

**UNIVERSITI TEKNOLOGI MARA**

**PUBLIC PERSPECTIVE TOWARDS  
THE STANDARDIZATION OF JAWI  
USAGE ON STREET NAME SIGNS**

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Thesis submitted in fulfillment  
of the requirements for the degree of  
**Master of Art & Design**

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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 topic has not been submitted to any other academic institution or non-academic institution for any 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

In order to restore the high position of the *Jawi*, people need to enrich the use of *Jawi* in the public infrastructures such as road name signs other than in the scientific literature and education system. The road name signs design in certain places such as in Shah Alam and Muar are not only a way finding system but as a platform of enriching the Malay mother tongue writing which is *Jawi* script other than the Roman words. However, perception towards the implementation is rarely discussed before especially when it comes to the public view as the main audience. Thus, the purpose of this dissertation is to identify the public perception towards the standardization of *Jawi* script as part of the road name signs implemented by the local authorities. Their perceptions are important in the implications acceptance, practicality, functionality, identity or sense of bonding aspects. The first phase of the project will involves an interview with two different local authorities in execution of policy for their road name sign system and the local opinions by using survey about their acceptance in *Jawi* usage in road name signs. This survey is conducted by using 840 questioners in two different local district councils in Muar and Shah Alam. These aspects will explore the acceptance of *Jawi* script adaptation in the road name signs and the reflection of national identity in *Jawi* script on road name signs design. The public perspective is important to establish a coordination system, especially when producing a road name sign in a multiracial community. By identifying *Jawi* script that can be implemented as part of road name sign design, hence, will allow the other local authorities to take into consideration in having a standard use in the future.

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