

**UNIVERSITI TEKNOLOGI MARA**

**INCORPORATING SYSTEMATIC  
ADVERTISING SPACE IN BUS STOP  
DESIGN IN HARMONISING  
PENANG STATE TOWNSHIP**

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## **ABSTRACT**

The problem presented by public transport system specifically the bus transport system has been an issue for most local authorities especially for city councils. This study revealed that poor planning of existing bus transport system is the main contributing factor to this issue. As such, a new bus transport system is proposed in which aspects of form and function is incorporated in its design focusing on practicality. The hypothesis for this study are firstly, bus stops which are designed appropriately will increase the number of passengers who frequent it; secondly, appropriate advertising space incorporated into bus stop design will increase its function as a tool for disseminating information as well as a revenue generating entity; and thirdly, systematic distribution of bus stops in the bus transport system will increase its usage and enhanced the harmony of any township. Both qualitative, which is mainly descriptive, and quantitative methods were used in collecting primary and secondary data. This study made extensive use of social networking by utilizing results from archived survey, observation and interview using questionnaire conducted at bus stop level. Findings were based on the analysis of collected primary and secondary data. Based on the findings of this study, a guideline was developed which encompassed the implementation of a multi-functional bus transport system where emphasis was on the incorporation of systematic advertising space in bus stop design. This is in-line with its function in providing a social information network. The system as a whole would be both user and environmental friendly for all groups of users including the handicaps and elderly. Another function of the bus transport system being highlighted in this guideline is its role in harmonising a township. Finally, this guideline also provided solutions to maintenance problems especially those related to vandalism occurred for example improper and empty advertising space with damaged shelters.

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 INTRODUCTION OF BUS STOP**

Public transport presents the best option for travellers especially in terms of cost and travel time. Likewise, this mode of transport also provides a solution for local authorities in alleviating the problem of traffic congestion due to an influx of private vehicles especially during peak hours as mentioned by Aronoff Jen (2010). As such, travelling by bus as a mode in public transport has been most popular in urban areas especially in cities. Aronoff Jen (2010) suggested that poor planning of the bus transport system as a whole has affected its popularity among travellers and passengers. This could be due to several factors, some of which is related to the distribution as well as the design of the bus stops which sometimes is neither user nor environmental friendly. Benjamin, K. (2008) also suggested that an added advantage that has been seriously overlooked by relevant authorities is that, bus stops can be used to disseminate information to the public and also act as a revenue generating entity by incorporating advertising space into the bus stop design.

### **1.2 DEFINITION OF ADVERTISING**

Advertising is a form of communication in marketing and is used to encourage, persuade or manipulate an audience (viewers, readers or listeners; and sometimes a specific group) to continue or to take some new action. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering, although political and ideological advertising is also common as mentioned by Lang and Thevenin (1992). Commercial advertisers often seek to generate increased consumption of their products or services through "branding", which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include