



اَوْبُو سَيْتِي تَيْكُونُ لَوِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**AWARENESS CAMPAIGN POSTER OF ART OF CRAFT FROM  
PINEAPPLE YARN**

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Thesis submitted in fulfillment of the  
requirements for

**Bachelor Degree (Hons) in Graphic Design**

**Faculty of Art & Design**

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## CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6<sup>th</sup> February 2022 to conduct the final examination of Haslinda binti Daud on his Bachelor Degree (Hons) in Graphic Design thesis entitled awareness campaign poster of art of craft from pineapple yarn in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



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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.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## **ABSTRACT**

Lack of knowledge about the uses of pineapple is increasingly a concern. Pineapple disposal problems will arise when the pineapple is not used properly. The art of this handicraft can help the current generation in creating various uses from pineapple fiber. Therefore, the use of a strategic approach is needed to plan and increase the use of pineapple. This study aims to examine the design that can be made from pineapple fiber. In addition, the method used to complete this project is through a questionnaire and reference. In this study, I have identified that pineapple fiber has many uses. The data was analyzed to create awareness about the art of craft making from pineapple leaves design. The research suggested that to keep teenagers involved in generating new ideas of design pineapple fiber crafts. The results of the study also suggested that a holistic strategic approach is needed for the local authority to successfully promote the art of craft pineapple leaves. It is hoped that the study can contribute to the improvement of art making crafts from pineapple leaves.

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