthy. Celebrity recruitment is a powerful marketing strategy and an important decision to be taken in choosing the celebrity to endorse the brand [7]. The company needs to keep in mind some factors which may cause a loss and start to create marketing strategy before choosing the celebpreneur. Celebrities who have positive and desirable traits are effective in enhancing the brand [11]. Celebpreneur or influencer who has a positive attitude will be able to attract more customers to buy the products that they have been promoting. Negi et. al [7] stated that Maybelline is one of the most popular cosmetic brands and needed a celebrity who could showcase their new product as well as able to carry them well in a way which captures the customer's attention. The brands need to choose celebpreneur who could

endorse the products by connecting with the real problem and persuade the audience to buy the products [7].

3.3 E-Recruitment

E-Recruitment is the current trend in the recruitment process and it has been adopted by many organizations [18]. The use of social media for recruitment is that the organizations can to reach potential applicants across time and space which also can build relationships and positive brand reputation through communication [16]. Through e-recruitment, this is particularly web-based technology for the purpose to identify and attract potential employees [24]. Online recruitment has proved to be one of the most successful and popular information services on the internet [25]. The use of e-recruitment has made an easy way for job applicants to search and find an appropriate job that meets their expectations or interest.

Sabha [24] states that online recruitment or e-recruitment can overcome the barriers of traditional recruitment methods for easy access to the right candidates. E-recruitment is also known as "online recruitment", "web-based recruitment", recruiting on the internet" and "electronic resume" [18]. Recruitment is the process of generating capable people to apply for employment to an organization [25]. E-recruitment helps the young generation to find a new job because it's cost-effective and saves time. (Sivabalan, Yazdanifard, & Ismail [25] also mentioned that most of the company would request the applicants to submit the resume through online such as social media and email. They can search and apply for jobs in areas where their skills are in demand regardless of geographical location [24].

E-recruitment has also helped organizations to recruit for a better-quality candidate, efficient hiring, increased workforce productivity and better business performance [18]. Boscai [26] suggests that the company or online recruiter must encourage a strong employment brand by possessing the ability for database management, web designing and skills to use and select appropriate software to solve the recruitments problems and also to attract the talented employees which can provide long-term competitive advantage to the organization. Waghmare [18] states that e-recruitment has changed the way jobs are applied and has become so simple that anyone can do it. However, the traditional methods can't be replaced with e-recruitment even though e-recruitment helps to reduce the cost and time.

4.0 RESEARCH METHOD

The main objective of this study is to explore how The Girls Republique agency recruits female youngsters as celebpreneurs through their Instagram site. Since the founder of The Girls Republique agency and the celebpreneurs are too busy for in-depth interviews, or answer the written questions, the researchers use the content analyse approach in the qualitative method after considering the constraint of other data collection method. Florian [27] suggest that content analysis method suitable for the study of recorded human communications such as books, newspaper, Facebook updates and tweets, which endorse more the appropriate data collection techniques for this case on the Girls Republique's Instagram site. This study is conducted for three months from 1 December 2019 to 1 March 2020 that looks into the information post about celebpreneurs recruitment through Instagram as well as focusing on identifying the types of messages delivered through the Girls Republique's Instagram page. The researchers also study on type of the feedback content of female youngsters on the Girls Republique's Instagram site while sharing information - what is being said, written or recorded - on the studies Instagram site. The sampling of the posts is only related to the recruiting purpose.

