

UNIVERSITI TEKNOLOGI MARA

**The Effectiveness of Promoting Small
Business Brand Using Multimedia Platform:
Promotion Motive**

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Thesis Submitted in Fulfilment of The Requirements

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CONFIRMATION BY EXAMINER

I certify that a Panel of Examiners has met on 6th February 2022 to conduct the final examination of Nureen Nadzira Bt Harulisam on her Bachelor Degree (Hons) in Graphic Design thesis entitled “The Effectiveness of Promoting Small Business Brand Using Multimedia Platform: Promotion Motive” 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

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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

Many types of multimedia platforms can be enhanced in various fields, especially in promotion motives. It is a pity for Malaysians who do not know about their existence, especially during this pandemic, as many people have started the business to survive. Government and non-government bodies have undertaken various initiatives to raise awareness about multimedia among the public. The awareness that is trying to be applied is not limited to the multimedia platform as it has quickly advanced from time to time. Multimedia platforms have played significant roles in promotion motives, especially for small businesses like the "Aku dan Nasi Lemak" brand. A well-played multimedia platform can enhance more, especially the promotion motive. To produce a good and attractive brand, the principles and elements of art need to be on multimedia platforms. In this paper, the researcher has studied several multimedia platforms and their effectiveness on small businesses like the "Aku dan Nasi Lemak" brand, especially on promotion motives. Hopefully, this paper's findings, scope, and limitations will guide future research.

Keywords – Multimedia, "Aku dan Nasi Lemak" brand, promotion motive

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