SOCIAL MEDIA MARKETING STRATEGY IN SMALL MEDIUM TOURISM ENTERPRISE (SMTEs); A CASE OF STEP TO JUMP CONSULTANCY

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By

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DEDICATIONS

I would like to thank everyone who have helped me these months and made this master thesis possible. A special thanks to the persons who kindly took they time to help me and to guide me although in busy time. Thank you all very much!
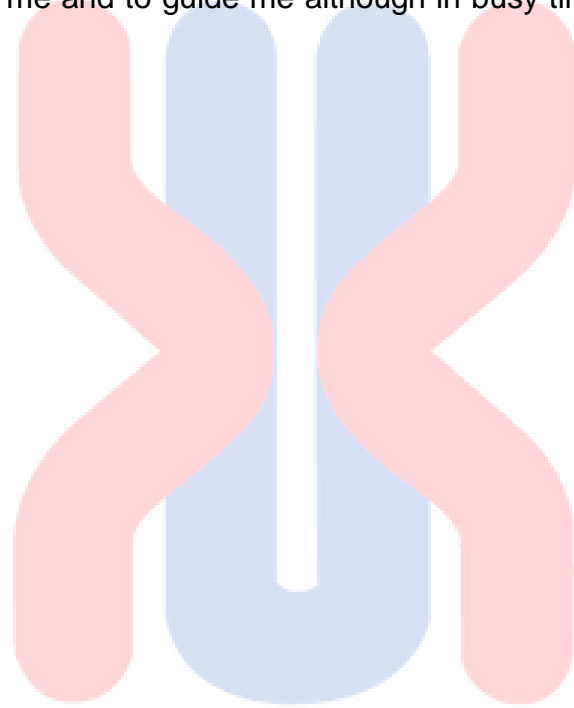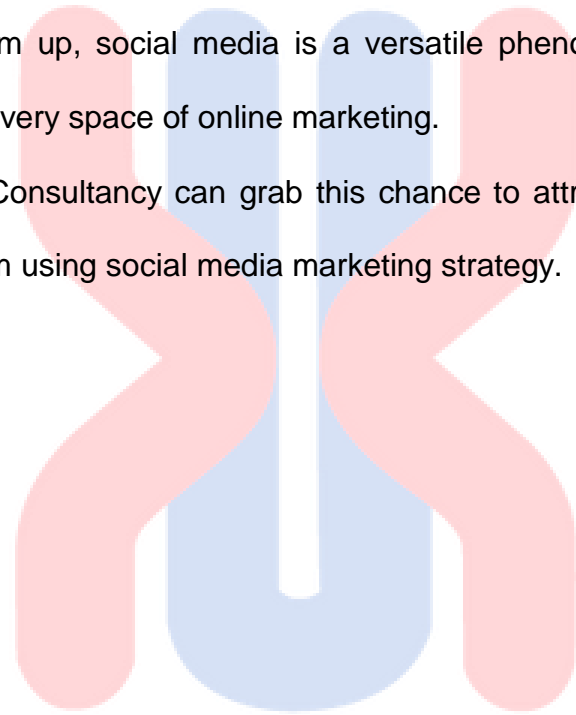
EXECUTIVE SUMMARY

The case study is dealing with social media and the marketing activities in STJ Consultancy. To be more exact it is dedicated to research the issues arising in run the business as start up an how startup companies can use social media marketing strategy to optimize the resources and to reduces the cost. Social media is a diversified channel of online marketing and it has many different tools. Besides, the case study explains the theoretical background of social media, and it also writes about its relation with other online marketing activities such as Search Engine Optimization (SEO) and blogging.

Social Media is the result of the evolution of broadcasting, and at the present it is the most advanced form of group communication. It is explained the best by Reed's law which says that social media makes possible mass information transmission by private individuals to their own networks of friends and colleagues. In other words, social media links in people into the broadcasting process and uses them to increase the potential reach of the information. Besides, it also facilitates the peer-to-peer communication and it has opened the gate for companies to participate in the social interactions.

