



Faculty of Applied and Creative Arts

## **PROMOTIONAL STRATEGY FOR MOTOCROSS IN SARAWAK**

Nur Fatin Binti Abdul Jalil

Bachelor Degree of Applied Arts with Honours  
(Design Technology)  
2014

P. KHIDMAT MAKLUMAT AKADEMIK  
UNIMAS



1000273844

## **PROMOTIONAL STRATEGY FOR MOTOCROSS IN SARAWAK**

**NUR FATIN BINTI ABDUL JALIL**

This project was submitted in pastial fulfillment of the requirements  
for the degree of Bachelor of Applied Arts with Honours  
(Design Technology)

Faculty of Applied and Creative Arts  
UNIVERSITI MALAYSIA SARAWAK  
2014

UNIVERSITI MALAYSIA SARAWAK

Grade : \_\_\_\_\_

Please tick (/)

Final Year Project Report

Master

PhD

<input checked="" type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

DECLARATION OF ORIGINAL WORK

This declaration is made on the 22 day of 8 2014.

Student's Declaration :

I NUR FATIN BINTI ABDUL JALIL, 32115 FAKULTI SENI GUNAAN DAN KREATIF (PLEASE INDICATE STUDENT'S NAME, MATRIC NO. AND FACULTY) hereby declare that the work entitled, PROMOTIONAL STRATEGY FOR MOTOCROSS IN SARAWAK is my original work. I have not copied from any student's work or from any other sources except where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person.

  
(Date Submitted)  
22/8/2014

Nur Fatin Binti Abdul Jalil (32115)  
Name of the student (Matric No.)

Supervisor's Declaration:

I, MR. MASTIKA LAMAT (SUPERVISOR'S NAME) hereby certify that the work entitled, PROMOTIONAL STRATEGY FOR MOTOCROSS IN SARAWAK (TITLE) was prepared by the above named student, and was submitted to the "FACULTY" as a \* partial/~~full~~ fulfillment for the conferment of BACHELOR OF APPLIED ARTS WITH HONOURS DESIGN TECHNOLOGY, (PLEASE INDICATE THE DEGREE) and the aforementioned work, to the best of my knowledge, is the said student's work.

Received for examination by: Mr. Mastika Lamat  
(Name of the supervisor)

Date : 22/8/14

**Mastika Lamat**  
Lecturer  
Faculty of Applied and Creative Arts  
UNIVERSITI MALAYSIA SARAWAK

I declare this Project/Thesis is classified as (Please tick (/)):

- ☐ **CONFIDENTIAL** (contains confidential information under the Official Secret Act 1972)\*
- ☐ **RESTRICTED** (contains restricted information as specified by the organisation where research was done)\*
- ☐ **OPEN ACCESS**

#### Validation of Project/Thesis

I therefore duly affirmed with free consent and willingness declared that this said Project/Thesis shall be placed officially in the Center for Academic Information Services with the abide interest and rights as follows:

- This Project/Thesis is the sole legal property of Universiti Malaysia Sarawak (UNIMAS)
- The Center for Academic Information Services has the lawful right to make copies for the purpose of academic and research only and not for other purpose.
- The Center for Academic Information Services has the lawful right to digitise the content to for the Local Content Database.
- The Center for Academic Information Services has the lawful right to make copies of the Project/Thesis for academic exchange between Higher Learning Institute.
- No dispute or any claim shall arise from the student himself/herself neither third party on this Project/Thesis once it becomes sole property of UNIMAS
- This Project/Thesis or any material, data and information related to it shall not be distributed, published or disclosed to any party by the student except with UNIMAS permission.

Student's signature: \_\_\_\_\_

(Date)

Current Address :

No 1, Solok Pendamar Indah 10,  
Taman Pendamar Indah,  
42000 Pelabuhan Klang, Selangor.

Supervisor's Signature: \_\_\_\_\_

(Date)

**Mastika Lamat**  
**Lecturer**  
**Faculty of Applied and Creative Arts**  
**UNIVERSITI MALAYSIA SARAWAK**

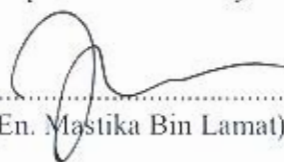
Notes: \* If the Project/Thesis is **CONFIDENTIAL** or **RESTRICTED**, please attach together as annexure a letter from the organisation with the period and reasons of confidentiality and restriction.

