

Case Study of Effectiveness Using the Pahang Dialect in Advertisement

Tengku Mohd Faizul Tengku Abdul Kadir¹

¹University College of Yayasan Pahang, Malaysia

ARTICLE INFO

Article history:

Received Dec 31, 2022

Revised Feb 24, 2023

Accepted Mar 15, 2023

Keywords:

Pahang Dialect,
 Advertisement,
 Effectiveness,
 Culture

Conflict of Interest:

None

Funding:

None

ABSTRACT

An anecdote of setting foot in the state of Pahang Darul Makmur is about the dialect. For the residents here, the dialect of each district is influenced by its river currents; if the river's current is heavy, then the speed of his speech and vice versa. The extent of this anecdote is true or not known because it is not supported by scientific evidence. However, it is not a question because what is interesting nowadays is that the use of the dialect has grown in advertising models in the state, either in the form of mass media or print media. The use of dialects is now not only focused on the broadcast sector but has also begun to be introduced through digital and conventional advertising, especially in that country. The use of dialects such as "moh ler ke Pahang", which originates from the district of Temerloh, or "sedakk pepalehhh", which originates from Kuala Lipis and so on, are among the dialects that are often heard and have now become model in the formation and filling in an advertisement, especially in the state. Therefore, this search or study is made by reviewing all the use of dialects in an advertising model and the extent to which it is affected and influenced by the local community and those who come from outside Pahang. The importance of this study is also to make the Pahang dialect one of the Malay universal dialects comparable with other dialect states in Malaysia. This research aims to identify the awareness about the impact of using the Pahang dialect in advertisements throughout the district. This research will analyse the effectiveness of the Pahang Malay dialect made by the 11-district council in Pahang Darul Makmur in the advertisement.

Corresponding Author: Tengku Mohd Faizul Tengku Abdul Kadir, University College of Yayasan Pahang, Kuantan, Pahang, Malaysia. Tel. +6012-7129059. E-mail: faizul@kyp.edu.my



© Tengku Mohd Faizul Tengku Abdul Kadir

This is an open-access article under the CC BY-SA 4.0 international license.

1. Introduction

Pahang is the largest state on the east coast of peninsular Malaysia and the third largest state of Malaysia. Pahang is well-known for its mountains, rainforests, and beaches. The state capital, Kuantan, Pahang Darul Makmur City, was declared by the Yang di-Pertuan Agong, Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah on 21 February 2021. The Pahang Darul Makmur state covers an area of 35,965 (km²), and it is divided into eleven (11) administrative districts which are Pekan, Kuantan, Rompin, Maran, Bera, Jerantut, Temerloh, Raub, Bentong, Lipis and Cameron Highlands. The total population of Pahang Darul Makmur is about 1,572,700 million people, with a population density of about 43 people per km².

An anecdote of setting foot in the eleven states of Pahang Darul Makmur is about dialect. For the residents here, the dialect for each district is influenced by its river currents; if the river's current is heavy, then the speed of his speech and vice versa. The extent of this anecdote is true or not known because it is not

supported by scientific evidence. However, it is not a question because what is interesting nowadays is that the use of the dialect has grown in advertising models in the state, either in the form of mass media or print media. The use of dialects is now not only focused on the broadcast sector but has also begun to be introduced through digital and conventional advertising, especially in that state.

The use of dialects such as "moh ler ke Pahang", which originates from the district of Temerloh or "sedakk pepalehhh", which originates from Kuala Lipis and so on, are among the dialects that are often heard and have now become a model in the formation and application in an advertisement, especially in the state. Therefore, this search or study is made by reviewing all the use of dialects in an advertising model and the extent to which it is affected and influenced by the local community and those who come from outside Pahang. By introducing the rebranding of a new tourism theme for 2021, "This is Pahang," to replace 'Pahang Simply Awesome' used in 2019 and launched on 17 March 2021. The rebranding of the tourism theme for the state of Pahang is one of the progressive efforts of the Pahang government to revitalise the tourism sector affected by COVID-19 since 2020. Accordingly, using the Pahang Malay dialect is synonymous with the new theme.

