

ACKNOWLEDGEMENT

First of all, I would like praise and thank Allah S.W.T for all the strength and ability to make this project paper become reality.

This project will not be complete in a time given if there are no guidelines and contributions of ideas, time and energy from other people. There are many individuals who have contributed their time and ideas to the successful of this project. Without their contribution, co-operation and assistance, this project would not have successfully completed.

Next, I would like to sincerely gratitude my advisor, Mdm. Cynthia Robert Dawayan for encouragement and her patient in guiding me, valuable guidance and motivation rendered thought the communicate in sharing her ideas and assistant. It was a great pleasure to be under her supervision and it was really a great experience to work with her.

My deepest appreciation also goes to Sawit Kinabalu Manager Director Tuan Hj. Othman Bin Walat, Ms. Mary Ku (Finance & Corporate Services Division), Mrs. Chin Ai Yah (Controller of Admin), Mr. Ismail Salkilan (Corporate Affairs and Business), and Mr. Thomas Lim (Human Resources and Corporate Communications Division).

My supervisor Ms. Philipa W. Mojilis (Sr. Corporate Communication Executive) who give me a lot of guides and motivation during my practical in Corporate communication Unit and other staffs, Mrs. Judith Ignatius, Mrs. Jennifer Lim, Mrs. Normah, Mrs. Lindah Ewit, Ms. Suria Muhara Salim, Mrs. Jolly Anggun, Ms. Sabrina Ignatius, Ms. Hanisah, Mrs. Alice, Mrs. Rang Rainah, Mrs. Rozana, Mr. Mohd Sufri, Mr. Robert, Mr. Mohd Hellmey for their support, super mission and in giving previous materials and information related to this study special thanks also to all my workmates in Sawit Kinabalu Group who had given me full assistance and corporation during my practical training. To all of my friends who have always gave me support and help to build strength when I am down, and also thanks to my colleagues who are involved directly or indirectly for their friendship and support during the course of completing this study. Special thanks to my family members who understand my situation. They gave me strength, courage, inspiration and unconditional love which influence my greatest success throughout my pursuit of this degree. My endless gratitude and love would never be enough.

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Abstract

This aim of this paper is to investigate the perception among stakeholders towards Sawit Kinabalu Group's corporate image and the most effective tools in promoting its corporate image. This work formed part of a larger study which investigated factors that influenced the perception among stakeholders towards Sawit Kinabalu Group's corporate image. A questionnaire was designed and answered by stakeholders who are working in any government department, private or company. Sampling technique was used and the sample size is 120 being decided. Based on the research findings, it clearly shows that perception among stakeholders give impact towards corporate image. The three variables; Corporate Communication, Reputation, and Core Values give influence to the stakeholders in term of their perception. Furthermore, the findings also identify that the most effective tools to promote Sawit Kinabalu group's corporate image are through newspaper.