

**UNIVERSITI TEKNOLOGI MARA**

**A STUDY ON THE PROMOTION OF LOCAL CUISINE  
USING MULTIMEDIA PLATFORM: GO' BANG MAJU  
RESTAURANT TEMERLOH**

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Thesis submitted in fulfillment of the requirements for

**Bachelor Degree (Hons) in Graphic Design**

**Faculty of Art & Design**

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## CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6<sup>th</sup> February 2022 to conduct the final examination of *Ikmal Fauzi Bin Mansor* on his Bachelor Degree (Hons) in Graphic Design thesis entitled a Study On The Promotion Of Local Cuisine Using Multimedia Platform: Go'Bang Maju in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



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## **AUTHOR'S DECLARATION**

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## **ABSTRACT**

Go'bang Maju is a cuisine local restaurant that located in Temerloh ,Pahang. It provides a variety of food dishes and also the tastes of the villagers to be eaten. It is also located next to the Pahang river as a place to see the scenery. The area is located in the city of Temerloh. It is a destination of choice for fans of ikan patin and village cuisine to eat . Outsiders will choose go'bang maju as their main destination to find a special menu . There focusing the ikan patin dish as their main food. After several years , Gobang Maju became develop year by years.

According to owner , Go'bang Maju were manage and focus on local citizens . Go;bang Maju Temerloh will be take as a study research because it don't have a platform to show up but only social media . What can this product show up by using multimedia platform . It will know multimedia platform is a good place for local cuisine and solve the problem. After that , The objective is to easier for customers to used this platform and to help solve the problem.The method that being used is Quantitative research. It will help to find a data survey from the respondents . With the used of google form , It will gather data quickly and efficiently and coordinate the answers . Nowadays , the techonology became more innovatic and effieience. . there were no websites and apps. only social media as a platform. They only focused on the market in Temerloh only. For the Multimedia platform , I will suggest website or application for this local product for expose the product. It will shown at the google form and will be answers it by the respondents . The data collection will be discuss and be conclude to final results.The data shown that the multimedia platform can help to expose the product and also friendly user to used by our community. Finally, the Multimedia platform has made it possible for users to surf more easily, and it has also helped a local cuisine product known as go'bang maju temerloh to become more popular and well-known around the region. In order to capture consumers' interest via the results of the questionnaire, multimedia platforms such as websites and apps may be used to help grab their attention, and respondents will like visiting our website.

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