1.1 Definition of Terms

According to the background of the study, dialect and accent are two different aspects. The chart below shows the differences between dialects and accents.

Table 1. The Different Between Dialect and Accents

Criteria	Definition	Aspect	Not Standard	Clue
Dialect	Dialect means a variation of a language that has been spoken in a specific geographical area or by a certain category of people	Dialects are distinguished by their vocabulary, grammar, and pronunciation	Dialects can be standard or non - standard	Dialect usually indicates to the talker is owned by a specific group of geographical location
Accents	An accent is a variation of languages pronounced in a particular geographical area or by a particular group of people An accent is a variety of informal speech consisting of newly created and fast-paced words and phrases	Accents are distinguished by vocabulary	Non-standard and informal accents	Accents can reflect an individual's membership in a particular social group

1.2 Problem Statement

When discussing the dialect of a district in each state, some constraints or problems will arise, such as the understanding of the outside community of the dialect, public acceptance, especially the younger generation, of the use of the dialect in an advertisement and so on. It will, to some extent, affect the sensitivity of the local community if there is a misunderstanding of the interpretation and style of the dialect spoken by an individual. It may be a joke to someone who does not know the real meaning being conveyed using the dialect and can invite a misunderstanding of culture among the local community.

However, if modelled with an effective method and principles, it can introduce and raise the dialect of a district as a 'viral' thing or issue on social media nowadays, especially among the younger generation, and it can give a unique identity to the formation of the tourism sector in Pahang and even in Malaysia. The selection of the appropriate dialect to convey a message in an advertisement, whether print advertising in Pahang, should be emphasised and filtered by a group of linguists so that the main objective and mission of using the dialect does not deviate from its main goal. The formation of a language group must exist, and the role of institutions of higher learning in Pahang must be highlighted in curbing this problem.

Through an initial conversation between researchers and the industry around Temerloh, Pahang Darul Makmur Malaysia, Mr. Rosman bin Nordin, owner of Megaprima Advertising Sdn. Bhd., he said that the use of dialects in Pahang, especially around Temerloh district, is no stranger. Many customers who came to his advertising shop asked to produce advertisements that used the Pahang dialect, such as "jom", which was changed to "moh". However, the industry has constraints in implementing it because, according to Mr. Rosman bin Nordin, when an advertisement uses dialect to convey information to the public, it needs

approval from the language and library board. If they do not get the consent of the Language and Library Council, they may be sued because the role of the Language and Library Council is to uphold Bahasa Malaysia. So, when he found out that researchers were studying this problem, he hoped that this study could be brought to the Malaysian language and library hall level. They hoped that the language and library hall would allow at least 20% use of the dialect in producing an advertisement.

According to the early conversation with industry players, the awareness of the Pahang dialect among the younger generation could be much higher. They are more exposed to languages from other countries such as Korea, America, Japan, and other countries, while their local dialects still need to be understood and realised. The Pahang accent is applied in print or mass media advertising because today's young generation is easily influenced by news or visuals shown through social media such as Instagram advertising, Facebook advertising, TikTok application and others. Therefore, it is very appropriate to create a prototype of an e-dictionary mobile handheld application to make it easier for the public to check and check the meaning of the Pahang dialect they do not understand.

1.3 Research Objectives

The research objectives of this study are:

- i. To list a general dialect that can be more descriptive in a print advertisement.
- ii. To propose a guideline of the Pahang dialect that can be used in the advertisement.

1.4 Research Questions

From there, two key research questions were addressed:

- i. What is the general dialect that can be used in print advertisements?
- ii. What is the guideline for the Pahang dialect in an advertisement?

