



**THE EFFECTIVENESS OF PROMOTION THROUGH ADVERTISING
TO GAIN SUSTAINABLE EVENT MANAGEMENT
BASED ON YOUTH IN KLANG VALLEY**

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(HONS) MARKETING**

FACULTY OF BUSINESS MANAGEMENT

**UNIVERSITI TEKNOLOGI MARA
MALACCA CITY CAMPUS**

JUNE 2015

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**Submission of Project Paper Report in Fulfillment for the
Bachelor of Business Administration (HONS) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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JUNE 2015

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
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UNIVERSITY TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

We, **RABIATUL MASTURAH BINTI ZAINAL** , (I/C Number : **910821-14-6780**)

and **ZAFIRAH AIZA BINTI ABDUL AZIZ** , (I/C Number : **920824-05-5488**)

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 our independent work and investigation, except where otherwise stated.
- All verbalism extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: **RABIATUL MASTURAH BINTI ZAINAL**
Date: 2nd July 2015

Signature: **ZAFIRAH AIZA BINTI ABDUL AZIZ**
Date: 2nd July 2015

LETTER OF SUBMISSION

2 July, 2015

Rabiatul Masturah binti Zainal & Zafirah Aiza binti Abdul Aziz,
Bachelor of Business Administration (HONS) Marketing,
Faculty of Business Management,
Universiti Teknologi MARA (UiTM) Malacca City Campus

PM Sabariah binti Hj Mahat,
Faculty of Business Management,
Universiti Teknologi MARA (UiTM) Malacca City Campus

Dear Mdm,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**THE EFFECTIVENESS OF PROMOTION THROUGH ADVERTISING TO GAIN SUSTAINABLE EVENT MANAGEMENT BASED ON YOUTH IN KLANG VALLEY**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

RABIATUL MASTURAH ZAINAL

2012558605

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ABSTRACT

This research study aim to assess the effectiveness of advertising aspects which involve the advertising tools on sustainable event management based on youth in Klang Valley. The advertising tools or methods that usually use by an event organizer to promote their events are through television, radio, Internet, printed advertisement and outdoor advertisement. We are trying to discover which of these advertising methods able to give huge impact on sustainability of event management based on youth in Klang Valley. We targeted youth age range from 15 – 24 years old in Klang Valley to be our respondents for our research. This range of age is based on the definition of youth gave by United Nations Educational, Scientific, and Cultural Organization (UNESCO).

We are using convenience sampling and we did distribute the questionnaire to the youth visitors at Royal Floria Putrajaya 2015. We were also distribute using Google Form to our target respondents. We managed to get 153 participation from our target respondents. From the findings that we obtained, we are able to answer our research questions which event advertisement should be more on television as it give more impact to sustain event management. Besides, we also know that 38% of the respondents able to remember the event advertisement for a week.

As for preliminary research, we were able to get an accepted value in our reliability test (Cronbach's Alpha) which for television, the results is 0.552. It is also showed that by advertising an event through television, the event organizer can ensure the high level of sustainability of event management. This research can be proceed with the same research topic but in large scale to get more precise results.