



**UNIVERSITI PUTRA MALAYSIA**

**ASSESSMENT OF "CUTI-CUTI MALAYSIA" AS AN ADVERTISING  
CAMPAIGN AMONG RESIDENTS IN PENINSULAR MALAYSIA**

**NORHIZALINEY BINTI IBRAHIM**

**FH 2006 9**

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**By**

**NORHIZALINEY BINTI IBRAHIM**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,  
in Fulfilment of the Requirement for the Degree of Master Science**

**May 2006**



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of  
the requirement for the degree of Master of Science

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The tourism industry in Malaysia is the second largest contributor to the country's economy. The parties involved, especially Ministry of Tourism Malaysia, is making great efforts to promote tourism destinations in the country to local and foreign tourists. One of the programs that had been organized was the “Cuti-cuti Malaysia” or “Malaysia Holiday” campaign that was designed to encourage Malaysians to go for holidays locally. In order to determine the success of the program, a study has to be conducted to obtain feedbacks from the public regarding the advertisements viewed or heard. Thus, this study was conducted to assess the effectiveness of the advertisements “Cuti-cuti Malaysia” while promoting the tourism destinations in Malaysia. The Hybrid model, which is the combination between the ‘Tracking’ and ‘Conversion’ techniques, was used as a basic and guideline in this study. Sampling for the sample population was conducted to 400 Telekom Malaysia's fixed-line their customers using a ‘Random Digit Dialing’ method from the Telekom Malaysia's phone directory. The area of study covered Peninsular

Malaysia which was divided into four divisions which are the East coast region (Terengganu, Kelantan and Pahang), Northern (Perak), Southern (Negeri Sembilan and Melaka) and Central region (Selangor, Kuala Lumpur and Putrajaya). The Descriptive analysis, Reability analysis, ANOVA, T-test and Crosstab subprogram from SPSS were used to analyze the data. From the result, it could be concluded that the campaign was a success but the local public awareness towards the advertisements on the “Cuti-cuti Malaysia” campaign was not encouraging. This is because only 66 percent had agreed to go for a holiday after viewing or hearing the advertisements. Besides that, most local tourists were not interested to seek the services of the tourism agency in their plans for holidays. In the aspect of the advertisement’s message, 69 percent could not recall the theme for a certain advertisement that was watched or heard, but they could remember the singer of its jingles, the slogan “Cuti-cuti Malaysia”, the images and graphics and also some information. The television, newspapers, radio, magazines and posters were the medium that had the most percentage of audiences compared to tourism articles, billboards, brochures, cinemas, the Internet and telephone. All of results obtained in this study are to provide some insights that can be useful in the future for planning and marketing of local tourism destination to the public.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia  
sebagai memenuhi keperluan untuk ijazah Master Sains

**PENILAIAN IKLAN “CUTI-CUTI MALAYSIA” SEBAGAI KEMPEN  
PENGIKLANAN KEPADA PENDUDUK DI SEMENANJUNG MALAYSIA**

Oleh

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Sektor perlancongan merupakan sumber ekonomi Negara yang kedua terbesar. Pihak yang terlibat terutamanya Kementerian Pelancongan Malaysia giat berusaha untuk mempromosikan destinasi perlancongan dalam negara kepada pelancong-pelancong tempatan dan luar negara. Salah satu daripada program yang sedang hangat dijalankan adalah “Kempen Cuti-cuti Malaysia”, yang direka untuk menggalakkan rakyat Malaysia agar pergi bercuti dalam Negara. Dalam menentukan sesebuah program itu berjaya ataupun tidak, satu kajian perlu dijalankan bagi mendapat maklumbalas daripada orang ramai terhadap iklan yang dilihat atau didengar oleh mereka. Oleh yang demikian, kajian ini dijalankan untuk menilai keberkesanan iklan “Cuti-cuti Malaysia” dalam mempromosikan destinasi pelancongan dalam Negara. Dalam kajian ini, ‘Hybrid model’ iaitu gabungan antara teknik ‘Tracking’ dan ‘Conversion’ telah menjadi asas dan panduan dalam menjalankan kajian ini. Persampelan untuk sampel populasi telah dikendalikan kepada 400 orang pelanggan tetap talian Telekom yang telah dipilih secara

