THE EFFECTIVENESS OF RAKAN MUDA ADVERTISING CAMPAIGN

Chea Pui Fong

Bachelor of Applied Arts with Honours (Design Technology) 2005
THE EFFECTIVENESS OF RAKAN MUDA ADVERTISING CAMPAIGN

CHEA PUI FONG
(8042)

This project is submitted in partial fulfillment of the requirements for the degree of Bachelor of Applied and Creative Arts with Honours (Design Technology)

Faculty of Applied and Creative Arts
UNIVERSITI MALAYSIA SARAWAK
2005
BORANG PENGESAHAN STATUS TESIS

UNIVERSITI MALAYSIA SARAWAK

BORANG PENGESAHAN STATUS TESIS

JUDUL: THE EFFECTIVENESS OF RAKAN MUDA ADVERTISING CAMPAIGN

SESIPENG AJIAN: 2005

Saya CHEA PUI FONG

Mengaku membenarkan tesis ini disimpan di Pusat Akademik,
Universiti Malaysia Sarawak dengan syarat-syarat kegunaan seperti berikut:

1. Tesis adalah hak milik Universiti Sarawak
2. Pusat Khidmat Maklumat Akademik, Universiti Malaysia Sarawak dibenarkan
   membuat salinan untuk tujuan pengajian saja.
3. Pusat Khidmat Maklumat Akademik, Universiti Malaysia Sarawak dibenarkan
   membuat pendigitan untuk membangunkan Pencapaian Data Kandungan Tempatan
4. Pusat Khidmat Maklumat Akademik, Universiti Malaysia Sarawak dibenarkan
   membuat salinan tesis ini sebagai bahan pertukaran antara institusi pengajian tinggi.
5. **sila tandakan (✓) **

SULIT (mengandungi maklumat yang berdaftar keselamatan atau
Kepentingan seperti termaktub di dalam AKTA RAHSIA
RASMI 1972)

TERHAD (MENGANDUNG MAKLUMAT Terhad yang telah
ditentukan oleh organisasi/badan di mana penyelidikan
dijalankan)

TIDAK TERHAD

(Tandatangan Penulis)

(Tandatangan Penyelia)

Alamat Tetap:
No.28, Lot 139, Lorong 3C,
Jalan Central Timur, 93300 Kuching, Sarawak.

Tarikh: 30/10/05

Tarikh: __________
This project entitled 'The Effectiveness of Rakan Muda Advertising Campaign' was prepared by Chea Pui Fong and submitted to the Faculty of Applied and Creative Arts in partial fulfillment of the requirements for a Bachelor of Applied of Creative Arts with Honours (Design Technology).

Received for examination by:

( Ahmad Azaini Abdul Manaf )

Date:
ACKNOWLEDGEMENT

I wish to thank, first and most important, Mr. Ahmad Azaini Abdul Manaf my thesis supervisor, Prof. Ahmad Khiri bin Md. Zain, Mr. Sylvester Wielding Jussem, Mr. Mastiqa bin Haji Lamat, Puan Siti Shukaila binti Shaharuddin and other lecturers from Design Technology programmes of Faculty of Applied and Creative Arts, University Malaysia Sarawak (UNIMAS) for their hard work, dedication and patience in guiding me through to completion of my final year project. I would also like to thank Mr. Ropens Sitharan a former tutor of Multimedia University for his willingness to contribute his work, Interactive CD-ROM on "Rakan Muda" for my thesis research. Lastly, I am grateful to God that He has bless me with parents, peers and coursemates who had been very supportive in sacrificing their time, financial and moral supports especially throughout the years of my studies in university. I sincerely thank them from the bottom of my heart for their love, care and concerns that leads my project to completion.
ABSTRACT

Today, our youths are confronted with masses of social problems and juvenile cases. Acknowledging that if youth has the opportunity to discover their inner potential by putting right priorities in life, youth will not waste time indulging in unhealthy activities. It is indeed essential for all relevant organizations to put their hands together and come up with a proper strategic plans to encourage our youths in participating valuable programmes and lifestyles.
ABSTRAK

