

ACKNOWLEDGEMENT

Undeniably, this research paper is the most challenging stage in completing the BBA (Marketing)(Hons) course. No study could be satisfactory completed without the assistance of others. Therefore, a simple *thank you* would not suffice in conveying the deepness of my gratitude to the persons involved in the completion of this research either directly or indirectly through out the course of this study.

First and foremost, Syukur Alhamdulillah to Allah the Almighty for his consent to get me through this stage. I wish to express my deepest appreciation to my advisor Encik Marcus bin Jabar, a full-time lecturer of MARA University of Technology, Sabah Branch, for his time and efforts and not to mention patience and understanding.....thank you for your guidance, comments and advises.

Special appreciation is also extended to Tuan Haji Azizan Haji Din, Director of Information Department, Sabah who have granted permission to conduct this research at the Department's Public Information Centre – also known as Pusat Maklumat Rakyat. Special thanks and deepest appreciation to Puan Irene Lim , Head of Pusat Maklumat Rakyat, Kota Kinabalu Branch, who have extended her utmost cooperation and permission for data collection at the centre. Also deepest gratitude to the staff of Pusat Maklumat Rakyat for their kindness in providing vital information and assistance throughout the period of this study and for helping the researcher in ensuring that questionnaires distributed are completed as required. I would also like to thank all the respondents for their cooperation, participation and support in this study. To my friends and families who have rendered assistance in one way or another, a special thanks to them too.

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ABSTRACT

The era of globalization is becoming more and more challenging these days, and we cannot afford to still be ignorant and not knowing what is going around us every day. Each day is a challenge and if we do not equip ourselves with the necessary tools of life, a.k.a information – then we will be left behind and struggling to fend for ourselves. The information issue is so important, so much so that the government of Malaysia through its Information Ministry, has set up an information centre that functions as an information hub and provides all the information needed by society accessed via on-line or print materials. The centre is called Pusat Maklumat Rakyat (PMR) or Public Information Centre. But is it known to the public? What is the level of awareness that the public has regarding the Pusat Maklumat Rakyat.

This research aims to evaluate the PMR issues at hand. Common methods were used to conduct this research and variables are analysed thoroughly. The result of this research will be used as a guideline and a stepping stone towards planning and implementing strategies to better improve the existing product marketing. The results of this research was found to be a favourable one, whereby the public are in fact aware of the effectiveness and relevancy of a PMR centre, and it has achieved its objectives of being an effective one-stop information centre for the society.