FACULTY OF COMMUNICATION AND MEDIA STUDIES

PROFESSIONAL PROJECT

TITLE:

PUBLIC PERCEPTION TOWARDS IMAGE AND REPUTATION OF UITM BANDARAYA MELAKA CAMPUS

CLASS:

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ABSTRACT

In this era, there are plenty ways to channel information or messages to the public. Public are the most important audience to an organization. Public also have their own role especially in the public relation industry. An addition, public and organization assist and help each other. As Public Relations practitioner, the purpose of public relations is to conducting, evaluating on a programmed, action and communication. This procedure is done to have the mutual understanding in an organization with the stakeholders. Other than that, this method and procedure also help the informants to achieve the public understanding that is necessary to an organization or institutions. Hence, this report examines the public perception towards Universiti Teknologi MARA (UiTM) Bandaraya Melaka Campus. The purpose of this study is to determine that the public perception towards the image and reputations of Universiti Teknologi MARA (UiTM) Bandaraya Melaka Campus. This research also conducted to find out how perceptions from public can affect UiTM images and how this organization handles the crisis and issues. The method of this research is qualitative which is In Depth Interview.

1.0 INTRODUCTION

1.1 BACKGROUND OF STUDY

University Technology of MARA (UiTM) began as RIDA (Rural & Industrial Development Authority) Training Centre (Malay: Dewan Latehan RIDA), inspired by Onn Jaafar, the founder and former president of United Malays National Organization (UMNO). The idea was conceived as a result of a study visit to Ceylon in 1951 (now Sri Lanka) to look into its rural development programmed. A resulting working paper outlined the establishment of Rural and Industrial Development Authority (RIDA) and its objectives of rebuilding the rural society, as well as improving the economy of rural Malays. In 1967, the college was upgraded to MARA Institute of Technology (Malay: Institute Technology MARA, ITM). Its establishment came as a response to a need in Malaysia for trained professionals, especially among bumiputeras. This shortage was identified through a manpower survey conducted by the government in 1965 collaboration with the United Nations. UiTM is the second largest of universities after Istanbul (Historical Development of UiTM, 2015).

UiTM is the flagship institution of Universiti Teknologi Mara System, the largest system of higher education in Malaysia that consists of seven autonomous campuses, six satellite campuses in Shah Alam, 11 state satellite campuses, and 21 affiliated colleges. It educates over 175, 000 students. There are 24 faculties and 2 academics centre that offer 312 programmes in UiTM. Besides, UiTM has 13 branch campuses set up across the country to encourage higher education. Moreover, UiTM Rembau campus project in Kundur, Negeri Sembilan is now nearing completion and will be start operating early in 2017. Siti Faidul Maisarah Abdullah, the coordinator of Rembau UiTM Campus said the campus has been completed 99 per cent and expected to receive 1, 500 student for the Faculty of Communication and Media Studies, Faculty of Information Management and the Faculty of Business Management (Mike, Jane and Khalid, 2016).