From business point of view, the significance of social media is that it helps the companies to engage with their customers by community building and content creation, and it also helps monitoring the word-of-mouth activity more effectively. Social Media is not just a separate element of the online marketing mix, but it is an integrated part of it. Social networks are not able to create and

share detailed information as blogging or landing pages do, for instance. They function as touch points which drive people to the source of information. They create awareness as Search of EO does. Furthermore, social networks strengthen the SEO activity too by providing links with high Page and Domain Authority. To sum up, social media is a versatile phenomenon which has its own function in every space of online marketing.

So, STJ Consultancy can grab this chance to attract the customer and engage with them using social media marketing strategy.

ACKNOWLEDGMENT

DECLARATION

I hereby declare that case study is based on my original work except for
quotations and citations that have been duly acknowledged. I also declare it has
not been previously or concurrently submitted for any other degree at UMK or
other institutions.

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(NORULHUDA AWANG)

Date :

LIST OF TABLES

GLOSSARY OF TERM

1. Search Engine Optimization(SEO)

   SEO is a three letter acronym short for Search Engine Optimization. Search engine optimization about trying to rank higher in search engines. To rank higher you make changes to your website that make it easier for search engines to understand your content. Also, it can mean getting links from other websites.

2. Social Media

   Forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)

3. Social Media Marketing (SMM)

   Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

4. SME

The new definition of SMEs specified in table below, will be effective 1 January 2014.

Manufacturing	Services
1. Annual turnover less than RM50 million 2. Less than 200 workers	1. Annual sales not exceeding RM20 million 2. Not more than 75 workers

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5. SMTEs

Small and medium tourism enterprises comprise all businesses, which by their own definition, operate in the tourism industry and employ up to 100 employees and include sole operators not employing any staff. Specifically, micro businesses are those that employ between one and four workers, small businesses employ between five and 19 employees and medium businesses employ between 20 and 100 employees.

6. WOM Marketing (Word-of-mouth)

Word-of-mouth marketing can be encouraged through different publicity activities set up by companies, or by having opportunities to encourage consumer-to-consumer and consumer-to-marketer communications. It includes buzz, viral, blog, emotional and social media marketing.

7. E-WOM

Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet.

8. Facebook

The most popular social networking site. Founded in 2004 by Mark Zuckerberg, the site is free to members and derives its revenue from ads. The name comes from the paper document with names and faces issued to college freshmen to help them get acquainted with each other.

9. Twitter

A very popular message broadcasting system that lets anyone send alphanumeric text messages up to 140 characters in length to a list of followers. Launched in 2006, Twitter was designed as a social network to keep friends and colleagues informed throughout the day. However, it became widely used for commercial and political purposes to keep customers, voters and fans up-to-date as well as to encourage feedback.

10. E-mail

(Electronic-MAIL) The transmission of text messages from sender to recipient. E-mail messages can also be formatted with graphics like a

brochure or Web page, an enhancement that many users like, but that creates more spam and a security risk

11. Website

A presence on the World Wide Web. To qualify as a bona fide Web site, it must be available over the Internet around the clock. A Web site is a collection of Web pages, which are documents coded in HTML that are linked to each other and very often to pages on other Web sites. A Web site is run (hosted) on a Web server by the site's owner, by a hosting provider or by an Internet service provider (ISP).
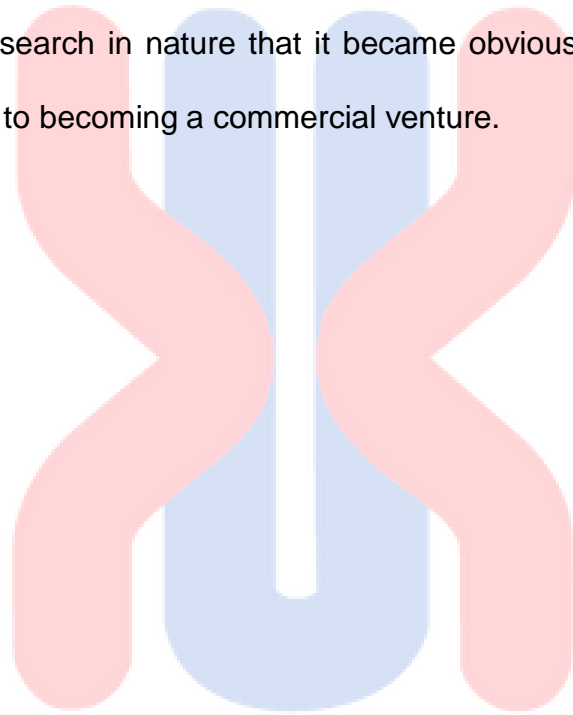
12. Blog