(The instrument was duly prepared by The Center for Academic Information Services)



The project titled '**PROMOTIONAL STRATEGY FOR MOTOCROSS IN SARAWAK**' was prepared by **Nur Fatin Binti Abdul Jalil** and was submitted to the Faculty of Applied and Creative Arts in fulfillment of the requirements for a Bachelor of Applied Arts with Honours (Design Technology)

Accepted for review by the:



(En. Mastika Bin Lamat)

Date: 22/8/14

Mastika Lamat

Lecturer

Faculty of Applied and Creative Arts  
UNIVERSITI MALAYSIA SARAWAK

## Appreciation

Alhamdulillah. Thankfully, finally I managed to completed final year research successfully. I would like to thank my supervisors Mr. Matika Lamat because for the guidance to me over this years. Also thanked to dean of the Faculty of applied arts and creative Professor Madya Dr. Hanizam Abdul Wahid. As well as to other lecturers who taught me throughout my studies in University Malaysia Sarawak.

My heartfelt appreciation and gratitude to Sarawak Motocross Club especially Mr William Sino the president of Sarawak Motocross Club who willing to cooperate, and give the information in this research. Also thanks to the rider from Johor Mr. Amir Burhanuddin who willing gave me all the information about motocross. Thanks to my father Abdul Jalil Bin Abdul Majid and my mother Rozitah Binti Ismail and my family members who encouraged both financial and moral support for me. Without all of you I would not be at this point now. Only God who can give back to you.

Infinite thanks also to my classmates for giving moral support to me and a lot of help in terms of ideas, encouragement and cooperation to me. Last but not least, thanks to those involved directly or indirectly in this research all this time.

## **CONTENT**

Declaration	ii
Appreciation	v
Content	vi
Abstract	1
<b>Chapter 1: Introduction</b>	
Introduction	2
Background	4
Research question	8
Problem statement	8
Research objective	9
Research scope	9
Hypothesis	10
Target audience	10
SWOT	11
Suggestions media campaign	12
Limitation of research	15
Significance of Research	15
Conclusion	16
<b>Chapter 2: Research Methodology</b>	
Introduction	17
Primary Data resources	18
Location Of Research	19
Secondary Data resources	19
Conclusion	20
<b>Chapter 3: Literature Review</b>	

Introduction	21
Literature review	22
<b>Chapter 4: Results Of Findings</b>	
Introduction	28
Findings: Section A result	29
Findings: Section B result	33
Findings: Section C result	43
Conclusion	51
<b>Chapter 5: Project Proposal</b>	
Introduction	52
Results and Design Proposal	53
<b>Chapter 6: Conclusion</b>	
Conclusion	64
<b>Bibliography</b>	65
<b>Attachment</b>	67



### **Abstract**

The main goal of this study is to plan an effective promotional strategy for promoting Motocross in Sarawak. This campaign are also designed to raise awareness among the population about the existence of Sarawak Motocross. Effective promotional design will be produced by using an effective promotional mediums to attract an audience. The main strategy of this campaign is to highlight the uniqueness of Motocross sport to the community and to attract young people to participate in this sports.

# CHAPTER 1

## 1.0 Introduction

Motocross is an extreme sport that has its own appeal. The word 'Motocross' itself came from a French word. Motocross or the acronym is MX. 'Motocross' word are combination from the words 'motorcycle' with 'cross country'. This is because this sport was popular in Europe during the 50's & 60's, especially in Western Europe. Most events were held in open fields, pastures, mud and that is why some people called it 'dirt bike'. The races are longer (typically close to 40 minutes) and the tracks have higher top speeds.

According to [supercross.com](http://supercross.com), in the mid-60's, motocross came to the United States with the idea that brought by a man named Edison Dyc. He gathers all the best riders from Europe to help him introduce and exhibited the sport in America. Over the next few years, he managed to brings out the talented and famous riders that came from America included World Champions Torsten Hallman, Bengt Aberg, Joel Robert, and Roger De Coster, along with many other great riders. Roger De Coster is a main reason why motocross became popular in the USA. His style, professionalism, and the way he conducted him-self in public and with the media made him a fan favorite even though he won of 5 World Motocross Championship he is still down to earth. Now, he is still involved in USA motocross today as Team Manager of US Suzuki.

