



**EFFECTIVENESS OF PROMOTIONAL TOOLS TOWARDS
HIBAH AMANAH IN AMANAH SAHAM NASIONAL
BERHAD, SHAH ALAM**

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Abstract

The *Hibah Amanah* is a combination of concept from *hibah* and *amanah* (trust). *Hibah Amanah* is gift of property by unit holder as token of love and with sincerely during the time life of unit holder (*hibah* provider) through an agreement, named "*Suratikan Hibah Amanah*". Distribution of property especially for Muslim through *faraid* may sometimes lead to some problem especially to distributed property among family members. There are a few types of ways to distribute property based on syariah law which is *hibah*, will, alms and and vow. Disclosure about *hibah* is very important among people to create their awareness and alertness about *hibah* especially for people who still alive to prevent problem arise in future. In the study about *hibah amanah*, this research investigate about the effectiveness promotional tools toward *hibah amanah* made by Amanah Saham Nasional Berhad (ASNB) and factor of awareness among customers. The scope of the study of promotional tools are tv advertisement, personal selling, newspaper can generate awareness about hibah amanah towards customer. Sources of data is collected through personal interview because the accuracy of data and more information can be collected.

Key words: Promotional program, create awareness. Promotional tools, hibah amanah, Amanah Saham Nasional Berhad