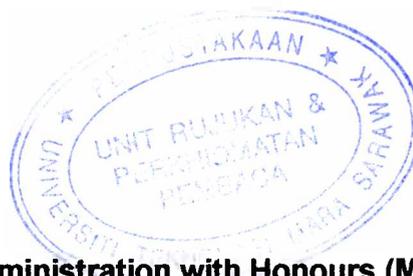




**“How to improve Marketing and Sales of Dewan Bahasa dan Pustaka (DBP)
Reference Books to Institution of Higher Learning in Malaysia”**

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Abstract

How to Improve Marketing and Sales of Dewan Bahasa dan Pustaka (DBP) Reference Books to Institutions of Higher Learning

Rudy Bin Sa'edy

Publication industry in Malaysia has grown rapidly. In this industry, there are two categories, government-sponsored publications and private companies publication. These both categories plays important role in Malaysian publication industry whereby it is become more competitive and profitable.

This study sought to identify the improvement of marketing and sales of DBP in the publication industry to reference books for institution of higher learning. This study also wants to identify the position of DBP books in the industry. In addition, this study also wants to find the reasons on the preferences of reference books.

This study covered all the institution of higher learning which includes both the government and private colleges in Malaysia offering Bachelor Degree, Postgraduate and Doctorate.

This study also aims to provide more insight on the DBP stands in the market and the ways to improve the marketing and sales of reference books published by DBP.

1.0 INTRODUCTION

1.1 Overview of Publication Industry in Malaysia

In general, the publication industry in Malaysia has grown rapidly. This industry represents 1.3% of the total amount of the manufacturing sector. Publication in terms of printed media is still a favorite among the people who are involved in the publication sector. The publication industry in Malaysia is divided into two categories, which includes private publication companies and government-sponsored publication.

First category is private publication companies such as Pelanduk Publication, Delta Publication and others. These companies publish materials, which include educational books, fictional and non-fictional books, and printed materials, which have a demand from the market.

Another category is government-sponsored publication such as universities, DBP and others. These government-sponsored publications publish materials such as journal, mono graft and general knowledge. These companies and government-sponsored publications must be registered with Ministry of Internal Affairs. At present, there are 2289 Publication Company and government registered with the Ministry Of

2.0 Background of The Study

2.1 Background of Dewan Bahasa dan Pustaka

Dewan Bahasa dan Pustaka (DBP) is one of the main publishers in Malaysia supported by government in publishing the textbooks for academic references especially for the schools and university level requirement. DBP was established in Johor Bahru on the 22 June 1956 in the midst of the anxiety of anticipating the country's independence. During its early stage the DBP was situated at Bukit Timbalan, Johor Bahru where it began to undertake the formidable task of developing and disseminating Malay language as the national and official language of the near-independent nation.

The implementation of this task realized the first objective of establishing DBP, that is to fulfill the aspiration of the people who had striven from as the 1950's to elevate Malay language to the status of the national language of a free and sovereign nation.

DBP was relocated from Johor Bahru to the capital, Kuala Lumpur in 1957. This was to facilitate its task since Malay was declared as the national language that was to be the sole official language ten years after