Qualitative research is an exploratory approach to explore more details about something that has been played in society's mind where recruiting female youngsters by The Girls Republique as celebpreneurs using social media is a new phenomenon in Malaysia. Through a thorough content analysis of the Girls Republics Instagram account, the researchers explore about this agency and their business model of recruiting more celebpreneurs through Instagram account. The researchers want to explain more on the society's reaction toward this agency business model. The researchers also need to understand how this agency can produce celebpreneurs who can also generate revenue by market their products through social media. It is very interesting to acknowledge that The Girl Republique recruits female youngsters and transform them to be a great celebpreneur in the social media**.**

The thematic analysis is applied on the collected data to understand and explain the process of using Instagram to convey information about the recruitment of celebpreneurs. By using content analysis and thematic analysis it can ensure a reliable and rigorous line of reasoning which is consistent with the identity and construct of developed knowledge [28] as stated below in Figure 1: the six steps for thematic analysis:
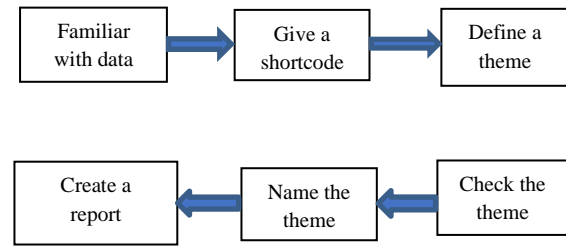

Figure 1: The Six Steps for Thematic Analysis

Data collection is a continuous process until the data is saturated where the same data repeated coming in the feedback post. **First,** sample of studies is selected in order to study the content of the Girls Republique Instagram account. Through this multi-stage systematic sampling, the researchers select issues from the Instagram account to get the suitable data. **Second**, the data is given a simple code or known as "coding". This step is for giving the coding to the relevant data. **Third**, an emerging theme from the data is analysed. This is a way to assemble the same and relevant coding to create a great theme where keeping those themes in mind and classifying the content accordingly. The **fourth** step is to review the big themes that come up by ensuring that the coding is well organized and appropriate. The **fifth** step is to define the theme obtained because after performing an analysis to refine the overall themes of the post order, the researchers need to present the definition and name of each theme. The **last** step is to write the analysis in a report.

5.0 FINDINGS AND DATA ANALYSIS

The findings of the study are analysed based on the research questions to make the organization of the write up clear and understood.

5.1 Research Question 1: Why the Girls Republique agency recruits female youngsters as celebpreneurs by using their Instagram sites?

