



**MODE A**

**THE PUBLIC PERCEPTION AND THE ROLE OF PUSAT PERKEMBANGAN STRATEGIK &  
HUBUNGAN KORPORAT (PPSHK): "STUDY IN USIM"**

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**BACHELOR OF  
BUSINESS ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
CAMPUS BANDARAYA MELAKA**

**NOVEMBER 2009**

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

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

CAMPUS BANDARAYA MELAKA

NOVEMBER 2009

DECLARATION OF ORIGINAL ARTWORK



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UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA

“DECLARATION OF ORIGINAL ARTWORK”

I Siti Asliza Noor Marini Bt Hashim, (I/C Number: 821024-11-5290)

Hereby, declare that,

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

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

NOVEMBER 2009

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty Of business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka

Dear Sir,

### SUBMISSION OF PROJECT PAPER

According is the project paper titled **“THE PUBLIC PERCEPTION AND THE ROLE OF PUSAT PERKEMBANGAN STRATEGIK & HUBUNGAN KORPORAT (PPSHK) AT USIM”** to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you

Yours Sincerely,

SITI ASLIZA NOOR MARINI BT HASHIM

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Bachelor of Business Administration (Hons) Marketing

## ABSTRACT

Public Perception and Public Relation is one of the factors it will affect to the organizations including education institution. The good strategy should be identify to achieving the company objective and goals, the strategy that can be employed in this case likes promotion, co-operation all unit in that organization, medium used like printed media and media electronic and etc. in this case study has recommendation, the recommendation may come from suggestion the authors and from my observation, experience, and discussion between my supervisors. The recommendation also has come from the suggestion of that organization. This recommendation can overcome the problem faced by USIM and at the same time it can enhance the public perception towards USIM. This project paper which entitle "The Public Perception and The Role of Pusat Perkembangan Strategik & Hubungan Korporat: Study in University Science Islam Malaysia (USIM) "purposely to study what the public perception toward USIM and the effectiveness role Pusat Perkembangan Strategik & Hubungan Korporat (PPSHK) at USIM. From the study, the case can identify the public perception towards USIM, based on name "USIM" is a commercialize name, but if ask the public some of them say them are never heard this institution, have say is it that private university and also have some of them thought this institution branch of UIA. PPSHK role is important because as a front counter for USIM and it affected to the image and university reputation. This report outline the introduction, literature review, finding and analysis, conclusions and recommendation based on the journal and observation during the practical trainee at USIM, Nilai Campus, Negeri Sembilan.