

A STUDY ON BUILDING LISTENERS' LOVALTY TOWARDS RADIO STATION: SURIA FIL SABAH

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JANGARY 2012

ACKNOWLEDGEMENT

First and foremost, thanks to Allah S.W.T the almighty God for His blessing and consent. Without His help, I definitely won't be able to conduct and complete this study. Besides that, I want to thank for all persons who involved in this study either in directly or indirectly.

I also want to extend my heartfelt gratitude to my advisor Mr.CyrilSupain. I really appreciate for all your guidance and advice during conducting this research. Without your any expertise and direction, this dissertation would not have been possible. He had gives full support, guidance, opinion, and advice to enable me to do my research.

Furthermore, I also want to extend my deep appreciation to the staffs of Suria Fm Sabah especially to my supervisor, En. Esmardy Abidin for sharing informations and knowledge. He had gives me many support and guidance in order to complete my research.

Moreover, I would like to give my thanks to all my respondents for giving their kind cooperation in giving the information that I need. The information that they gave is the most important thing in order to complete this research.

Finally, I would like to extend my gratefulness to all my friends, lecturers, family who are directly or indirectly contribute to the completion of my project paper. Thank You.

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1. INTRODUCTION

In this era of global modernization, it is no doubt that the mass media plays important role in our lives. Through mass media, we can gain lots of knowledge and information. We will also be able to track the progress and current issues in and outside the country. For example, radio is one means of communication in the mass media category. Companies that transmit music, news, talk or other forms of one-way radio are known as radio station. Radio stations intend to reach wide number of listeners. It is not for entertainment purposes only but also one of the tools to disseminate information such as current event, sports, weather and many more.

One of the radio station in Malaysia is Suria Fm which using "Muzik Terbaik 90-an dan Terbaru" as their tagline. Suria FM is a 24 hour broadcast Bahasa Malaysia radio station which offers nationwide coverage with 11 transmitters in Malaysia including split transmission in Sabah known as Suria Fm Sabah. It is a subsidiary of Star Publications (M) Bhd. It was launched on 24th October, 2007, and Suria Fm Sabah was official launched on 5th March 2011. The station is targeted at both urban and suburban listeners between the age group of 25 - 39 years and they play 50 Minutes Non-Stop Music which offers "More Music Less Talk" that is demanded by the listeners.

Furthermore, Suria Fm Sabah content is 100 percent local which is Sabahan and they present their shows in Sabahan dialect according to their listeners demanded. It is more attractive to localize their content and present it in local