Pada zaman kita, para belia seringkali menghadapi pelbagai masalah sosial dan kes-kes juvenil. Jika setiap belia diberi peluang untuk mengenal potensi sendiri secara mendalam dengan mengutamakan hak pendirian dalam kehidupan, maka mereka tidak mungkin akan menentang masa dengan melibatkan diri dengan kegiatan yang tidak bermanfaat. Justru itu, adalah mustahak bagi semua organisasi yang relevan satu-sama bergandung tangan untuk mengembangkan rancangan yang strategik bagi menggalakkan para belia mengambil bahagian dalam program yang bermanfaat serta menjalankan kehidupan yang sehat.
# TABLE OF CONTENT

**APPROVAL SHEET**  
(i - ii)

**ACKNOWLEDGEMENT**  
(iii)

**ABSTRACT**  
(iv)

**ABSTRAK**  
(v)

## CHAPTER ONE

### 1.0 INTRODUCTION

1.1 Background of Study  
1.1.1 The main objectives of Rakan Muda  
1.1.2 The Action Plan of Rakan Muda  
1.2 Problem Statements  
1.3 Objectives  
1.4 Scope of Study  
1.5 Definition  

1

## CHAPTER TWO

### 2.0 RESEARCH METHODOLOGY

2.1 Introduction  
2.2 Literature Review  
2.3 Questionnaire  
2.4 Observation  
2.5 Case Study  
2.6 Limitation of Study  

9 - 14

15

15

16 - 20

21
CHAPTER THREE
3.0 FINDINGS
3.1 Introduction 22
3.2 Questionnaire Findings 22-36

CHAPTER FOUR
4.0 DISCUSSION
4.1 Introduction 37
  4.1.1 Our Youth 37
  4.1.2 Behaviour and Action 37
  4.1.3 Attention-Getting Advertisements 38
  4.1.4 Advertisement and Colour 38
  4.1.5 Legibility 39
  4.1.6 Clarity 39
  4.1.7 Print Advertisement 40
  4.1.8 Visual Communication 40
  4.1.9 Television 41

CHAPTER FIVE
5.0 RECOMMENDATIONS
5.1 Youth Organization 42
5.2 Effective Advertising Campaign 42
5.3 Tone and Manner of Design 42
5.4 Conclusion 43 - 44

CHAPTER FIVE
6.0 CONCLUSION 45

REFERENCES 46
APPENDIX A: Questionnaire
APPENDIX B: Research Materials
CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of Study

This study aims to examine the effectiveness of *Rakan Muda* advertising campaign in Malaysia and its role in the communication process, function and impact to the society. With an enthusiastic focus on Malaysia’s economic future and in sustaining its social stability, the country is inspiring and moulding its youths with the principles and character to continue its drive of nation building. The youths in Malaysia comprised 20.9% of the total population of 18.3 million in 1991. The percentage distribution of youths increased to 21.1% in 1998/1999, but it declined slightly each consequent year; by 2002 they formed 20.4% of the total population. However, despite slight declines in percentage distribution by the year 2006 the total number of youths was 4.86 million and this increased to 5.01 million in 2002. This is a large figure of youths ranging from age 15 to 24 which contributed to nearly 40% out of 23 million country’s total population in 2003. (UNESCO, 2003)

Media has reported surveys on tremendous lack of motivation and the youths today are capture in social crisis such as drugs, violence, teenage pregnancies and juvenile crimes. Youths need to be set free from all these oppressions and high morality needs to be cultivated in them. In response to this
national concern, a strategic mission has been formulated to instil our youths a lasting, driving sense of pride, ambition and community spirit - to build them as a national resource, and as future hope for the nation. Therefore, Rakan Muda has been established.

