



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

**MOHAMAD FAZIL BIN MOHAMAD KAMARUZAMAN
2013692106**

**BACHELOR OF ART AND DESIGN (HONS)
FACULTY OF ART AND DESIGN
UNIVERSITI TEKNOLOGI MARA (UiTM)
MELAKA**

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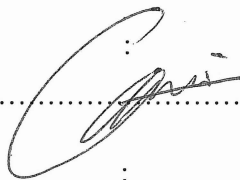
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Name of Student	:	Mohamad Fazil bin Mohamad Kamaruzaman
Student's ID No	:	2013692106
Programme	:	Graphic Design and Digital Media
Faculty	:	Art and Design
Thesis title	:	To Outreach and Approach the Travellers to Engage The Uses of First Aid Kit

Signature of Student

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Date

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July 2015

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	PAGES
CHAPTER 1: INTRODUCTION	
1.1 Background of the study	1
1.2 The Usefulness of First Aid Kit	2
1.3 List of Supply and Medication	3
1.4 How to Assemble the Perfect Travel First Aid Kit	3-8
1.5 Problem Statement	9-10
1.6 Research Objective	11
1.7 Research Question	11
1.8 Scope of Study	11
1.9 Limitation of Study	12
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	13-15
2.2 The Importance of First Aid Training	15-16
2.3 Build Your Own First Aid Kit It Might Save Your Life	17
2.4 Personal First Aid Kit For A Remote Trip	18
2.5 The National Survey on Recreation and Environment	19
2.6 First Aid And Cardiopulmonary Resuscitation	20
2.7 First Aid Course And Its Importance In Our Daily Life	20-21
2.8 What Is Included In Basic First Aid Training	21-22

2.9 Facing The Jeopardy Situation	22-23
2.10 Dozens Of Climbers Reported Missing On Everest	24
2.11 Injured Pensioner Saved By Students	25

CHAPTER 3 : RESEARCH METHODOLOGY

3.1 Introduction	26-28
3.2 Data Collection Method	29
3.2.1 Quantitative	29
3.2.2 Primary Data	29
3.2.3 Interview	29
3.2.4 Online Questionnaire	30
3.3 Sampling Plan	31
3.3.1 Sampling Techniques	31
3.3.2 Sampling Population	31
3.3.3 Sampling Frame	31

CHAPTER 4 : DATA ANALYSIS

4.1 Introduction / Reliability Test	32-33
4.2 Section A : Respondents Demographic	34-35
4.3 Section B : Respondent General Knowledge on First Aid Kit	36-37
4.4 Section C: Perception on the Uses of First Aid Kit during accidents	38-43