A Web site that contains text entries in reverse chronological order (most recent entry first). Blogs cover everything from the latest news about a topic to personal journals to "ranting and raving." Written by one person or a group of contributors, entries contain commentary, observations and opinions and may include images, audio, video, links to other sites, as well as a search facility for finding past entries.

13. Internet

The Internet started in 1969 as the ARPAnet. Funded by the U.S. government, ARPAnet became a series of high-speed links between major supercomputer sites and educational and research institutions

worldwide, although mostly in the U.S. A major part of its backbone was the National Science Foundation's NSFNet. Along the way, it became known as the "Internet" or simply "the Net." By the 1990s, so many networks had become part of it and so much traffic was not educational or pure research in nature that it became obvious that the Internet was on its way to becoming a commercial venture.

TABLE OF CONTENT

PART 1 : CASE DESCRIPTION

1.1   PROLOGUE

On the first meeting in Mac 2014, Sinarsinari discussed about the business ideas with her colleague. They agreed with the plan to provide promotion package to Cempaka Beach Resort. The resort management has appointed their company, Step To Jump (STJ) Consultancy as their marketing agent. STJ Consultancy has been registered on 3rd April 2014 and secured its first project, on 12th April 2014 when Cempaka Beach Resort owner's - En Hussin agreed to appoint STJ Consultancy as their marketing agent. It was started during the meeting when En Hussin raised a lot of issues that he's resort is facing in marketing the resort.

En Hussin: " We are facing a lot of business challenges in operating the resort, most challenges come from marketing side. We seem not to utilize our marketing capacity to promote our resort, thus achieving profit. I think we ought to do something about it. We don't have enough workers to focus on it."

SJT Consultant : "Actually, En. Hussin, we are representing Step To Jump Consultancy and we are offering our expertise to overcome your marketing issues. We can assist your resort in promoting Cempaka Beach Resort.If you give us a chance, we will provide a plan consists of strategy to do just what your resort need. Allow us a week to study your resort's SWOT then

we will come up with a promotion plan. Most probably, at this moment, we can say that utilizing social media marketing strategy will be the best choice for your resort "

En. Hussin: "That's a good idea actually. I need you detail on the plan and I am eager to figure out how the social media marketing strategy can boost our sales."

Cik Sinarsinari: "Ok, we'll work out on the plan and will come up with the details within a week."

STJ Consultant: "Then we'll focus on the social media marketing strategy"

En. Hussin: "Ok, I think we agreed with the plan, I am expecting to see the plan within next week and hopefully I can see the improvement of our sales for the next three months. You guys got three months to prove your performance"
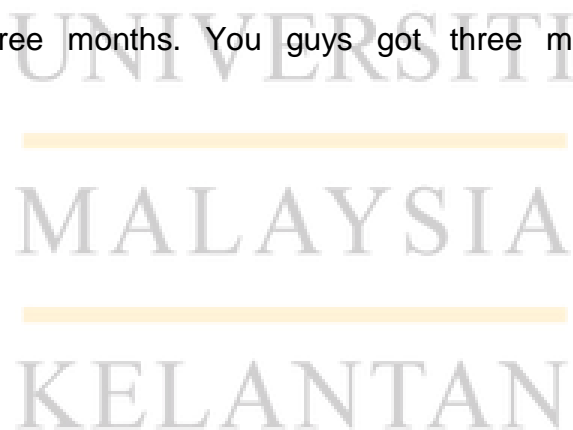
1.2   COMPANY BACKGROUND

Cempaka Beach Resort is a newly unknown resort located in a remote fishing village. A tranquil place that offer attraction such as resort style accommodations with an eco-cultural activities. The main aim of the owner, En.Hussien is to see the resort develop as an tourism product and holiday destination to promote both the sustainability of nature and cultural.

