

**UNIVERSITI TEKNOLOGI MARA
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FACULTY OF HOTEL & TOURISM MANAGEMENT

**A KELANTANESE MALAY *KUEH*: A STUDY ON
FOOD BLOGGER AWARENESS AND
EFFECTIVENESS OF FOOD BLOG TOWARDS
READERS.**

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ABSTRACT

Ethnic cuisine, especially Malay *kueh* is part of Malaysian culture, identity and heritage that should be sustained by all generations. This research focuses on the valid sources of information on Malay *kueh* in Kelantan among tourists. Malay *kueh* is also known as traditional Malay *kueh*. *Kueh* is known as cakes or snacks that are eaten for appetizer or for desserts. Therefore, the purpose of this study is to conceptually discuss on the foods that have been introduced by bloggers and also on the effectiveness of their posts regarding the Kelantanese Malay *kueh*. By using primary data and conclusive research design, these features of Kelantanese Malay *kueh* were explained and the analysis of data regarding the food blogger was also done. In chapter 1, we discussed on the objectives of this research as well as the problems that are related with the issues highlighted in this research. After that, we came out with the literature review that is related with this study in chapter 2. In chapter 3, we then further explained the methodology that was adapted in this study. We then moved on with the findings of this study and we also discussed the findings in chapter 4. From the findings, it can be seen that the food bloggers themselves are aware with the published posts in their blogs and they also give effective results towards the followers of their blogs. Thus, this study will give benefits towards the food bloggers and also the readers as it will increase their knowledge regarding the truth of the Kelantanese Malay *kueh*.

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