

4.2.1	Respondents' Gender	27
4.2.2	Respondents' Occupation	29
4.2.3	Respondents' Race	30
4.2.4	Respondents' Current Address	33
4.2.5	Respondents Will Shift to Other Radio Station if Their Favourite Discontinued	36
4.2.6	Respondents more attracted to which radio station	37
4.2.7	Respondents' Attraction to the Radio Station that Give Them More Knowledge	41
4.2.8	Respondents Attracted Towards the Radio Station if They Provide More Content	42
4.2.9	Respondents Attracted to Local (Sabahan) Radio Station	43
4.2.10	Respondents' Attraction to Local (Sabahan) Radio Station	45
4.2.11	Respondents' Satisfaction Towards Suria Fm Sabah Discontinued	46
4.2.12	Respondents' Satisfaction Towards The Suria Fm Sabah Content	48
4.2.13	Respondents' Suggestions On How To Improve Suria Fm Sabah Radio Station	50
4.3.1	Descriptive Statistic	53

3.0 CHAPTER 3: RESEARCH DESIGN **TABLE OF CONTENT**

<u>PARTICULARS</u>	<u>PAGES</u>
Declaration of Original Work	ii
Letter of Submission	iii
Acknowledgement	iv
List of Table	v
List of Figure	vi
List of Abbreviation	vii
1.0 CHAPTER 1: INTRODUCTION	1
1.1 Background of study	3
1.2 Problem statement	5
1.3 Objective of study	6
1.4 Research question	6
1.5 Scope of study	7
1.6 Significance of study	8
1.7 Limitation of study	9
2.0 CHAPTER 2: LITERATURE REVIEW	
2.1 Disk Jockey (Dj)	11
2.2 Differentiation	13
2.3 Localization	15
2.4 Theoretical framework	17

3.0	CHAPTER 3: RESEARCH METHODOLOGY	
3.1	Research Design	20
3.2	Sample Size.....	20
3.3	Sampling Technique.....	20
3.4	Data Collection Method	21
3.5	Location of the Study.....	23
3.6	Data Analysis	23
4.0	CHAPTER 4: ANALYSIS AND INTERPRETATION OF DATA	25 - 53
5.0	CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS	
5.1	Conclusions.....	54
5.2	Recommendations	56
	REFERENCES	59
	APPENDICES.....	63

1. INTRODUCTION

In this era of global modernization, it is no doubt that the mass media plays important role in our lives. Through mass media, we can gain lots of knowledge and information. We will also be able to track the progress and current issues in and outside the country. For example, radio is one means of communication in the mass media category. Companies that transmit music, news, talk or other forms of one-way radio are known as radio station. Radio stations intend to reach wide number of listeners. It is not for entertainment purposes only but also one of the tools to disseminate information such as current event, sports, weather and many more.

One of the radio station in Malaysia is Suria Fm which using “Muzik Terbaik 90-an dan Terbaru” as their tagline. Suria FM is a 24 hour broadcast Bahasa Malaysia radio station which offers nationwide coverage with 11 transmitters in Malaysia including split transmission in Sabah known as Suria Fm Sabah. It is a subsidiary of Star Publications (M) Bhd. It was launched on 24th October, 2007, and Suria Fm Sabah was official launched on 5th March 2011. The station is targeted at both urban and suburban listeners between the age group of 25 - 39 years and they play 50 Minutes Non-Stop Music which offers "More Music Less Talk" that is demanded by the listeners.

Furthermore, Suria Fm Sabah content is 100 percent local which is Sabahan and they present their shows in Sabahan dialect according to their listeners demanded. It is more attractive to localize their content and present it in local