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TABLE OF CONTENTS

<i>Table of content</i>	<i>Page</i>
ACKNOWLEDGEMENT	v
TABLE OF CONTENT	vi-vii
LIST OF TABLE	viii
LIST OF FIGURES	ix
ABSTRACT	x
CHAPTER 1: INTRODUCTION	
1.1 Background of study	1-2
1.2 Problem Statement	3
1.3 Objectives	4
1.4 Significant	5
1.5 Limitation	6
1.6 Definition of terms	7
CHAPTER 2: LITERATURE REVIEW	
2.1 Previous Research On Promotion Strategies	8-10
2.2 Definition of promotion and Promotion Mix	11-12
2.3 Theoretical Framework	13
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Data Collection Method	14-15
3.1.1 Data collection method	
3.2.2 Primary Data	
3.2 Sampling	16
3.2.1 Sampling technique	
3.2.2 Sample Size	

3.3 Data Analysis and interpretation

CHAPTER 4: ANALYSIS AND INTERPRETATION DATA

4.1 Frequencies and Cross Tabulation 17-30

4.2 Analysis of problem statement, objectives and hypothesis
and results 31-37

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion 38

5.2 Recommendation 39

BIBLIOGRAPHY 40

APPENDICES

Appendices I (Questionnaire) 41-44

Appendices II (SPSS OUTPUT) page 1 -27

ABSTRACT

Ministry of Tourism in F.T Labuan Office done so many things to promoting Labuan as well. This study is to see the effectiveness promotional strategy done by Ministry and recommend the improvement for the successful promotion strategy in Labuan. By doing the research with the questionnaires and analysis by questionnaires completed by respondents will be collected, analyzed and measured by using SPSS (Statistic Package for Social Science).

As a result, there are four the best strategy by promotional in Labuan used Ministry such as Sales Promotion, Publicity, Internet and Advertising, each strategy have own reason and strong point. Therefore respondent give some opinion towards the promotional strategy which can use by Ministry of Tourism F.T Labuan office such as organize more interesting more events, provide more information in website, TV and advertising, provide map, brochures and signboard, improve present facilities and hospitality, and promote cheap sale and discount for transportation fees.