

Information System Strategic Planning Case Study of Digital Property Marketing in Malaysia

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Abstract—This article discusses what the best practices for digital marketing. It also talks about key digital concepts, Internet payment processing systems, and their system users. The role of social media is responsible for the digital marketing success, with specific examples for evaluating Google trends of property digital marketing. Specialists can reach their clients through the web as effective as face to face consultation. Moreover, the Internet may overcome some circumstances that clients will not confront a few inconveniences.

Index Terms—Digital marketing, Internet transaction, E-commerce, information systems

1 INTRODUCTION

SINCE 2008 the land business turned into a news theme in light of the emergency in this industry. Therefore, the land organizations attempt to advance their exercises and administrations in a focused market. The web is a fabulous vehicle for making and catching quality and tremendously affects the industry. The usage of the Internet in the land business encourages the exchanges between the distinctive substances and enhances the straightforwardness of land exercises. An expansive number of land purchasers have utilized online destinations to hunt land postings and monitor the land showcase utilizing on the web assets. We can say for instance these sites: Zillow, Redfin, Realtor, YahooRealEstate, Trulia, Homes and Zip Realty. Customers utilize the land destinations to peruse homes available to be purchased, see property photographs, virtual visits and recordings, inquire about schools and neighborhoods, look-into home estimations and utilize contract number crunchers. Customarily land intermediaries/operators have offered a full bundle of administrations to dealers and purchasers,

including promoting the merchant's home or helping the purchaser's hunt, holding open houses for venders and indicating homes to purchasers, planning offers and helping with arrangements, and organizing the means to close the exchange. In the conventional land industry, the purchaser is capable of the land specialist administrations charges and the buy exchange cost. In any case, today, purchasers and merchants can utilize the Internet to run-down and hunt down houses, conceivably bypassing conventional land operators.

1.1 Internet transactions

Most transactions are influenced by Internet today but Seventy-five percent of Internet users are concerned about identity theft. If people do not trust your Web site, they will not leave behind personal data for their payment information. This means lost customers and sales of your business. There must be a way to show customers your site is safe to do business with.

There are two types of transactions on the Internet can be categorized:

Transaction of the first type of transaction is performed in real-time. When a card holder submits payment and gets a response, payment is completed. Money on the card holder's bank account is earmarked and transfer of money

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to the merchant's bank account is guaranteed. This type of transaction is required when delivery of goods and services is imminent (e.g., download of software - MATLAB, Fig. 1). Despite this requirement, some e-commerce sites are not performed in real time, and deliver goods and services based on an assumed success of authorization in the future. This approach risks losses due unauthorized transactions.

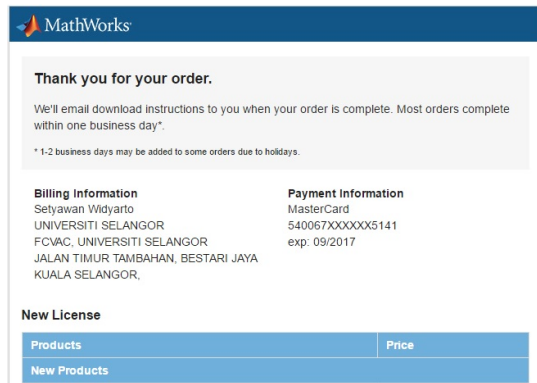


Fig. 1. MATLAB Real Time Procurement

The other type transactions are not performed in real-time. When a card holder submits payment and gets a response, payment is only posted for further processing. Actual authorization of the transaction is performed (manually) at a later time and consequently at a higher operating cost. This is acceptable when delivery of goods and services is slow, e.g., via regular mail. As an example, when the author purchased goods on-line shop the order was approved after an hour or so.

1.1.1 Internet Payment Processing System

The most common e-commerce applications has a more complex business logic executed at the merchant's web site. The payment process is shown in Fig. 2. The final bill is presented to the card holder on the merchant's site. The information about payment (merchant's name, payment reference ID, and amount) are passed to the payment form on the payment processing site. Here, card holder fills card information and completes payment. Note that confidential card information is protected by SSL (Secure

Socket Layer) protocol at the payment processing site, and the merchant does not need SSL on his/her site.

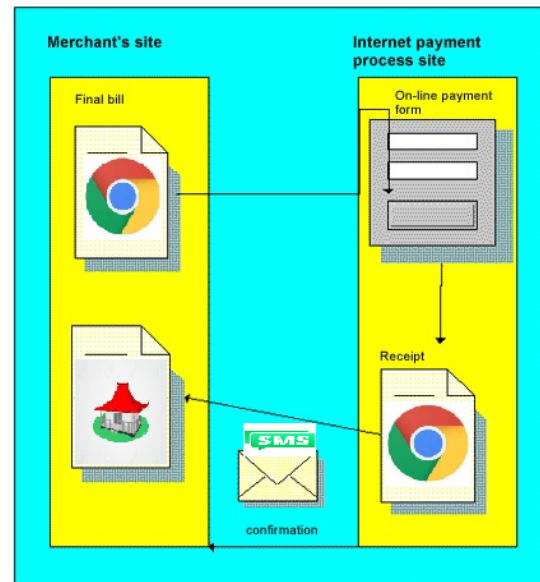


Fig. 2. On-line Transaction

1.1.2 System Users in Internet Transaction

Besides purchasing goods and services on the Internet, card holders may view information about their card accounts using the portal of the Internet payment processing company. This information includes account balance, previous payments, and history of accesses to the account information (for security purposes).

