



**CENTRE OF STUDIES FOR ESTATE MANAGEMENT
COLLEGE OF BUILT ENVIRONMENT
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**CHALLENGES IN GREEN BUILDING DEVELOPMENT IMPLEMENTED
IN JOHOR BAHRU, JOHOR**

**Academic Project Submitted in Partial Fulfilment of the Requirements
for the award of the Degree
Bachelor of Real Estate Management (Hons)**

KARINA NATASYA BINTI KAMARUZAMAN

2021483396

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ABSTRACT

Green building has been highlighted as the current trend in environmental conservation. Green practises and ideas in housing development have been proven to offer an obvious positive contribution to the environment. To implement and practise green in the construction projects, developers are being drawn to and restrained by a number of advantages and obstacles. Even though green building has been shown to have a substantial positive influence on the environment and has been used in Malaysia construction industry for around 10 years, few green concepts are seen in actual construction projects. Therefore, this study is conducted to identify the obstacles that restrict the implementation of green building in Johor Bahru, Johor. The pre-construction stage to the post-construction stage of the construction projects are all evaluated using a qualitative approach. 3 massive involved person in green building construction and developer in Johor Bahru construction industry have been selected to participate in this research study to gather their invaluable insight and opinions on the use of green practises on their current and previous construction projects. According to the study, real estate developers are instrumental in establishing green building as a trend. However, a number of obstacles prevent the developers from implementing green practises, including high upfront costs, a lack of green expertise and a lack of cooperation from stakeholders and suppliers. In order for developers to reap the rewards of creating green buildings, it is crucial to remove the obstacles in the way of green practises, as this study has shown. It is advised to replicate this study and look into the actual situation in other Malaysian states to have a broader perspective on the present construction sector.

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CHAPTER 1

RESEARCH BACKGROUND

1.0 Introduction

Sustainable development has been promoted into Malaysia manufacturing sector since earlier Ninth Malaysia Plan 2006-2010 (Tan, 2013). Construction sector is one of the major industries in the world which encourage the development of economy in Malaysia. In Malaysia, construction sector has steadily generated 5% - 10% of total national Gross Domestic Product since 1990s (Khamidi, 2007). While construction sector provides countless of benefits to society and nation, its activities have significant impact to environmental damage through pollution, high energy consumption, soil erosion, loss of wild land and negative impact to human's health. As the negative impact of environment and global due to the construction activities become worse, a new alternative and ways of construction need to be established in minimizing and solve these problems. Due to this matter, green construction is introduced to the world and gaining momentum nowadays.

Most of constructed building in Malaysia was not implement green technology in their construction. Green initiatives have been long introduced to construction industry, but there are still small number of construction projects and complete buildings are practicing green practices in their operation (Zailani S., 2015) Multiple barriers that are stopping construction developers from carrying green practices in their construction projects (Zailani. S, 2015). (Liu, 2012) mentioned that the financial factor is believed to act as the main impediment to developers in practicing green but there are still other factors like lacking knowledge, expertise, and experience in green practices. These barriers might be the reason causing the slow assimilation process of green concept into construction industry. From a construction point of view, buildings which is not implement sustainable or green material as a construction material is considered improper managerial of waste and land usage.