

**A STUDY ON PROMOTIONAL CAMPAIGN BY MARITIME
MUSEUM MALACCA**

**ANITA BTE NUDIN
99180263**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
MELAKA**

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Anita Bte Nudin

99180263

Bachelor Business Administration (Hons) Marketing

Mara University of Technology

Lendu Malacca

ABSTRACT

Maritime Museum Malacca is a historical museum under Perbadanan Muzium Melaka (PERZIM). PERZIM has 12 museums. This research focuses on promotional strategy by Maritime Museum Malacca and also the public awareness about this museum.

At present, Maritime Museum is one of the tourist attractions in Malacca. Maritime Museum also has the highest ticket collections if compared with other museums in Malacca under PERZIM. Through this research, 100 respondents were selected at area sampling to fill up the questionnaires. These respondents have been asked to give information about their personal details, their awareness and also their opinion about the promotional strategy by Maritime Museum. This questionnaires distribution known as the primary data collection process. For secondary data the information gathered from many sources. Most of the secondary data was taken from Maritime Museum's book, PERZIM annual report, related references such as books, journals and magazines. All data collected from respondents were transferred onto data sheet by using SPSS, a well known computer software.

Since their existences in 1994, Maritime Museum has established good reputations. Maritime Museum has improved its quality services by providing 3 other museum under their same management. All these effort are done in order to

attract more visitors. Promotional strategy had a big role in attracts visitors. An effective strategy can give more information and specialty about this museum to public. This exposure is important to give knowledge to the public and create awareness about Maritime Museum. So, constant improvement is needed to identify every single weakness.

Finally, the finding from the research concluded that on the whole promotion strategy in Maritime Museum is not enough and doesn't attract public. This is proven by the research analysis, in which respondents perceived they never heard about the promotion by Maritime Museum. Moreover, the promotion involved is not attractive. Maritime Museum should make improvement in its promotional strategy in order to attract more visitors.

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