

THE IMPLEMENTATION  
OF SOCIAL MEDIA  
MARKETING AT  
TASIK BUMIMAJU SDN BHD

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THE IMPLEMENTATION OF SOCIAL MEDIA MARKETING AT TASIK  
BUMIMAJU SDN BHD

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## **DEDICATION**

This thesis is special to my father, who taught me that the best kind of knowledge to have is that is learned for its own sake. It is also dedicated to my mother, who taught me that even the largest task can be accomplished if it is done one by one follow the step at a time.

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I am extremely grateful to the team of Tasik Bumimaju, in giving me the opportunity to carry out the research. Also much appreciated on information sharing and teamwork required in this research.

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## **ABSTRACT**

The purpose of this study is to identify the causes of declining property sales, to determine the strategies of social media marketing and apply interventions that are able to increase property sales in the company through social media marketing. Social media marketing is the use of social media platforms and websites to advertise a product or service. The research project use mixed-methods sequential explanatory design which consist of quantitative followed by qualitative. There are 100 respondents answered the survey questionnaire and data will be analysed using SPSS tool. For qualitative, there are 6 interviewee and data will be analysed using NVivo software. The focus of this study will be on adopting Facebook to boost property sales. Facebook advertising, creating and posting a video about the housing development, are the intervention for cycle-1. The interventions repeated for cycle-2 with additional Facebook live streaming. Through T-Test analysis, it demonstrates that the interventions carried out were successful and the data is statistically significant. All three objectives in this research have all been met. The number of likes on the Facebook page has increased to 386. Besides that, the housing inquiry has seen an increase in interaction on the page. The total number of visits to the sales office and number of home bookings have increased significantly. This approach is suitable using Honeycomb model and findings of this study will directly benefit the company with traditional marketing strategy and low property sales.

## ABSTRAK

Tujuan kajian ini adalah untuk mengenal pasti punca jualan rumah menurun, menentukan strategi pemasaran media sosial dan mengaplikasikan intervensi yang mampu meningkatkan jualan rumah melalui pemasaran media sosial. Pemasaran media sosial ialah penggunaan platform media sosial dan laman web untuk mengiklankan produk atau perkhidmatan. Projek penyelidikan menggunakan kuantitatif diikuti kualitatif. Seramai 100 orang responden menjawab borang soal selidik dan data akan dianalisis menggunakan SPSS. Bagi kualitatif, terdapat 6 orang yang ditemu bual dan data akan dianalisis menggunakan NVivo. Fokus kajian ini adalah pada penggunaan Facebook untuk meningkatkan jualan rumah. Pengiklanan Facebook, mencipta dan menyiarkan video tentang pembangunan perumahan, adalah intervensi untuk kitaran-1. Intervensi diulang untuk kitaran-2 dengan tambahan penstriman langsung Facebook. Melalui analisis T-Test, ia menunjukkan bahawa intervensi yang dijalankan berjaya dan datanya adalah signifikan secara statistik. Ketiga-tiga objektif dalam penyelidikan ini semuanya telah tercapai. Jumlah likes di halaman Facebook telah meningkat kepada 386. Selain itu, pertanyaan perumahan telah menyaksikan peningkatan interaksi di halaman Facebook. Jumlah lawatan ke pejabat jualan dan bilangan tempahan rumah telah meningkat dengan ketara. Kajian ini sesuai menggunakan model Honeycomb dan hasil kajian ini secara langsung akan memberi manfaat kepada syarikat dengan strategi pemasaran tradisional dan jualan rumah yang rendah.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Introduction**

This chapter focus on company background, problem statement, research questions, research objectives, importance of the proposed research. The detail information about Tasik Bumimaju, problematic situation and specific problem underpinning the issue will be explored in this chapter.

### **1.2 Company Background**

Camire Sdn Bhd was incorporated on 17 February 1984 and operates in the construction of buildings industry. It is based in Malaysia, the head office is in Johor Bahru. The firm specializes in a wide variety of construction and infrastructure projects, including earthwork, piling and foundation works, building factories, road construction, warehouse, government schools, colleges and apartments. Industrial Building System (IBS), steel fabrication, and reinforced concrete structure complete these projects. Camire is driven by a group of diligent professional staff, board of directors and supportive business associates with great experience in construction industry.

