

**THE EFFECTIVENESS OF
PROMOTIONAL STRATEGY USED TO
PROMOTE NEWSPAPER IN EDUCATION(NiE)
OF THE NEW STRAITS TIMES PRESS (M)
BERHAD.**

FARA ARNIZAH BT JAMIL

**Submitted In Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2008

ACKNOWLEDGEMENT

Alhamdulillah to Allah SWT, the Most Gracious, the Most Merciful and peace and blessing of Allah be upon His beloved Muhammad, for giving me strength and inspiration to complete this project paper, as to fill the requirement of faculty in obtaining Bachelor in Business Administration (Hons) Marketing.

First and foremost, I would like to dedicate my special acknowledgement to my honorable advisor, Associate Professor Pn. Zaihan bt Hj. Latip for the advice, help, inspiring ideas and incredible guidance in assisting performing this research. Throughout this project, Assoc. Prof. Pn. Zaihan bt Hj. Latip has provided me her professionalism and constructive views of which without her assistance, this task would not be finished on schedule.

My deepest appreciation also goes to The New Straits Times Press (M) Berhad especially for all the staff under the Branding Unit and Trade Marketing Unit for the endless support and assistance. Not forgetting my mother, [REDACTED] and all my other family members for their moral support.

Last but no least, to all my fellow friends, and especially to Alfiee Qusyairi bin Abdul Patah, I would like to express my deepest thank you for all the help and support they have provided me throughout this crucial moment in my life.

Thank You.

TABLE OF CONTENT	PAGE
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	ix

Chapters

1.0 INTRODUCTION

1.1 Background of Study	1
1.2 Background of Newspaper in Education (NiE) of the New Straits Times (NST)	3
1.3 Background of Company	7
1.4 The New Straits Times Publication (NST)	9
1.5 Problem Statements	10
1.6 Research Questions	12
1.7 Research Objectives	13
1.8 Significance of the Project	13
1.9 The Scope of Study	14
1.10 Limitations of the Study	15
1.11 Definition of Term	16

2.0 LITERATURE REVIEW

2.1 Introduction to Promotion	19
2.2 Types of Promotional Strategies	21
2.3 Marketing Effectiveness	42
2.4 Marketing Communication	43
2.5 Theoretical Framework	45
2.6 Hypothesis Statement	46

3.0 RESEARCH METHODOLOGY

3.1 Research Design	48
3.2 Sampling Design	48
3.3 Data Collection Method	51
3.4 Questionnaire Design	52
3.5 Procedure of Data Analysis	53

4.0 DATA FINDINGS AND DISCUSSIONS

4.1 Reliability Testing	55
4.2 Frequency and Percentage of Respondent Profile	56
4.3 Frequency and Mean of Effectiveness Level	60
4.4 Correlation and Pearson Correlation Hypothesis Testing	61
4.5 Regression	66
4.6 Frequency, Mean and Mode	68

5.0 CONCLUSION AND RECOMMENDATION

5.1 Conclusion	70
5.2 Recommendation	72

REFERENCES

74

APPENDICES

Appendix 1 - Questionnaire	77
Appendix 2 - Sampling Frame	82
Appendix 3 - Data Output	83
Appendix 4 - Correlation	86
Appendix 5 - Regression	87
Appendix 6 - Frequency, Mean and Mode	89

ABSTRACT

In general, promotion is the basic prominent in ensure each new firms penetrate market and keep sustaining growth for existing firms. However, after all this while, the New Straits Times (NST) had used almost all their strategies to promote Newspaper in Education (NiE) to the public especially teachers and students, but then it still does not show any positive results. Without knowing where the weakness point, the objectives of promotions cannot be achieved or targeted.

Thus, the study is undertaken to examine what are the promotional strategies effectiveness level and pertinent factors that lead to the existing problem. The objective of this study is to determine the effectiveness level of the limited promotional strategies used by the New Straits Times in promoting NiE, to identify any relationship between promotional strategies that had been used in promoting NiE with level of effectiveness, to identify the most attractive promotional strategies that influence the level of effectiveness in promoting NiE, and lastly to determine which NiE activity that the respondents are interested to get involve in.

The findings shows that, from all the 5 major New Straits Times (NST) promotional strategies in promoting NiE, classes have the highest effectiveness level of promotional strategy that had been used by NST in promoting NiE. The results also shows that majority of the respondents answered that classes, website (NiEXUS) and School Sponsorship Program (SSP) have the relationship with the level of effectiveness and expect the firm to use it in promoting NiE. And from the hypothesis testing, it shows that only 3 have a significant relationship with the P value < 0.05.