

Abstract

Currently, real estate business has high rate of competition especially housing estate and the factor affecting sales volume of this high competition business is advertising media. There are many kinds of advertising media; old advertising media which are Billboard, Cut Out and new advertising media which are Internet, Direct Mail, E-Mail and SMS. However, the question of which and how advertising media affects the number of housing estate visitors has led to this study's objective. The research question is whether outdoor media or new media has more effects on sales volume. The project of housing estates were selected according to the specified conditions. The data collection using 5-level assessments and data analysis revealed that most visitors and buyers of these projects of housing estate relied on outdoor advertising media in term of Billboard more than other kinds of advertising media and more than new media. Hence, outdoor advertising media in term of billboard is suitable and advantage for real estate entrepreneur since this kind of media provides the information more than others.