

**UNIVERSITI TEKNOLOGI MARA**

**REDESIGNING CORPORATE IDENTITY AT MURUT  
CULTURAL CENTRE IN PROMOTING THE PLACE**

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## **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 now submitted.

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

- I. Research Design And Methods Course
- II. Supervision tutorial

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# **TITLE : REDESIGNING CORPORATE IDENTITY AT MURUT CULTURAL CENTRE IN PROMOTING THE PLACE**

## **INTRODUCTION**

This chapter gives the explanation about early process of the academic writing. This whole process consists of finding the redesigning corporate identity at Murut Cultural Centre in promoting the place. Then, to know the impact of new environmental graphic and also to promote Murut Cultural Centre as one the tourism attractions in Malaysia. Besides that, researcher will do the literature review for the studies and journals which are background research, objective and research methodology, analysis and findings, conclusion and finding. In each chapter, shall has a own purpose and contents.

The purpose of this research is redesigning corporate identity at Murut Cultural Centre in promoting the place. Based on this study many thing to do through literature, references and review on written materials such as a journals, previous research reports, books, magazines, newspapers or via the internet to have a better understanding of research topic. Thus, references also involve acts, plans and data that are related to the study. Early reviews are also conducted in this stage to identify problems. This part also to know the statement of problem at Murut Culture Centre. So, any information obtained will be used as a reference to provide a form of questionnaire.

This stage, researcher will state the research the objective and approach toward the solution of corporate identity to introduce Murut Culture Centre. Besides that, researcher will include the methodology to find the problems.

This part is to conduct analysis with the data and information that has been collected .This stage is very important especially to reach the aim of the whole study as it may change the outcome of the research. This study also involves analyzing the feedback from the respondents.

This chapter is a final stage of methodology shows results after all the analysis is done. This involves coming out with new concept or strategy implement on current condition. There will be some recommendation that will explain for improvement of the case study.

Corporate identity is the one of the graphic design to create the way in which an organization reveals its philosophy and strategy through communication, behavior and symbolism. The important aspects of communicating that identity to key internal and external publics are including a firm's mission statement in its annual report. Mission statement is widely seen as necessary in helping a company form its identity, purpose and direction. Specializing in corporate identity often recommend the mission statement as the starting point for a corporate identity program.

The usage of corporate identity for this issue is that it can solve the problem by attracting visitors. This can be seen through the color corporate, images and design applied in the advertising. Therefore, the findings on this research will give information and solution on how corporate identity can help improving the visitors at Murut Cultural Centre.

A corporate which has a long term founding target, an image essence based and corporate identity determined founding philosophy, performs his target on the basis of this concept by planning strategically. A corporate which can introduce itself by this way, brings up its behavior towards situations.

The research is the way of helping to solve any problem and lack of the identity without the culture through the corporate identity of Murut Cultural Centre. Hence, visitors can get more of information and facts about what happen and what is event will be there. Based on the identity, visitors can know what the functions Murut Cultural Centre are. This will also be a good competitive act with other culture centre as well.