1.5 Scope of The Study

Field research is used extensively to study the Malay Pahang dialect, which can be used in an advertisement. Methods used to collect data are qualitative, such as interviews, surveys, and case studies. This research will analyse the effectiveness of the Pahang Malay dialect in eleven (11) district councils in Pahang Darul Makmur. The scope of the study is focused on the major cities in eleven (11) districts in the state of Pahang. The scope of the study is to refine the use of the dialect and why the importance of the dialect to the tourism sector in Pahang is one of the models in the advertisement. This study also uses visuals, symbols, sentences, dialects, fonts, and so on to convey a message to the surrounding community. The Jawi script has been expanded and made into modelling in advertising in Pahang and the Pahang Malay dialect.

1.6 Theory of Research

Several types of semiotics theories can be applied in dialect to analyse and understand the meaning and significance of linguistic variations. Here are three prominent semiotics theories commonly used in dialect studies:

1.6.1 Saussurean semiotics theory

Developed by Ferdinand de Saussure, this theory focuses on the relationship between signifiers (a sign's physical form) and signified (the concept or meaning associated with the sign). In dialect, Saussurean semiotics can be applied to analyse how specific linguistic features, such as pronunciation or vocabulary, act as signifiers that convey regional or social identities (the signified). It helps explore how dialects function as signs with distinct meanings within a particular cultural context.

1.6.2 Peircean semiotics

Proposed by Charles Sanders Peirce, this theory expands the scope of semiotics beyond Saussure's focus on language. Peircean semiotics considers three fundamental sign categories: icons (signs that resemble what they signify), indexes (signs that have a direct connection or correlation to what they signify), and symbols (signs with an arbitrary or conventional association with their meanings). Peircean semiotics can be used in dialect to analyse how specific linguistic elements serve as icons, indexes, or symbols to represent cultural or regional meanings.

1.6.3 Social semiotics

Social semiotics, developed by researchers like Gunther Kress and Theo van Leeuwen, emphasises semiotics theory's social and cultural aspects. This theory explores how language and other semiotic resources (images or gestures) communicate and construct social identities, power relations, and ideologies. In dialect studies, social semiotics can help analyse how dialects are used as social and cultural markers, shaping identities and social interactions within specific communities. It is important to note that these semiotics theories are not

mutually exclusive, and researchers may often integrate elements from multiple theories to gain a more comprehensive understanding of dialects and their semiotic significance. Each theory offers unique insights into the complex relationship between language, culture, and identity in studying dialects.

2. Literature Review

2.1 *Pahang Malay Language Accents History*

According to Collins (1989), he said that The Malay language already subsisted for 500 years ago. From that time, Malay was normally used as the lingua franca within the Southeast Asian region (Asmah, 1976). Research on the formation of language in the state of Pahang is also influenced by the formation of political entities, culture, and population, with the development of parallel language that influences each other (Asmah, 1977, 2005; Collins, 1999).

2.2 *Impact of Using Dialect in Advertisement Model*

According to M. Tarmizi Hasrah, Rahim Aman, and Shahidi A.H (2011), The effectiveness of using dialect in advertising is indeed slow. This is because public acceptance and understanding of the dialect is lacking. However, it uniquely reflects the culture and arts of a district found in the state itself. Appropriate approaches must be highlighted so the community understands the meaning conveyed using the dialect.

2.3 *The Part of Dialect Standardless In-Channel Information*

According to Dr. Ch. Evy Tri Widyahening, S.S., and M. Hum at Slamet University (2015), The role of dialect in an advertisement has its identity value. It is not only able to promote or introduce a district, but its use can profoundly impact daily life, especially the locals in the district. However, the accuracy of the sentence selection for each dialect to be used needs to be studied and filtered by the section that designs such an advertisement. Therefore, it is not surprising if it is used, but the use is less widespread because there is no solid study to help support the effectiveness of the dialect in advertisements in a district.

2.4 *Minority Language, Accents and Dialects in Advertising*

Today's advertising is expected to speak to people in their language. Despite the very high level of planning and design that goes into an advertising message, it is doubtful whether many people will regard the genre as a formal or serious type of communication. This is very different from the origins of advertising, when very formal registers were used, both traditionally in print advertising and later when audio-visual advertisements were first and then made. In the context of the 'information age'. Like many other texts, advertising texts have become formal or perhaps more accurate; they have taken on the characteristic of informal communication.

