



**PUBLIC AWARENESS TOWARD PROMOTIONAL  
ACTIVITIES ON SOCSO'S BENEFITS AND SERVICES**

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PUBLIC AWARENESS TOWARD PROMOTIONAL ACTIVITY ON  
SOCSO'S BENEFITS AND SERVICES

SITI NAZARIAH BINTI WAHAB

Submitted in Partial Fulfillment  
Of the Requirement for the  
Bachelor of Business Administration  
(Hons) Insurance

FACULTY OF BUSINESS MANAGEMENT  
UITM KAMPUS BANDARAYA MELAKA

2010

## DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION  
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BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, SITI NAZARIAH BINTI WAHAB, 881111016682

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: 30 APRIL 2010

## LETTER OF SUBMISSION

30 APRIL 2010

The Head of Program  
Bachelor of Business Administration (Hons) Insurance  
Faculty of Business Management  
University Teknologi MARA  
75200 Melaka

Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "**Public Awareness toward Promotional Activity on SOCSO's Benefits and Services**" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA

Thank you

Yours sincerely,

.....

SITI NAZARIAH BINTI WAHAB  
2007282596  
Bachelor of Business Administration (Hons) Insurance

## **ABSTRACT**

This research conducted focusing on the “Public awareness toward promotional activities on SOCSO’s benefits and services”. As a social security in Malaysia, SOCSO realize that public awareness is very important to ensure that all working Malaysian citizens have knowledge about SOCSO’s benefits and services. Malaysian should know about schemes that provide by SOCSO. There are still grouses that publics still not aware towards SOCSO and the benefits and services provide by SOCSO.

In support of the government’s endeavour, SOCSO is committed to create a caring society. The main objectives of this study are (1) to determine the level of awareness among publics toward benefits and services provide by SOCSO, (2) to rank the element of promotional activities toward publics’ awareness and (3) to find the strategies that SOCSO can implement in order to create awareness among publics towards benefits and services provide by SOCSO.

The respondents of this study were public people including teenagers and adults in Rawang area. 30 questionnaires had been distributed among them. The researcher had used convenience sampling as a sampling technique. The process of analyzing and interpreting data has been presented with tables using method as reliability test, frequency and descriptive analysis.

The researcher also had come out with few recommendations. The recommendation can be taken into consideration. By implementing these recommendations, the researcher optimism that it will help the SOCSO to better upgrade its performance and their management for future use that can increase public’s awareness towards their benefits and services.