

A STUDY ON PUBLIC AWARENESS
TOWARDS PROMOTIONAL PROGRAMS
OF DARUL EHSAN TOURIST
CENTRE (DETC) SHAH ALAM

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LETTER OF TRANSMITTAL

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20 October 2000,

En. Farok Zakaria,
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Sir,

RE: Submission of Internship Thesis

Enclosed is the internship thesis entitled “ A Study On Public Awareness Towards Promotional Programs of Darul Ehsan Tourist Centre (DETC), Shah Alam” for your kind perusal.

I do hope that this project will meet the requirements and also the expectations of the school towards their students.

Lastly I would like to thank you for all the guidance and support that you rendered to me while preparing the thesis.

Your Sincerely,



NOR AIDA BINTI PUTEH.
98425411.

ACKNOWLEDGEMENT

Thank to Allah s.w.t. for his blesses in preparing this thesis.

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ABSTRACT

This study is to examine the public awareness towards the promotional activities of Darul Ehsan Tourist Centre (DETC). The research focused more on the promotion mix elements as the factors of the public awareness and how those factors create public awareness. The level of public awareness will be measured by evaluating the performance of elements.

Analyses of the research have been carried out by distributions of questionnaires and observation. Fifty sets of questionnaires have been distributed both to the people who visited DETC and the public around Shah Alam area. This is due to the fact that those people are DETCs' target market. Due to the time limitation in collecting data, the sample size is chosen as long as it can represent the population.

Data collected are being processed by using Statistical Package for the Social Science (SPSS) software. Researcher later on tested the hypotheses formulated earlier. The findings or results were used by researcher to make decision that is whether to accept the null or the alternatives hypothesis.

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