

UNIVERSITI TEKNOLOGI MARA

Changing the audience's perception by changing
the company corporate identity.

(Case Study: Hornbill Skyways)

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AUTHOR'S DECLARATIONS

The material included in this academic writing has not been submitted for any academic award or qualification other than that for which it is now submitted.

The programme of Bachelor Degree (Honours) of which this writing is part of has consisted of:

- (i) Research Design and Methods course
- (ii) Supervision tutorials

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INTRODUCTION

The purpose of this research is to analyze and determine the issues of the audience perception towards the Hornbill Skyways. The researcher also wants to find out the effective ways in rebranding the company's corporate identity and provides the development of corporate identity for the Hornbill Skyways.

Statement of the problem. The problem of this research is to know the audience's perception towards the company. The audience has lost their trust to use the company services due to the crashes incidents that involved the company's aircrafts. This study is also to find out what kind of approach that will suits to shift the audience's perceptions towards the company and the outcomes from the study would give the best solution to overcome the negatives perception and to gain back the audience's trust. On this chapter also researcher will conduct literature review for the past study. Over here researcher will give full review of previous discussions, explanations regarding this issue.

Research Methodology. The research objectives will be stated by the researcher. Research approach in finding the solution of this issue also will be included. Data for this research was collected through self-administered method. The research location will be conducted at KLIA and KLIA 2. The questionnaires will be distributed to 40 respondents, and will be distributed among the arrival passengers from East Malaysia (Sarawak and Sabah) at the domestic flight arrival and departing gates.

Findings. The survey revealed that the incident was reflects a bad image towards the company. The findings also show that almost 75% respondents were agree with the statement. The findings also show almost 83% respondent agree that the company should rebrand their corporate identity. The fact is supported since the company is never changing their corporate logo and the whole corporate identity.

Conclusions. From the result of analysis and data collection that gathered, the researcher has discovered that the company should rebrand their corporate image because the new corporate image could benefits in giving solutions in this matter, thus reflecting a new business model.