'Random Digit Dialing' daripada senarai buku panduan Telekom. Kawasan kajian adalah meliputi semenanjung Malaysia yang telah dibahagikan kepada 4 bahagian iaitu; kawasan Timur (Terengganu, Kelantan dan Pahang), Utara (Perak), Selatan (Negeri Sembilan dan Melaka) dan Barat (Selangor, Kuala Lumpur dan Putrajaya). Subprogram daripada perisian SPSS iaitu 'Descriptive analisis', 'reability analisis', 'ANOVA', 'T-test' dan 'crosstab' telah digunakan untuk menganalisis data. Daripada keputusan yang diperolehi dapat disimpulkan bahawa kempen ini berjaya tetapi kesedaran daripada masyarakat tempatan terhadap kempen iklan "Cut-i-cuti Malaysia" yang dijalankan adalah tidak begitu menggalakkan. Ini kerana hanya 66% sahaja yang bersetuju untuk pergi bercuti apabila melihat atau mendengar iklan tersebut. Selain itu, kebanyakan pelancong tempatan juga tidak ramai yang menggunakan khidmat agensi pelancongan dalam perancangan percutian mereka. Dari segi mesej yang dapat diingat kembali pula, 69% tidak dapat mengingat kembali tema sesuatu iklan yang dilihat atau didengar oleh mereka tetapi mereka dapat mengingat penyanyi, slogan "Cut-i-cuti Malaysia", gambar dan sedikit maklumat. Dari segi media pula, Televisyen, surat khabar, radio, majalah dan poster merupakan media yang mencatatkan peratusan tinggi orang melihat atau mendengar iklan tersebut berbanding rencana perlancongan, papan iklan gergasi, risalah, panggung wayang, internet dan telefon. Kesemua keputusan yang diperolehi daripada kajian yang dilakukan ini adalah untuk membantu sedikit sebanyak pihak yang terlibat terutamanya dalam membuat perancangan dan pelan pemasaran untuk mempromosikan destinasi perlancongan dalam Negara kepada orang ramai pada masa akan datang.

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## LIST OF ABBREVIATIONS

AIDA	Attention → Interest → Awareness → Action
MOCAT	Ministry of Culture, Art and Tourism (Currently partition into Ministry of Art, Culture and Heritage, and Ministry of Tourism)
MP	Malaysia Plan (National Recovery Plan – NRP)
MTPB	Malaysia Tourism Promotion Board (Tourism Malaysia)
SARS	Severe Acute Respiratory Syndrome
TDC	Tourist Development Corporation (Agency under the former Ministry of Trade and Industry)

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 General Background**

The tourism industry in Malaysia continues to contribute towards generating foreign exchange earnings, employment and income during the Eight Malaysian Plan (2000 to 2005) period. Although the industry was one of the many affected by the economic crisis in 1997 and 1998, its quick rebound contributed to the strong economic recovery of the nation. This was due mainly to the concerted efforts from the public and private sectors as well as the successful implementation of measures outlined in the National Recovery Plan (NRP) to revitalize the tourism industry (Anonymous, 2000).

For the Eighth Malaysian Plan (2000 to 2005), one of the objectives was to achieve rapid growth in tourism on a sustainable basis. Towards this end, a holistic and coordinated approach was adopted to boost the tourism industry further. Efforts were also taken to provide a wider variety of quality tourism products to stimulate tourism demand; both internationally and domestically. In addition, promotional strategies in established and emerging markets were also planned for the same period to capture a larger share of the tourism market (Anonymous, 2000).

It was reported that 13.8 million international tourists had arrived to this country in 2004, compared to only 10.58 million in the previous year (Utusan Malaysia, 10 September

2004). On the other hand, domestic tourists had increased to 9.5 million as compared to only 7.56 million during the same period. As reported in Utusan Malaysia (10 September 2004), this can be attributed to efforts by the relevant ministry, which had organized campaigns and promotions extensively to increase the arrivals of tourists to this country.

