UNIVERSITI TEKNOLOGI MARA

LET'S HAVING ME-TIME: AWARENESS CAMPAIGN TO PROMOTE PRODUCTIVE LIFESTYLE AMONG UNIVERSITY STUDENTS IN MALAYSIA DURING ENDEMIC COVID-19

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CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6th February 2022 to conduct the final examination of Syamimi Binti Zainal on her Bachelor Degree (Hons) in Graphic Design thesis entitled "Let's Having Me-Time: Awareness Campaign To Promote Productive Lifestyle Among University Students In Malaysia During Endemic Covid-19" 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

Time is clearly important in cognition. It is totally bound up with many behaviors such as language which express themselves as temporal sequences. Indeed, it is difficult to know how one might deal with such basic problems as goal-directed behavior, planning, or causation without some way of representing time (Elman, 1990). Referring to Oxford Lexico UK Dictionary, time is defined as the duration in which all things happen, or a precise instant that something happens. Specifically, time also showing the passage of time which is in terms of seconds, minutes, hours, coming to days, weeks and so on. Talking about time, we rather think the time generally but not personally. In that case, as time can conclude personally and we rather have an alone session if we are willing to have our own *"Me-Time"*. Therefore, this study is aimed at identifying the effectiveness of Me-Time as productive lifestyle during Endemic Covid-19 among university students in Malaysia. A total of 155 respondents from university students were involved in this research. Questionnaires and interview were used as research instruments to obtain students' perceptions of the effectiveness awareness campaign of Me-Time. Based on this study, all the three categories including outdoor activities, indoor activities, and relax sessions show that the relationship between students and productive lifestyles are directly related to each other.

Keyword: Me-time, Productive lifestyle, Endemic Covid-19

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CHAPTER ONE
INTRODUCTION

1.1 Research Background

Time is clearly important in cognition. It is totally bound up with many behaviors such as language which express themselves as temporal sequences. Indeed, it is difficult to know how one might deal with such basic problems as goal-directed behavior, planning, or causation without some way of representing time (Elman, 1990). Referring to Oxford Lexico UK Dictionary, time is defined as the duration in which all things happen, or a precise instant that something happens. Specifically, time also showing the passage of time which is in terms of seconds, minutes, hours, coming to days, weeks and so on. Talking about time, we rather think the time generally but not personally. In that case, as time can conclude personally and we rather have an alone session if we are willing to have our own *"Me-Time"*.

Therefore, in the correlation of time, we need to maintain productive momentum especially during our free time; Me-Time. Based on definition from Vocabulary Dictionary, the word *productive* often describes a person's capability to do a lot of work, but can also refer to anything that produces a lot. Productive could be used to describe anything that generates a positive outcome. For example, you could have a productive conversation with your mother about your college plans, or maybe you could make a productive investment. To encourage more knowledge about the true definition of productive, we must find out the synonyms of the word or what could be the productive means to you. For me, productive is a successful which means having succeeded or being marked by a favorable outcome. Then, how about you?

Furthermore, have you ever thought about being productive during Endemic Covid-19? Digging into Endemic season, it is rare to hear about people especially among university students in the age range of 18 to 25 years old to have their own productive Me-Time during Endemic Covid-19. Referring to Columbia University Mailman School of Public Health, An *endemic* is a disease outbreak that is consistently present but limited to a particular region. This makes the disease spread and rates predictable. Malaria, for example, is considered an *endemic* in certain countries and regions. Thus, endemic is the same as time and indeed time needs to be in a good condition along to have a productive lifestyle.

1.1.1 Endemic Covid-19

This is not the end and that is what can we describe to the word *endemic*. Moreover, the novel of *Corona Virus* or Covid-19 pandemic is the perfect model for understanding what exactly a pandemic is and how it impacts life on a global scale especially in Malaysia. Since the emergence of Covid-19 in 2020, the public has been bombarded with new languages to understand the virus and the subsequent global public health response. Before that, according to the right orders, endemic is after *epidemic* and *pandemic* happened. The main point here is that "pandemic, epidemic, and endemic based on a disease's rate of spread. Thus, the difference between an epidemic and a pandemic isn't in the severity of the disease, but the degree to which it has spread." defined by World Health Organization (WHO). Therefore, nowadays people called endemic as the new norm which means a current situation and social custom that is different from what has been experienced or done before but is expected to become usual or typical.

