

RADIO INDUSTRY: DOMESTIC PREFERENCE, THE IMPACT OF TECHNOLOGY AND THE ISSUES THEY FACED



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HAK MILIK

Perpustakaan
Universiti Teknologi Mara

Beg. Berfungsi 71
197 Kota Kinabalu, Sabah

VALERIE ANTHIA JOSEPH

VALERIE ANTHIA JOSEPH

2009792613

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

SABAH

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ABSTRACT

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This study is conducted to observe the main issue that is happening in the radio industry. Sets of 120 questionnaires will be distributed to the respondents and to maintain flexibility and accuracy, the researcher divides the distribution into half, whereby 60 copies will be distributed by hand and another 60 will be distributed via online. Data collected will be extract by using SPSS and will soon after be converted further by using charts and tables. Because this paper is theoretical, the results cannot be verified until research is conducted. The study will be useful to the radio industry and other researchers who are interested in conducting a research on radio industry.

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