

**READERS' PERCEPTION LEVEL TOWARDS  
UMPH MAGAZINE AMONG STUDENTS OF  
PUBLIC INSTITUTIONS OF HIGHER LEARNING  
(IPTA) IN KLANG VALLEY**

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**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UITM, MELAKA**

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## DECLARATION OF ORIGINAL WORK



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

### “DECLARATION OF ORIGINAL WORK”

I, Laila Sofra bt. Abdullah Tahir, (I/C Number: 821017-11-5428)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

28th November 2006

The Head of Program  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled **“READERS’ PERCEPTION LEVEL TOWARDS UMPH MAGAZINE AMONG STUDENTS OF PUBLIC INSTITUTIONS OF HIGHER LEARNING (IPTA) IN KLANG VALLEY”** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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## ABSTRACT

The main objective of this research was to explore whether there is still having the readers read Umph and focus to the magazine components of Umph magazine.

The respondent of this study was students of Public Institutions of Higher Learning (IPTA) in Klang Valley. Hundred questionnaires had been distributed among students in Klang Valley. The researcher had used convenience sampling as the sampling technique.

The questionnaire was designed to the selected respondents which they were asked varieties of questions regarding their reading behaviour, perception, acceptance on new column and opinion towards Umph magazine. The process of analyzing and interpreting data has been presented with tables using methods such as frequency distribution and cross tabulation.

The research shows that their perception level is high and can accept on new column in UMPH magazine.