In Malaysia, it is pretty common for people to easily break the Standard Operating Procedure (SOP) and get sued. Failing to comply with SOPs such as not wearing masks, not maintaining social distance, gathering in large numbers, and so on. The understanding of Malaysian against the SOPs is too low until action is taken and then it becomes as usual day by day. Besides, what is more worrying is that young people in the age range of 18 to 25 years old are more likely to make SOP mistakes and ignore the consequences of their actions. However, in the new era of Endemic, we must endure what happens around us and for now, discipline is important to keep

us safe from diseases. Although public awareness continues to grow, enforcement action must remain consistent in order to keep the country secure.

Figure 1.2

Figure 1.3

Based on *Figure 1.2* and *Figure 1.3*, it is clear that the warning for those who violate the SOPs will be compounded and day by day the compound imposed goes up due to the people's indifferent attitude. In *Figure 1.2*, was published from Bernama Infographic and it is stated that the compound imposed previously on 11th March 2021 was RM1000 compared to the latest one much more which is RM10000. In addition, according to *Figure 1.3*, published by Ministry of Home Affairs (MOHA) on 10th April 2020 the total number of individuals detained for a breach of SOPs during the Movement Control Order (MCO) is a large enough number to reach hundreds. In fact, 332 people were compounded by RM1000 and it is enough to prove that the awareness of Malaysians is still at an unsatisfactory level.

1.1.2 Me-Time As A Productive Lifestyle

From my perspective view, *Me-Time* is time allocated for you to be present with yourself, mind, body, and spirit. Taking care of yourself is essential for maintaining your health, happiness, and productivity. Therefore, *Me-Time* can be spent in a variety of ways; what may feel like Me-Time to one person may not feel like Me-Time to someone else. For one person, Me-Time might be spent in solitude, alone with one's thoughts and engaging in mindfulness activities. For another, Me-Time might be spent in community with friends and loved ones pursuing a

hobby (Shoemaker, 2021). The common thread is that Me-Time brings the mind and body back into sync, which is needed for optimal function. Hence, we all need time for ourselves. We chase this intangible and sacred space of time. Sometimes we find it, but a lot of the times, we don't. Because "life gets in the way". When we do get it, it is rare, and quickly taken away from us too (Malavika, 2011). Time for us just isn't an option right now. Being productive is more important, and the two are mutually exclusive. In addition, your productivity increases dramatically when you begin the day with a plan. When you do not have a plan, the least important things may hijack your day (Pullein, 2020).

Meanwhile, a productive lifestyle can occur through how you are creating the Me-Time. From here on, Me-Time can be categorized into several types which are the first one, Me-Time where you do nothing. This is probably the Me-Time people are looking for the most, but it is also equally important to realize that this is the type of time that you will probably attain the least. In addition, this doesn't include the time you spend sleeping. Next, Me-Time where you get things done for instances, cleaning your room, cooking, washing and many more. You have to start seeing the time you cook and clean and do other household chores as part of your MeTime. Otherwise, if you try to make everything you "have to do" an enemy of your Me-Time, you will find that you have no much time for yourself (Malavika, 2011). Lastly, Me-Time where you pursue a hobby or an interest. Whatever your hobby or interest is, you should devote some of your sacred Me-Time to developing and pursuing it. However, some people talk about their hobby as though it is something that takes away from their own personal time.

To sum up, there are many perspective views about having our own Me-Time and it is the same way for us to find the lost of our happiness. During this endemic of covid-19, it was pretty hard to stay productive as a university student but if you take the positive path, it has been always started with yourself first. We must also try to find joy in the things that we are doing for ourselves, and see that these things are actually for our benefit and yes can also be accounted for as Me-Time. These findings highlight the importance of cultivating the ability to enjoy and value solitary time as a meaningful experience, rather than trying to disregard it, or escape from it (Fenster, 2019).

