



**A STUDY ON UiTM STUDENTS CAW. SABAH
(LISTENERS) PREFERENCES TOWARDS
RADIO STATIONS AVAILABLE IN THE
DISTRICT OF KOTA KINABALU**

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ABSTRACT

This research is a study on UiTM students (listeners) preferences towards radio stations that available in the district of Kota Kinabalu. The purpose of doing this study is to discover the audience or listeners preferences towards radio stations and also to give suggestion and recommendation on how to improve the radio station delivery performances. The most common method used is the survey where a group of people is selected and they are all given the same questions and their answers are counted. Since the respondents are of a personality of the students, generally the crowd that has the same likes and dislikes as his/her peers.

Many develop their personalities, profiles, and various other tastes based on their listening choices. In general, many university students acquire the same spectrum of listening values. If a radio station, one that wishes to target the university student population, can discover the radio stations preferences of the general population of students, they will be able to grow within the specific market

All the information that obtained will be beneficial to understand the audience or the radio listeners today especially the students. Furthermore, some recommendation that obtain from the research can also be considered by the radio stations for their references. Besides that, improving their delivery performances will also benefit the radio stations in competing with other competitors.