



**THE AWARENESS OF RADIO ADVERTISING AMONG  
BUSINESS SECTORS IN KUCHING CITY**

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**SEPTEMBER 2002**

## ACKNOWLEDGEMENTS

*“ Although you cannot control the paradigms of others in an interdependent interaction or the synergistic process itself, a great deal of synergy is within your Circle of Influence.”*

- *Stephen R. Covey*

I am indeed most grateful for the inspiration, support and wisdom provided by many people to bring this project paper into being. My deepest and greatest appreciation goes:

- **To the loving memory of my brother, Almarhum Jonny Bin Osman, who had been very supportive during my years of study. I have fulfilled your dream even though you are not around to share the joy. My prayers are always with you.**
- **To my Project Advisor, Encik Senian Bin Malie, for his invaluable guidance, patience, generous support and advise in completing this project paper on time.**
- **To my Project Supervisor, Encik Kushairi Bin Abang, Managing Director of Mediaxis Sdn Bhd for providing me with valuable information and continuous support of this paper.**

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## ABSTRACT

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Radio is an extremely valuable advertising medium that provides the targeting capability and reach opportunities that large and small advertisers require. Options provided by the unwired networks further the flexibility to deliver broad, but still well defined, audiences for advertisers.

Though radio has tremendous potential to effectively reach and influence consumers, it is greatly underutilized by most companies, particularly larger advertisers.

The latest study done by AC Nielsen on radio advertising in West Malaysia shows that the popularity of radio is on the rise due to the pessimistic outlook in 2002 has caused more advertisers to move to a cheaper alternative such as radio and print. And no such study is being done in Sarawak.

This study is sought to determine the awareness of Business Sectors in Kuching towards radio as a medium of advertising and to analyze the potential market for radio advertising in Sarawak. The advertising should put more effort in giving complete information to owner of the businesses as well as to creating business opportunities through it.

The recommendations were proposed on general opinion regarding the impact of advertising technique upon their business which subject to certain aspects of the business such as nature of business, types of business, its environment and target market. This hopefully be able to increase sales and generate more revenue to the advertising agencies.

## 1.0 INTRODUCTION

Today we have some choice of media, and each media has characteristics. There are television, radio, newspapers and some magazines. Today, there are deep relationship between radio and people's life, like in car, in shop, in restaurant and in own room. Radio has a characteristic of prompt report, it's very important for our daily life and there are many entertainments in radio. One of big entertainment is music, the music makes listener's fun time and then the radio is a part of listener's various private times. Another important function of the radio is used as a mode of advertising. Today advertising on radio is a big media because the increase in the number of listeners. This has been supported by Radio Daily Survey 2001 conducted by AC Nielsen which mentioned that: *both the amount of time listening as well as average audiences have increased since the last survey in 2000, indicating that there are more loyal listeners this time round.* People can listen to the radio because it takes only listening; which means that a listener can listen to the radio while doing something likes, driving or studying and so on.

Though radio has tremendous potential to effectively reach and influence consumers, it is greatly underutilized by most companies, particularly larger advertisers.

Radio is an extremely valuable advertising medium that provides the targeting capability and reach opportunities that large and small advertisers require. Options provided by the unwired networks further the flexibility to deliver broad, but still well-defined, audiences for advertisers.