

DESIGN OF PROMOTIONAL PRINTED MATERIALS FOR CAVITE
STATE UNIVERSITY'S SUGAR PALM (XAONG) PROGRAM

THESIS

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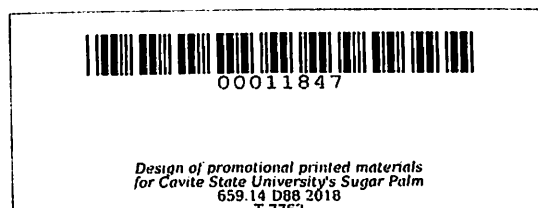
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**DESIGN OF PROMOTIONAL PRINTED MATERIALS FOR CAVITE STATE
UNIVERSITY'S SUGAR PALM (KAONG) PROGRAM**

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ABSTRACT

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The study was conducted from September 2017 to April 2018 in Brgy. Daine I and Daine II Indang, Cavite to determine the preference of the participants for the promotional materials of Sugar Palm (Kaong) Program as preferred of the Barangay Officials and Kaong farmers of Brgy. Daine I and Daine II, Indang, Cavite.

The study used descriptive method of research. A survey questionnaire was used to determine the preference of the participants in terms of message and layout of the promotional printed material. The questionnaire consisted of statements and questions about the participant's personal information and their perspective on print layout and presentation that would determine the factors to be considered in designing the promotional materials of CvSU's Sugar Palm (Kaong) Program. Frequency and percentage distribution method were used in the analysis of data.

Based on the results, the researchers designed a promotional printed material considering the preference of the participants based on the answered survey questionnaire. Consequently, this study is being recommended to Cavite State University specifically to the Sugar Palm Research Information and Trade Center to use the design materials made by the researchers; to the future researchers; and to the community to conduct seminars and trainings related to the kaong program.

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DESIGN OF PROMOTIONAL PRINTED MATERIAL FOR CAVITE STATE UNIVERSITY'S SUGAR PALM (KAONG) PROGRAM

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INTRODUCTION

Promotion compasses all the tools in the marketing mix whose major role is persuasive communication (Kotler, 1967).

Promotion is the way in the business makes its products known to the costumers both current and potential. It is a common mistake to believe that promotion by business is all about advertising. It isn't. There are a variety of approaches that a business can take to get their message across to customers, although advertising is certainly an important one.

The main aim of promotion is to ensure that the communities are aware of the existence of a certain product or programs.

Promotion can be used not just for promoting such product but as well as generating employment opportunities by others like in different fields like engaging in agriculture (Arenas&Tamargo, 2016).