



**EFFECTIVENESS OF PROMOTIONAL ELEMENTS TOWARDS SOCIETY
AWARENESS OF E-KASIH PROGRAM DONE BY
JEMPOL DISTRICT AND LAND OFFICE**

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BANDARAYA MELAKA**

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DECLARATION OF ORIGINAL WORK



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"DECLARATION OF ORIGINAL WORK"**

I, _____, (I/C Number: _____)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

June 30th 2014

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
University Teknologi MARA
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
73500 Melaka

Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title **“Effectiveness of Promotional Elements Towards Society Awareness of E-Kasih Program Done By Jempol District And Land Office .”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

Khairunnisa Binti Udin
2011882652
Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Living standards of Malaysians have improved significantly over the past 50 years. Today less than 4% of Malaysians live in poverty. Our aspiration is to eradicate extreme poverty and reduce the overall poverty rate, thus managing the polarity between the rich and the poor. Jempol District and Land Office or Pejabat Daerah dan Tanah Jempol (PDTJ) Negeri Sembilan were implemented the E-Kasih program which is designed to provide a single database holding all relevant information including citizens' profiles. Therefore, there are a few program under the E-Kasih were implemented to the society.

However, it was reported that some of the society does not aware toward this E-Kasih. As such, this study was to examine the Effectiveness Of Promotional Elements Towards Society Awareness Of E-Kasih Program Towards The Society Awareness done by Jempol District and Land Office, Negeri Sembilan, Malaysia. By determining the current awareness level among the society, the study zoomed in and focused on studying the determinants that influencing awareness from the promotional elements.

The objective in this study is to determine the level of society awareness towards E-Kasih, determine elements from promotions that influence their awareness, identify the most influence elements from promotions that affected the society awareness towards E-Kasih Program. Lastly, from this study the researcher had come out with the alternatives which can increased the level of society awareness towards E-Kasih Program. This study was conducted by exploratory research design and causal research design. The researcher was used the non-probability sampling which is convenient sampling. The questionnaire was distributed to the 40 respondents which is E-Kasih participants. Therefore, based on the results, the researcher had come out with the most influence promotional elements that

affected the society awareness towards E-Kasih Program and lastly find the solution or alternatives to increase the society awareness.