



**THE EFFECTIVENESS OF MARKETING
COMMUNICATIONS TOOLS USED BY MPSJ IN ORDER
TO ATTRACT THE RESIDENTS TO JOIN THE JKP**

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OCTOBER 2004**

ACKNOWLEDGEMENT

All praises to Allah the Almighty for giving me the inner strength, the patience and good health to complete this project paper. It is a great pleasure for me to have this opportunity to express my appreciation and gratitude to a number of people.

First and foremost, I would like to convey a special acknowledgement to my advisor En. Mohamed Saladin b. Abdul Rasool, for his professional guidance, assistance, suggestions and comments in order to complete this project paper.

It is my pleasure to express my gratitude to Puan Zaihan bt. Abdul Latip (BBA Course Tutor), Prof. Datuk Dr. Mohd. Tahir b. Abd. Hamid (second examiner), En. Azfarizal b. Abd. Rashid (Public Relation Officer, MPSJ), and En. Azli b. Miswan (Assistant Director of Community Service Unit, MPSJ).

Last but not least, to my parents; without your love, support and encouragement, I would not have gone this far.

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ABSTRACT

Among the objective of the residents' committee or better known as *Jawatankuasa Penduduk* (JKP) is to coordinate the residents' committee activities and programmes, to implement and coordinate MPSJ Local Agenda 21, to manage the disbursement of funding to the residents' committee and to coordinate the "Mesra Rakyat" programmes. With such objectives, the residents will live in a comfortable manner.

Therefore, the objective of this research is to study on the effectiveness of marketing communications tools used by MPSJ in order to attract the Residents to join the JKP. In order to complete this study, descriptive research is employed. Two approaches of collecting data are being used. The first approach is primary data such as questionnaires while the second approach is secondary data such as MPSJ Annual Reports, Bulletins, pamphlets, brochures and flyers (internal data), textbook, journals, published data sources, newspapers and Internet (external data).

From the findings, the conclusion can be made is majority of the respondents chose advertising as the effectiveness of marketing communications tools as they are more exposed to the world of advertising. This is an important way to make the image of the JKP well established in the eyes of the residents. By doing an attractive and extensive promotion of the JKP, the residents will start to know what the JKP is all about.