There are three types of users in the system described in Internet Transaction.

- 1) Merchants
- 2) Administrator
- 3) Architecture

Merchants may view information about their accounts using the portal of the Internet payment processing company. This information includes previous payments made to the merchant, and history of accesses to their account information (for security purposes). Merchants can also change password for access to the account information.

The system administrator of the processing company manages the system using the portal and back-office applications. The administrator

may configure in the system database numerous merchant's operational parameters such as type of e-commerce applications, types of cards accepted by individual merchants, appearance of payment receipts, etc. The administrator can use detailed security and access logs to track and locate would-be intruders.

System architecture of the Internet payment processing system is shown in Fig. 3. All system components are connected via the Internet. The system has a multi-tier architecture that is typical for applications on the Internet.

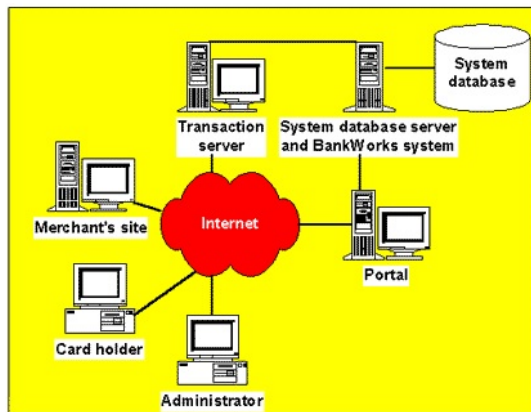


Fig. 3. Internet Payment Processing System Architecture
Source: www3.technologyevaluation.com

2 INFORMATION SYSTEM FOR DIGITAL MARKETING

Digital Marketing in relation with Information systems can be regarded as a strategic marketing in the real estate industry. The opportunities can be listed in 4 items:

- To gain potential buyers quickly.
- To provide the most suitable product and services.
- To enable new ways of customer relationship management.
- To develop new and future trending of the market.

3 FINDINGS

3.1 Social media

Today's successful real estate agents know a few important things about social media:

- That a diverse online presence is key to their overall marketing success;
- That social media is a portal to connect home buyers and sellers with the information they seek;
- That social networks like Facebook, Twitter, Pinterest and others offer a rich media experience, allowing potential clients to enjoy videos, articles, photos and other digital files from the comfort of their own home;
- That social media is a conduit to a conversation, opening the door to deeper discussions that go beyond the limitations typical of traditional marketing;
- That social media is a powerful way to build trust, credibility and a strong personal brand.

3.2 E-commerce

- The modern market extension has been driven, to some extent, by the progressing advancement of supply chains, as organizations try to disseminate products the nation over more rapidly and proficiently and online business is having the best effect on the mechanical and industry.
- Geo fencing innovation is still new, and it stays to be perceived how across the board or successful the application will be in fighting more demonstrated advances in online innovations.

4 DIGITAL MARKETING, THE CASE OF REAL ESTATE INDUSTRY IN MALAYSIA

The need to drive traffic from the right target users and filter potential prospects is the first key in digital marketing success. For example, finding a home in Malaysia means searching online for information. Fig. 4 shows 53% of real estate transactions are influenced by Internet today. Thus, Internet plays very significant roles in digital marketing for real estate markets.

5 CONCLUSION

In today's era many individuals are doing the land business to procure more benefits. For the

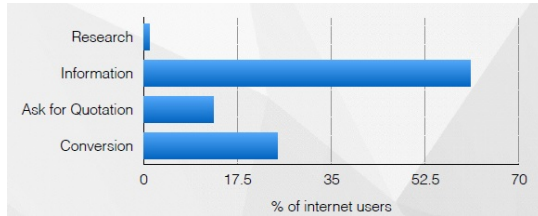


Fig. 4. Internet Influenced Real Estate Transactions
Source: Zinnov Research

most part every one of the general population need to put their investment funds in the helpful thing like property, gold and numerous different things. The greater part of the general population get a kick out of the chance to put it in the property since it gives them more benefit later on. Really the land specialists are having parcel of learning and involvement in this field so they can foresee the estimation of land in future. In the event that the property estimation gets expands then it gives part of advantages to the land proprietor. Individuals who need to buy or offer the property can get the tips from the specialists. Without the required specialist we can't finish all the work consummately without knowing anything. You have to choose the best operator in the market to give you the best administration. You can look the specialist through the web, companions, and relatives or through neighbors. On the off chance that they are having background with that specific specialist you can look for them or else you will confront a few inconveniences.

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Setyawan Widyarto was born in Purwokerto, Central Java, Indonesia in 1963. With Supersemar Scholarship, he received first degree from IPB Bogor in 1986 and M.Sc. degree in Manufacturing System Engineering and Management from University of Bradford (UK) under Chevening Awards (British Council) in 1998. In 2008 he finished his Ph.D. degree in Computer Science from Universiti Teknologi Malaysia under Research Student Grant (RSG) Scheme. Then, he joined Universiti Selangor (Unisel) in 2007. Since 2012, he has been an Associate Professor with the Computer Science Department (Industrial Computing) His research interest includes (agile) software engineering, cloud computing, virtual environment/reality and image processing. He is an editor member of some journals.

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