In the beginning, American riders were not match for the Europeans but they still give a good performance as they appear in the top ten charts in the race. Passion about Motocross have been born in American riders themselves because they slowly learned training techniques, conditioning, and gained experience both in racing with the Europeans when they came to the USA. In year 1973, Jim Pomeroy became the first American riders that won a Motocross World Championship Grand Pix in Spain for the opening round.

Nine years later, in 1982, Brad Lackey followed Jim Pomeroy footsteps to become the first American riders to win a World Motocross Championship riding SUZUKI 500cc class. Success of American riders do not stop there because a few weeks later, Danny LaPorte become the second American to win a World Motocross Championship riding 250cc series for Yamaha.

Their hard work and effort have paid off, American riders were now on par with the Europeans and American Motorcyclist Association (AMA) was successfully completed the prestigious competition in the world of motocross that was American's National Motocross Series accompanied by European riders. Now, the competition has become one of the major competition contested in the world. The existence of this world class competition, has shown that American riders has produced reliable and educate riders for new talent to continue this successful tradition.

## **1.1 Background**

### **Early Bike**

According to Ed Youngblood, The earliest bike produced by using small internal combustion engines. When motorcycle race was sought, manufactures are trying to introduce a motorcycle produced by entered in competitive event to increase publicity and introduce their brands to prove their performance, durability and strength of their machine.

According to Andrew T., in 1966 Birmingham Small Arms and Metal Co. Ltd. Introduced a 500c bike made from materials like titanium, magnesium, and aluminum alloy and disc brakes, that will produced the lightest and fastest bike tipped the scale at 194 pounds. But unfortunately, the motorcycle ridden by Jeff Smith from England, cannot function properly and cause Jeff Smith had an accident during the first race. After a numerous race, a review of motorcycle was done to improve the weaknesses and shortcomings.

### **Early Motorcycle Competition**

Andrew T., after World War II, the first race was held in Netherlands in 1947, Competitors from Belgium, Netherlands, England and Great Britain was invited to take part in the competition for two-stroke 500cc bike. In 1967, Great Britain has dominated the years of victory but after that, they take almost three decades to feels back the victory.

Type of motocross event was often contested are track races, endurance trials, and hills climbs. Endurance trials was one of the quite challenging competition because its takes a long period to test the endurance and stamina of the riders and machinery itself. Sometimes it cover hundreds of miles period as long as two to six days. Hills climbs race also known as Speed Climbing or Speed Hill Climbing. A short distance uphill race, usually distance between 3 to 5km and riders needs to complete the race against time.

According to Ed Youngblood, England have created a new event that test the ability and riders style. Judges are required to evaluate and decide who is the winner of the game. Scott Trial was the first trial run, sponsored by Yorkshire engineer and designer of the Scott motorcycle was Alfred Angus Scott. This event was done on a muddy track, rocky sections and river crossings. Although the speed was not important in this race, but the time limit provided that requires riders to move quickly in facing obstacles while observed and evaluated by the judges. The winner is based on the riders who finished the race with a fewest mistake and within a short time



The 350 c.c.  
**Rudge**  
 gains Cup for best Northerner's performance  
 in the  
**Southern Scott Scramble**



350 c.c. Four-Valve Four-Speed.  
 Mr. Frank Dean on his Rudge

Messrs. Rudge-Whitworth Ltd., Coventry.

MIRFIELD

Dear Sirs,

In the Southern Scott Trial, which took place on March 29th, you will be pleased to learn that I succeeded in making the best performance for the Northerners and gained the Northerner's Cup.

As the Motor Bicycle was only collected from your works on the previous day and ridden down to Camberley for the event, it was impossible to do any running in or special tuning. The course is dubbed the worst break course of the year and lay entirely over rough moorland, and included the steepest hill I have ever seen, not to speak of half a dozen pimplets of 1 in 3 or so. I had never seen the course previously, and for a brand new machine direct from the factory I consider its performance marvellous.

Needless to say, the Rudge came in for keen inspection as well as high praise throughout the whole day. You may utilize this letter in any way you consider suitable.

