

**UNIVERSITI TEKNOLOGI MARA**

**THE STUDY OF TOBACCO  
ADVERTISEMENT AND ITS  
CONTRIBUTION TO THE  
DEVELOPMENT OF MALAYSIA  
FOOTBALL**

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Thesis submitted in fulfilment  
of the requirements for the degree of  
**Master of Art and Design**

**Faculty of Art and Design**

**December 2019**

## **ABSTRACT**

Advertising became one of the contributing factors to Malaysian football's fame during its golden era and supporters experienced the hype during every game. During the peak of football game in Malaysia, tobacco had the biggest scale in Advertising from 1980 to 1990 before the tobacco ban in 2005. Hence, this study aims to identify the approaches applied by Tobacco Company to advertise their products during the tobacco ban era. Sports and sponsors are inseparable especially in football as it is deemed as a must: they need sponsors for the aid to support the event so the program can run smoothly and successfully. The objective of the research is to investigate the relationship between tobacco advertising and Malaysian football specifically for the Football Association of Malaysia (FAM). It was also to understand that why tobacco became main sponsors, because ironically tobacco is not a relevant product since it is unhealthy and harmful product but eventually sponsoring sports which is a healthy lifestyle game. Behind every decision and reformation, there was always somebody who took the step as a mover for an organization. Books, media and history has lifted Sultan Pahang Almarhum Sultan Haji Ahmad Shah as the only person who was the FAM President that make a good story about the Malaysia football development. However, in this research, a person who was actually the man behind the Malaysian football development will be reveal. This man is still breathing while nobody knows about his effort, stories and his contribution for his country and football. Method of data collection is through interviews involving football player, FAM representative, and the owner of advertising company who run tobacco ads during the tobacco sponsorship. This research can help us identify the impact and contribution of tobacco sponsorship in national football during its golden era. We can also find out about other brands that are involved in contributing to the improvement of football quality in Malaysia.

## ACKNOWLEDGMENT

Foremost, I would like to express my gratitude and sincere from the heart to bottom to Allah SAW for his blessing and guidance that has allowed me to finish this thesis. I would also like to take this opportunity to extend my gratitude to Dr. Khairul Azahari Bin Abdul Rani for the continuous support for the study and research, for his patience, motivation, enthusiasm and his immersive knowledge as a person who holds a PhDs. His guidance is a catalyst for this research where his help is the main reason I could finish this research study. I could not have imagined having a better mentor and advisor for my Master Degree.

Besides my advisor, I would like to thank my co-supervisor Dr. Md Nagib Padil lecturer from UiTM Seri Iskandar as my second supervisor in this research. He is the one who helped me with formatting in thesis and gives me relevant and valuable information to help me complete this research. Not forgetting, my gratitude also goes to UiTM Shah Alam Faculty of Art & Design for giving me the opportunity for further studies and also have given me sufficient help such courses & training in facing the Master Degree studies. I want to thank Art & Design post-grad community for delivering such important information through social media by keeping in touch with us to inform about the upcoming activities and important date so that we don't miss out our important schedule for the semesters.

Last but not least, I would like to thank, from the deep bottom of my heart to my beloved family especially my parents who never lose hope and always encourage me to start this journey until the end. I place on record to them my father Ahmad Rahiza Bin Abd Jalil and my mother [REDACTED] as my backbone of the journey and they always be there when I needed them the most. My thanks also go to my siblings for supporting and giving me love which gives me the strength to complete this study. May Allah bless all of you for your kindness and guidance.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

Football, played by millions of people around the globe, is the Malaysian national game. Andrew Caldecott created football association of Malaysia (FAM) in 1920 in Kuala Lumpur and Penang in order to free Malaya from English colonialism and Japanese occupation. In 1961, 10 years after the demise of Andrew Caldecott in 1951, legendary members of the Malaysian football team started to perform and represent Malaysia in international games. Those highly-esteemed players were Mokhtar Dahari (Best Asian Player & AFC Gold Ball Winner), Hassan Sani, James Wong, and Isa Bakar. (WordPress, n.d.).

From 1980 to 1990, local football games were at their peak. As interest in football escalated, sponsors were deemed necessary to support the sports. According to Shahrizal (2013), sports and sponsor cannot be separated since their collaboration is a win - win situation as both benefit from each other. At the same time, tobacco experienced a huge demand from the locals including the youngsters who became another target market. Ideally for this industry, many youngsters were in favor of football.

According to a study by Kin and Khor (2003), cigarettes and tobaccos were common items and they were omnipresent in any media including billboards, television and radio. Smoking, in the late 80s and early 90s was emphasized as a style and consequently, it blended well with local culture as a normal social behavior. This assimilation generated new smokers every day and led to the increased in company profits. Business for tobacco companies boomed and they created huge advertising landscape for their products in Malaysia. According to Idris (Re4), smoking during those years was acceptable since it was already part of the culture. Another reason for overt tobacco advertising to flourish was that there was no barrier in advertising before 1983. Hence, it was common to for most billboards to feature cigarette advertisement everywhere around the country.