



**UNIVERSITI TEKNOLOGI MARA (UiTM)  
FACULTY OF COMMUNICATION & MEDIA STUDIES  
MASTER OF MASS COMMUNICATION**

**MEDIA PLANNING STRATEGIES AND ITS INTERNAL  
AND EXTERNAL FACTORS AT KUMPULAN MEDIA  
KARANGKRAF**

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## AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

In the event that my dissertation be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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## ABSTRACT

This study is to develop a strategy and offers strategic media planning formulations and recommendations. The research framework is analyzing the company's external and internal factors of strategic media planning with the collaborations of SWOT analysis, which is *Strengths, Weaknesses, Opportunities and Threats* and sees the elements of media strategy. The study was conducted by using in-depth interviews of the Karangkrak employees in order to gain insights into the company media planning strategies. 3 informants from media marketing department and 3 informants from circulation department were interviewed based on the *Strengths, Weaknesses, Opportunities and Threats* of media planning in Karangkrak in order to identify the strategic plan development and the company sales. The findings shows Karangkrak's media planning is straightforward where the advantage of having 25 magazines. However, the strategic media planning development propose in this study are to stress on marketing mix, aggressive marketing and media planning procedure. There are specific strategies develop. This study includes a proposed strategic plan for Karangkrak's company as a guide to help develop media planning in future.

**Keywords:** Media planning, strategic planning, advertising, Karangkrak, marketing strategies

## **DEDICATIONS**

I dedicate this research to my wonderful parents, Mohd Shukri Haji Omar and Wan Noor Hana Abd Aziz, and also to my brothers and sisters, Mohd ZulBazli, Nur Zati Iwani, Nur Azimah Adila, and Mohd Zul Hafizh, and to the people who helped me with my dissertation, especially to my husband Mohd Adzhar Rokman to make this research possible.

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