The researchers monitor The Girls Republique's Instagram site for 3 months from 1 December 2019 to 1 March 2020. During that period, 31 shared of information on recruitment, and 89 shared of information on activities were posted on the studied Instagram. Table 1 shows the details of information posted:
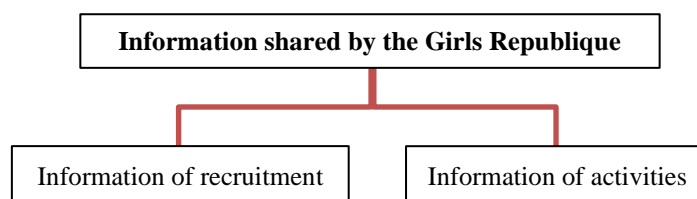
Information shared by the Girls Republique	Frequency	Examples of Shares
Information of recruitment	31	"GOOD NEWS GIRLS. GR2020 is Recruiting for members and non-members who are Competent to join us as our Team Leaders. We have Puff Puff, Wondergirls, Bubblegum and Sugar Candy and those who feels qualified for the Post, please text to Datin Linda at 0127370686" (9 Dec 2019) "Hello guys. Entrepreneurship program by us still recruiting all of the youngster out there to be independent & successful. Do dm @tgr.shopee if you guys interested #tgrentrepreneurship #celebpreneur #thegirlsrepublique" (11 Dec 2019) "GOOD NEWS GIRLS. GR2020 is Recruiting for members & non-members who are Competent to join us as our Team Leaders. We have Puff Puff, Wondergirls, Bubblegum and Sugar Candy and those who feels qualified for the post, please text to Datin Linda at 0127370686. Aside from that, we are also will be open our membership on January 2020. The fee is RM100 per year & u will get starter kit worth RM500. Can slide to our direct message to register as our member. Can't wait to meet you girls on 2020 #thegirlsrepublique #puffpuffbygr #bubblegumbygr #wondergirlsbygr #sugarcandybygr" (13 Dec 2019) "GOOD NEWS, we have opened our registration for the interview session as GR2020 Team Leader. This time we open for all members & non-members who are competent to join us as our Team Leaders. We have Puff Puff, Wondergirls, Bubblegum & Sugar Candy. For those who feel qualified can contact Datin Linda at 0127370686 or dm us now. #thegirlsrepublique #puffpuffbygr #bubblegumbygr #sugarcandybygr #wondergirlsbygr" (17 Dec 2019) "Something amazing is going to happen on 2020! Can u guys guess what is it? Have you watched the video? So how? Aren't u guys excited to be a part of our family? We will open our recruitment for members on January 2020 & GR2020 Team Leader, We already start with the interview session today! Still have time for you guys to join us. Hurry up slide into our dm now #thegirlsrepublique #puffpuffbygr #bubblegumbygr #wondergirlbygr #sugarcandybygr" (19 Dec 2019) "Love to see them travel? Love to see their fashion lifestyle? Love to see their success? At @thegirlsrepublique we created celebpreneur! Calling all girls out there to join as a leaders or members in our community. To be leaders contact Datin Linda 012-7370686 and to be members contact Fazz 019-614-1973" (29 Dec 2019) "HELLO GIRLS OUT THERE! We have good news!!!!! Whoever dm said they want to be leader! This is a golden opportunity for you guys! Why? Because ! We are going to make interview session on this SATURDAY AT 2PM ! So what are you waiting for? Don't be late or you might regret it later . Dm us right now for registration ! #thegirlsrepublique #puffpuffbygr #sugarcandybygr #wondergirlbygr #bubblegumbygr #leadersrecruitment #girlgang #sisterhood #travelwithtgr" (2Jan) "Today is the day for Leader's interview! At 5pm girls. Whoever wants to join us travelling can dm right now for registration. For member, recruitment Jan 2020 has been started! So what are you waiting for? The most exciting part is, this 2020 we will have a lots of exciting activity! Let's join us now before it's too late. #thegirlsrepublique #tgrtakeslondon #travelwithtgr #puffpuffbygr #bubblegumbygr #sugarcandybygr #wondergirslbygr #parisfrance" (6 Jan 2020) "Another highlight from our talented #thegirlsrepublique Performances that leave us speechless" (4 Dec 2019)
Information of activities	89	"All of the girls' dedication and hard work payed off! So excited to celebrate Christmas in Korea and share memories together #thegirlsrepublique #seoulkorea #seoultravel #tgrruleskorea" (24 Dec 2019) "The best & unforgettable moments at korea! SKI TIME! We will share video of our girls playing ski with you guys. Just wait. If there's anyone who want to join us play this ski, you guys should join tgr right now! Dm for more info. #thegirlsrepublique #bubblegumbygr #wondergirlsbygr #puffpuffbygr #sugarcandybygr #tgrruleskorea #travelwithgr #pyeongchang #sisterhood #friendship #girlgang" (28 Dec 2019) "Friendship is the golden thread that ties the heart of all the world #tgrtakesbali #travelwithtgr #sisterhood #girlgang #thegirlsrepublique #sugarcandybygr #wondergirlsbygr #puffpuffbygr #bubblegumbygr" (31 Dec 2019)

		"Our 1st ever #thegirlsrepublique event. Proud of what TGR achievement last year. Creating sweet memories with all of you is definitely the best year and 2020 will be better!!!" (12 Jan 2020) "There are so much fun activities by leaders and members last Saturday, a lot of activity and game. This is only the teaser. So if you want to watch full video. Don't forget to click link on our bio and subscribe our Youtube channel & click bell button to turn on the notification. Sponsor by: Ladonna cosmetics, its girl gang @tgrcollection #thegirlsrepublique #bubblegumisthefuture #bubblegum #sisterhood #bondingtime" (20 Jan 2020) "Team Puff Puff already done with their first gathering which is picnic day the other day. We had so much fun & we believe all the members also feels the same. The recruitment for our membership still open. Hurry up dm us now to join Puff Puff team. This is a short video, if you want to watch the full video go to our Youtbe channel and don't forget to subscribe! #thegirlsrepublique #puffpuffbygr #puffpuffcomeback" (31 Jan 2020) "Yesterday Sugar Candy team do karaoke activities! They also have their theme! Isn't amazing? You guys, let's register for membesrship! Join team Sugar Candy for having fun with all of them! Dm us now before it's too late! We will open this recruitment until 15 Feb. Dm us right now! #thegirlsrepublique #sugarcandybygr #notjustsugarbutspice" (2 Feb 2020)

