

UNIVERSITI TEKNOLOGI MARA

**A STUDY OF ILLUSTRATION THAT
PROMOTE KERETAPI TANAH MELAYU
(KTM) IN MALAYSIA FROM 1885 TO 2018**

ZAYANAH BINTI RAZALLI

Thesis submitted in fulfillment
of the requirements for the degree of
Bachelor Degree in Graphic Design (Hons)

Faculty of Art and Design

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2016807024**

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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 and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied 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

Transport is a key requirement of human travel or movement from one place to another place without taking into account the distance to the destination. Keretapi Tanah Melayu (KTM) has provided invaluable services to the State. Various challenges have been made but the railways continue to move forward with the country's development. Until now the train is a service that still needed by the people and the State. This success is due to the strategy in promoting KTM itself. The way they campaign their names and the items they use to promote their names abroad. The purpose of this study is to study the illustration that use in promoting Keretapi Tanah Melayu (KTM) until they have reach their successful until now. This will have a further studies about the styles and types of illustrations that KTM had used. This study need to be done by doing the research through qualitative methods including interviews. It will be conducted by interview with the Executive Corporate Communication of KTM. As the results from this study, KTM has starts its biggest name with the used of illustrations as to promote the KTM itself but had decreased in the used of illustrations due to this modern age.

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