

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Prefabricated Construction as a method of construction has existed for hundreds of years by this point. Prefabricated Construction has seen implementation by many across the course of history. Early European colonial buildings in America had to be easily assembled or disassembled when transported by ship, and many military installations built during the 2<sup>nd</sup> World War were built using Prefab Construction techniques. However, despite its history, this does not necessarily mean that Prefabricated Construction is well-known as a system, especially in Indonesia. While the market for Prefabricated Construction in Indonesia is indeed growing year after year, it is only recently that its relevance has increased. This has to do with Indonesia's Ministry of Public Works and Public Housing and their efforts in shrinking the country's massive housing backlog. As of 2020, the Ministry reports that between nine to ten million families lack proper housing. The Ministry intends on reducing that number to five million by the year 2024. To these ends, the Ministry is investing heavily in the development of Prefabricated Technology (Bisnis.com, 2020).

The Ministry's RISHA Program (Rumah Instan Sederhana Sehat) was developed by the Ministry as a potential catch-all solution to the Indonesian Housing backlog. The RISHA Program is a design for modular houses and buildings which are

simultaneously easy to build and modify, earthquakes resistant, and comfortable to use. By using precast concrete pillars and panels, modular prefabricated homes can be built very quickly and very easily. To date, the Ministry records that over one hundred thousand RISHA constructs have been completed, many of which have benefitted middle to lower income households (Kementrian PUPR, 2018). However, despite their best efforts, the Ministry cannot hope to solve the growing housing shortage on their own. Attempting to execute that on their own is quite simply a logistically unfeasible feat. Because of this, many companies have introduced their own solutions to help stimy the Indonesian housing shortage.

Many companies have tried pushing affordable Prefabricated Constructs, but few potential customers are biting. Prefabricated Constructs are often more associated with disaster relief shelters. Selling Prefabricated Constructs as a more permanent solution, therefor, will require convincing customers that Prefabricated Construction is a viable choice when it comes to building permanent structures, be it for hospitals, housing, or offices. This is not an easy task to accomplish. Trying to do as such will require massive reach and the ability to effectively communicate to these potential customers the reasons as to why Prefabricated Construction is a viable option for permanent structures. In this regard, social media would be the most viable medium to communicate this to the masses. Social Media is easily accessible through the vast majority of internet capable devices, and smartphone usage is becoming more and more

prevalent as time goes on. Access to social media today is at an all-time high thanks to the wide availability and adoption these internet capable smartphones.

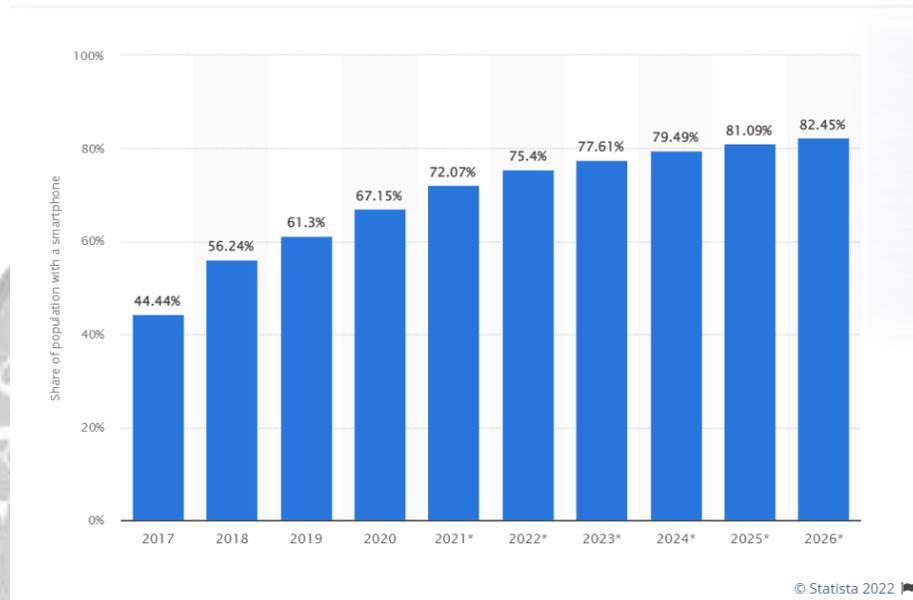


Figure 1.1 Chart on Smartphone penetration rate in Indonesia from 2017 to 2020 with forecasts until 2026

Source: Statista.com

Social Media Marketing by itself has become increasingly important for modern businesses. The ability for both business and customers to communicate using social media is not lost on either side. Companies have placed more and more emphasis in establishing a digital presence from which they can reach out to their customers, or for customers to reach out to them. This is relevant in the promotion of Prefabricated Construction as companies will have to proactively get people to understand the benefits of Prefabricated Construction and cannot afford to have customers come to

them instead. Waiting for the customer to come to them prolongs the status quo perception of Prefabricated Construction only good for temporary housing, as opposed to permanent ones. One Prefabricated Construction company trying to address these concerns

## **1.2 Internship Purpose**

With the explanations provided on the sections above setting the foundations for the reasoning behind this internship, the reasoning and purpose of going through with the internship can be rounded down to the following:

1. To study the implementation of Social Media Marketing.
2. To understand the implementation of Social Media Marketing.
3. To practice the activities of Social Media Marketing.

## **1.3 Scope and Limitations**

The intern was placed under the care of a handler for the duration of his internship, who for most of the internship was the company's CCO Mr. Rezky Rahadian. As the intern signed up for the position of marketing, the intern was given various marketing related tasks and projects by his handler. The intern's only contact within the company is his handler, and the only person who provides tasks to the intern is the handler. These projects often included brainstorming for marketing ideas, potential projects, as well as coming up with posts for MyFab's Instagram and

Facebook Page. The intern was not provided a hard time limit to complete his projects by the handler, though he is given a recommended window to finish his project. Additionally, said handler does not keep a strict watch over the intern's progress, and only occasionally makes video or phone calls to ask for an update. Once the project or assignment was completed, the intern and the handler would convene in a meeting so that the intern may present the completed work and to discuss the results of the project. It is uncertain if all interns are treated this way by the company, as according to talks with the handler, interns are handled on a case by case basis. Considering that the intern was not provided any other contacts within the company, he was not able to verify this statement from the handler.



Figure 1.3 MyFab's Logo

Source: Myfab.id

#### **1.4 Location and Time of Internship**

MyFab is headquartered at the 29<sup>th</sup> floor of the Centennial Tower, located in Jalan Gatot Subroto, South Jakarta. The company also has a factory outside of Jakarta, in the Industrial Estate at Jalan Kampung Noroktog Blok C. Additionally, MyFab has a marketing show unit in Jalan Kemang Selatan VIII, South Jakarta. Due to COVID concerns and restrictions, the intern's handler is often, though not always, stationed in MyFab's headquarter in Centennial Tower. On a few rare occasions, the handler can call in from the factory or the show unit. The handler's work hours start at 0700 hours and end at 1600 hours. However, the intern is not constrained by these locations and working time frames. While the intern will mostly report and convene with the handler within those working hours, he is given free rein to work in or out of those hours. Additionally, citing COVID concerns, the intern is allowed to work on his projects from his own home. The intern has only ever met his handler in a face to face meeting twice before the end of his internship and has not set foot in any of MyFab's working facilities at all. These meeting arrangements were made by the handler himself and not by the intern. As such, the intern had no control over when or where he would convene with his handler for a meeting.