

UNIVERSITI TEKNOLOGI MARA

**A STUDY ON EFFECTIVENESS OF
ANTI-SMOKING ADVERTISING
TOWARD SOCIETY**

**AIMAN IQWAN BIN KHOLID
2016700803**

FACULTY OF ART AND DESIGN

JANUARY 2019

AUTHOR'S DECLARATION

I declare that the work in this thesis/dissertation 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.

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.

Name of Student : Aiman Iqwan bin Kholid

Student I.D. No : 2016700803

Program : Bachelor Of Graphic Design (Hons.) - AD241

Faculty : AD - Faculty Of Art And Design

Thesis/Dissertation Title : A Study On Effectiveness Of Anti-Smoking Advertising Toward Society.

Signature of Student :

Date : January 2019

ABSTRACT

This research focuses much impact can be produce from anti-smoking advertising toward the society in urban area. Thus due to urban have multiracial society as well as different types of demographics. Smoking has been one of the symptoms of an unhealthy lifestyle in Malaysia. Through the year, there have been various types of anti-smoking campaigns being made from the government in dealing with smokers and prevent the community from falling into an unhealthy lifestyle. The main objective of this study is to investigate the impact from the anti-smoking advertising toward smoker itself or the society. The purpose of this study is to create an awareness of smoking effect among society regarding the campaign or the advertisement that been create, to investigate the concept, storyline which appeal in anti-smoking advertisement and to create the better method in order to make a better advertisement. All the data that been collected via quantitative. A questionnaire was selected as main method to know the effectiveness from the advertisement. Beside from the survey, the results have been collected through observation and from previous research. This researcher picked Bangsar as research area due to this area have a plural population and easy for researcher to make research there.

TABLE OF CONTENT

	Page
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF FIGURE	vii

CHAPTER ONE: INTRODUCTION

1.1 Introduction	1
1.2 Background OF Study	1
1.3 Problem Statement	5
1.4 Research Question	7
1.5 Research Objective	7
1.6 Research Hypothesis	8
1.7 Significant of Study	8
1.8 Limitation of Study	8
1.9 Summary	9
1.10 Conclusion	9

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction	10
2.2 Literature Review on Type of Advertising	11
2.3 Literature Review on Tone of the Advertisement	12
2.4 Literature Review on Visual Communication	15
2.5 Literature Review on Example of Anti-Smoking Advertising	17

2.6 Summary of Chapter	23
------------------------	----

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction	24
3.2 Scope of Study	24
3.3 Limitation of Study	24
3.4 Location of research	25
3.5 Method Approach	26
3.6 Summary	27

CHAPTER FOUR: RESULTS AND DISCUSSIONS

4.1 Introduction	28
4.2 Statistic from Questionnaire	29
4.3 Statistic from Interview	48
4.4 Alternative Method	51
4.5 Summary	54

CHAPTER FIVE: CONCLUSION AND RECOMMENDATION

5.1 Conclusion	55
5.2 Recommendation	56

REFERENCES	61
-------------------	----

APPENDICES	63
-------------------	----