



**THE EFFECTIVENESS OF PROMOTIONAL TOOLS TOWARD SOCIETY
AWARENESS OF LA21 (LOCAL AGENDA 21) DONE BY JEMPOL
DISTRICT COUNCIL**

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS)

MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

MALACCA CITY

“DECLARATION OF ORIGINAL WORK “

I, **NOR EZLIN BINTI MAASEH**, (I/C Number: **910223-05-5264**)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: _____ Date: _____

LETTER OF SUBMISSION

June 30th 2014

Lecturer of UiTM Campus Bandaraya Malacca City
Faculty of Business Management
University Teknologi Mara
110, Off Jalan Hang Tuah,
75300, Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Here is the research project paper titled “**THE EFFECTIVENESS OF PROMOTION TOOLS TOWARD SOCIETY AWARENESS OF LA21 (LOCAL AGENDA 21) DONE BY MAJLIS DAERAH JEMPOL**” that has been research in order to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank You.

Yours sincerely,

NOR EZLIN BINTI MAASEH
2011882172
Bachelor of Business Administration
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ABSTRACT

Issue and problem: This topic to study how promotional tool will increase society awareness and knowledge of society towards environment at Jempol. So that, the Local Agenda 2(LA21) is exited to encourage people at Jempol District Council love and appreciate their environment. The party involved in causing the Local Agenda 21 was established to provide the community aware of their responsibilities toward environment in the area.

Research objective: Determine society awareness toward Local Agenda 21 at the Jempol District Council and the influencing of promotion tools.

Methodology: The researcher distributed 50 questionnaires to respondent and chooses respondents with total population around 117,700 of people at Jempol District in Negeri Sembilan. The respondents are working in the Government sector, Private sector, NGOs and local communities in Jempol. The aged of respondent between under 18 to 56 years and above. In this study, the data analysis to record the responses from the questionnaire were coded and the data was directly key-in by the researcher into SPSS system.

Finding: Society at Daerah Jempol will increase knowledge and awareness toward LA21 done by Jempol District Council based on promotion tool activities. It will upgrade image of council and help the organization in future when the activities Local Agenda 21 is successful. In addition, several ideas from this study could be adapted by Jempol District Council as a reference.