



**A STUDY ON PROMOTIONAL STRATEGIES FOR DOUBLE SIX  
GALLERY, SEMBULAN**

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## **ABSTRACT**

Double Six Tragedy, a tragedy that had shocked the Sabahan people in 1976, where the first Chief Minister of Sabah, Tun Fuad Stephens and other four of Sabah Top Leaders were perished in the tragic airplane tragedy. On 2010, a special gallery tribute to the remembrance of the victims whom perished in the tragedy has been opened to public. After the gallery has been opened to the public in 2010, the gallery seems invisible to the public especially in Kota Kinabalu as there are less people that know about the gallery. A research has been carried out and questionnaire has been distributed among the public to know what are the factors and appropriate promotional strategies that can attract the visitors to visit the Double Six Gallery.