1.2 Problem Statement

According to Harvard Medical School, in households with a high school or university student experiencing an educational disruption from COVID-19, 71 percent of survey respondents reported increased stress resulting from this disruption. This includes 81 percent of current adult students who said they are feeling increased stress and 66 percent who said a student in their household is increasingly stressed. The fact that so many students are stressed out may come as no surprise, but it adds to ongoing concerns about student mental health. Colleges will need to be sensitive and proactive about reaching vulnerable students who need additional support in terms of technology, housing, or even healthcare (Venable, 2010).
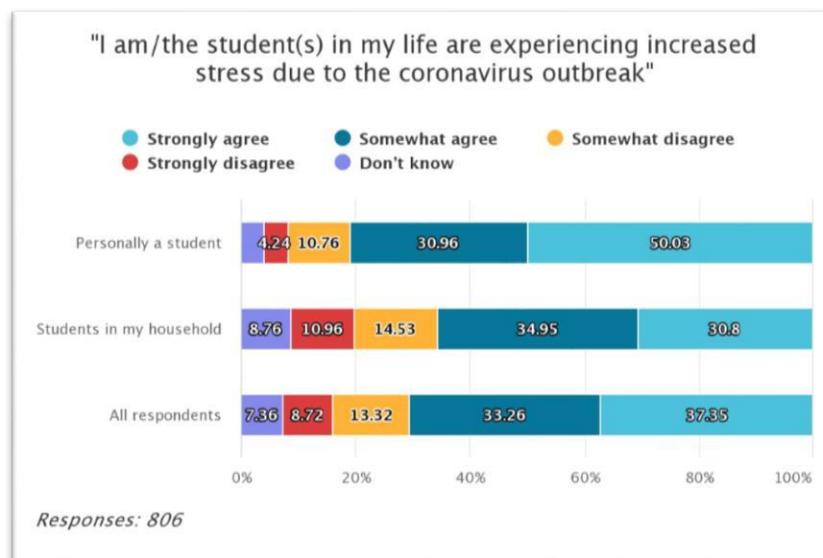
Chart 1.1: 806 Responses From Students That Experiencing Stress Due To The Corona Virus Outbreak

While in Malaysia, since the government's enforcement of the Movement Control Order (MCO), almost the entire sector is closed, it is no exception to the education sector. As of March 2020 formal learning activities involving 600 million students worldwide were affected including the higher education (Jena, 2020). The effect of this closure has interfered with the teaching and learning system at the University. To mitigate the effect of closing the education sector, the Ministry of Higher Education (MOHE) is looking for other alternatives to ensure

that educational goals can be preserved. Ministry of Higher Education (MOHE proposes all activities on campus including teaching and learning sessions implemented virtually (elearning) (Rashid et al., 2020). E-Learning is the conversion of traditional education to a digital medium. (Santoso, H., & Wyn, 2014).

There are challenges faced by students during this e-learning period. Undoubtedly the students are among the most affected groups in this regard. The majority of university students engage in online activities and study.. This sudden change in nature requires students to adapt to mental health. The impact embraces emotional, mind, and uneasy feelings among students that suddenly become a mental health issue (Jafar et al., 2020). Furthermore, the online activities also have limitations of internet connectivity such as enrolling online classes, online examinations or assessments as well as many other digital mastery abilities that students can not completely manage.

Various learning stress should be faced alone without guidance from institutions adding more existing pressure thus reducing motivation in learning (Thomas, 2020). This happens when this student cannot move actively due to the instructions of the Movement Control Order (MCO) and spend a lot in the room and on the bed. Students who face examinations are also unable to do activities that can reduce their stress throughout the exam season and cause further depression. If previously students were able to study in groups to share knowledge related to the less understood subjects and so on, but now they have to face their own issues at their homes. While social media can be used to connect, the situation is not the same as discussing facing. Anxiety to infect other family members also causes these students to dare leave the house or take a long time beyond even though the desire to gather with friends is still there.

