

UNIVERSITI TEKNOLOGI MARA

**THE IMPACT OF COSMETIC ADVERTISEMENTS IN
TELEVISION: A CASE STUDY AMONG STUDENTS
IN KOLEJ MELATI UITM SHAH ALAM**

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Academic writing submitted in partial fulfilment of the requirements

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of University Teknologi Mara (UiTM). It is original and is the result of our work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any academic institution or non-academic institution for any other degree of qualification. In the event that our research be found to violate the conditions mentioned above, I voluntary waive the right of conferment of my degree be subjected to the disciplinary rules and regulations of University Teknologi Mara.


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ABSTRACT

The purpose of this study is to study the impact of cosmetic advertisement in television among students in Kolej Melati. This research only involves female students and it is conducted at Kolej Melati,UiTM Shah Alam. The research applies Uses & Gratification Theory because it fit to the topic and relate to the variables. The researcher also use quantitative research as the methodology to conduct this study by use descriptive analysis which is the transformation of raw data into a form so that it is easy to understand, interpret, to produce descriptive information. Besides that, the researcher distribute questionnaire to the 70 respondent that from variety of field of study. Statistical Package for the Social Science (SPSS) also helps the researcher to change the raw to significant data for this research.