2.5 *How to Know When to Use Accents in Advertising*

There is a common belief that if a brand tries to deliver luxury and opulence, the advertising should use a UK English accent. Alternatively, if a brand tries to be playful and flirtatious, they should use an Australian accent in Advertising. In a world where there are many ongoing global advertising campaigns, the only way to ensure you use accents that will be well received by your audience is by leveraging transcript and localisation.

2.6 *Dialect Appeal in Visual Communication*

The answer is that dialects likely have a greater appeal than official languages, given that dialects appear more frequently used as semiotic tools in mass communication. This is especially true in advertising and visual communication. Although, in terms of communication, the study of language systems (standard languages, dialect, accents, etc.) falls under the sociolinguistics sphere, the use of these systems in advertising messages is sufficient to highlight its semiotic dimension. (Semiotics and the Visual Communication 2: The Culture of Seduction (pp.166-181), Cambridge Scholars Publishing, E. Zantides, January 2017).

2.7 *Advertising Language: Powerful, Innovative and Environmental*

Advertising is part of the culture and economy of society and, therefore, part of our daily lives. It tells us what car to drive, what bank to use, what to drink and eat, what products to buy and even what to think about. Advertising is not just about the commercial promotion of branded products; it can also enhance the image of an individual, group or organisation. It is important to be innovative because of all the current competition.



(a)



(b)



(c)



(d)



(e)



(f)

Figure 1. Advertisement Boards That Used Pahang Dialect

3. Methodology

The study was designed to be a quantitative study that used descriptive statistics methods in describing the sample and descriptive statistical analysis to investigate the effectiveness of using the Pahang dialect in advertisement. The participation was focused on three groups of people: industry players, clients, and students, as this research objective is to encourage teenagers to be aware of the Pahang dialect.

3.1 Research Design

The researcher used the survey method in this study, which comprised descriptive analysis. The survey method is a research method in which many people answer questions about their knowledge of the Pahang dialect. The survey is used to determine or learn about people's perceptions, views, attitudes, beliefs, values, desires, demographic facts, ideas about the situation being studied, and other types of information. It is frequently used in various fields, particularly in education.

3.2 Sample

The population of this study consisted of approximate respondents who lived in Malaysia, especially in Pahang Darul Makmur state, who come from different backgrounds. A questionnaire was distributed which contains a total of 35 questions. The researcher received 107 responses, mostly from students or teenagers.

3.3 Instruments

In this study, the instrument used was a questionnaire to gather data from respondents. The researcher created the items in the questionnaire based on the literature review and observation of the study. The questionnaire comprises two parts. The first part, section one, consisted of a demographic-gathering section that collected information about respondents' gender, age, ethnicity, state, employment, income level, residents or tourists, marital status, and knowledge about Pahang Darul Makmur. Section two of the questionnaire consists of 24 technical questions about the knowledge and awareness of the Pahang dialect in advertisements.

3.4 Data Collection Procedures

The researcher distributed the questionnaire to the respondents using a digital Google form platform. The researcher used this convenience sampling procedure because of the large scale of data gathering and the post-pandemic session where people must limit social distancing in public. Within one week, the researcher collected and extracted the distributed questionnaires. The researcher managed to get back 107 responses.

3.5 Data Analysis Procedures

In this research, the researcher adopted two statistical analyses of the data collected: descriptive statistical analyses, considering frequency, percentage, mean and standard deviation. The findings were then tabulated and interpreted by addressing the research questions.

3.6 Research Phase

The researcher will go through four phases in this study. Each phase will involve activities and produce certain findings.

