

**UNIVERSITI TEKNOLOGI MARA**

**THE IMPORTANCE OF CORPORATE IDENTITY IN  
PROMOTING KOTA BHARU FLYING CLUB**

**SITI KHATIJAH BINTI MOHD JAZAN**

**2010790569**

**BACHELOR OF ART AND DESIGN (HONS)  
GRAPHIC DESIGN AND MEDIA DIGITAL  
FACULTY OF ART AND DESIGN**

**JANUARY 2013**

## **AUTHOR'S DECLARATIONS**

The material included in this academic writing has not been submitted for any academic award or qualification other than that for which it is not submitted.

The programme of Bachelor Degree (Honours) of which this writing is part has consisted of:

- (i) Research Design and Methods course
- (ii) Supervision tutorials

Siti Khatijah Binti Mohd Jazan

January, 2013

## **ACKNOWLEDGEMENT**

Assalamualaikum,

Firstly, I would like to express my gratitude and thankfulness to everybody that have involved in making my academic writing become a piece of work. I would like to thank to Mdm. Ida Hartini Binti Zainol as my lecturer and advisor, who has guided me from beginning to the end, to produce a good thesis and give instruction in carrying a good research. A great appreciation also to my colleague, that have cooperated together with me in the academic writing making.

My thanks also go to the Faculty of Art and Design, University Technology MARA (UiTM) for giving me the opportunity to seek and gain all the knowledge available at this university.

Also to my parents, who has encourage me from early to the end, thanks for your support always give me an advice to success to do this academic writing. Finally, I hope that these individual assignments will be able to help and provide valuable input to all especially for the researcher that who want to study about it.

## INTRODUCTION

The purpose of this research is looking for the importance of corporate identity in promoting Kota Bharu Flying Club. This approach will help the club to get a better identity corporate and able to come out with a good promoting to expose their service. Corporate identity is a system of recognized to club or organisation. It is about perception of the services that are provided. It also can build confidence and pride in the work. The Kota Bharu Flyng Club was established in December 2009 in Collaboration with APFT. The club was set up to being people of all walks of lie to come together and share their passsion for flying.

Research objective for this club is to give the public the trust and let them know this club can be join or enter by all level of income. This was due to the change of perception among the public that they are not afford to join this. One of the key consuderations in terms of successful branding is the nature of the business, product or service. It will be important to keep these aspects of the company. Images, colors and even the style of artistry used in any logo or brand image will all prompt customers or potential clients to make assumptions. Corporate identity branding will give rise to them irrespective and appear vibrant and up to date with their best design or logo.

This research is done to find out how far the effectiveness of best design in their corporate identity such as logo and other corporate items for promoting their services. In this research, 50 publics were involved to achieve the objective for this study. In this case, from the research corporate identity is very important on creating positive significance and has a strong identity in the globalizing world of today to well be known organization.

<b>List of Contents</b>	<b>Page</b>
List of Contents.....	ii
List of Tables.....	iii
List of Figures and Plates.....	iv
List of Appendices.....	v
Author's Declarations.....	vi
Acknowledgements.....	vii
Introduction.....	1
Chapter 1: Background Research.....	2-9
Chapter 2: Objectives and Research Methodology.....	10-14
Chapter 3: Analysis and Findings.....	15-32
Chapter 4: Conclusion and Recommendation.....	33-42
References.....	43
Appendices.....	44-51