



اَوْنُوْ سِيْتِيْ تَيْكُوْ لُوْ كِيْ مَارَا
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“Satu, Dua, Tiga, Jom !”

New Malaysia Airlines Safety Video;

**THE EFFECTIVENESS OF DELIVERING IMPORTANT
SAFETY MEASURES IN A GIMMICKY MANNER**

by

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ABSTRACT

The recent in-flight safety video launched by Malaysia Airlines Berhad is a star-studded musical gimmicky safety video. Titled “Satu, Dua, Tiga, Jom!” took off with the new approach to safety videos by enchanting the viewers and passengers on board with Malaysian culture and prominent figures on the screen. The new musical safety video was directed by Puan Sri Tiara Jacqueline in collaboration between Malaysia Airlines with her performing art company, The Enfiniti Creative Universe.

The mixed responses received from the soft launch of the seven-minute video led to this study on whether the new approach of making a gimmicky safety video is the way to go. We will further learn about the video and the problem statement in this paper.

We will also be looking into the scope, objectives, research questions, literature reviews, methodology in obtaining the best possible information for the research, the significance and limitations, and what we could conclude from the study.