



REBRANDING CORPORATE IDENTITY OF BUSTEL KLEBANG MELAKA

**SHAIRAH BINTI SA'ARI
2013690884**

**BACHELOR OF ART AND DESIGN (HONS)
FACULTY OF ART AND DESIGN
UNIVERSITI TEKNOLOGI MARA (UiTM)
MELAKA**

2015

LIST OF THE CONTENTS

LIST OF CONTENTS.....	i
LIST OF FIGURE.....	ii
ACKNOWLEDGEMENTS.....	iii
ABSTRACT	iv
INTRODUCTION.....	1
CHAPTER 1 BACKGROUND RESEARCH	3
1.1 INTRODUCTION.....	3
1.2 PROBLEM STATEMENT.....	7
1.3 PURPOSE OF STUDY.....	8
1.4 SCOPE OF THE STUDY.....	8
1.5 SIGNIFICANT OF THE STUDY.....	9
1.6 LITERATURE REVIEW.....	9-10
CHAPTER 2 OBJECTIVE AND RESEARCH METHODOLOGY.....	7
2.1 OBJECTIVES OF RESEARCH	7
2.2 RESEARCH QUESTIONS	7
2.3 RESEARCH METHODOLOGY.....	7
CHAPTER 3 ANALYSIS AND FINDING	12-31
CHAPTER 4 CONCLUSION AND RECOMMENDATION.....	32
REFERENCE.....	33

ACKNOWLEDGEMENTS

I would like to express my deepest gratitude to my lecturer, Prof. Madya Ariffin Bin Mohd Ismail, for his excellent guidance, patience and providing me with an excellent atmosphere for doing research. I would like to thank Tn. Hj. Wahab bin , who is patiently corrected my writing and give his best suggestions.

Many thanks to my classmates and people around me for helping me up to answer my questionnaire at the campus and the research's place. My research would not have been possible without their helps.

I acknowledge a debt of sincere thanks to my parents because of their love, dreams and sacrifices throughout my life. I really grateful for their sacrifice, patience and understanding are inevitable to make this work possible. Their sacrifice inspired me from the day I learned how to write up and read what I have to be now. I cannot find the right words to describe my appreciation of the loyalty, support and belief in my ability to achieve my dreams. I would also like to thank my parents, two elder sisters and younger sisters. They were always supporting me and encouraging me with their best wishes.

SHAIRAH BINTI SA'ARI

UITM KAMPUS BANDARAYA MELAKA

ABSTRACT

This thesis presents the rebranding the corporate identity of Bustel. This study carried out to attract more people and foreigner attention to visit the place to see distinctive of the Bustel uniqueness. Furthermore, the history of Bustel, it comes from the old buses that used as the public transport. They were not been thrown and recycled as the new bus branding. This study is to see the people's view and opinion throughout the new design and application to the Bustel.

INTRODUCTION

Bus defines as a long motor vehicle equipped with seats or benches for carrying passengers with four-wheeled. Public transport such as bus only ride along the state or divided area for passengers. A lot of factors cause of traffic jam, but the one thing it is matter the most is the existence of our sufficient public transport. Public transport is a very important service that every society need.

Hotel is an establishment that provides lodging and usually meals and other services for travellers and other paying guests and also sometimes to permanent residents. According to Longman, Dictionary of Contemporary English, hotel defines as a building where people pay to stay and eat meals.

Hotel can be categorized in many types or classification. It can be classified according to the hotel size, location, target markets, level of service, facilities provided, number of rooms, ownership and affiliation etc.

In Melaka, the public transport which have been used for over years and recycled to be a style hotel. The environmental at the Bustel also can attract people because it is near the beach. Visitor or tourists can enjoy their moment with the sunset view in the evening. Furthermore, the recycled bus used as the restaurant and café to attract more visitors to come having a good food and chilling with families and friend. There are various facilities provided to public such as public toilet and playground for the children. Every weekend definitely many visitors come to Klebang beach to spend time together with their families and friends.

Bustel is the first hotel on wheel in Malaysia. The environment at the Bustel just nice and cool place to chill out and relax. However, this hotel on wheel has lack of identity design. This study is to rebrand the corporate identity design. To understanding this branding is important to know what is branding. Branding process which involved in creating a unique name and image to a