

UNIVERSITI TEKNOLOGI MARA (UiTM)

**EFFECTIVE ADVERTISING TO PROMOTE *SILAT* FOR  
YOUNG GENERATIONS**

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## AUTHOR'S DECLARATION

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## **ABSTRACT**

An effective advertising method to promote *silat* for young generation is really important to increase the number of participation. Lack of awareness and knowledge about *silat* influence young generations do not get involve in *silat*. From the project, the researcher comes out with an effective advertising medium and method to promote *silat* to the young generation. The objectives of this research are to identify the level of knowledge of young generation related to *silat* and to identify the effective advertising to promote *silat* for young generation. The target audiences for this research are students from primary and secondary school at Shah Alam. From the findings, researcher comes with the recommendations that will improve the level of knowledge about *silat* among young generations and the effective advertising and promotion to influence young generation to participate in *silat*.

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Assalamualaikum