

UNIVERSITI TEKNOLOGI MARA

**VISUAL ANALYSIS OF CANNED
ALCOHOLIC BEVERAGES'
PACKAGING TO AVOID
CONFUSION AMONG MUSLIM
CONSUMERS**

MOHD NASIRUDDIN BIN ABDUL AZIZ

MA

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti 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 degree or qualification.

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Name of Student : Mohd Nasiruddin Bin Abdul Aziz
Student I.D. No. : 2013888604
Programme : Master of Visual Communication And New Media
Faculty : Faculty of Art and Design
Thesis Title : Visual Analysis Of Canned Alcoholic Beverages'
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Consumers

Signature of Student :

Date : January 2015

ABSTRACT

Islam is the official religion in Malaysia and alcoholic drinks is totally illegal for Muslims. Several cases have been reported in newspaper about the mixed placement of alcoholic and non-alcoholic canned beverages at the same product shelf. The design on the cans caused the confusion among Muslim consumers to differentiate between the alcoholic and non-alcoholic canned beverages. This research aimed to define the confusing elements and create a new visual sign to help the Muslim consumers to be able to recognize the canned alcoholic beverages effectively. The research use mixed method to achieve the research objectives. The qualitative data gathered from questionnaire survey in pilot-test, pre-test, and post-test stages, while the quantitative data are from literature review, in-depth interview, direct observation, and visual analysis. All collected data was analysed and integrated using the triangulation of data. The early research found that there are five design elements may cause the confusion which is pattern, colour, brand, images, and typography. A Haram logo was developed to enhance the contrast design between Halal and Haram canned beverages. It is hoped that this research will encourage other local researchers to investigating on this related issue to ensure the Malaysian Muslim consumers right always in protected.

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