In 2003, the company has emerged from a general civil contractor with Contractor Services Center to Class A license which own a minimum accumulated capital of RM600,001. In addition, the company is registered as Grade 7 contractor with Construction Industry Development Board Malaysia (CIDB), where there is no limit on the value of construction works for tendering capacity and allow to undertake any construction project. In 2009, Camire has obtained Certificate of Rescue Contractors from Ministry of Works and maintain a high standard of performance by

adhering to the established criteria. Rescue contractors will save and revive ailing or abandoned developments. Moreover, Camire also obtained ISO 9001:2008 status in year 2009 to maintain and continuously improve the quality of work.

The vision of the company is to be builder of choice, to achieve customer recognition and highest level of satisfaction. The values are integrity, customer recognition, continuous improvement, commitment and accountability. Figure 1.1 is the organization chart of the company. The management is led by the board of directors which are Rosli, Ab Rahaman, Chung Kai Fatt and Mohamad Faizal. The board of directors meet regularly for discussion and reports on the company's operations and plans. Furthermore, they also ensure that the highest standards and protocols are maintained, the company operates smoothly, and that new developments are on track.

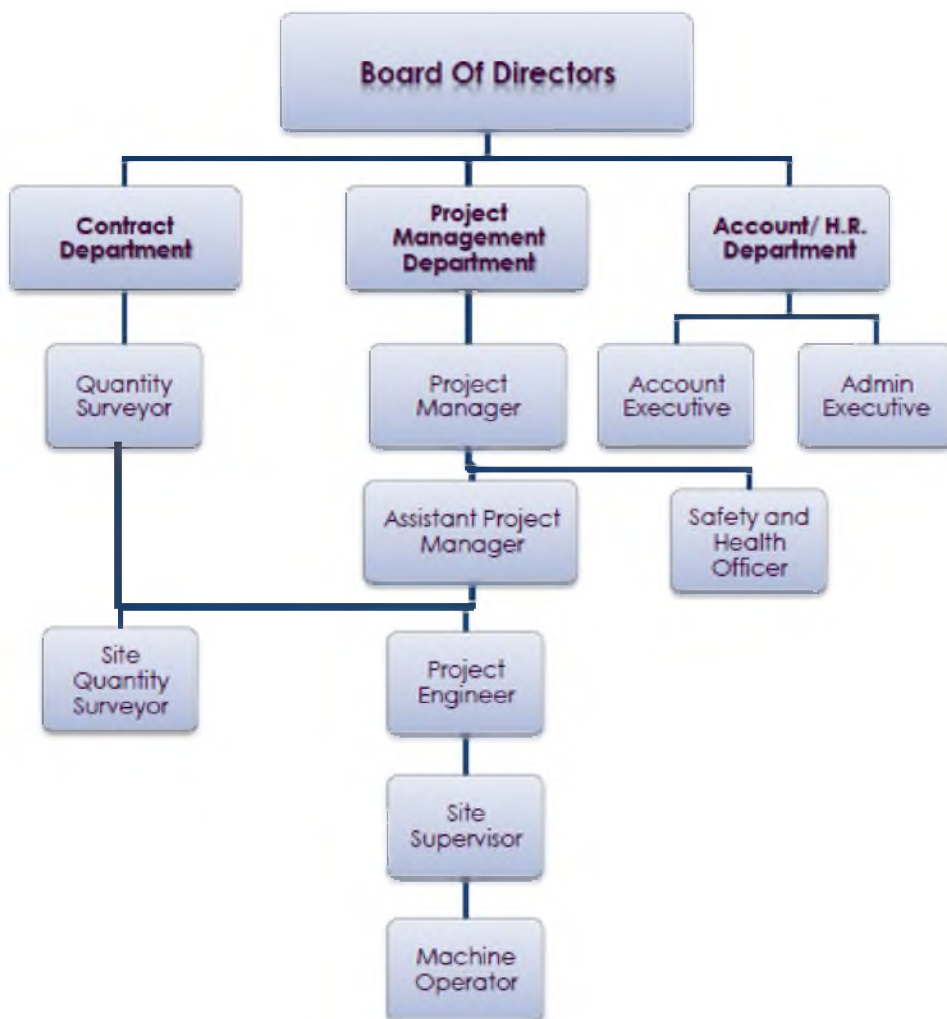


Figure 1.1 Organization Chart



Camire has been in the building industry in Malaysia for more than 30 years. In the long history of existence, it has successfully completed numerous projects for government agencies, government-linked company (GLC) and private developer. The industry expertise, skilled staff, personalized service and valuable resources allow them to offer outstanding construction services to their customers. Working on multiple projects in multiple locations and easily catering to various customer needs while complying with the specific requirements of each project are among the capabilities.

