

**SABAH AGRICULTURE PARK:
A STUDY ON PUBLIC AWARENESS TOWARDS THE
PROMOTION PROGRAM IN KOTA KINABALU**

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ABSTRACT

This research paper is the final requirement for final year students of the Bachelor of Business Administration (Hons) Marketing course. This study was conducted in Kota Kinabalu area which is to identify the public awareness towards the Promotion Program by Sabah Agricultura Park. It serves three main objective; to identify the public awareness towards the promotion program done by Sabah Agricultural Park (S.A.P), to identify the factors of promotion program those attract the public to visit S.A.P and to identify additional ways that can be use by S.A.P in order to create promotion program that is more attractive.

The finding was made based on the data which had been gathered through primary data and secondary data. The research design used is the descriptive study and target population in this study is those people in Kota Kinabalu areas. The sample size is consists of 200 respondents but the researcher only get 150 feedback from the respondents. The respondents were selected through convenience sampling. In analyzing the data, frequency distribution, percentage, and cross tabulation were used. Besides that, the findings of this study also revealed that there is still a large percentage of respondnets in Kota Kinabalu area that still unaware about the Promotion Program done by S.A.P. The comprehensive recommendations in order to increase public awareness towards the promotion program, additional ways to create attractive, effective, and creative promotion were identified and it explained at the of this study.