



THE EFFECTIVENESS OF USING LOCAL SABAHAN LANGUAGE  
IN DELIVERING MESSAGE TO CONSUMER  
THROUGH RADIO ADVERTISEMENT

MOHD FAKHRI BIN RAZALLE  
2012943475

BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU

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DECLARATION OF ORIGINAL WORK



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UNIVERSITI TEKNOLOGI MARA  
'DECLARATION OF ORIGINAL WORK'

I, Mohd Fakhri Bin Razalle (910704125657)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, any 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: \_\_\_\_\_

A handwritten signature in black ink, appearing to read 'Fakhri', written over a horizontal line.

Date: 19. JUNE. 15 \_\_\_\_\_

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## **ABSTRACT**

Advertising persuasion or effectiveness may differ based on different languages and/or dialects that are chosen as way to deliver or to communicate the message. By using the Sabahan local people as the samples of study, the research serves to examine the effectiveness of using local Sabahan language as a way to deliver message through radio advertisements. The results indicate that radio ads with a taste of localization are surely favourable by the listener or audience as they feel it is more entertaining when listening to radio ads that use local Sabahan language. The findings contribute to a better understanding of a radio ads effectiveness in order to persuade the audience with respect to a spokesperson's accents, and offer decision-making implications for marketers doing advertising in a multilingual environment such here in Sabah

## **CHAPTER 1: INTRODUCTION**

### **1.1 Background of study**

In this era of modernization, it is no uncertainty that mass media has play a very important role in our lives. Through mass media we can actually gain lots of information and knowledge. According to Virginia Paul et al. (2013) mass media has a prominent role to play in modern society. It can bring about essential changes and improve social situation as it influences our social, civil, cultural, political, economic and appealing outlook.

In line with this, radio is one of the medium of communication in the mass media category. The main objective of a radio is to transmit music, news, talk or other forms of one-way radio. According to Radio Audience Measurement Malaysia (2009), Nielsen Holding N.V which is an American global information and measurement company shows a results that people from age 10 years and above in peninsular Malaysia still prefer choose radio as their entertainment medium. A recent Nielsen survey reports that the amount of radio listeners in Malaysia have increased to 17.1 million, peaking at 93.1% every week as compared to 92% last year. The results showed that more than half of the audiences are dedicated and loyal listeners. To add to that, specifically here in Malaysia there are total of 19 privates and 34 governments radio station that come from various organizations such as RTM, Media Prima and also Astro (Asianwave, 2014).

Apart from that, radio also is part of the six marketing communication tools that used by company to deliver message and to position their product into consumer mind. It can be describe as one of the effective medium because any organization that invest their