



## 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>	SOCIAL MEDIA MARKETING FOR PROMOTIONAL ACTIVITIES AT EMPAT EMPAYAR ENTERPRISE
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. SITI WAHIDAH BINTI RUSLAN 991025-05-5316 2. MUHAMMAD FIKRY HAKIM BIN HASSAN 990625-10-7015 3. NUR AIN NADIA BINTI AMRAN 970610-10-5422 4. LINGESWARAN A/L VELAYUTHAM 990805-14-6839 5.
Penyelia <i>Supervisor</i>	MISS FAEZAH BINTI KAMISAN 821211-01-5252
Penyelia Bersama <i>Co-Supervisor</i>	
Abstrak <i>Abstract</i>	<p>The purpose of this project is to investigate the online marketing problem in social media at Empat Empayar Enterprise which is located at Duyong, Melaka. This project was conducted to obtain customer feedback in terms of online marketing activities of Empat Empayar Enterprise. 110 respondent were selected randomly from 150 customer that have been use Empat Empayar Enterprise service. This project uses a methodology of primary and secondary sources. Questionnaire were distributed to the existing customer of Empat Empayar Enterprise to achieve the project objectives. From the project findings, Empat Empayar Enterprise were tend to use direct selling even the company have the social media platform. The customers were preferred to walk-in to the premise</p>

	because the customer services provided was very satisfied and the customer get great service from the Empat Empayar staff. The hope for the future is Empat Empayar Enterprise can maximize their uses of social media to obtain more customer in the market.
Keyword <i>Keyword</i> (max 5 word)	Social Media, Customer Awareness
Objektif Projek <i>Project Objectives</i>	<ul style="list-style-type: none"> <li>• To identify marketing problem at Empat Empayar Enterprise.</li> <li>• To determine the factors of less engagement and likes in social media.</li> <li>• To determine the suitable marketing strategy in social media.</li> </ul>
Skop Projek <i>Project scope</i>	This research are set up to identify the online marketing problem at Empat Empayar Enterprise. The company is located in Duyong, Melaka. The study is conducted to obtain the Empat Empayar Enterprise customer feedback about the company online marketing in social media.

IP No		
Dapatan <i>Finding</i> (500 words max)	The result proved that social media use by Empat Empayar Enterprise was found have the lowest mean score. It is proved that the respondent were less aware of the social media that use by Empat Empayar Enterprise. In conclusion, the researcher found that most of customers are recommend from existing customer and researcher get all the information that needed to achieve project objectives	
Cadangan untuk kerja-kkerja akan datang <i>Suggestion for future work</i> (500words)	The result of the study are hope to assist Empat Empayar Enterprise in using social media to widely their business by doing promotion in their social media to attract more new customer. Besides, they can make an advertisement in the social media to make their brand aware by the customer in social media. Empat Empayar Enterprise also have to keep their business up to date such as new design in their social media to get the customer attention and aware of their brand.	
Gambar berkaitan projek  <i>Picture related to project (700kb)</i>		
Rating/Level	JABATAN	

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*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.*