Yours faithfully,

FRANK DEAN

350 c.c. - 60 Guineas (£63)  
 500 c.c. - 70 Guineas (£73 10s.)

Catalogue post free from

**Rudge-Whitworth Ltd. Coventry**

In inserting this advertisement it is desirable to mention "The Motor Cycle."

First-ever motocross "win ad"?

Source:

<http://www.motorcyclemuseum.org/asp/museum/exhibits/mx/history.asp>



### **Sarawak Motocross Club (SMXC)**

Motocross club name registered the name of Sarawak Motocross Club and acronym is SMXC. SMXC was established in Samarahan Motocross Circuit on May 1, 2003 and was registered at the Registrar of Societies Malaysia, Sarawak on June 16, 2005. SMXC will be re-registered with the Sports Commission of Malaysia the Ministry of Youth and Sports Malaysia in 2014 as SMXC as a motor racing club.

As of 2013, 68 people have registered SMXC including from Brunei Darussalam and Sabah. Apart from other states / countries, SMXC has branches in Kuching, Sibu, Miri, Limbang, Brunei and Sabah is called a "Chapter". Motocross is expensive. But if interest, always wanted to have a motocross (MX) will be held even if the price of the latest and advanced technology in machinery is reached RM45, 000.00 a powerful engine capacity to 450 cc and RM38, 000.00 powered 250c.c. (New MX engine)

For the cost of the minimum estimate for beginners, it's in the budget of RM14, 000.00. This includes an MX machine (used) in the range of RM10, 000.00 (125 cc-250 cc) Self-Application and safety, including helmet, a suit of clothes, shoes, neck protection, gloves, protective knee, elbow and body protection. Estimates and purchase is a starter package (Starter Pack). While the rest are spare parts and service quality as the maximum use of lubricants such as synthetic material of 100% for the protection and superior engine performance.

## **1.2 Research Question**

Question that arise are:

1.2.1 What type of appropriate design that can be used to attract the audience?

1.2.2 What is the suitable promotional medium that can be used to promote this sport?

1.2.3 Would this innovation of promotion that will be made can introduced this sport in Sarawak?

## **1.3 Problem statements**

1.3.1 Motocross Sports is still less interest in Sarawak, especially among teenagers.

1.3.2 Promotion is limited because only certain members who know the activities that carried out.

1.3.3 Less medium campaign.

#### **1.4 Research Objectives**

- 1.4.1 To improve existing advertising strategy to attract the audience.
- 1.4.2 To analyze whether the promotion method are suitable, attractive and unique for introducing this motocross sports.
- 1.4.3 To propose the types of promotion strategy that are suitable for motocross sports.

#### **1.5 Research Scope**

This research are conducted on the types of appropriate promotion strategy to attract the audience to join this sport. This research are made on photography, typeface and illustration that suitable to use for this promotion. It was held in Kota Samarahan and Kuching.

## **1.6 Hypothesis**

In this research, researcher will use promotional methods that can be used to further enhance the sport's popularity in Sarawak. The unique design and appropriate illustrations will be used on posters, banners and bunting to motocross sports will be more prominent and widely recognized.

Moreover, the use of promotional items such as posters, bunting, banners and a unique ambient drawing attention to the audience get to know more about these motocross sport. In addition, the researcher will fostering the design innovation that is easily understood by all ages and easy to remember by the community.

## **1.7 Target Audience**

Target audience is a specific group of people within the target market at which a product or the marketing message of a product is aimed at. This research were held to attract the interest of population in Kota Samarahan and Kuching especially among teenagers ages 15 to 30 due to lack of youth participate in this sports.

## **1.8 SWOT**

### **1.8.1 Strength**

Promotion can be done to introduce more about Motocross in Sarawak. In addition to encouraging young people to participate in this sport. Motocross is a positive sport and will give a remarkable experience to the audience. Enhance the spirit of sportsmanship among the youth.

### **1.8.2 Weakness**

The sport is less appealing because less of promotion conducted in Sarawak. The information you provided does not extend to all audiences. Younger generation of does not get as much attention. Medium promotion is not widely used.

### **1.8.3 Opportunity**

Sarawak Motocross can be introduce more widely to raise the standard of sports in Malaysia. Attracting youth to venture into this extreme sport thus producing talented riders.

