



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
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**UNIVERSITI TEKNOLOGI MARA (UiTM) CAWANGAN
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**RESEARCH METHODOLOGY
MUSIC IN ADVERTISMENT :
MALAYSIA AIRLINES SAFETY VIDEO VS AIR ASIA
BRONCOS SAFETY VIDEO**

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Safety Airlines video is important because to keep passenger and staff crew safe while flying. Safety is always come first. Safety video or safety demo is important is because there are live involved in every operation of aircraft. Safety must be number one, if poor safety management in airplane not only damage aircraft but lots of human life.

Passengers' safety knowledge is a key factor in determining passenger's response to an emergency (Chang and Liao, 2009; Muirand Thomas, 2004; Thomas, 2003; Edwards, 1990), and a knowledgeable passenger has a much better chance of surviving any life- injurious-threatening situation that could occur during passenger-carrying operations in civil aviation (FAA, 2003).

Numerous aircraft accidents have been documented during aircraft taxi, take-off, cruise or landing in the past few decades. A large number of passengers lost their lives from those accidents. Accident instigate-ions and special studies suggest that the number of survivors from those accidents could have been higher if safety information communications were made in a more clear and accurate manner (Edwards,1990; Chang and Liao, 2008,2010).

The fact that not all passenger pay attention to the flight attendants during they doing a safety demo at the plane, There are only a few people who pay attention and understand what is being told. Based on comment I see on the YouTube comment there a few people said that they bored seeing the basic or normal airlines safety video. Another airlines do the safety video but in a creative way which is in musical ways, and from the comment section on that video, they have receive a lot of positive comment on their video. This is another reason why the creative video also important to attract audience.

1.3 Problem Statement

Airlines safety are created to tell the passengers on how to use the safety equipment in the plane. The airline safety made for the safety of passengers on board and reducing disasters happen on the plane. The intent to people who's not understand the safety video or not pay attention to the safety video will make the chances of getting injured is higher during emergency evacuation. Because of people who watch a basic safety video is bored and they do not pay the attention to the safety video. If anything happen the chances passengers getting injured getting higher.

Study showed during emergencies people who pay attention during demo safety the chances they safe more than a person that not pay the attention. The Asia-Pacific Cabin Safety Working Group (CSWG) reported that most accidents could have observed a 70% survival rate if all passengers read the cabin safety card or listened/watched the crew safety demonstration (FSF, 2000).

However, there are some comment on Air Asia safety video and some complaints on You Tube Comment who is not satisfied with the quality of the video.

“Terrible quality of the video.” - Flash Gaming88 2021.

This research is to analyze the idea to study the difference of public acceptance towards musical instructional safety airline videos and quintessential instructional safety airline videos. (view, number of comments). Hence, this study will also to investigate the public's sentiment towards musical instructional safety airline videos and quintessential instructional safety airline videos.

1.4 Research Objective

This Research is being carried with objectives and aim below :

- i. To study the difference of public acceptance towards musical instructional safety airline videos and quintessential instructional safety airline videos. (view, number of comments)
- ii. To investigate the public's sentiment towards musical instructional safety airline videos and quintessential instructional safety airline videos.

1.5 Research Question

- i. study the difference of public acceptance towards musical instructional safety airline videos and quintessential instructional safety airline videos. (view, number of comments)
- ii. To understand public's sentiment towards musical instructional safety airline videos and quintessential instructional safety airline videos.

1.6 Significant of The Study

The safety airlines video is important to reduce accidents that occur in airplanes. But a basic airlines video people get bored and not focus on how the flight attendants doing a demo, this can cause a major disaster if anything happen in the aircraft. The complaint on the comment section may less if they do a creative video safety airlines.

The results of this study is to see how many people like to watch the safety airlines video with or without music and do not like to watch the video with music or without music and neutral.