*Rakan Muda* is established for one purpose; for the development and strengthening of Malaysian youths. It emphasises on the development of mental, physical, spiritual and social activities. *Rakan Muda* is the first comprehensive, innovative youth centre point and the foremost of its kind in the country to create a centre of attention among the youths.

It is to instil principles which drive and encourages the youths to become contributors in nation building aimed at providing options for youths to practice a healthy lifestyle and to utilize their free time productively. The programmes are based on nine lifestyles planned to fulfil the needs of the younger group towards establishing a stable generation that is in line with Vision 2020. *Rakan Muda* was first resounded throughout the nation for the first time on the 29th of October 1994 by our former Prime Minister, Tun Dato' Seri Dr. Mahathir Mohamed.

dan Budaya (arts and culture), Rakan Kecergasan (fitness) and Rakan Rekacipta (innovation).

A strong visual identity was designed for Rakan Muda - which is a logo based on the concept of "Reach for the Stars". The Stars symbolize excellence, success, achievement and positive attributes for youths to emulate. A spirited, motivating action line was also devised - "Yakin Boleh" meaning "Yes, We Can!" (Rakan Muda, Yakin Boleh, 2003)

1.1.1 The main objectives of Rakan Muda

a) Strengthen the family unit and foster stronger community awareness. To assure the older generation that their children and grandchildren will learn and cultivate the traditional values of integrity, determination, and friendship.

b) Assure the nation that a path has been created where the future leaders of Malaysia will sustain growth, stability and respect the country currently enjoys.

c) Provide Malaysian youths with opportunities to translate youthful dreams into tangible goals by motivating them to adopt positive attitudes, encouraging them to acquire knowledge and new skills to broaden their perspectives, and to pursue excellence.
d) Create awareness among the youths their roles and moral responsibilities in nation building. (Codes of Conduct of Rakan Muda, 1997)

1.1.2 The Action Plan of Rakan Muda

Rakan Muda provides the opportunities for personal and social development for youths. It is a fully Malaysian-incorporated organization that requires support from the community as fundamental to reach success. As stated in the official website of Rakan Muda, it plays important roles in embarking the strategies for the following achievement such as:

- Developing partnerships with non-governmental organizations (NGOs) to provide the core infrastructure in organizing events and activities.

- Seeking cooperation from the private sector to underwrite the costs of the various programmes.

- The Government, through the Ministry of Youth and Sports, acting as the channel to set policies and provide directions for the relevant parties concerned.

- Encourage the youths through various media, to participate in at least any of the programmes of their choice. Their participation is voluntary, but will instil in them a more positive mindset, and a sense of self-esteem and responsibility. The activities in each programme are
designed to stimulate and promote their talents and skills. They also provide them with avenues to restore their sense of direction and meaning in their lives, eventually helping them to become more resourceful and disciplined adults.

1.2 Problem Statements

*Rakan Muda* programmes have been receiving positive participation for over half a million of young people for the past ten years when it was first launched in 1994. However, there tend to be one major difficulty for the youths in East Malaysia to be involved in any programs organized by *Rakan Muda* mainly because of distance where the venue were mostly held in West Malaysia. Youths from the state of Sarawak and Sabah could hardly join any activities that are held in West Malaysia. Nonetheless, there are some keen and committed youths who are willing to take part provided they are capable financially.

Recently, the national program is also getting less attention from the public and there seems to be lack of motivation in participation among the Malaysian youths. The youths seem to be not paying much attention on what *Rakan Muda* programme is implementing nowadays. Does it happen due to the lack of advertising promotion now as compared to before? How successfully has *Rakan*
Muda advertising campaign been carried out? How does it bring about changes and effective communication with and between youths who take part in the different programs?

