

UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES



**A STUDY OF THE STUDENTS AWARENESS ABOUT THE 1MALAYSIA
CONCEPT**

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JANUARY 2012

THE DECLARATION

Declaration

"We hereby declare that the work contained in this research report is original and our own except those duly identified and recognized. All materials used in this research, other than our own, have been appropriately acknowledged."

Signature,

.....
(Muhammad Ariff B, Haron)

.....
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ACKNOWLEDGEMENT

Alhamdulillah, grateful thanks to Allah S.W.T who bestow courage, inspiration and strength to us in completing our research. At last, after going through tough challenge, with strong support and guidance from several individuals, we are able to complete our report. One of the nicest aspects of writing this acknowledgement is that it presents a formal opportunity for us to thank individuals who helped us.

We would like to take this opportunity to express our special gratitude especially to our beloved supervisor, Miss Farah AdillaAbd. Rahman for her guidance and long-term contributions. She has of course guided us from the start and we also have learned many things from her not only technical knowledge but also professional and ethical behaviour that has been even more lasting.

We are also like to wish our sincere thanks to Sir Md. Nor Bin Othman, a lecturer in the Faculty of Administrative Science and Policy Studies for being our resource person in analysing data using SPSS. We appreciate for all valuable information, guidance and co-operation that he gave to us in completing this report.

Our special thanks to all students of Faculty of Administrative Science and Policy Studies who granted access to the data and resources needed throughout the research process.

Our sincere appreciation is also given to our family and parents because of their love and support. Last but not least, we would like to thank all of our friends, especially our classmates who were involved either directly or indirectly in completing this report.

May Almighty Allah S.W.T guide all of us, now and after.

THE ABSTRACT

Abstract

1Malaysia or 'One Malaysia' is a continuation of the concept by previous prime minister, aimed to develop the country as a developed country. The 1Malaysia concept were introduced in 2009 by Dato' Seri Najib Tun Abdul Razak in order to achieve the developed country. The study examines the student's awareness about the 1Malaysia concept. This study are focused the factors contribute to the student's awareness about 1Malaysia concept among the final semester students of Bachelor in Administrative Science, to determine the significant relationships between factors and 1Malaysia concept, and to identify the most influential factors that influence student's awareness. A convenient sampling of 86 students of Faculty of Administrative Science and Policy studies in UiTM Malacca City Campus. The finding of this study found that , it can be summarize that all four factors which are mass media, knowledge, personal attitudes and government are contribute towards the student's awareness about the 1Malaysia concept. It can be concluded that the entire hypothesis is achieved and we can concluded by referring the most influenced factor that lead to the student's awareness is knowledge, personal attitude and government programs.

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