Table 2. The Research Phases

Phases	Descriptions
Phase I	The researcher will read to understand the issues and problems to be studied. In addition, researchers will also find some experts selected from the academic field (researchers) and activists (advertising industry). This is done to obtain relevant information from parties involved personally and directly with TP.
Phase II	This phase involves fieldwork carried out by the researcher at the study location, which is in the library, district council office (design unit) and places related to the needs of this study. This is done because the researcher will collect data in various forms (verbal, written, documents, pictures)
Phase III	In this phase, the theory selected for this study will be utilised. The data analysis process will be done carefully and repeatedly to ensure the desired information can be obtained. This is very important to answer the objectives and questions of the study
Phase IV	In this phase, the theory selected for this study will be utilised. The data analysis process will be done carefully and repeatedly to ensure the desired information can be obtained. This is very important to answer the objectives and questions of the study.

4. Results and Discussion

4.1 Analysis of Respondents' Demographic Data

A survey questionnaire on a case study of effectiveness using the Pahang dialect in advertisement. The questions are for study purposes; you must keep your name and identity private. This survey is a Case Study of the Effectiveness of Using the Pahang Dialect in Advertisements. This survey is aimed at people who are in Malaysia to answer. The information and data will be strictly confidential and used for academic research. This survey questionnaire is divided into two (2) parts: Part A is a demographic question, and Part B is a technical question. There are 12 questions for part A and 23 questions for part B. This survey uses the Google form platform and has been online for two weeks. The total number of respondents for this survey is 107, consisting of men and women living in Malaysia. The results of this survey can be seen through each question stated in the findings.

Table 3. Part A: Demographic Question Survey Frequency Table

Question No.	Items	Total of Respondents	Highest Frequency (%)	Mean
1	Gender	107 respondents	52.3% were female equals	56 respondents
2	Age	107 respondents	80.4% were 18-25 years old	86 respondents
3	Ethnics	107 respondents	88.8% is Malay	95 respondents
4	State	107 respondents	81.3% is came from Pahang	87 respondents
5	Employment	107 respondents	49.5% is a student	53 respondents
6	Income Level	107 respondents	59.8% is less than RM1000.00	64 respondents
7	Residents/Tourists	107 respondents	74.8% are the residents in Pahang	80 respondents
8	Marital Status	107 respondents	85% are still single	91 respondents
9	Interest while traveling	107 respondents	28% is just having a good time while travelling	30 respondents
10	Are you interested to visit Pahang Darul Makmur, Malaysia?	107 respondents	93.5% is answering yes to the question	100 respondents
11	Which district in Pahang Darul Makmur, Malaysia you probably most visit so far?	107 respondents	57% is already visiting the district of Kuantan, Pahang	61 respondents
12	Which district in Pahang Darul Makmur, Malaysia you probably like so far in terms of urban development?	107 respondents	58.9% choose that the district of Kuantan in Pahang Darul Makmur were the most develop in urban area	63 respondents

4.2 Summary of Part A Questions

Based on the questions in part A regarding the demographic study, most respondents are women between 18 and 25 years old, teenagers of Malay nationality living in Pahang Darul Makmur. They are students with an average income of less than RM1000.00 per month, are permanent residents in Pahang Darul Makmur and are still single. Most of them are just having a good time while travelling and, on average, have an interest in travelling to the state of Pahang Darul Makmur, and they always visit the Kuantan district and choose the Kuantan district as the district that was most developed in urban area.

Table 4. Part B: Demographic Question Survey Frequency Table

Question No.	Questions	Total of Respondents	Highest Frequency (%)	Mean
1	Do you know that dialect and accents are two different things?	107 respondents	69.2% answered yes to the question	74 respondents
2	Do you know that each of the eleven (11) districts of Pahang Darul Makmur, Malaysia, also has its own dialect?	107 respondents	67.3% is answering yes to the question	72 respondents
3	What is your Level of	107 respondents	47.7% have the	51 respondents