1.3 Objectives

a) To study the role of advertising campaign in an organization’s publicity program.

b) To investigate the acceptance of youths towards Rakan Muda programmes.

c) To investigate the participations and involvements of youths towards Rakan Muda programmes.

d) To study the use of effective media specification in advertising campaign.

e) To suggest the best approach of advertising campaign of a Rakan Muda programmes.
1.4 Scope of Study

The mass media is an effective tool for publicity events, activities, special projects and advertising campaigns. Electronic and printed media such as television, radio, Internet, newspapers and magazines are used as one of the communication mediums. Thus, the study will be based on the use of media and the importance of effective advertising campaign in conveying the right message to the public.

There will be a description on elements of good design in advertising campaign. Good design and layout must be able to function as communication medium. It is not only the layout that should stands out but the message outline and copy transmit. In order to find out how successful has the advertising campaign been carried out by Rakan Muda, feedback from the public is essential.

In this thesis will discover further response and acceptance from the public in the scope of Kuching towards a Rakan Muda programmes. Furthermore, it is vital to determine whether or not a national youth organization has created a significant impact among the Malaysian youths that would involve life changes.
1.5 Definition

The definition of effectiveness according to Della Thompson (1996, p.276) in the Oxford dictionary of Current English 2nd Edition means “producing the intended result; impressive, striking; actual operation. Whereas advertisement is a communication that gets attention, provides information, makes a point and encourages someone to buy, try or do something.” According to an author, Sandra E. Moriarty (1991, p.397), campaign means a series of advertisements that are connected thematically.

In this context, an advertising campaign is a series of different advertisements in different media that are scheduled across a major time period. The different advertisements are held together by a merging campaign theme. The campaign should be targeted to specific audience or it may address into several different segments. An important factor to determine how an effective advertising campaign works is based on the basis communication awareness and recall.
CHAPTER TWO

2.0 RESEARCH METHODOLOGY

2.1 Introduction

This study is accomplished by using four methods of research, literature review, questionnaire, observation and informal interview.

The primary research include collecting data from digital, electronic and print media such as press releases, articles, newspapers, and public documents on the Internet. Primary materials that have been summarized such as commentaries or reviews on books have also been collected as to enhance the research.

In order to collect supplementary information, this research was also carried out through telephone calls, capturing photographs and sending emails and self-addressed postage to the respective destinations. These firsthand exploration and observations sources play an important role in contributing research methodology.

2.2 Literature Review

The background and rational in this section will provide a brief review of previous research and theory relevant to effective advertising campaign in communication process in Malaysia and throughout the world. The studies are
being conducted by gathering information based on theories in the past, present and also the future. The literature reviews include the following:

2.2.1 Top Advertisers in Malaysian Government

The recent research by Nielson Media Research (NMR, 2003-2004), the Malaysian government is one of the biggest advertisers in the country, taken as a category, ranks among the top ten product or service categories in terms of spending to buy media airtime or space.

In the year 2003, media expenditure by the federal and state governments has outpaced by the private sector. Government advertising expenditure rose by 15 percent to RM77.3 million against the country's total growth of 7.6 percent. The Health Ministry is the major spender for slightly half of the advertising expenditure.

The Domestic Trade and Consumer Affair Ministry was second of the advertising expenditure gone into its anti-piracy drive campaign to warn the public on get-rich-quick-schemes. Followed by Housing and Local Government Ministry, Social Security Organization (Soeso), Islamic Development Department (Jakim), Selangor Government, Rural Development Ministry, Negeri Sembilan Government, National Unity and Social Development Ministry and the Defence Ministry.
It is stated that the communication campaigns are about efficiency. The real issue of the campaign should be set in long term and whatever judgment depends a lot on the objectives of the campaign based on the budgets allocated.

2.2.2 Objective of National Advertising Campaign

Based on an article, veteran Tan Sri Lim Kok Wing (2004, p. 21) who has worked with Malaysia government for two decades emphasized that government campaign is more involved into promoting racial integration, creating health awareness and international tourism promotion, stance on rainforest management, and marketing Malaysia as an education centre.

