



**FACE TO FACE COMMUNICATION AS MARKETING
STRATEGY: A CASE IN "NASAD (M) SDN BHD"**

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ABSTRACT

Nowadays, in a growing business there have communication technology that had changed the face to face communication strategy to media communication strategy such as television, social network, advertising and so on. Communication is important in order to deliver information to other person. If the information is not clear it will affect the conflict because of misunderstanding. The title of this study is "Face to Face Communication as Marketing Strategy: A Case in Nasad (M) Sdn Bhd". The first purpose of this study is to determine elements in face to face communication as marketing strategy in Nasad (M) Sdn Bhd and the second purpose is to identify the dominant element influences in a good face to face communication. The results of the research will discovered the most important element in face to face communication for charity purpose to gain fundraising that company must focus.

CHAPTER 1

INTRODUCTION

1.1 Background of study

Nasad (M) Sdn Bhd was selected as the venue of study based on the topic Face to Face Communication as Marketing Strategy to carry out this research. It is a third party company that serves its client which are normally from Non – Government Organization (NGO) by representing them to raise fund from citizens. In this context, the way that Nasad (M) Sdn Bhd implemented to raise donation is quite different from corporate social responsibility (CSR) as its main business is to raise fund. It is different in term of strategy that company used which is face to face communication and the staff that found the donation will get their payment depend on their result but in term of Corporate Social Responsibility (CSR) the volunteer not get the payment because they volunteer themselves to do the charity program not for any reward or payment.

In addition to that, the marketing strategy used by Nasad (M) Sdn Bhd is face to face communication. According to An and Frick's (2006) claimed that face to face communication is best use for communicating ambiguous tasks, marketing decision and completing complex tasks. It is proven that face to face communication as one of the most effective strategy for raising fund. Donors or funders normally can read our body languages and also will easier them to understand our main purpose. Hence, it will decrease the rate of misunderstanding as well as increase the chance to gain donation from them for company's client need, NGO especially. By referring to that, there are also numerous reasons for why the company itself does not use other marketing strategy. The main point here is due to trust. People nowadays are hard to be trusted and to trust on other people. By doing face to face communication, two way communication will be easier to be done. According to An and Frick's (2006) research stated that face to face communication is faster, easier and more suitable than computer-mediated communication. It is because the funders can gain trust by showing donors valid proofs such as documents, flyers and also pictures directly in front of them.