Effects of online learning since the pandemic season has more influenced female's emotions than male students (Babicka et al, 2021; Sundarasen et al, 2020; Azad et al., 2017). Generally, female are well known for their emotionally excessive emotions compared to male and when there is a pandemic and endemic, it has added any existing nature. Female also have less feeling tolerance rates than male causes them to be difficult to control the feelings of improper things. On the other hand, all of this can conclude that most of university students whether it is male or female to experience anxiety and stress throughout online learning, this demonstrates more

focus to be done toward university students in dealing with psychological problems that may occur.

1.3 Research Objectives

The section of this paper is to discuss of the research objective. Researcher is determine to achieve these following aims:

1. To identify the effectiveness of 'Me-Time' as a productive lifestyle during Endemic Covid-19 among university students in Malaysia
2. To analyze the practical ways for university students in Malaysia to have a better of 'Me-Time' as productive lifestyle by creative approach in advertising design.
3. To analyze the level of awareness among university students by having 'Me-Time' as productive lifestyle during Endemic Covid-19.

1.4 Research Questions

The section of this paper is to discuss about the research questions. Researcher is aiming to find answers for these following questions:

1. How does 'Me-Time' can create a productive lifestyle during Endemic Covid-19 among university students in Malaysia?
2. What kind of creative approach in advertising design that can make university students in Malaysia to have a better 'Me-Time' as productive lifestyle?
3. Does Me-Time Campaign can increase the level of awareness among university students in Malaysia during Endemic Covid-19?

1.5 Significance of Study

This study is important as it educates young generations, especially university students to be more manageable in dealing with time schedules. Hence, they can also learn how to categorize Me-Time either to be more sociable or just by theirs' alone time which make them in productive lifestyle during endemic covid-19. To ensure all this management on a track, the launch of an awareness campaign is capable of delivering an excellent guideline to have a productive lifestyle among university students.

Moreover, it may solve the issue of having mental health during endemic covid-19. Through 'Me-Time', the efficiency of university students to create a strategic time management will increase from time to time. On one hand, this time alone allows you to evaluate on a deeper level how you are feeling about the relationship and whether any changes need to be made.

Therefore, "me time" allows you the time and space to pursue your own interests and reconnect with who you are independent from the relationship.

Hence, the reasonableness of this awareness campaign is created is to identify student movements to remain stable in virtual learning and activate themselves to socialize with anyone they interact.

CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

In this section, the researcher will discuss past studies, research, journal or articles. The research discussed is related to the study conducted. The analysis is done by looking into educational disruption due to endemic covid-19 season for reader to gain information. Thus, the mental health issue may cure by this research along with its theory that can be conclude as a treatment.

2.2 Educational Disruption Due To Endemic Covid-19

Ministry of Higher Education (MOHE) propose all activities on university, including teaching and learning sessions implemented virtually (e-learning) (Rashid et al., 2020). E-Learning is a conventional education transformation into a digital form (Santoso, H., & Wyn, 2014). Elearning involves the use of information technology in the provision of materials, knowledge, learning platforms and technology-related skills (Abu Hassan et al., 2021). Additionally, the involvement of digital devices and access to quality Internet access is also a need to improve the quality of education in implementing e-learning. Various e-learning platforms are used today like *Zoom Applications*, *Webex, Google Meet, Google Classroom, Telegram, WhatsApp* and *YouTube*. A platform like this can help students follow the learning process more efficiently.

The e-learning impact sparks unhappiness due to students' learning needs (Johari & Ahmad, 2019), this is due to the lack of deep knowledge of personal health (Abdul Hamid, 2019). According to Desmita (2009), four aspects occur among students, such as Physical demand, Task demand, Role claims and Interpersonal claims. Physical claims include classrooms, environmental temperatures, infrastructure, and learning schedules. At the same time, the task claim is a student assignment involving learning and co-curricular activities. Role claim refers to the responsibilities of students in an organization involved. Interpersonal claims involve social communication between lecturers, staff, peers and families. While, Jafar et al. (2020), learn can be influenced by psychological aspects of emotion, stress and attitude. This aspect

also reduces student motivation levels on learning activities. In addition, emotional factors are also among the causes of one's psychological and physical health problems (Bahari, 2009).

