UNIVERSITI TEKNOLOGI MARA

BRIDGING COMMUNICATION GAP BETWEEN RESIDENTS AND MANAGEMENT BODY THROUGH TECHNOLOGY

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ABSTRACT

Many understand that better communication and community should go hand in hand. This is crucial so as to have a better and a stable community setup. We have seen the rise of gated communities being built around the world and on top of that we are aware that technological plays a big role in our day to day life. Hence, these two concepts should work together to maintain a stable community particularly in communication and interaction point of view. The main objectives of this research is (1) to investigate the existing interaction and communication method and trend between neighbourhood residents and management body and (2) to identify if technology platform can be implemented in residential area to bridge the interaction gap between residents and management body. To achieve all objectives, method of quantitative and qualitative are used to collect data from residents in the residential area. The questionnaire based on four sections which is demographic background, existing communication method, communication gap and technological platform. This study focused in residents of residential area in this research scope. The survey is conducted with 100 respondents for quantitative method and 5 participants for qualitative method. The outcomes of this study prove that there is communication gap between them and it supports the idea that technology can improve the communication gap. This study will provide a better understanding on the communication gap between residents and management body and support the idea that technology can bridge and improve the gap between them. Future research and recommendation is outlined in this study.

Keyword: community, communication, gated community, technology, communication gap

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