	knowledge about dialect in Pahang Darul Makmur, Malaysia?		medium knowledge about dialect in Pahang Darul Makmur, Malaysia	
4	Do you aware or ever noticed that the dialect of Pahang Darul Makmur is being used in an advertisement?	107 respondents	60.7% is answering yes to the question	65 respondents
5	Do you think if the Pahang Darul Makmur dialect is applied in advertisement, it will be something interesting?	107 respondents	85% is answering yes to the question	91 respondents
6	In your levels of opinion, what do you think the public acceptance about the using of Pahang Darul Makmur dialect is being used in an advertisement?	107 respondents	71% have an average opinion to the question	76 respondents
7	Which criteria you most prefer when some of the Pahang Darul Makmur dialect is been used in an advertisement?	107 respondents	29% choose easy to pronounce	31 respondents
8	Are you interested in learning more about Pahang Darul Makmur dialect?	107 respondents	85% is interested in learning more about Pahang Darul Makmur dialect	91 respondents
9	If given the chance to learn more about Pahang Darul Makmur dialect, what makes you interested in learning more about Pahang dialect?	107 respondents	52.3% choosed to gain new knowledge about a variety of dialect in Malaysia	56 respondents
10	If given the chance to learn more about Pahang Darul Makmur dialect, what makes you NOT interested in learning more about Pahang dialect?	107 respondents	59.8% choosed that because Pahang dialect is not as popular as dialects in other states	64 respondents
11	If given the chance to learn more about Pahang Darul Makmur dialect, what makes you NOT SURE in learning more about Pahang dialect?	107 respondents	51.4% choosed there is no important in learning the dialect of the state of Pahang	55 respondents
12	In your opinion, is it effective to use the dialect of Pahang Darul Makmur in an advertisement?	107 respondents	62.5% of respondents are agree to the question given	67 respondents
13	Is it worthy; the dialect of Pahang Darul Makmur should have its own policy as a guideline for local or tourist?	107 respondents	51.4% choose worthy	55 respondents

14	Can the policy help the industry, especially the advertising industry in the state of Pahang to be used as a reference to produce advertisements that need to include the dialect at the request of their customers?	107 respondents	68.2% choosed that the policy will be very helpful	73 respondents
15	If there is this policy, is it necessary to obtain confirmation or recognition from certain bodies such as Institute of Language and Literature or state library?	107 respondents	85% choosed yes, the policy should have a confirmation or recognition from certain bodies because it can be used as a guideline for industry player	91 respondents
16	What are the benefits obtained when the dialect of the state of Pahang Darul Makmur is used as a policy?	107 respondents	36.4% it will be Helping the public, especially the young generation, to recognize and understand the meaning of the dialect in the state	39 respondents
17	Apart from providing a policy, do you think the dialect of the state Pahang Darul Makmur should have a simple application like an e-dictionary in future?	107 respondents	76.6% are choose yes	82 respondents

4.3 Summary of Part A Questions

Based on 17 technical questions regarding the case study of this title, respondents know that dialect and Accents are two different things, and respondents know that each of the eleven (11) districts of Pahang Darul Makmur, Malaysia, also has its dialect. However, the respondents have a medium knowledge of the dialect in Pahang Darul Makmur, Malaysia, and are aware or ever noticed that the dialect of Pahang Darul Makmur is being used in an Advertisement. Most respondents think that the Pahang Darul Makmur dialect applied in an Advertisement will be interesting and have an average opinion of the public acceptance of the Pahang Darul Makmur dialect in an Advertisement. Besides that, respondents are also interested in learning more about the Pahang Darul Makmur dialect to gain new knowledge about various dialects in Malaysia. Respondents also agree that if the dialect of Pahang Darul Makmur were used in an advertisement, it would be effective. Respondents also agree that the dialect should have its policy as a guideline for locals or tourists and be a reference to produce advertisements that need to include the dialect at the request of their customers. For the future, Respondents think that the dialect of the state Pahang Darul Makmur should have a simple application like an e-dictionary.

4.4 Design and Develop

As a result of this study, as stated in the objective of the research, the researcher has produced a guideline regarding the use of the Pahang state dialect; the content of this guideline includes a list of common Pahang state dialects that can be used in print advertising and the procedure to apply for its use. However, these guidelines are only recommendations to support the results of this research. The proposed guideline contains 30 printed pages. The following are the guidelines that the researcher has prepared.