Table 1: Information shared by the Girls Republique

Table 1 stipulates what The Girls Republique's Instagram page has shared messages of recruitment information, and information of activities for female youngsters. There are eight examples of recruitment information, and eight examples from information of activities that can be found in Table 1 that has been shared and organized by the administrators of the Girls Republique. This is to inform female youngsters out there to participate in their exciting activities organized by the Girls Republique include big events such as Gala Events, travel abroad with the members and also to encourage more participation from female youngsters.

Figures 2: The information shared by the Girls Republique

5.2 Research Question 2: How's the response on the Girls Republique's Instagram page providing celebpreneurs recruiting information?

Table 2 shows there are 65 shared information posted by the Girls Republique on Instagram that receive the feedbacks from female youngsters. The researchers have found that there is only positive feedback on the Instagram. Also, feedbacks from the Girls Republique administrators which play an important role in answering any questions from female youngsters. The researchers have found that not all questions or comments by the female youngsters being addressed by the Girls Republique. Table 2 shows the actual responses from female youngsters to the Girls Republique administrator in providing celebpreneurs recruiting information.

Feedbacks (Frequency)	Date	Examples of feedback	Feedbacks (admin of The Girls Republique)
Positive (65 times)	4 Dec 2019	**Informant 1**: What is this program running for?	No feedback
	25 Dec 2019	**Informant 2**: how to join.. is there a condition for it?	I've already reply to you
	27 Dec 2019	**Informant 3**: awhh this is so great, I wish I can be like them.	Can dear. Join us now & be activeeeee ♥
	4 Jan 2020	**Informant 4** : Wow **Informant 2**: I want jointtt	No feedback

	5 Jan 2020	**Informant 5** : Want to join	No feedback
			No feedback
	19 Jan 2020	**Informant 6**: Hii, if Im from Perak can I join?	
			No feedback
		Informant 7 : Done dm.	
		Informant 8 : Done dm.	♥
		Informant 9 : Would love to join.	♥
			Dm asap ♥

Table 2: The feedback on the Girls Republique's Instagram page for providing celebpreneurs recruitment information

Table 2 shares nine examples of comments taken from the Girls Republique's Instagram page, where the positive feedbacks obtained by The Girls Republique had a positive impact on the agency such as there is a lot of feedback received from female youngsters that are keen to join. This shows that the Girls Republique has played a role in attracting them to be part of this agency. Also, positive feedbacks included praise from female youngsters on the Girls Republique activities, and expressed their feelings of interest in becoming a celebpreneur. Besides, some female youngsters ask questions in the comment sections. Questions which is positive and sometimes the Girls Republique administrators have responded to it.

6.0   DISCUSSION AND CONCLUSION

6.1   Research Question 1: Why the Girls Republique agency recruits female youngsters as celebpreneurs by using their Instagram sites?

The results of the study found that the types of information about the recruitment shared by the administrators of The Girls Republique are video, image and advertisement poster. For example, there are many videos being shared about recruiting female youngsters through Instagram and they get a lot of response from female youngsters. This shows that The Girls Republique has been successful in using many types of information to influence and attract the female youngsters to be recruited by their agency via their Instagram page.

