



**FACTORS INFLUENCING SOCIETIES PERCEPTION
TOWARDS OFFENSIVE ADVERTISEMENT: THE CASE
STUDY OF UNIVERSITI TEKNOLOGI MARA (UITM)
SABAH'S STUDENT**

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ABSTRACT

Offensive advertisement somehow is a rare term and not usually discussed by the public. However, this term is supposed to be understood by every individual as the knowledge and can be usefull in the future. Offensive advertisment usually happen among the society that is perceive as conservatives where the society will be offended when the advertisment display can touch their sensitivity and offended their thoughts. In this research, the researcher attempts to find out the perspective of UiTM Sabah's students on the issue of offensive advertisments. Questionnaires have been distributed to one hundred (100) UiTM Sabah's students from different disciplines. It was found that certain group of students from different racial groups and religious backgrounds have have diverse level of offensiveness on advertisments appeals being potrayed in advertisments.