Students feel that lack of community, technical problems, and difficulties in understanding instructional goals are significant barriers to online learning (Song et al., 2004). In a study, students were not sufficiently prepared for balancing their work, family, and social lives with their research live in an online learning environment. Students were also found to be poorly designed for several e-learning competencies and academic-type competencies. Also, there is a low-level preparedness among the students concerning the usage of Learning Management Systems (Parkes et al., 2014).

2.3 Me Time As A Treatment And Cure To Mental Health

A productive lifestyle can occur and it has been always starting with ourselves first. By this approach of study about having 'Me-Time' as a way to have a better productive lifestyle help university students to keep reminding themselves appreciate the time. We understand that college is full of memory making experiences and non-stop action, but we also need to remember just how stressful these endemic season are. Also, we are often get caught up in the movement and forget to just take a minute, to breathe and remind ourselves to slow our minds down. Making yourself a priority shows other people that you respect your own needs. If you don't respect yourself then others can start to take advantage of that. Value yourself and others will value you. 'Me-Time' will energize you and make you feel healthier and happier putting you in a better position to love and support the people you care about.

People tend to be social creatures, and research has shown that social connections are vital for both emotional and physical well-being. However, alone time also plays a pivotal role in mental health (Cherry & Gans, 2021). Being around other people comes with rewards, but it also creates stress. You worry about what people think. You alter your behavior to avoid rejection and to fit in with the rest of the group (Cherry & Gans, 2021). Through Erikson's theory of development, students are searching for identity at this phase. They are more likely to try to cope with the transition by engaging in self-reliance and exploration of various roles as an individual. Besides that, we all know there are innumerable benefits of mindfulness; taking just a little time out of our busy schedule to focus on the present and accept our feelings and

thoughts can improve our overall well-being (Rahardjo, 2021). This can improve our mental health, strengthen our relationships with others and reduce stress. It's slightly ironic and regrettable that this "me time" is the most beneficial and essential but often neglected (DayStrosnider, 2014).

One of the main things we want people to understand is that being alone isn't the same as loneliness. Alone time is simply time spent away from others, whereas loneliness is the feeling of being without someone. Alone time will make it much easier to self-reflect because you won't be focusing on others. Approach self-reflection with a positive mindset and use the time to improve yourself as a person (Solara, 2017). Spending time alone will give you the chance to complete that project you've been putting off. The sooner you get things done, the quicker you can go back to being social. Similar to self-reflection, solitude enables individuals to concentrate on improving their health (Solara, 2017).

Whether physically or psychologically, alone time enables you to eradicate toxins from your life and "refresh." Consider the meals and beverages you consume while you are alone. Could not only an unhealthy diet have a negative effect on your physical health, it may also have a detrimental effect on your mental health. Depression brought on by an unhealthy diet might increase the risk of feeling lonely, even when surrounded by others (Nguyen, Werner, & Soenens, 2019).

Most people believe that because socializing helps relieve stress, it should be done from timeto-time. While there is no harm in that, it is also a good idea to know how to spend time with yourself and absolutely enjoy your own company (Desk, 2021). Dr Ruhi Satija, consultant psychiatrist and psychotherapist says 'alone time' or 'me time' plays a pivotal role in mental health. "Being around other people comes with rewards, but it also creates stress. You worry about what people think, you alter your behaviour to avoid rejection and to fit in with the rest of the group," she says.

