

THE875 30 - Trg.

MKT 650 - 30

THE IMPACT OF ECONOMIC CRISIS TO
NARIAN METRO IN TERMS OF
ADVERTISEMENT AND READERSHIP

MOHAMMED ZULFADHLI B. MD. SA' AT

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) (MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY

APRIL 1999

ACKNOWLEDGEMENT

Allhamdullillah Syukur ke Hadrat Allah S.W.T to a fulfilment of my final BBA (Hons) Marketing subject MKT 650.

First of all, I would like to take this great opportunity to thank my advisor, Dr Rosalan Bin Ali for his guidance and concern who let to the completion of this thesis. Without his guidance, I could not have smoothly and successfully completed this project paper. Not forgotten to all BBA Marketing lecturers for their continuous support.

I would also like to express my appreciation to my beloved parents for their full support and encouragement during the course of this project.

My sincere thanks also goes to the New Straits Times Press (NSTP) especially all the Harian Metro/Metro Ahad (HM/MA) staff, who have contributed either directly or indirectly, and for their moral support and commitment. Thank to Tuan Haji Syed Abd. Kadir B. Syed Ahmad HM Manager 'a special supervisor' and Tuan Haji Wan Ghaffar B. Wan Dzin Senior Manager HM/MA.

Also thank to my friends that giving me with valuable insights not only in terms of concept and research findings but also advice. Thank you to Kasuma, Ahdan, Abang Amran, Sham, Ferhat, Haizi and Chik&Zam.

ABSTRACT

This study examines the impact of the economic crisis to Harian Metro (HM) in newspaper industry since 1997. It attempts to study on how HM handles the difficult situations where all the other newspaper companies experience fall in demand and circulation. The study also focuses on how advertisers and readers as a customer perceives HM as an advertising medium and reading material during a period of economic downturn. Their response will be use for HM to improve performance and circulation. The population sample will be in the Lembah Klang area because this area is most affected by economic crisis. Respondent being selected using the Simple Random Sampling to distributed the questionnaires. The focus of the study is more on the response of advertisers and readers toward HM where 2 set of questionnaires had been prepared. The focussing aspect in the decrease factors of HM newspaper and also identifying the strength of HM in order to improve HM performance and circulation. The simple random sampling technique is chosen to distribute questionnaire to respondent in KL area. So far, Harian Metro has done no survey about the impact of economic crisis to Harian Metro. I hope the findings from advertisers and reader's view will provide a useful insight for Harian Metro Management design a specific strategy in overcoming the economic crisis impact.

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