There is a tremendous different between government campaign and commercial advertising campaign as he quoted,

“Campaigns to promote health, patriotism and so on are part and parcel of nation-building. It’s about changing mindsets and shaping public opinion.”

Hence, he relates that whether to instill a greater confidence in national or commercial advertising campaign, the basic platforms has to be built and it takes great afford. In addition, a local product or service brand name could not be developed in a fortnight; it shall be built through long-term period with the purpose to stay in the minds and hearts of the public.
2.2.3 Brand Development

Michael Tang (2004), an executive director of Spencer Azizul Advertising, Malaysia in his article concurred that this present state many public sector advertising campaigns are lack of understanding of how advertising works. Most of the time, advertisements are viewed only as a resource to provide information. Advertisements are mostly conducted on an ad-hoc (for one particular use) basis, with the mindset of “this looks good, let’s do it” rather than with definite goals, targets, and close monitoring of the results from the campaign. As Michael Tang stated,

“One area of contention is branding. Many decision makers for campaigns, products or services do not have any clear understanding of branding and what it takes to build brands, with many talking about branding simply because it is a buzzword.”

Brand development requires commitment and toracity. A brand name cannot be developed in five or six months, it actually needs five or six years, or more. Having a name does not mean you have a brand. It is just a name.”

However, the consistency of message and long-term commitment are easily undermined by a standard government procedure and the tender process. Under the process, campaign could be changed each time with different people in charge.
2.2.4 Visibility, Identity, Promise, Simplicity – the VIPS Formula

David Bernstein, (1974, pp.155-202) noted British advertising executive claimed that an effective advertising pays observation to the four principles: visibility, identity, promise, and simplicity which together make up the VIPS formula.

A good advertisement works hard to stop the casual reader who might be the target for the particular message. The visibility of an advertisement must stand out amidst the clutter of other advertisements surrounding it. To achieve brand identity in an advertisement audience must be able to associate the main idea with the brand name by featuring the logo, headline or baseline prominently.

Promise is central to any advertisement. If an advertisement fails to promise anything to the audience, it might instead overstate about the product or service. Thus, this will hardly evoke positive feedback from the audience.

In addition, simplicity is a wise way to express messages. Simple does not mean excessively simple. It should be able to arouse the audiences’ attention to read and understand the messages conveyed without to wrestle with a more complex treatment of the topic.
2.2.5 What Any Advertisement Should Be

In the introduction from *The Complete Guide to Advertising* by Barry Day (1985, pp. 6-9) reminded some significant about the nature and challenge in writing and designing advertisement. He claimed that great advertisement starts with the way people think and feel, and finds a way to interpret whatever it happens to be selling to fit the context. Through that, an advertisement can fit into someone’s life and create a real relationship.

All advertising must be in some way reassure the people. It has to provide a point of reference. Advertising is not of itself innovation; in its use of language and be particular in its attitude, it must express even the new in terms of the familiar.

A great advertisement can give shape to what people are thinking, often without knowing it. Moreover, a sharp and clear picture does matter to be the focus of an advertisement. The writing style and words that are touching and true, and the balance of the design elements should be pleasant in an advertisement.
2.3 Questionnaire

Questionnaire is used to collect relevant data. The questionnaire is designed to evaluate the variety of viewpoints among the youths in urban area towards the effectiveness of Rokan Muda advertising campaign. Therefore, the questionnaires were distributed mainly to the young generations in Kuching area which would be the opted area of this research.

In order to elicit the response from youths in Kuching, 30 questionnaires were allocated to diverse part of education centers to students from the secondary school, another 30 to the college students. The remaining 40 questionnaires were distributed to the students of University Malaysia Sarawak (UNIMAS).

2.4 Observation

Observation is one of the quantitative methods of research which was being conducted for further reference towards a critical study. Throughout this method, the sampling of questionnaires have been obtained to discover how well has youths been immersed by the Rokan Muda advertising campaign. This method is performed by calculating and tracking data collected from questionnaires.