



UNIVERSITI TEKNOLOGI MARA

NEGERI SEMBILAN FOOD AS A
TOURIST ATTRACTION

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AUTHOR DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification

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ABSTRACT

Negeri Sembilan has unique cuisine by its own. These aspects contributed to the tourism sector to be able to influence people to come to Negeri Sembilan. The main objective of this study is to promote Negeri Sembilan food to the public. Another objective is also being studied to identify the various type of traditional food in Negeri Sembilan and to promote the uniqueness Negeri Sembilan cuisine for tourist. This study used a questionnaire among people in and outside the Negeri Sembilan and interview people around the Negeri Sembilan area. A total of 50 respondents were selected to participate in this study and based on the information obtained, most of them have linked food as a factor to promote food Negeri Sembilan as a tourist attraction. Therefore, food plays an important role in everyday life and also used as a tourist attraction for visitors to Negeri Sembilan. Exposure of Negeri Sembilan food advertising should be studied and implemented in order to attract tourists to come and at the same time can show the identity of Negeri Sembilan. Advertising design proposes a new image, typography and videography as a way to promote foods to Negeri Sembilan as a tourist attraction in the tourism sector.

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	vii
CHAPTER ONE : INTRODUCTION	1
1.1 Introduction of Research	1
1.2 Background Research	1
1.3 Definition of Tourism	4
1.4 Problem Statement	4
1.5 Significant of study	5
1.6 Objective	5
1.7 Research Question	5
1.8 Scope and Limitation	6
1.9 Conclusion and Recommendation	6
1.10 Summary of The Chapter	7
CHAPTER TWO : LITERATURE REVIEW	8
2.1 Introduction	8
2.2 Promoting Food	8
2.3 Food in Tourism	9
2.4 Food Tourism in Rural Areas	10
2.5 Theory	10
2.6 Summary of The Chapter	11

CHAPTER THREE : RESEARCH METHODOLOGY	12
3.1 Introduction	12
3.2 Methodology	12
3.3 Questionnaire	12
3.4 Instrument	13
3.5 Limitations	13
3.6 Summary of The Chapter	14
 CHAPTER FOUR : ANALYSIS AND FINDINGS	 15
4.1 Introduction	15
4.2 Analysis	15
4.2.1 Gender	15
4.2.2 State	16
4.2.3 Age Range	17
4.2.4 Occupation	18
4.2.5 Know About Negeri Sembilan Has Its Own Food	19
4.2.6 People Eating Food In Negeri Sembilan	20
4.2.7 Food Place In Negeri Sembilan	21
4.2.8 The Food As A Tourist Attraction	22
4.2.9 Agree Or Not The Food Was A Tourist Attraction?	23
4.2.10 Type Of Negeri Sembilan Food	24
4.2.11 Repeating Eating Negeri Sembilan Food	25
4.2.12 Come Again To Negeri Sembilan	26
4.2.13 Food Is An Identity Of Negeri Sembilan	27
4.2.14 Agree Or Not A Food Is An Identity Of Negeri Sembilan	28
4.3 Findings	28
4.4 Summary of The Chapter	29