



**BEST PROMOTIONAL TOOLS FOR RADIO BROADCASTING
COMPANY:
A CASE STUDY OF NEGERIFM**

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ABSTRACT

This is a study on "Best Promotional Tools For Radio Broadcasting Company: A Case Study Of Negerifm". A case study of Radio Tv Malaysia (RTM) Negeri Sembilan. Here there are some issues in this study that have been analyze the factors that contribute in this issue and discussing some sort of ideas of the promotional tools practices or used by Negerifm and the best of the promotion elements that can give an impact towards this company in order to attract the listeners and to be well known in radio broadcasting industry all over Malaysia.

In this study, the researcher used primary data and secondary data. Primary data consists of interview and observation of the company. For secondary data are journal, article, websites and annual report of NEGERIfm. The collected data are discussed, compare and the finally used to draw general conclusions. After all data has been gathered, it will be interpreted to make it sense for supporting the problems identified.

In conclusion, some suggestion and strategies have been made to minimize the problem occur in NEGERIfm. This is important to the company in order to achieve yearly sales target and improve the weaknesses of them.