

UNIVERSITI TEKNOLOGI MARA

**The Awareness About Thalassemia Disease Through
Advertising Campaigns Among University Students
In Malaysia**

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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 declare that the work in this thesis was carried out in 6th February 2022 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.

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ABSTRACT

Thalassemia is a category of disorders in which the body is unable to produce enough and good blood volume. Changes in the genes that govern haemoglobin synthesis create this disease and the most prevalent genetic condition in Malaysia, and it can cause severe transfusion-dependent anaemia. With improved patient care, the burden of thalassemia on Malaysian healthcare facilities will become more obvious in the future. This contradiction arises when the patient demographics change, with more long-term adult survivors requiring even more medical treatment. As a result, with the Ministry of Health's support, advertising conveying education and information are being produced. People in distant locations such as Sabah, on the other hand, who are less aware of the condition owing to geographical reasons, had the greatest rate of thalassemia patients in 2018 according to Mohd Ibrahim (2019). The goal of this study is to develop advertisements and campaign that will help to raise awareness about thalassemia sickness in the community. This study is based on data from a survey questionnaire that surveyed public perceptions of thalassemia illness awareness through a Malaysian advertising campaign. The information was evaluated to see how well the community knew about the condition. The majority of individuals are aware of the condition, but they do not undergo a blood test to determine whether or not they have thalassemia. Because the sickness is impossible to detect with the naked eye.

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