Graphic Design Showcase

2026

CONTINUUM by bold

MUHAMMAD AMIRUL BIN RODDI



Developing an advertising based awareness strategy for Selangor's urban fishing incentive programme



Selangor Urban Fishing Incentive (SUFI) is an environmental project of the Selangor Government to send home the populations of Ikan bandaraya (type of invasive catfish) in the local rivers. From the article by Abdulrahman (August 24, 2024,) in MalaysiaAktif,the scheme is rewarded by a reward of RM1 per kilogram of Ikan Bandaraya.

This reward motivates the citizens to contribute towards the eradication of these fish that cause harm to river ecosystems and endanger the indigenous species. The program also creates awareness on the need to conserve the freshwater environments in Malaysia and river cleanup.