



**A STUDY ON THE PROMOTIONAL STRATEGY OF THE  
SOCSO'S SOCIAL SECURITY PROTECTION SCHEME IN  
KOTA KINABALU SABAH**

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**KOTA KINABALU**

**MAY 2007**

## ACKNOWLEDGEMENT

First and foremost, I would like to thank God for His blessing which enable me to complete this research within the given period.

I would like to express my gratitude to my family member for their understanding and moral supports. I also would like to take this opportunity to express my appreciation to my advisor, PM Rosdiana Sukardi for her constructive criticism in assisting me in completing this research and Madam Habibun HJ. Nisa as Coordinator InED for her encouraging comments in finishing this research.

I also would like to extend my heartiest appreciation to those at SOCSO namely Mr. Nallusammy a/k Mutthusammy as the SOCSO Director of Sabah State and Mr. Mohd Khalid Salleh as Deputy Director of Sabah State. Not forgotten those at the SOCSO staffs for their willingness to teaching and assisting me in gathering all the data needed in completing this research.

Lastly, I also would like to thank all my friends and individuals who have directly or indirectly contribute their efforts towards the completion of this research.

Thank you very much.

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## **ABSTRACT**

The effectiveness of promotional strategy is an essential for all businesses or organizations. This study conducted to determine the reasons why employees are not aware of the SOCSO's security protection scheme in Kota Kinabalu, Sabah and to identify the weaknesses about the existing promotion strategy. Beside that, this study also recommends to improve the present promotion strategy for the SOCSO's scheme.

Sample of 150 respondents were selected using sampling frame. The target populations in this study are employers and employees who have registered under SOCSO'S protection scheme. The selection of the respondent is based on probably sampling technique, which is the simple random sampling. The sample size for this study represents the registered company with SOCSO. Towards the end of this study, gather suggestions from the respondents that can be used by SOCSO to improve their promotional strategy in the future to make the contributors aware about SOCSO's Social Security Protection Scheme.