2.4 Mental Health Theory
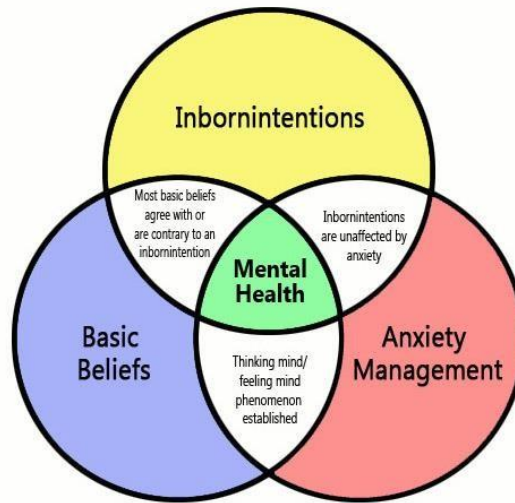
Figure 2.1: *Theory Segment*

Based on ***Figure 2.1,*** a theory segment was published by Frank Hannah in year 2018. Our thoughts, feelings, attitudes, and behaviors all reflect our mental health. Assume one or more of these are giving you problem and you decide to make a change. What is the most efficient approach to accomplish this? The answer comes in comprehending a concept and putting a mental health theory into action. Together, they provide a guide to where the trouble lies and what is needed to make positive changes. Mental health refers to the state of mind that is defined by the relationship between inborn desires and fundamental beliefs. (Hannah, 2018).

Perfect correlation between three inborn intentions (freedom of choice, sense of accomplishment, love) and basic beliefs is impossible because you are likely to hold basic beliefs required by legal, moral or societal standards that require your basic beliefs to be contrary to what you would otherwise choose for yourself. Thus, your mental health must always be somewhat compromised (Hannah, 2018).

Therefore, most people in our culture feel they need to be going all the time. If we are not working and putting our energy into something, we believe we are wasting time. We may feel taking time for ourselves is a waste and won't accomplish anything (Hansen, 2017). Giving yourself alone time means you can explore these things without the pressures and judgments that others may impose. Having time to yourself is critical for growth and personal

development. Instead of worrying about the needs, interests, and opinions that others may have, alone time lets you focus on yourself (Cherry & Gans, 2021).

First of all, taking some 'Me-Time' can help you avoid irritability and enable you to control your emotions. If you live with someone, like a spouse, partner or children, or even a pet, they may not understand your need to take 'Me-Time', but they certainly will appreciate the way your mood has improved. The people close to you and the people you work with will understand that you have more incredible stamina and a better ability to concentrate (Hansen, 2017). There's no need to apologize for dedicating time to yourself. The minute you start apologizing is the minute you start questioning whether you ought to be doing something else with your time. It's time to own the fact that taking care of yourself isn't just something you deserve, and it's something you need to be a happy, functioning human being (Lipovsky, 2019).

We are still wondering what kind of 'Me-Time' that we can do, and there are some criteria of 'Me-Time' that we can define for. Therefore, to keep your Me-Time experiences fresh and exciting, you will want to mix things up. If you have always wanted to fly on a trapeze, try that. Curious about a new type of facial treatment? Book an appointment. Neuroscientist David Eagleman, PhD., says "when you experience something novel, it slows down your brain's perception of time". That means that by spending your Me Time on something new, you're effectively doubling it.

Besides that, 'Me-Time' is the same as alone time, and it gives you time to focus on your interests. Being alone is an essential part of self-development. It allows you to get to know yourself. Taking time on your own gives you a critical opportunity to make creative choices and focus your attention without worrying about what other people are thinking (Cherry & Gans, 2021). Therefore, if you despise the internet experience, seek out something offline. If you want to go at your leisure, choose a self-guided tour (Lipovsky, 2019). Me Time shouldn't be overcomplicated. Go with your gut on what feels most inspiring to you. "The key to tapping into your Me Time is to be honest about what things make you feel rejuvenated and what drains your energy reserves," says Kendall-Tackett. There are many activities that you think you're supposed to like to do, but they stress you out because they take your time or cost too much (Enough, 2019).

