TO OUTREACH AND APPROACH THE TRAVELLERS TO ENGAGE THE USES OF FIRST AID KIT

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AUTHOR’S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of University Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

I hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post-Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

This research aims is to increase the awareness among public especially people who are keep travelling within Malaysia or overseas to engage the uses of first aid kit while travelling in any destination. The target group for this research is 50 random respondents who are exposed in any danger when travelling. The advertisement was used in this research as one the recommendation to increase the level of awareness among the public to encourage them to have a safety travel. The methodologies use for this study case included observation, interview and questionnaire to collect data and measure the level of awareness of public regarding the uses and their knowledge in using first aid kit while travelling.

This research has shown that first aid kit can help to prevent the injury to become worst and to avoid the wound from infection while waiting for help to arrive. The use of first aid kit could be implemented in any situation and destination to make the travel safer. This study recommended the travellers to apply and engage the uses of first aid kit in their outdoor activities such as jungle trekking and mountain hiking, travellers are exposed in many type of dangerous and it could be risk their life if there are no safety tips or equipment are prepared before travelling. The result showed that first aid kit was a usefulness equipment to treat any type of injury and wound from infection. It found that first aid kit was very effective in order to save our situation to become more dangerous that could lead to life threatening. By creating campaign awareness it can increase the percentage of first aid kit users among public who often go travelling no matter in group or individual.
# TABLE OF CONTENT

## TITLE

<table>
<thead>
<tr>
<th>CHAPTER 1: INTRODUCTION</th>
<th>PAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Background of the study</td>
<td>1</td>
</tr>
<tr>
<td>1.2 The Usefulness of First Aid Kit</td>
<td>2</td>
</tr>
<tr>
<td>1.3 List of Supply and Medication</td>
<td>3</td>
</tr>
<tr>
<td>1.4 How to Assemble the Perfect Travel First Aid Kit</td>
<td>3-8</td>
</tr>
<tr>
<td>1.5 Problem Statement</td>
<td>9-10</td>
</tr>
<tr>
<td>1.6 Research Objective</td>
<td>11</td>
</tr>
<tr>
<td>1.7 Research Question</td>
<td>11</td>
</tr>
<tr>
<td>1.8 Scope of Study</td>
<td>11</td>
</tr>
<tr>
<td>1.9 Limitation of Study</td>
<td>12</td>
</tr>
</tbody>
</table>

## CHAPTER 2: LITERATURE REVIEW

<table>
<thead>
<tr>
<th>CHAPTER 2: LITERATURE REVIEW</th>
<th>PAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Introduction</td>
<td>13-15</td>
</tr>
<tr>
<td>2.2 The Importance of First Aid Training</td>
<td>15-16</td>
</tr>
<tr>
<td>2.3 Build Your Own First Aid Kit It Might Save Your Life</td>
<td>17</td>
</tr>
<tr>
<td>2.4 Personal First Aid Kit For A Remote Trip</td>
<td>18</td>
</tr>
<tr>
<td>2.5 The National Survey on Recreation and Environment</td>
<td>19</td>
</tr>
<tr>
<td>2.6 First Aid And Cardiopulmonary Resuscitation</td>
<td>20</td>
</tr>
<tr>
<td>2.7 First Aid Course And Its Importance In Our Daily Life</td>
<td>20-21</td>
</tr>
<tr>
<td>2.8 What Is Included In Basic First Aid Training</td>
<td>21-22</td>
</tr>
</tbody>
</table>
2.9 Facing The Jeopardy Situation

2.10 Dozens Of Climbers Reported Missing On Everest

2.11 Injured Pensioner Saved By Students

CHAPTER 3 : RESEARCH METHODOLOGY

3.1 Introduction

3.2 Data Collection Method

3.2.1 Quantitative

3.2.2 Primary Data

3.2.3 Interview

3.2.4 Online Questionnaire

3.3 Sampling Plan

3.3.1 Sampling Techniques

3.3.2 Sampling Population

3.3.3 Sampling Frame

CHAPTER 4 : DATA ANALYSIS

4.1 Introduction / Reliability Test

4.2 Section A : Respondents Demographic

4.3 Section B : Respondent General Knowledge on First Aid Kit

4.4 Section C: Perception on the Uses of First Aid Kit during accidents