1.2.1 Keys to Success

Our success will be depend upon

- Strategic alliance as sole agency to promote Cempaka Beach Resort

- Leverage from an lodge type of accommodation into a resort style and promoting eco-cultural tourism

- Strategic business location under the ECER development tourism project in a remote fishing village.

- Experience and talented management team with cooperation and support from local community and government agencies that involved

1.2.2 Company Ownership

Step To Jump Consultancy is a sole proprietorship owned by Cik Sinarsinari but she is assist by friend that share both interest and passion on entrepreneurship. The company run by:-

Name	Sinarsinari Mohd Hussain	Norulhuda Awang
Position	Managing Director	Financial Manager
Age	33	33
Education	BBA Management MMU	Bach Accountancy UUM
Experience	Human Resource and Training Practitioner	Teaching Entrepreneurship

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STEP TO JUMP MANAGEMENT CHART

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                    ┌─────────────────────┐
                    │  MANAGING DIRECTOR  │
                    └─────────────────────┘
                              │
                    ┌─────────────────────┐
                    │    ADMIN MANAGER    │
                    └─────────────────────┘
          ┌───────────────────┼───────────────────┐
┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐
│ FINANCE MANAGER  │ │ MARKETING MANAGER│ │RECRUITMENT MANAGER│
└──────────────────┘ └──────────────────┘ └──────────────────┘
          │                                         │
┌──────────────────┐                     ┌──────────────────┐
│                  │                     │   FACILITATOR    │
│    EXECUTIVE     │                     │                  │
│                  │                     │   (PART TIME)    │
└──────────────────┘                     └──────────────────┘
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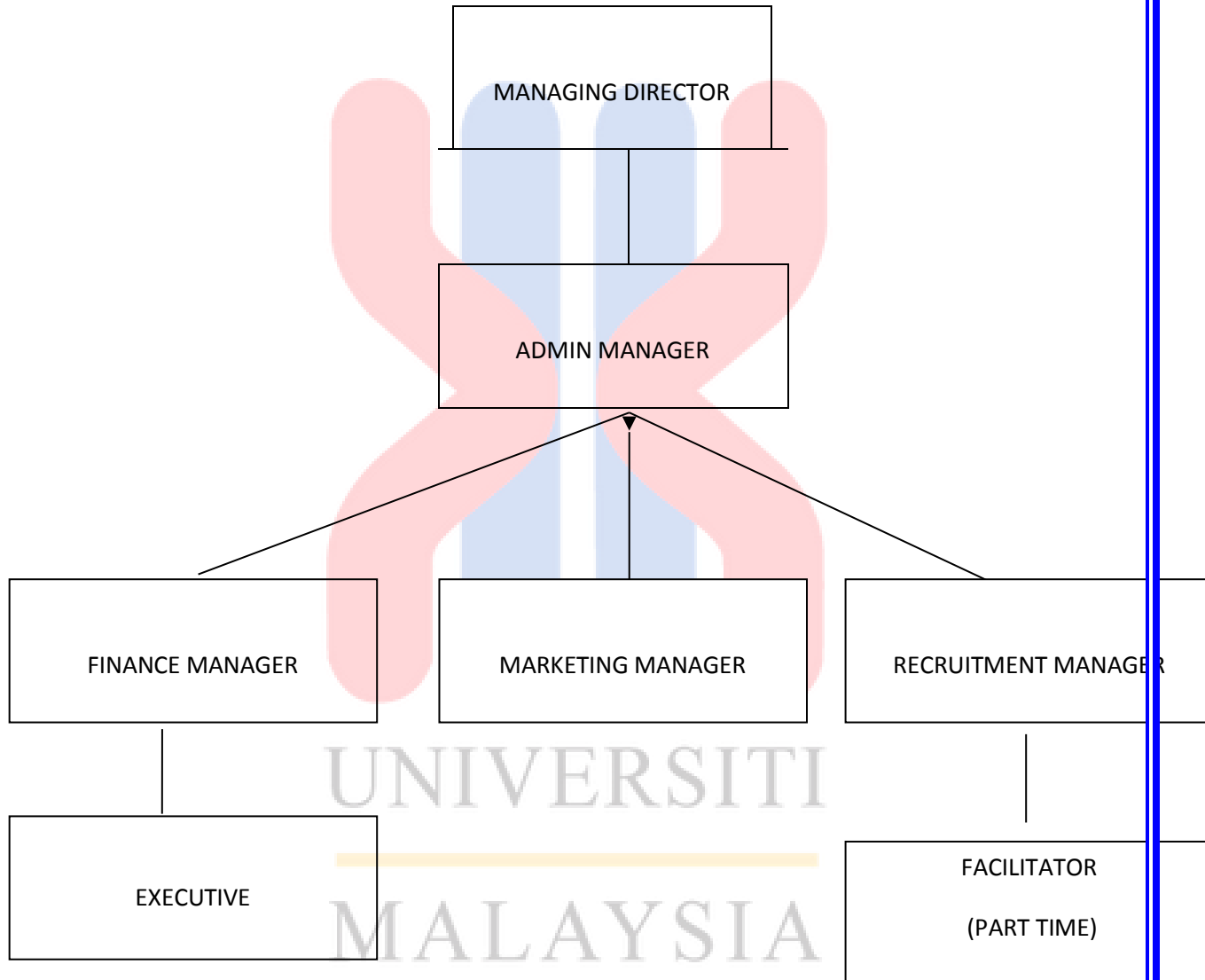
1.2.3 Company History

