

UNIVERSITI TEKNOLOGI MARA

**USING ADVERTISING DESIGN TO SPREAD THE
AWARENESS OF CHILD ABUSE IN THE
NEIGHBOURHOOD COMPOUND**

MOHAMAD NAJIB BIN MOHAMED SALLEH

Thesis submitted in fulfillment of the
requirements for

Bachelor Degree (Hons) in Graphic Design

Faculty of Art & Design

February 2022

CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6th February 2022 to conduct the final examination of Mohamad Najib Bin Mohamed Salleh on his Bachelor Degree (Hons) in Graphic Design thesis entitled Using Advertising Design To Spread The Awareness Of Child Abuse In The Neighborhood Compound in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



Liza Marziana Binti Mohammad Noh, Phd Dr.

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 Najib Bin Mohamed Salleh
Student I.D. No. : 2020975631
Programme : Bachelor Degree (Hons) in Graphic Design- AD241
Faculty : Art & Design
Thesis Title : Using Advertising Design To Spread The Awareness Of Child Abuse
In The Neighbourhood Compound

Signature of Student :



Date : February 2022

ABSTRACT

Child abuse is not just physical violence directed at a child. It is any form of maltreatment by an adult, which is violent or threatening for the child. This includes neglect. Sometimes abuse is intentional, but not always. If parents or caregivers are no longer able to cope with caring for the child, this can result in dysfunctional behaviour and abuse. The issue of child abuse still occurs today. Education and continuous exposure to the community needs to be done so that they will be more aware of their surroundings. Among the causes of many cases of abuse occur due to lack of concern among the community because they often take the approach of letting go because they do not want to interfere and worry about the risk to themselves if they report the case to the police. There are a few steps that can be taken to avoid this problem such as producing advertising regarding the issue. Advertisement can help in educating society and spread awareness about the seriousness of this issue. Research was conducted using several methods such as quantitative, qualitative research methods and primary and secondary data. This research method is used to help researchers obtain information and support for this study.

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