



اَوْبُورِ سِيْتِي تِي كُونُو كِيْنُ مَارَا
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A STUDY ON THE AWARENESS OF BABY DUMPING USING COMMUNICATION DESIGN ADVERTISING

MOHAMAD HAIKAL BIN MOHAMAD GHANI

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 6th February 2022 to conduct the final examination of Mohamad Haikal Bin Mohamad Ghani on his Bachelor Degree (Hons) in Graphic Design thesis entitled A Study on The Awareness of Baby Dumping Using Communication Design Advertising in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



Norfariza Binti Baharuddin
Senior Lecturer
Faculty of Art & Design
Universiti Teknologi MARA
Cawangan Melaka
(Internal Examiner)
Date: 6 February 2022



Azahar Harun, PhD
Assoc. Prof. Dr.
Academic Writing Coordinator
Faculty of Art & Design
Universiti Teknologi MARA
Cawangan Melaka
Date: 6 February 2022

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.

Name of Student : Mohamad Haikal Bin Mohamad Ghani
Student I.D. No. : 2020954249
Programme : Bachelor Degree (Hons) in Graphic Design- AD241
Faculty : Art & Design
Thesis Title : A Study on The Awareness of Baby Dumping Using Communication Design Advertising

Signature of Student :

Date : February 2022

ABSTRACT

Baby dumping has become a serious phenomenon in Malaysia. The fact that newborn babies are dumped at the most inappropriate such as toilets and junkyards is such a heinous crime. Despite various steps taken by the government and the society at large, the statistics of baby dumping is escalating. This should not happen in a country which upholds an image of a Muslim nation. This research will not only discuss the literature review with regards to the issue of baby dumping in Malaysia, but shall also provide an overview of an alternative solution to curb this problem which is known as the baby hatch. Opinions from the NGO (such as OrphanCARE Foundation) and the judiciary are referred to in order to find the best possible method to overcome baby dumping issue in Malaysia. This is an alternative to the legal procedure which falls under the Penal Code and other related Acts. Comparisons are needed to seek the best possible way for a solution of baby dumping and to understand the perceptions of the particularly well-informed segment of society on this alternative solution to baby dumping – baby hatch.

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