



**Faculty of Administrative Science & Policy Studies
Universiti Teknologi MARA**

**A Study on Environmental Awareness Among Youth in
College of Technology Malacca Branch**

Name of Students

NUR RABEATUL ADAWIAH BINTI RAZALI 2010808028

NURUL NABILAH BINTI MOHD AZIZ 2010448518

Name of supervisor

MADAM NASYRAH BINTI AHMAD

Name of co-supervisor

DR. NASREEN MIZA HILMY BINTI NASRIJAL

MARCH-JULY 2013

LETTER OR TRANSMITTEL

Nur Rabeatul Adawiah Binti Razali
Bachelor of Administrative Science (Hons.)
Faculty of Administrative Science & Policy Studies
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Nurul Nabilah Binti Mohd Aziz
Bachelor of Administrative Science (Hons.)
Faculty of Administrative Science & Policy Studies
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Madam Nasyrah Binti Ahmad
Lecturer of Applied Research
Faculty of Administrative Science & Policy Studies
UiTM Kampus Bandaraya Melaka

Dear Madam,

Submission of Research Report Regarding of subject matter, we hereby submit our research report entitled “A Study on Environmental Awareness Among Youth in Collage of Technology Malacca Branch” as requirement for the completion of Applied Research Project (ADS 555) subject for your kind perusal and retention.

Thank you.

Yours Sincerely,

Nur Rabeatul Adawiah Binti Razali
2010808028
Bachelor of Administrative Science (Hons.)

Nurul Nabilah Binti Mohd Aziz
2010448518
Bachelor of Administrative Science (Hons.)

Supervisor's Comments

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Moderator's Comments

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**CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY THE
SUPERVISOR**

MADAM NASYRAH BINTI AHMAD

I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

(Signature)

Date:

ABSTRACT

Environment awareness is a complex and wide-problem which is faced by the people in the world including Malaysia society. There have been reported that the awareness among the youth in Malaysia is still in the low rate. Generally, with the greater awareness from the people, there would be not many environmental problems or issues. Although environmental awareness is building up in Malaysia, the past decade of rapid economic growth and industrialization has caused serious environmental challenges in Malaysia. The lack of awareness among the youth may due to insufficient understanding of long-term consequences of pollution and environment deterioration. Based on these issues, this study was conducted to determine the environment awareness among youth in College of Technology Malacca Branch by specifically focused on the youth in the institutions. A sample of 160 respondents was involved in this study. However, only 137 questionnaires were received. The main objective of this study is to determine the contributing factor that lead towards youth environmental awareness. The factors identified are youth attitudes, mass media, and education. The statistical techniques used in this study are Descriptive Statistic, Regression Analysis, and Spearmen Correlation. This study revealed that the most contributing factor that leads to youth environmental awareness is mass media. Meanwhile, youth's environmental awareness is also influence by attitude and education (positive relationship). Therefore, several recommendations are provided in order to strengthen the role of mass media and education in promoting environmental awareness among youth.