

**KOLEJ IBUKOTA KINABALU WEB SITE**

**By**

**AHMAD NAIM BIN AMINNUDIN**

**THIS IS SUBMITTED IN PARTIAL FULFILLMENT FOR THE  
DEGREE OF BACHELOR OF SCIENCE (HONS) IN  
INFORMATION TECHNOLOGY**

**FACULTY OF INFORMATION TECHNOLOGY AND  
QUANTITATIVE SCIENCE  
MARA UNIVERSITY OF TECHNOLOGY  
CAMPUS SECTION 17  
SHAH ALAM**

**2003**

## ACKNOWLEDGEMENT

I do declare my outmost gratitude to the almighty Allah S.W.T, The Most Merciful and The Most Gracious. Without His guidance and blessings, this thesis would not have been completed.

I wish to express my gratitude to my supervisor, Puan Jamaliah bt Taslim who has sacrificed her time to guide, advice and encourage me throughout the completion of the thesis. Thanks for trusting me enough to work independently.

I also wish to thank the Kolej Ibukota Marketing Director, Encik Ahmad Nizam bin Aminuddin who has given his cooperation and valuable suggestion upon the completion of this project.

I would like to extend my deepest appreciation to my family, especially to my mother, Puan Aminah bt. Yusoff, who never stop giving me support and advice during this project.

Not to forget my friends Nazri bin Mohd Najib, Azuan bin Ahmad Zahdi, Ridzam bin Ahmad, Marsyidi, Hasrulnizam Arbaat and others, thank you very much for supporting and encouraging me to complete this difficult task.

# **KOLEJ IBUKOTA KINABALU WEB SITE**

## **ABSTRACT**

This thesis presents a web site development for Kolej Ibukota Kinabalu (KIK), which should further strengthen its marketing strategy, which automatically enhance its long-term competitiveness in education field in our country. The findings reported in this thesis would lead to the conclusion that KIK is searching for a better marketing strategy in the way to promote the college name and also to find an effective way to distribute the application form. This comes from the fact that many established universities and colleges in Sabah area are already offering comparable value-added services to its students through similar or different service features. Apart from offering similar and substitute programs, these private colleges and universities are also nearer to their respective customers' geographical area, making KIK's offering as less attractive to the prospective students. After taking in account KIK's present problems, development of a web site should help to overcome the situations. The web site features the college bulletin board, online application form, forum and administration interface. Therefore, with the development of the web site, it will produce various effective and efficient communication and information distribution among the Internet user, potential students and KIK students. Thus, it will also increase the work performance among KIK staffs.

## **TABLE OF CONTENTS**

	<b>Page</b>
<b>DECLARATION</b>	iii
<b>ACKNOWLEDGEMENT</b>	iv
<b>ABSTRACT</b>	v
<b>TABLE OF CONTENTS</b>	vii
<b>LIST OF FIGURES</b>	ix
<b>CHAPTER ONE    INTRODUCTION</b>	<b>1</b>
1.1                PROBLEMS DESCRIPTION	2
1.2                OBJECTIVES	6
1.3                SCOPES	7
1.4                SYSTEM BENEFITS	11
<b>CHAPTER TWO    LITERATURE REVIEW</b>	<b>12</b>
2.1                WEB BASED ONLINE SYSTEM: OVERVIEW	12
2.2                REVIEWS ON SIMILAR WEBSITES	13
2.3                THE TEN TIPS TO IMPROVE WEBSITE	18
2.4                DEFINITION OF PERTINENT TECHNICAL TERMINOLOGIES	21
2.5                REVIEWS ON TYPES OF METHODOLOGY	25

## **CHAPTER ONE**

### **INTRODUCTION**

Nowadays, the world's largest network is the Internet, which is a worldwide collection of network that links together millions of business, government offices, educational institutions and individuals. Each of these networks provides resources that add to the abundance of goods, services and valuable information accessible via the Internet.

Today, more than 100 million users around the world connect to the Internet for a variety of reasons. Among the uses of the Internet is to access vast information regarding educational material. One of the educational materials that can be found in the Internet is a college web site. In Malaysia, the growth of the local college web sites is mushrooming on the Internet right now. This is due to the people's awareness on the important of education in our country. Besides that, it is an effective marketing strategy to grab a large number of potential target users all over the country to enroll into their college. Most of the college web sites on the Internet provide information about the college's background, courses available and other links that are related to their web sites. Therefore, by providing this information, it will help the users to identify and choose their desired college and course to enroll for further study. Furthermore, it is another alternative way to