



**THE RELATIONSHIP BETWEEN PROMOTION TOOLS TOWARDS BUMIPUTERA
AWARENESS OF JAPANESE ASSOCIATE DEGREE UNDER YAYASAN
PELAJARAN MARA**

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(HONS) INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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Submitted in Partial Fulfillment

of the Requirement for the Bachelor of Business Administration

(Hons) International Business

FACULTY OF BUSINESS ADMINISTRATION

UNIVERSITI TEKNOLOGI MARA

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL
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“DECLARATION OF ORIGINAL WORK”

I, WAN RAHIMAH BINTI WAN GHAZALI, (I/C Number: 860204-46-5556)

Hereby, declare that,

1. 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 degree.
2. This project paper is the result of the independent work and investigation, except where otherwise stated.
3. All verbatim exact have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

12 January 2012

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
University Teknologi MARA
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
73500, Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE RELATIONSHIP BETWEEN PROMOTION TOOLS TOWARDS BUMIPUTERA AWARENESS OF JAPANESE ASSOCIATE DEGREE PROGRAM UNDER YAYASAN PELAJARAN MARA" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

WAN RAHIMAH BINTI WAN GHAZALI

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Bachelor of Business Administration (Hons) International Business

ABSTRACT

The main purpose of this study is to see the level of Bumiputera awareness towards Japanese Associate Degree program under Yayasan Pelajaran MARA. This research has been done in Kuala Lumpur area which is in Damansara area. The problem that face by the organization in determining the effectiveness or the suitable promotional tools that can help them increase Bumiputera awareness towards their program.

The first objective of this study is to determine level of intention to know Japanese Associate Degree (JAD) program to Bumiputera. The second objective of this research is, to rank promotional mix element that can contribute intention to know this program. The next objective of this study is to determine the most effective promotional tools that can be used by the Yayasan Pelajaran MARA. The last objective of this study is to identify the solution or recommendation in improving promotional tools in creating Bumiputera awareness.

For the research methodology, researcher used Exploratory and Simple Random Sampling in conducted this research study. The populations in this study were the people that come around the Damansara area. In this study researcher was decide to use Simple Random Sampling which is a Probability Sampling Technique that attempt to obtain a sample of random elements. The number of respondent for this research is 100 for this study, the researcher will use primary data and secondary data in order to collect data from the sample. The technique for collecting data is by using the questionnaire.

As a result, there is no relationship or not significant between independent variable (advertising, personal selling, public relation and direct marketing) with the dependent variable (Bumiputera awareness). The organization (YPM) should take any appropriate strategies to encourage Bumiputera intention to known the existence Japanese Associate Degree (JAD) program.

Keywords: Bumiputera awareness, promotion tools.

Paper type: Research Paper.