CHAPTER THREE RESEARCH METHODOLOGY

3.1 Introduction

In this chapter, the researcher will describe the methods used in conducting the entire study. The main objective for this study is to identify the effectiveness of 'Me-Time' as a productive lifestyle during Endemic Covid-19 among male and female students in university. Besides that, the creative approach planning in advertising design is used to analyze the practical ways for university students to have a better of 'Me-Time' as productive lifestyle. A total of 155 respondents that are representing university students in Malaysia participated in this study. Also with 5 students, 2 males and 3 females were interviewed for a survey on the effectiveness of Me-Time as productive lifestyle during Endemic Covid-19. Also, the perception on creative approach planning in advertising design during their Me-Time session as to increase the level of awareness. Therefore, the mix methods of qualitative and quantitative have been applied in this study to achieve the objectives.

3.2 Research Approach

3.2.1 Descriptive Research

As stated in introduction, this study was used both qualitative and quantitative methods that is also known as descriptive research. Thus, the data collection of university students throughout this study was conducted has been captured deeply and help researcher answered two type of questions which are closed-ended and open-ended questions.

3.2.2 Secondary Data

In this study, the researcher also used secondary data which can be specifically to obtain relevant information and as support segments when applied the descriptive research. According to Martins et.al, (2018), secondary data is a set of data or analytical data that has been collected in previous research.

2.3 Instrumentation

The researcher has been used a questionnaire in this study to analyze numerically the amount of university students as to see the effectiveness of Me-Time as productive lifestyle during Endemic Covid-19. A set of questionnaire was provided digitally on online platform which is *Google Form* to elicit feedback from respondents and used in data collection. The questionnaire that developed as an instrument of this study is divided into three sections, namely section A, B and C.

The first section, section A refers to the demographic of respondents and specified into questions about gender, race, age, occupation and current residence. While in section B, where respondents' opinion needed which is about Me-Time to clarify the effectiveness of it during Endemic Covid-19. Thus, the section was provided into 6 questions in total including one openended question.

The last section which is section C, the level of awareness by effectiveness of Me-Time needs to collect as climax data. Specifically, about students' perception through Me-Time Campaign by creative approach in advertising design during Endemic Covid-19. As to conclude all the data, respondents' opinions also needed as to achieve the objectives that Me-Time is a way to produce a productive lifestyle. Hence, the section was provided into 7 questions in total including one open-ended question.

3.2.4 Data Collection

This part is a compilation of all information and responses. Respondents' results, as well as their perceptions and opinions, were gathered using questionnaires. The results of the questionnaire responses can aid researchers in doing an analysis and forming a judgement on the findings of the responses. Mixed research data collecting lead researchers in gathering information that can help in the development of a larger study. Researchers also utilize the outcomes of studies done through reading material sources such as e-books, journals, articles, and bulletins since these sources can be as a proof and support the study. This strategy can assist researchers in gaining a better understanding of the subject.

3 Design and Development Process

In this part, the researcher will exhibit the design and development process of print advertisements that contain 3 types of advertising functions which are categorized into information, initiate actions and reminders. As mentioned earlier in the introduction of research methodology, creative approach in advertising design was constructed in this chapter as to achieve the objective of this study. On the other hand, the sketches also will be part of the design and development process in showing how the idea strategically produced in end of result.

3.3.1 Sketch Ideations

The process of producing print advertisements begin with sketch ideations along with help of references. The size of the print advertisements is in A3 size, 297x420mm to be exact. Overall, there are 9 sketches and one scribble as a rough ideation. Therefore, the sketches also will be divided into 3 advertising functions, starting information, initiate actions and lastly reminders.