The fact presented in the paragraph above only help to confirm the expanding industry of tourism in the country. The success of this industry in penetrating and capturing a bigger market share is dependent on many internal and external factors. One of the most important areas to ensure the industry's continued success is vigorous advertisement. Advertisement is important in the tourism industry as a whole because it serves as a tool to promote and publicize to the local and international markets about the presence of tourism destinations.

In promoting its unique blend of natural beauty and rich diversity of cultures, traditions, histories and lifestyles of the various ethnic groups, themed and specialized advertising campaigns were designed and implemented by the tourism authority. The "Cuti-cuti Malaysia" campaign, for example, was launched in September 1999 as the flagship campaign to position Malaysia as one of the top tourism destinations in the region. Tourism branding was used as a promotional platform to create an easily identifiable image, to generate interest and facilitate recall in the decision making process of destination selection. In the case of "Cuti-cuti Malaysia" advertising campaign, it was designed specifically to create interest among the Malaysian to travel and spend their holidays at domestic destinations.

## **1.2 Problem Statement**

In 2004, a total of RM215 million was allocated by the government for tourism promotional programs (Bernama, September 2005), thus underlining the importance of advertisement in tourism. For such purpose, various forms of advertising were employed, mainly mass and direct advertisements. Mass advertisement involves communications via newspapers, magazines, radio and other media including the internet. Direct advertisement, which is also called database marketing, is pinpointed to each business-to-business customer. Database marketing has experienced an increase in its usage mainly because of the effectiveness of the targeted communications and the computer technology that made it possible.

Amid the spending spree to increase tourism activity in Malaysia, the effectiveness of these promotional programs remained unknown to all. How effective is the advertisement to in reaching its target market? Do they aware about the campaign, and consequently the promoted Malaysian destinations? Likewise, how do Malaysians used the information received from advertising in making their decisions in traveling? These are the principal questions the present study intends to examine and answer.

The present study was also designed and carried out with the realization of gaps in certain area of research pertaining to tourism in Malaysia. Much of the previous research had been focused on the social, political, economic and cultural impacts of tourism; research areas such as tourism planning and policy, tourist characteristics and motivations have

also been examined. However, empirical research in the area of tourism advertisement in Malaysia is non-existent (Anonymous, 2003).

Therefore, the present study was set to discover how far the advertising campaigns, specifically the “Cuti-cuti Malaysia”, have been effective in reaching its target market. Effectiveness in this study will be measured in terms of the *awareness* of the target market on the stated advertising campaign. Since this campaign is clearly designed for the domestic tourism market, as such, the assessments are to be carried out solely among this specific group. Findings from this study would be crucial for the relevant agency to find out if the money used for the campaign is indeed well spent. Similarly, corrective actions might be found in improving the effectiveness of the advertising campaign.

### **1.3 Research Objectives**

The general objective of the study was to examine the effectiveness, in term of the awareness, of the “Cuti-cuti Malaysia” advertisement campaign as planned and implemented by the Tourism Malaysia.

The specific objectives are:

1. to examine the awareness of the domestic tourism market on the “Cuti-cuti Malaysia” advertising campaign,
2. to identify the effective media used for the “Cuti-cuti Malaysia” advertising campaign, and
3. to assess relationship between the “Cuti-cuti Malaysia” advertising and the tourist travel decision.

#### 1.4 Definition of Terms

##### *Effectiveness*

Effectiveness is the measurement of how the consumer interacts with the various media under consideration. Which media and media vehicles do consumers use regularly? Which do they trust? Which do they turn to for information or entertainment? (Barnes and Schultz, 1995).

Essentially in this study, the effectiveness is measured in terms of the market awareness on the advertising campaign. It is determined by the ability of the respondents to recall what had been seen or heard about the “Cuti-cuti Malaysia” advertisements (advertising awareness), sources of advertising awareness, travel decision, and campaign diagnostics.

