



**A STUDY ON TAKAFUL'S ADVERTISING (NEWSPAPER)  
EFFECTIVENESS IN DETERMINING  
CUSTOMER AWARENESS**

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## CHAPTER 1

### INTRODUCTION

#### 1.1 INTRODUCTION

##### 1.2 Background of Study

Background of my study included the introduction, background of company and scope of study, problem statement, and the objective of my study, significant of study, hypothesis, limitation and definitions of terms. There also include the literature review that related to my study from the others research and the research methodology and design that I have been choose to get the sources and data (from primary and secondary data). From the all sources and data, I make analyze and interpretation. Base on the main title of the research we know that advertising, mass media advertising to be more precise, has played a major role in business to consumer marketing, and enabled companies to meet communication and other marketing objectives. Typically, advertising is used to inform, persuade, and remind consumers as well as to reinforce their attitudes and perceptions (**Kotler *et al.* 2001**). However, advertising is only one component in what is now termed integrated marketing communication (IMC), and which includes TCP/IP (transmission control protocol/Internet protocol) technologies.