

ACKNOWLEDGEMENT

I, sabariah Binti Bulug especially grateful and would like to thank everyone who has been helping me in preparing this research proposal. For the first, I am also indebted to my advisor, Mr Cyril Supain for the benefit of his support and expertise has been directing me along the way with such valuable guidance at times throughout this research.

In addition, I would like to thanks all the staffs of Suria FM who so generously shared with me their insights on knowledge and experience based on the radio advertisements. To Mr Esmardy Zainal Abidin as my practical training supervisor also gives me many support and guidance to do my research. I have learned a lot to preparing this research proposal then it may increase my understanding towards the company.

Lastly, I am also very thankful to my entire course mates, lectures, friends, family and all respondents for many things including their encouragement, cooperation, support and advices whether directly or otherwise.

TABLE OF CONTENT

| <u>PARTICULARS</u> | <u>PAGES</u> |
|---|--------------|
| TITLE PAGE | i |
| DECLARATION OF ORIGINAL WORK | ii |
| LETTER OF SUBMISSION | iii |
| ACKNOWLEDGEMENT | iv |
| LIST OF TABLES | v |
| LIST OF FIGURES | vii |
| LIST ABBREVIATIONS | ix |
| ABSTRACT | iv |
| 1.0 CHAPTER 1: INTRODUCTION | |
| 1.1 Introduction | 1 |
| 1.2 Background of study | 2-3 |
| 1.3 Scope of study | 4 |
| 1.4 Problem of study | 5 |
| 1.5 Research Objectives | 6 |
| 1.6 Research Questions | 6 |
| 1.7 Significance of study | 7-8 |
| 1.8 Limitation of study | 9 |
| 2.0 CHAPTER 2: LITERATURE REVIEW | |
| 2.1 Introduction | 10 |
| 2.1.1 Important of message information delivery | 10 |
| 2.1.2 Emotional appeal effect | 11 |

| | | |
|------------|---|-------|
| 2.1.3 | Timing effect | 12 |
| 2.1.4 | Sound effect | 13 |
| 2.2 | Theoretical framework | 14 |
| 2.2.1 | Dependent variable | 15 |
| 2.2.2 | Independent variable | 15 |
| 3.0 | CHAPTER 3: RESEARCH METHODOLOGI | |
| 3.1 | Introduction | 17 |
| 3.2 | Research Design | 17 |
| 3.3 | Research Sampling Method | 17 |
| 3.4 | Data Collection Method | 18 |
| 3.5 | Data Analysis and Interpretation Methods | 19 |
| 3.6 | Procedures of Data Analysis | 19-20 |
| 4.0 | CHAPTER 4: DATA FINDINGS | |
| 4.1 | Frequency Analysis | 21 |
| 4.2 | Descriptive Analysis | 48 |
| 4.3 | Reliability Analysis | 49 |
| 5.0 | CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS | |
| 5.1 | Conclusions | 50-51 |
| 5.2 | Recommendations | 52 |
| | REFERENCES | 53-54 |
| | APPENDICES | 55 |

ABSTRACT

This study aims to analyze the impact of radio advertisements (radio commercials) of Suria FM Sabah towards consumer in Kota Kinabalu and attempts to determine the factor that influences their consumers to listen the radio commercials. This study may help a company to improve their station where impact given by consumers. The research, an area Kota Kinabalu as the research scope and survey had been conducted used questionnaires to distribute. The respondents had been selected are 120 consist of listeners. Sampling method was selected randomly from the suria FM's database. To conclude, the study also point out that the most factors affecting that influencing listeners to listen radio commercials Suria FM Sabah are information message delivery with 16.50 of mean, compare to other factor such as emotional appeal effect, timing effect and sound effect are least affect the factor. The radio commercials are gave effective to consumer of radio Suria FM Sabah.