

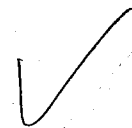


**THE EFFECTIVENESS OF ADVERTISING CHANNEL IN  
MUAR DISTRICT OFFICE**

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## CHAPTER 1 INTRODUCTION

### 1.1 Background Of The Company

Muar District Office is a state government organization under the Johor State Government. The important function of this organization in Muar district on managing, planning and implementing district development. It also monitors the consistency in the service system. There are three major departments in Muar District Office where each department has its own job scope that supports the development of the organization and the district. The related departments are:

- A) Administration Department (Bahagian Pentadbiran) which consist of financial unit, license unit and administrative unit.
- B) Physical Development Department (Bahagian Pembangunan Fizikal) is consist of dealing with project, both from either state and federal.
- C) Community Development Department (Bahagian Pembangunan Masyarakat) its deal of executive officer (penghulu) and the community within more district.

#### **Objective**

"Carry out a task based on the concept of Clean, Effective, Trustworthy and Effective Moving, Coordinating and Implementing programs and projects from all aspects of administration and development to provide the services balanced to the population and society in line with the policy has been set by the government ".

#### **Vision**

"Developing the State of Johor Holistic"

#### **Mission**

Design and implement regional development effectively with government policies and community needs

## **1.2 PROBLEM STATEMENT**

Advertising is the way to promote business to the customer and the most popular kind of marketing strategies. There are many tools of advertising that can be used in order to promote our business. There is traditional and non-traditional can be specified which are traditional are more toward the newspaper, brochures, magazines and many more. Meanwhile, non-traditional advertising is like social media, website and many more.

As we know, Muar District Office is the most important organization in every state. Every government organization in Muar district is linked to Muar District Office. Because of that, every event in the district must be participated by the head of department even the employees. As we can see, there are many types of method of inviting participants to attend formal events such as traditional and non-traditional advertising. In addition, it is use advertisement to communicate with public about all the upcoming and post mortem about the event. It is to make public aware. Muar district office use the traditional method, which is newspaper, letter, and invitation card to communicate with the others government organization and public. Printed media advertising or known as traditional advertising is the fastest medium compare to online advertising. Even though it was the "old-media" but still relevant due to this era and very effective in helping you reach all clients.

Due to the lack of the practice of non-traditional has made by Muar District Office, the message and information did not reachable and aware by the public. The main issue faced were the preferences in using either traditional media or non-traditional media. Do their clients receive or aware of the printed media or digital advertising from the organization? In this globalization era, digital advertising is widely used by the public. To increase the awareness and effectiveness of advertising, Muar

### **1.3 RESEARCH OBJECTIVE**

RO 1: To list the element of the advertising channel effectiveness based on the attitudinal (AIDA) Model.

RO 2: To determine which are the elements that support the Muar District Office advertising channel.

RO 3: To rate the element of the advertising channel effectiveness to improve the Muar District Office advertising.

### **1.4 RESEARCH QUESTION**

RQ 1: What are the element of the advertising channel based on the attitudinal of the AIDA model?

RQ 2: Which elements that can support the Muar District Office advertising channel effectiveness?

RQ 3: What is the most channel of the advertising effectiveness that improve the Muar District Office advertising channel?