5. Conclusion

This case study aims to investigate how far the public knowledge and acceptance of the effectiveness of using the Pahang dialect in advertisements. Therefore, the final chapter of this research presents the summary of findings and reviews of the results generated from the data analysis. Based on these findings, the researcher forwards general conclusions, limitations, and recommendations. In this case study, the researcher has investigated the following research questions:

- i. What is the general dialect that can be used in print advertisements?
- ii. What is the guideline for the Pahang dialect in an advertisement?

5.1 Summary of Findings

To summarise, this study focused on the public knowledge and acceptance of the effectiveness of using the Pahang dialect in advertisements. Therefore, the research findings have practical implications for industry players entering the advertising market and the service providers in related sectors.

The main findings of this research can be reviewed as follows:

- i. The public perception of the effectiveness of using the Pahang dialect in an advertisement is highly accepted, and no negative issues were found towards the dialect being implemented in an advertisement.
- ii. Different people had different objectives and opinions regarding the findings. However, most of the respondents' demographic is in the village and reside in the urban area. Most of the respondent has different dialect according to their native region.
- iii. The public tended to rate the importance of a particular dialect as easy to understand, and there was no difference between the views of males and females.

5.2 Conclusion for Research Question 1

The analysis of the data gathered from the respondents of this study revealed that generally, public perception of the effectiveness of using the Pahang dialect in an advertisement is quite satisfactory as most of the public was aware of the dialect. Most of the respondents were positively aware and highly concerned with the dialect. The data obtained from this study also revealed that most respondents believed the effectiveness of using the Pahang dialect in an advertisement could increase and develop the tourism industry and provide knowledge of the dialect to local people and tourists.

From the data, it can be concluded that the only obstacle that prevented them from accepting and understanding the dialect was the lack of information and sources on the detail's meanings. Many respondents felt that the promotion and announcement of this knowledge were invisible and not much effort was given to attract the people, especially residents. As a result, these issues always received low responses, and it seemed that the residents were unaware and alert of what was happening in the district of Pahang Darul Makmur. However, pointing fingers at anyone is inappropriate as every party is responsible for upgrading themselves and using whatever resources they can grab, including the industry players.

The data gathered indicated that academician is not a factor that influences the effectiveness of using the Pahang dialect in an advertisement. Low, mid, and high perception and awareness were the same, as they all have similar views. Based on the survey, most respondents thought that the dialect is one of the key factors in boosting the economic sector through advertising in the state of Pahang Darul Makmur. Therefore, it can be summarised that although people's perceptions are different, they have high expectations of the outcome of this research. It appears crucial in developing a district of each country.

5.3 Conclusion for Research Question 2

The analysis of the data gathered from this study revealed that most of the respondents come from the village and reside in the urban area. Apart from that, the respondents are mostly Malay teenagers in the range age of 18 to 25 years old who stay in Pahang Darul Makmur just having a good time while travelling and enjoy nature when travelling and most places they go in the district of Kuantan and Cameron Highlands, Pahang Darul Makmur. This showed that most respondents will likely visit an urban area and tourist attractions.

Next, analysis of the data obtained from this study also revealed a similar number of respondents visiting these two famous districts of Pahang Darul Makmur. From this placement of research evidence, it can be inferred that people, mostly teenagers, invest their time and effort not just to have fun but to gain more knowledge about the culture when travelling. They knew what they wanted to do when travelling. It can be concluded that most of them have an itinerary. Therefore, one way to achieve this research's objective is by making them blend into the local dialect using advertising platforms. Besides that, it can educate the younger generation about the Pahang dialect. This study revealed people's perceptions of the importance of the Pahang Malay language dialect or accent in the tourism economy sector. Here, the people viewed a dialect that was easy to pronounce and used a common dialect and simple vocabulary. They considered it to be either most important or important. Respondents were well-versed in the use of dialect in advertisements, except that some of them, especially the younger generation, do not understand the true meaning of the dialect because it is rarely used in everyday life and is a dialect that is not universal in Malaysia.