##### *Advertising*

Advertising was defined as all non-personal forms of communication where paid media is used and the formal sponsor is identified. It includes varieties of media; newspapers, brochures, direct mail, displays, television and radio (Koth, 1987). For the purpose of this study, these media were evaluated along with the Internet as a part of the media to promote tourism, plus to provide information about programs and destinations in Malaysia. From marketing perspective, promotion includes advertising as one of its many tools. However, in this thesis, no attempt was made to distinguish between the two words to avoid further confusion; the words promotion and advertising were used interchangeably in the discussion throughout the thesis.

### ***Cuti-cuti Malaysia***

Cuti-cuti Malaysia is a tagline for domestic campaign that was launched in September 1999. The objective for the campaign is to inculcate the value of holiday culture among Malaysians and have them change their mindsets to take holiday as a part of their routine lives (Tourism Malaysia, 2004).

### ***Tourism***

Tourism is defined as a recreation involving trips of at least 50 miles from home, and tourists were defined as those who take such trips. Tourism was thus considered a subset of travel in general (Spotts, 1997).

### ***Domestic Tourist***

A working definition of 'domestic tourist' as previously offered by Leiper (1979) was used in this study; 'a visitor residing in a country, who travels to a place within the country, but outside his usual environment, for at least one night but not more than six months, and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited'. Therefore, in general, the term 'domestic tourist' in this thesis refers exclusively to Malaysians who travel in this country.

### ***Travel Decision***

Travel decision-making is the process of identifying and selecting from among possible solutions to a problem according to the demands of the situation (Anonymous, 1993). Destination choice is the main focus of customer decision-making research in tourism,

aimed at improving the understanding of how tourists choose a destination from what has been available to them. Individual's images or perceptions, at least partially derived from their attitudes toward a destination's perceived tourism attributes, have been linked to destination preference and selection (Jafar, 2000).

In this study, this fact can be illustrated by thinking about the range of questions and decisions that a tourist has to make when choosing a holiday. This included (each of these can be asked in questionnaire); Which destination?, What type of accommodation?, How long would the holidays last? (Days or weeks), How many people did they travel with? (Traveling groups size), Package holiday or independent travel (used the travel agent or vice versa)?

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Tourism**

In defining tourism, many approaches have been taken by researchers over the past years. At least six different viewpoints can be used: economic; technical; experiential; psychological; holistic; and communicative. Although technical and financial details are important to business and economists, tourists might find more general explanations are that are more suitable to their needs. Any definition of tourism ultimately depends on the perspective and purpose requiring explanation. The holistic definition is a compromise between multiple purposes and users, and the communicative definition introduces some important philosophical tenets into tourism theory (Nielsen, 2001).

While problems of definition do arise, the following characteristics of tourism can probably be identified (Collier, 2003):

- Tourism starts with a set of ideas and a decision-making process.
- It involves a complex set of interrelationships (behavior) between people, place, and products.
- These interrelationships evolve through the transportation of people to various destinations beyond their normal place of residence, and their stay at those destinations.
- The duration of the visit must generally be of a short-term nature (not permanent).

- The behavior of tourists will normally result in the development of an industry to cater for their needs.
- Tourist and industry behavior will almost always have an impact on the host community.
- Tourism is essentially a pleasure activity.

Therefore, these defined characteristics of tourism could be used as a guideline for this study.

## **2.2 Tourism Marketing**

The product can be either 'ideas, goods, or services'. Since tourism is primarily a service based industry, the principal products provided by recreation/tourism (R/T) businesses are recreational experiences and hospitality. In addition, instead of moving the product to the customer, the customer must travel to the product (area or community). Travel is a significant portion of the time and money spent in association with recreational and tourism experiences and is a major factor in people's decisions on whether or not to visit the destination or used the services (Mahoney and Warnell, 1987).

As an industry, tourism has many components comprising the overall 'travel experience'. Along with transportation, it includes such things as accommodations, food and beverage services, shops, entertainment, aesthetics and special events. It is rare for one business to provide the variety of activities or facilities tourists need or desire. This adds to the difficulty of maintaining and controlling the quality of the experience. To overcome this