



**RESEARCH ON THE EFFECTIVENESS OF RMK
ADVERTISEMENT IN PROMOTING THEIR
PRODUCTS/SERVICES: FROM THE PERSPECTIVES OF
ADVERTISERS**

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LETTER OF TRANSMITTAL

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Encik Mohd Nasir bin Muda
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Dear Sir,
Submission of Final Project Paper

Enclosed is a report entitled "*Research on the effectiveness of the advertisement in Radio Malaysia Kelantan (RMK) in promoting the products/services (from the perspectives of advertisers)*". The purpose of this study is to know the effectiveness of advertisement in RMK in promoting the products/services and the reason why advertisers choose RMK as their channel in promoting the products/services.

I hope this study will meet the subject requirement. In addition, it will give some benefits to the company concerned.

I would like to express zillion of thanks for all of your kindness guidance and assistance that you had rendered to me for this completion of this project paper.

Thank You.

Yours Sincerely,


.....
(RUHAILA MOHAMED)

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ABSTRACT

Most of the companies that involve in the business field need to spend money for the purpose of promoting their products/services. Promotion can be done in many ways. One of the effective ways is through media advertising.

Advertisers have many choices in choosing the channel to advertise their products/services. Radio advertising for example has their own benefits to the advertisers.

In this project paper, I choose Radio Malaysia Kelantan as an example of radio channel. The main objectives to this research are to identify the effectiveness of Radio Malaysia Kelantan in promoting the products/services.

For this purpose, I have selected 30 respondents out of 60 clients that advertised their products/services on July-December 1999. These respondents are selected by using non-probability sampling where each element has an equal chance to be selected.

Data that have been collected will be analyzed by using SPSS program by indicting the Cross-Tabulation and frequency distribution method.