

**RADIO MALAYSIA SARAWAK : RADIO ADVERTISING
PROBLEMS AND OPPORTUNITIES**

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ABSTRACT

Radio appeals to everyone and is available to all. Its mobility and variety of offering have made it the most popular medium in history. Despite commercial radio achieved phenomenal growth in advertising revenue for the whole country, the total revenues for Sarawak has declined for the past few years. This study would look upon into these problems and to look for opportunities, with the hope of capturing better market share in the advertising medium. Lack of promotional activities, economic downturn, quality of radio programs, good technical facilities and support, the need for better trained, professional and creative skill workers, are some of the findings by the researcher. Recommendations were proposed, which include the need for more promotional activities, better and well-equipped facilities for marketing, better incentives and utilizing the new technologies for a more efficient management. This would hopefully be able to increase sales and generates more revenues for Radio Malaysia Sarawak.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

This project paper is prepared to fulfil the partial requirement of the Bachelor in Business Administration (Honours)(Marketing) final semester. The duration of the study takes the entire period of the semester beginning in December 1998 until April 1999.

The 1990's have seen commercial radio achieved phenomenal growth in advertising revenue in Malaysia. Even though advertising budgets are getting a severe beating these days, the choice of radio as an alternative medium seems very attractive to advertisers looking for a cost-effective way to establish or maintain their presence. In fact, radio is one of the fastest growing advertising options in the country. However, a large proportion of commercial radio's growth has been driven by advertisers realisation of the impact of radio on consumers' choice.

In the last few years, the Malaysian radio scene has undergone a dramatic transformation. Ever since the Information Ministry has allowed the setting up of new privately owned stations, starting with Time Highway Radio in 1994, Malaysian's radio has taken on a more vibrant mode.

CHAPTER TWO

LITERATURE REVIEW

2.1 RADIO ADVERTISING

2.1.1 Overview

Of all the media in Malaysia, radio is one of the earliest to start operation. Radio has also become a medium characterized by highly specialized programming appealing to a very narrow segment of the population. Every day consumers listen to radio- they listen at home, at work, and during leisure activities. They also listen in their cars as they travel to work and to their favorite shopping locations.

At present, there are 29 radio channels in Semenanjung Malaysia. Talk Radio and Classic Rock; both from AMP's stable of stations have gone off the air, victims of the economic downturn. Sarawak has 4 radio channels (Malay, Chinese/English, Iban and Bidayuh) from RTM's stable and one private-owned station, Cats Radio.

Radio has survived and flourished as an advertising medium because it offers advertisers certain advantages for communicating