

UNIVERSITI TEKNOLOGI MARA

**THE IMPACT OF PETRONAS
INDEPENDENCE DAY TV
COMMERCIALS AMONG TEENAGERS**

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Thesis submitted in fulfilment
of the requirements for the degree of
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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original result of my own work, unless indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

I, hereby, acknowledge that I been supplies with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Advertisement is the most important medium in our daily life whether in electronic or printed media. Advertisements through the use of electronic media such as TV ads are a particularly effective communications tools to convey more effective services to the community and more effective services to the community. The objective of this research is to examine the Petronas Independence Day TV Commercials from 2001 to 2010 as Public Service Announcements (PSA) in creating awareness and self-esteem among teenagers, besides that the researcher want to analyze the impact of Petronas Independence Day TV Commercials among teenagers in creating their self-esteem. This research is to provide guidance to the producer, the director of photography, TV media and also to society. A Quantitative method was employed the use of questionnaires and observation to emphasize on objective measurements and numerical analysis of the data collected. The questionnaires were analysed by using SPSS software. The findings indicated that TV Commercials give an impact on self-esteem among teenagers through three main characteristics, namely cognitive effect, affective effect and behavior effect. In other words, the message that is being conveyed an important element in an advertisement to attract the attention of the audience. The study concluded and recommended that TV Commercials need to enhance the Quality of Storytelling, the Advertisement Show Times and the Presentation style as it will be of better quality, were effective and impactful in the future.

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