The analysis of this study also showed that gender is not a determinant in rating the perceptions of the importance of the Pahang Malay language dialect or accent in the tourism economy sector. The patterns in these findings indicated that male and female respondents had similar views about the importance and impact of dialect in advertisements. Overall, this study's result shows that most respondents were aware of the dialect in advertisement and the benefits to the tourism economy sector in Pahang Darul Makmur.

5.4 Recommendation

This study was intended to investigate the effectiveness of using the Pahang dialect in advertisements. The survey method in this study was only able to report their perceptions. Below are some recommendations for future research.

- i. There is a need for further research to report on the factors that influence people using the dialect in daily life. The role of certain bodies, such as the Institute of Language and Literature or state libraries, should also be considered. More research needs to be conducted to verify or dispute the findings of this study.
- ii. Qualitative study can be a productive research method that gives a better understanding and insights. Methods such as observations and interviews can better explain the underlying assumptions from the people's point of view of their awareness of the importance of dialect in developing certain districts in the country.
- iii. Support and cooperation from all parties, such as industry players, public libraries, language and library councils, academic centres, and the public, are necessary to make something that has become outdated in this current of modernity a success. With this support, this study will be just a publication, and in the future, the dialect of a district in the state will remain.
- iv. The researchers also recommend that similar studies be conducted involving much larger samples from different backgrounds, for instance, ethnicity, level of knowledge and others, to get more comprehensive results.

References

- M. Tarmizi Hasrah. (2011). *"Sketsa Dialek Melayu Pahang."* Malaysia. Universiti Kebangsaan Malaysia.
- Eric A Yorkston. (2012). *"The Role of Accent Standardness in Message Preference and Recall."* Mexico. Texas Christian University.
- Dr. Ch Evy Tri Widyahening, S.S., M. Hum. 2015. *"The Role of Language in Advertisement."* Indonesia. Slamet Riyadi University.
- Norkamawati Binti Kamal. (2021, June 15). *"Interview with Puan Norkamawati Binti Kamal, Manager of Public and Corporate Relations Section, Kuantan City Council."* Pahang. Malaysia.
- Ramli Bin Md. Salleh, Rahim Bin Aman. 2015. *"Glosari Dialek Pahang"* Malaysia. Dewan bahasa dan Pustaka, Malaysia
- M. Tarmizi Hasrah. 2014. *"Fosil Dialek Melayu Hulu Pahang (Malay Dialect Fossil of Hulu Pahang)"* Universiti Kebangsaan Malaysia.
- Ali Al-Haji Riau (Raja). 1997. *"Kitab pengetahuan bahasa: iaitu kamus lughat Melayu Johor, Pahang, Riau, Lingga"* Khazanah Fathaniyah.
- James T. Collins. *"A Journal article of Malay Dialect Research in Malaysia: The Issue of Perspective"*. Brill.
- Abu Talib Ahmad. (2016). *"Pahang State History: A Review of The Published Literature and Existing Gaps"* School of Humanities, University Sains Malaysia, Pulau Pinang, Malaysia.
- Collins, J.T. (1983b). *"Dialek Pahang: Rangka pengenalan"*. Dewan Bahasa 27, 7-29; 99-118.
- Angela Goddard. (2002). *"The Language of Advertising: Written Texts"* Routledge publisher. USA and Canada.
- Torben Vestergaard, Kim Schroder. 1991. *"The Language of Advertising"* University of Aalborg, Denmark. Wiley-Blackwell publishing.
- Laura Sloan. 2016. *"The use of the Dialects in Advertising"*. Prezi.

The Author:

Tengku Mohd Faizul Tengku Abdul Kadir is a master degree student at University College of Yayasan Pahang, Kuantan, Pahang, Malaysia. Tel. +6012-7129059. E-mail: faizul@kyp.edu.my