SEK. MEN. SAINS SEMBRONG, KLUANG  
COMPLETED YEAR 2011



Figure 1.2 Completed project 2011 at Sek. Mek. Sains Semborong, Kluang

SEK. MEN. KEB SERI BANDAR PONTIAN  
COMPLETED YEAR 2014



Figure 1.3 Completed project 2014 at Sek. Mek. Keb. Seri Bandar Pontian

**PHARMACEUTICAL FACTORY IMAB, NILAI  
COMPLETED YEAR 2017**



Figure 1.4 Completed project 2017 at Pharmaceutical Factory, Nilai

**SMKA PUTRAJAYA, PRESINT 11  
COMPLETED YEAR 2018**



Figure 1.5 Completed project 2018 at SMKA Putrajaya, Presint 11

From contractor to developer, Tasik Bumimaju is a new business venture of Camire that involve of housing development at Mersing, Johor. Taking advantage of their experience in construction including of infrastructure and structure works, the company is having a development of total 270 unit of houses. It consist of three phases, phase 1 with 45 units, phase 2 with 145 units and phase 3 with 80 units.



Figure 1.6 Current housing development at Mersing



Figure 1.7 Design of single storey terrace house at Mersing

### **1.3 Problem Statement**

Refer to Figure 1.8, the total number of customer visit at sales office from January 2020 to February 2021 is decreasing. The number of customer visit during January to March 2020 is 23 customers, 15 customers and 11 customers respectively. After that, there are only 2-3 customers visit the sales office. From December 2020 to February 2021, there is no customer visit, an empty sales office can quickly mean an empty bank account. The property sector is in downturn, as more people are stuck at home, unable to visit a sales office due to Covid-19 movement control order. The majority of them would rather take a virtual house tour and stay safe at home. Customers are a company's lifeblood that keeps it running, but acquiring new customers is difficult. Every business owners invest most of their time, effort and resources in raising awareness and expanding the customer base. It is important to prioritize customers to ensure that they are always satisfied. The customer should be offered the best possible service at all times. When a customer notices the commitment and hard work, they will appreciate it and consider you a partner in future.

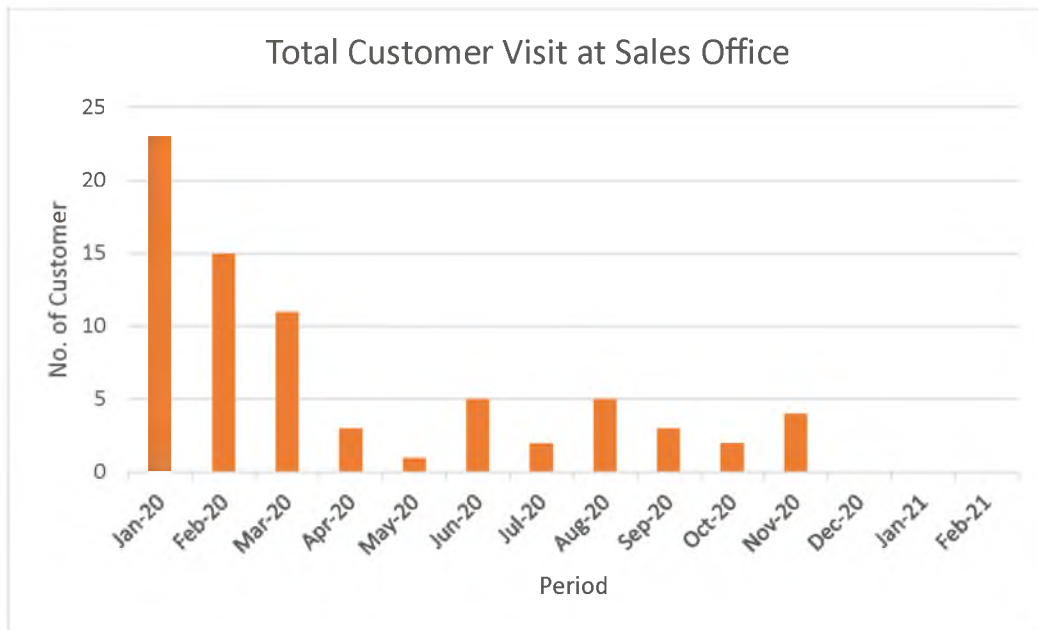


Figure 1.8 Total number of customer visit at sales office from January 2020 to February 2021

From Figure 1.9, the total number of housing booking at Mersing from January 2020 to February 2021 has been reduced significantly. Throughout January 2020 to February 2021, there are only 27 units of housing booking. The highest number of housing booking is 8 units in January 2020, followed by 6 units and 4 units in February and March 2020 respectively. Between April 2020 to September 2020, only 1-2 units of housing booking. After that, there is no housing booking until February 2021.

