



**THE STUDY ON LISTENERS SATISFACTION TOWARDS
THE SEGMENTS OFFERED BY RADIO MALAYSIA
KELANTAN**

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LETTER OF TRANSMITTAL

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Dear Sir,

RE: SUBMISSION OF FINAL PROJECT PAPER


Enclosed is a report entitled “ **The Study on Listener Satisfaction towards the Segment offered by Radio Malaysia Kelantan**”. The purpose of this study is to access the level of listener's satisfaction towards the segments offered by Radio Malaysia Kelantan.

The findings from this study will benefit Radio Malaysia Kelantan itself in its marketing decision in order to increase the listeners ahead with the tough competition.

I truly hope that this project paper will meet your requirements.

Thank You

Yours faithfully,


SARIMAH RAMLI

ACKNOWLEDGEMENT

Thank to Allah the Almighty, who has given me the opportunity and strength to accomplish my long left hope and wish.

I wish to express my heartiest gratitude and appreciation to my advisor, Encik Hendri Dahlan for his comments, guidance and constructive criticism throughout the preparation of this project paper. My gratitude also goes to our course tutor, Encik Safri bin Ya for his cooperation and kindness in completion of my project paper.

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In my opinion, this kind of project paper need to continuously carried out by BBA Marketing students because it can test our ability to apply the theoretical knowledge acquired in a practical manner.

God blesses you all.

TABLE OF CONTENTS

	PAGES
ACKNOWLEDGEMENT... ..	II
TABLE OF CONTENT... ..	III
LIST OF TABLES... ..	VI
LIST OF GRAPHS... ..	VII
ABSTRACT... ..	VIII
 CHAPTERS	
1.0 INTRODUCTION... ..	1
1.1 Current Trends ..	2
1.1.1 History of Broadcasting ..	4
1.1.2 Background of Radio Malaysia Kelantan... ..	6
1.1.3 Segments in Radio Malaysia Kelantan... ..	9
1.2 Scope of Study... ..	13
1.3 Problem Statement... ..	14
1.4 Objectives of the Research... ..	15
1.5 Significance of the Study... ..	16
1.6 Hypothesis... ..	17
1.7 Limitation of the Study... ..	18
1.8 Definition of Terms... ..	19
 2.0 LITERATURE REVIEW	
2.1 Program... ..	21
2.2 DeeJay... ..	25
2.3 Market Segmentation / Audience... ..	29

ABSTRACT

The main objective to this research is to identify the listeners' satisfaction towards the segments offered by Radio Malaysia Kelantan. This research is focus in Kota Bharu, Machang, Pasir Mas and Pasir Puteh.

Radio Malaysia Kelantan offers various types of segments such as Kelantan Kita, Mesra Segar RMK, Apa Khabar Orang Kampung , Selektta RMK and Warna -Warna RMK. Through this research, focus on listeners satisfaction towards these segments, the researcher would like to determine whether the listeners satisfied or not with the current program in Radio Malaysia Kelantan. This research also focuses on other radio Station Manis FM as main competitors to Radio Malaysia Kelantan.

For this purpose, 50 respondents were selected throughout these area (Kota Bharu, Machang, Pasir Puteh and Pasir Mas) The questionnaires are distributed randomly whether the respondents are male or female. Data gathered are analyzed by using SPSS Program by indicting frequency method and cross tabulation.

From the analysis, I found that those respondents are satisfied with the segments in RMK that comprised 60 % of them but RMK itself should not ignore the dissatisfied listeners because majority of them tunes Manis FM.

Generally, we can say that the listeners are satisfied with RMK, however, it is pleasure if RMK is willing to evaluate the suggestions from the listeners and recommendation from the researcher.