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A STUDY ON THE PUBLIC AWARENESS ON ETP
IN RURAL AREA OF KOTA BELUD

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THE ABSTRACT

Abstract

As in the tenure of the current Prime Minister who is Dato' Seri Najib Razak, he has bring changes to this country through his 1 Malaysia concept. The 10th Malaysian Plan has brings this nation to the new policy which are the Government Transformation Program (GTP) and the Economic Transformation Program (ETP). The ETP is basically a policy or program where the government intends to increase the economic status of the people and the country. The study determine the level of awareness of the people especially in rural area whether they are aware on the current government policy of ETP. The 104 respondents are involved in the study as the subject to identify their awareness on ETP. The factors which contribute to their level of awareness also examined. The respondents are showing good response towards their awareness on ETP where most of them are aware on it and only small number of them is not aware. The study shows the main factor that makes the people in rural area are aware on ETP the most.

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