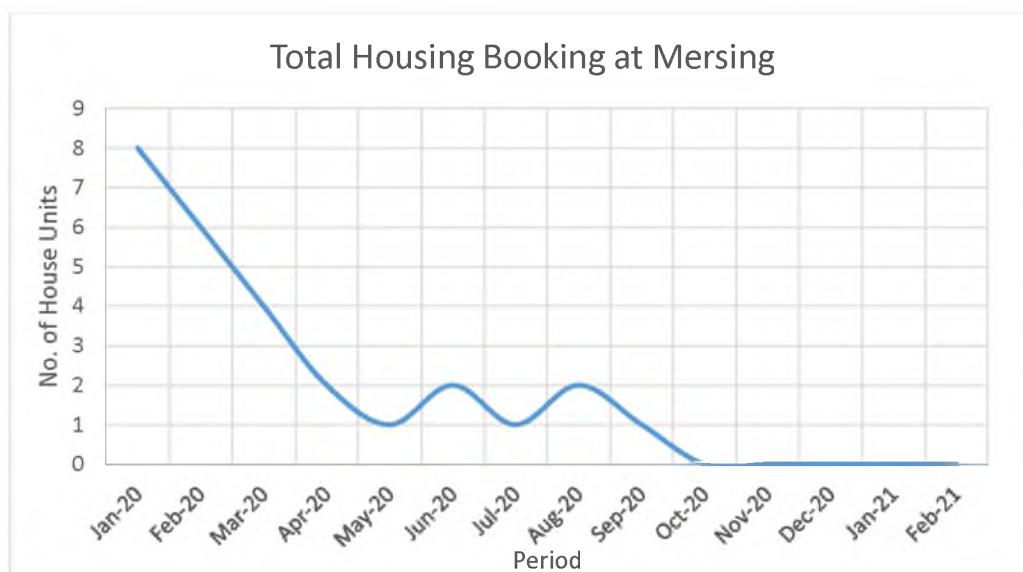


Figure 1.9 Total number of housing booking at Mersing from January 2020 to February 2021

Last year was a difficult year for almost every property sectors, the property market transaction volume and value declined in comparison to the previous year. Owing to the loss of jobs and a rise in unemployment rate, housing units have lower demand in the short term, causing prices to take a dip. Furthermore, since supply chains have been disrupted, it is estimated that developers and builders will be unable to complete their projects or developments within the planned time frame. Despite Bank Negara Malaysia's (BNM) reduction in the Overnight Policy Rate (OPR) to mitigate debt burdens and help credit expansion, houses are still out of range for many people especially lower-income bracket.

A customer's decision to make a purchase is affected by a variety of factors. It is crucial to find out what's keeping these potential customers away. Any possible factor must be assessed in order to recognize and address the actual issues. This research will focus on how to increase the number of property sales by applying interventions through social media marketing in the company to solve the problem.

#### **1.4 Research Questions**

In this study, there are three research question need to be addressed:

1. Why the number of property sales in the company is declining?
2. What are the strategies of social media marketing to increase property sales?
3. How to implement social media marketing to increase property sales in the company?

#### **1.5 Research Objectives**

The current research aims to achieve the following main purposes:

1. To identify the causes of declining property sales.
2. To determine the strategies of social media marketing to increase property sales.
3. To apply interventions that are able to increase property sales in the company through social media marketing.

## **1.6 Importance of the Research**

In every organization, sales play a pivotal role, it is also referred as measurable success. Another essential function of sales is to meet the needs of customers with the goods and services that a company provides. In the last three months, there have been no customer visits to the sales office and no bookings for the Mersing housing project. This is an indication that the organization is going through a tough period. Poor sales can place a company in hot water, with bankruptcy being the worst-case scenario. This research project helps to understand the importance of social media marketing and ensure the sustainability of the company in this industry. The findings of this study will directly benefit the company with low property sales.

Social media has grown into the most influential and important virtual world, where the platform is used not just for social networking but also as a powerful tool for digitally promoting the goods. It is crucial to use platforms that consumers are familiar with in order to reach out the target audience more effectively. Nothing compares to these social media platforms, where most people spend significant amounts of time during the day and night. The presence on these sites means that the company are being seen by clients. The competitors are gaining ground on social media every day, so don't let them grab the future customers. The sooner a company get started, the faster it will expand.

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