




BORANG INVENTORI PROJEK PELAJAR

PERKARA	MAKLUMAT INFORMATION
Program <i>Program</i>	DPM
Jabatan <i>Department</i>	PERDAGANGAN
Semester/ Tahun <i>Semester/ Year</i>	LIMA
Tajuk Projek <i>Project Title</i>	DIGITAL MARKETING TOOLS FOR BUSINESS EFFECTIVENESS
Jenis Projek <i>Type of Project</i>	PROJEK PERNIAGAAN
Kategori Kluster Penyelidikan <i>Category/ research Cluster</i>	SAINS SOSIAL
Ahli Kumpulan <i>Group member</i>	1. MUHAMMAD AIMAN BIN ZAILAN 990702-01-5107 2. MUHAMMAD SYAHIR ZULFAIRIN BIN SULAIMAN 991016-01-5291 3. SITI AMINAH AZIEMAH BINTI MOHAMMAD 990906-14-5528 4. PUTERI HAZMIYA BINTI MIOR GHAZALI 991025-10-5838 5.
Penyelia <i>Supervisor</i>	PUAN MASAYU BINTI ISMAIL 790724-03-5508
Penyelia Bersama <i>Co-Supervisor</i>	
Abstrak <i>Abstract</i>	<p>Our research was conducted at Ion Therapy Stores in Larkin , Johor Bahru. The aims of the research is to achieve business effectiveness through digital marketing such as social media , online advertising and online public relations (Online PR) . The process of data collection method for our research are divided into two method which is primary data and secondary data . Total respondents was 60 people consist of senior citizen and youth that is range from 20- 49 of age . Our findings resulted that social media statistically gave the highest mean score of 3.93 compared to online advertising 3.48 and online public relations 3.83 .It proves that the respondent agreed that with existence social media , it can help the business to be more effective .Our suggestion is all entrepreneurs and students</p>

	should create a digital platform and optimize it frequently because our statistic shows that digital marketing can raise awareness of the product to the end users beside increasing the sales of company.
Keyword <i>Keyword</i> (max 5 word)	Social Media, Digital Marketing
Objektif Projek <i>Project Objectives</i>	<ol style="list-style-type: none"> 1. To perform the current situation in applying the right channel distribution. 2. To determine factors that influenced promotion through digital marketing. 3. To formulate business strategy with platform of digital marketing.
Skop Projek <i>Project scope</i>	Digital Marketing – Effectiveness Of Marketing Tools

IP No		
Dapatan <i>Finding</i> (500 words max)	<p>Our findings resulted that social media statistically gave the highest mean score of 3.93. Moreover, with the existence of social media , it can make a business to be more effective. Total respondents was 60 people consist of senior citizen and youth that is range from 20- 49 of age .In our data , more than 60% of respondents agreed that social media is one type of platform that need to be considered the most in business .This is to expand the business more further and so, can compete with other businesses. Undeniable , Online advertising and and Online Public relations (PR) also gave a high score with 3.48 and 3.83 each . In generally , researchers have successfully obtained all the feedback needed from respondents to achieve objective research .M</p>	
Cadangan untuk kerja-kerja akan datang <i>Suggestion for future work</i> (500words)	<p>Our result showed that social media platform such as Facebook , Facebook Ads , Instagram and etc , can help Ion Therapy Store to raise awareness of the product to the end users. Furthermore, it will help to improve the image of the company. We are hopeful that Ion Therapy Store can increase their sales after using digital marketing platform specifically in social media. Other than that , few suggestions from us are all entrepreneurs and student should create a digital platform to improve their management and business effectiveness becomes more efficient. In other word, digital platform can also help to raise awareness and promote their business to public .</p>	
Gambar berkaitan projek <i>Picture related to project (700kb)</i>		

Rating/Level	JABATAN	

Borang ini perlu diisi oleh pelajar dan dihantar kepada penyelia/ penyelaras projek dalam bentuk hardcopy dan softcopy (borang LAMPIRAN J) dan gambar hasil projek dalam format jpeg/bitmap) bersama laporan akhir dan hasil projek.