### **1.8.4 Threat**

Least motocross center in the Sarawak. There are other inherent latest sports like paintball and laser tag.

## **1.9 Suggestions Media Campaign**

### **1.9.1 Below The Line Advertising:**

#### **Poster**

A poster is a “public” piece of paper conveying information through text (words) and/or graphic images (symbols or pictures). It’s usually designed to be displayed vertically on a wall or window and is large enough to be seen and read from a relatively short distance. Its main target audience is the person walking by. A poster must convey its message with immediacy and purpose, because people on the street are often in a hurry.

#### **Banner**

A long strip of cloth bearing a slogan or design, hung in a public place or carried in a demonstration or procession. Advertising banner is most often the first thing to represent you, your site, or organization. It is the equivalent to a display ad in a newspaper or magazine. Standard banner size: 3 x 18 feet - 4 x 20 feet.

#### **Bunting**

Bunting is common used as display marketing items to promote company images, products, and events at exhibition, shopping complex, or even in front of the retail shop lot. Standard bunting size: 2 x 6 feet.



## **Brochures**

A brochure is a flyer, pamphlet or leaflet that is used to pass information about something. Brochures are advertising pieces mainly used to introduce a company or organization and inform about products and or services to a target audience.

### **1.9.2 Above The Line Advertising:**

#### **Ambient**

Ambient advertising is about placing ads on unusual items or in unusual places you wouldn't normally see an advertisements. An ambient ad doesn't have to be placed outside. Ambient advertising can be found anywhere and everywhere. The key to a successful ambient media campaign is to choose the best media format available and combined with effective message. These kinds of ads often make someone think about a certain place or thing differently.

#### **Transport advertisements**

A medium commonly used by advertisers to reach the public with their message. Usually, this takes the form of promoting commercial brands, but can also be used for public campaign messages. Transport advertisements such as bus, taxi, lorry, train and airplane. Usually advertiser commonly used buses or train because a lot of people will used bus or train as their transport.

### **Billboard**

A large outdoor board for displaying advertisements. Billboards are advertisements that provide information to passing vehicles and pedestrians. These large format out of home advertising structures, typically found in high traffic areas and are viewed at distances of 50 feet or more. There are a few types of billboards and their sizes usually depend on the speed of traffic and distance from the person viewing it. A billboard on a highway or expressway is commonly called a bulletin.

### **Radio Advertisements**

Commercial radio stations make most of their revenue selling "airtime" to advertisers. Radio advertisements or "spots" are available when a business or service provides valuable consideration, usually cash, in exchange for the station airing their spot or mentioning them on air.

### **Television Commercial (TVC)**

A commercial advertisement on television (usually abbreviated to TV commercial, ad, ad-film, and known in UK as advert, or TV advert) is a span of television programming produced and paid for by an organization, which conveys a message, typically to market a product or service.

#### **1.10 Limitation of Research**

This research will be conducted in the district of Kuching and Kota Samarahan, Sarawak. This is because this area near the race track, especially in Kota Samarahan. Easy to attract people those who live near at that place.

#### **1.11 Significance of Research**

This research deals with the promotion of Motocross strategy in the Sarawak. The study involved the types of promotional medium that will be used to promote this sport become more famous. Moreover, the goal of this campaign is to increase the publicity for this sport to become one of the extreme sport are favored by people in Sarawak.

## 1.12 Conclusion

Year after year, Motocross growing around the world. This extreme sport have made the extreme sport enthusiast to learn and deepen the skills of Motocross. However, the establishment of Motocross club in Sarawak still less well-received despite being 11 years founded. New generations are needed especially youth for Motocross in Sarawak will continue maintained and producing talented riders to bring honor for Sarawak and Malaysia in the future.

From the problem statement that are collected, researcher found that the promotional campaign conducted before this are limited and less promotional medium. Therefore, this research of appropriate campaign medium will be made and innovation will be made in terms of design, advertising and promotion. Promotion is a medium that can help to increase publicity and introduced this sport in the eyes of the public. Methods of promotion that will be used are above the line advertising and below the line advertising.

Above the line and below the line advertising proposal are made to obtain the appropriate decision in order to realize potential campaign. SWOT analysis are used to further strengthen the research. The information obtained can help researcher to produce the innovation design that are suitable for this promotional advertising.