It also shares the information about all activities carried out by The Girls Republique that always invite and welcome the potential celepreneurs. Among the activities is holding a Gala Event organized by The Girls Republique to celebrate every success they have achieved especially on every partnership that being sealed. One post shared by social media holds the ability to achieve gathering of people that may contact a large number of individuals [29]. This indirectly excites the female youngsters about being popular and successful when join The Girls Republique as being mentioned in the posting about successful recruitment methods and receive feedback from female youngsters out there. On the internet, there is no word limitation and all the relevant information details can be expressed unambiguously [24]. As a result, female youngsters' knowledge is always up to date, and it also provides female youngsters with an easy-to-apply recruitment method.

The researchers can conclude that recruitment information shared by The Girls Republique administrators are successful to attract the target audience which is the female youngsters. Some of the highlights shared on Instagram are through videos, pictures, and posters. The researchers also find that each message delivered has its own message to the female youngsters. The Girls Republique's Instagram page has reveals that it is not impossible Instagram can be a serious mode of conveying important messages to recruit female youngsters, or other target market. It is important for the company to stay active with sharing their posts to get notice and recognize [22] as it might be the dream place for serious dedicated potential employees. In addition, the success of the Instagram site as a great platform for influencing female youngsters to join The Girls Republique, and gaining the confidence of female youngsters to recruit and providing female youngsters with information about the activities of The Girls Republique. Instagram clearly is not designed only for sharing videos and pictures, but it has seen its fair to share the business potential tool because it has become the fastest growing social media platform [23].

6.2   Research Question 2: How's the response on the Girls Republique's Instagram page providing celebpreneurs recruiting information?

The feedback from the administrators of the Girls Republique plays a key role in attracting female youngsters to join them as celepreneurs. The results of this study found no negative feedback from

female youngsters on the Instagram site of the Girls Republique, and all the feedback in the comments section are positive. The administrators of the Girls Republique do a good job in responding to the posts by providing feedback on comments given by female youngsters. The results of this study indicate that many female youngsters are interested in joining the agency through comments provided on the Girls Republique's Instagram page.

All the positive feedback from the female youngsters are about praising the Girls Republique. Some comments and questions from the female youngsters have been successfully responded and replied by the administrators of the Girls Republique. This action indirectly has a positive impact on female youngsters about being part of the Girls Republique as celebpreneurs. This indicates that the results of this study are in line with previous studies. The Girls Republique successfully creates positive interactions between the Girls Republique agency and female youngsters by responding to comments from female youngsters on the Girls Republique's Instagram page, as the youngsters remain online for 16 hours a day and spends an average of 5 hours per day on their smartphones to interact with others through social media [29].

The researchers also find that each of these responses had a significant impact on the Girls Republique by gaining more trust from female youngsters out there. As new generation has grown up with the internet, they are active in searching for jobs through online recruitment [18]. Any feedback given by female youngsters are taken seriously by this agency as it is the intention of the Girls Republique to gain the trust of female youngsters in Malaysia.

7.0   LIMITATION   AND RECOMMENDATION

This is a preliminary study to explore the new way of recruiting youngsters through social media to be celepreneurs The researchers only study one unit of analysis that is The Girls Republique's Instagram account so it cannot be generalized because although The Girls Republique has large number of followers. The other limitations are there is no other supported data collection besides content analysis, and the challenge of getting the desired feedback is very difficult to obtain because most of the feedback received is only based on the comments on the Girls Republique website. Besides, the review period conducted on the Girls Republique's Instagram page may not be sufficient due to the time constraints in conducting this study.

The suggestion that the researcher can make is to conduct research using different research methodologies. This study can be improved using the same qualitative research method that uses content analysis and also supported by the interview's method. Interview methods will ensure more accurate and accurate data collection and selection than some selected informants. The study can be expanded to other social media besides Instagram and the official Instagram page of the Girls Republique. This is because the official website of The Girls Republique is abundance with information related to recruitment of celebpreneurs as well as activities that are available for future study. The researcher suggests that the study period should be longer and more appropriate so that the results of the study can be better obtained.

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