This company started of as a sole proprietorship and
registered with Companies Commission of Malaysia (CCM) on
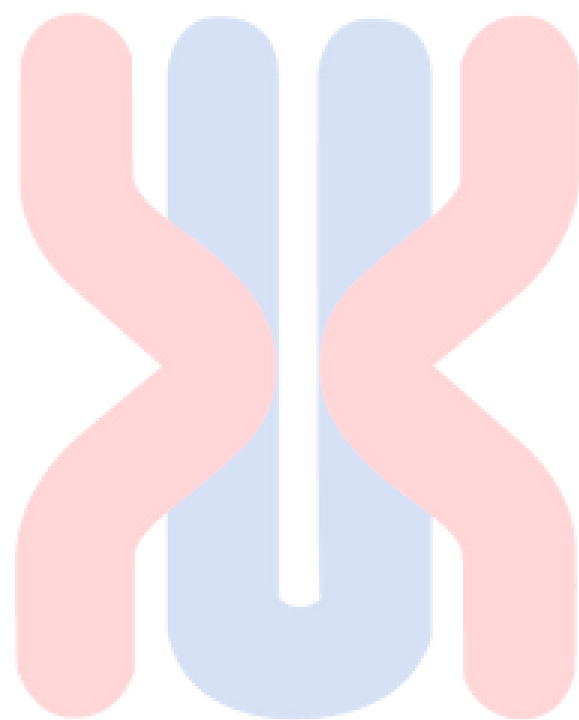the 3rd April 2014 with the company name Step to Jump

Consultancy with register no. 002316033-WA. The objectives of the business is to act as a Marketing agent to promote company's like Cempaka Beach Resort and to cater sales of room and training program with attractive holiday package.

Step to Jump Consultancy main business project is to provide and act as the program organizer and coordinator for sales of rooms and holiday package for Cempaka Beach Resort previously known as Cempaka Beach Lodge under the management of Pelaling Networks and Services.

As for a new resort, Cempaka Beach Resort it's not well known among the holiday makers and travellers, this is because previously Pelaling Network and Services focus their business on the lodge and campsite. Meanwhile the business only operates during weekend.

1.2.4 Business Location and Facilities

This ideal business location strategically nestled approximately 11 kilometres south of Kuantan town, in a

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