Image 1: *Scribble*

3.1(a) Digital Sketches of Advertising Functions 01: Information (AF01)
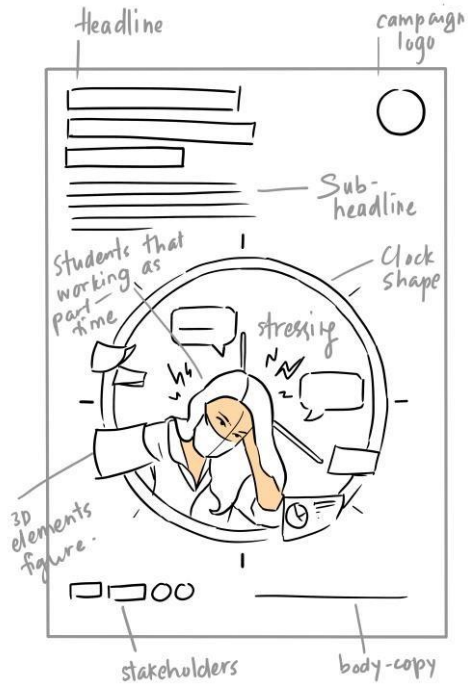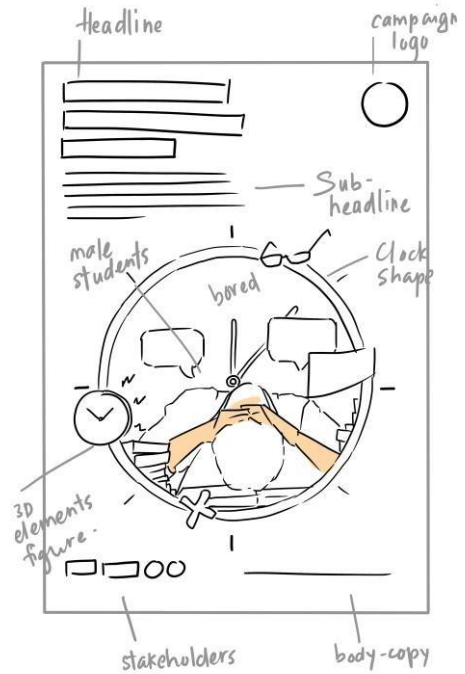

Image 2(a): AF01(a)
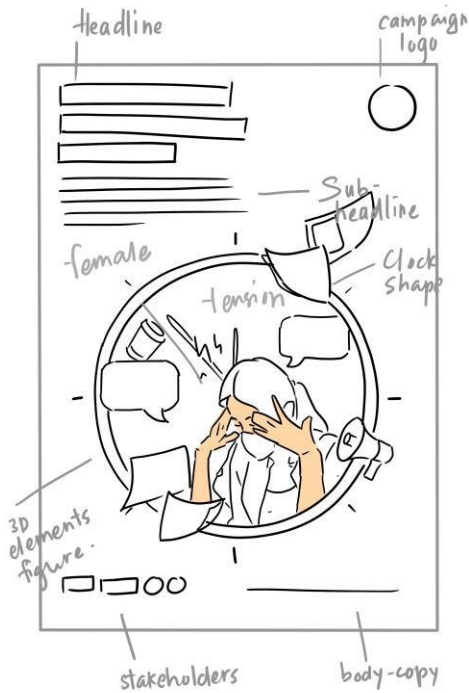

Image 2(b): AF01(b)

Image 2(c): AF01(c)

3.1(b) Digital Sketches of Advertising Functions 02: Initiate Actions (AF02)

Image 3(a): AF02(a)
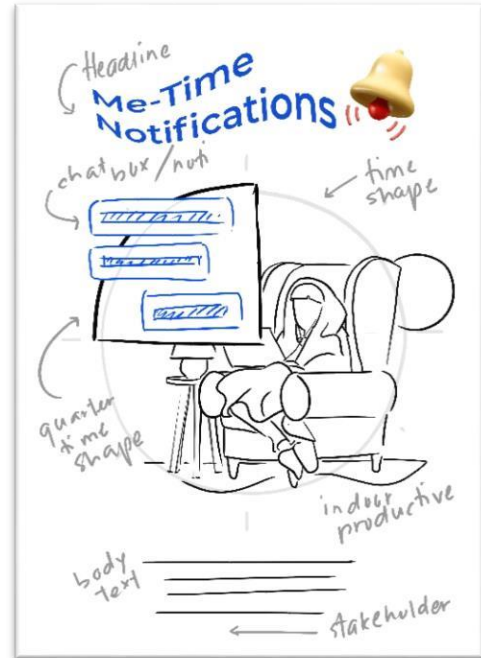
Image 3(b): AF02(b)
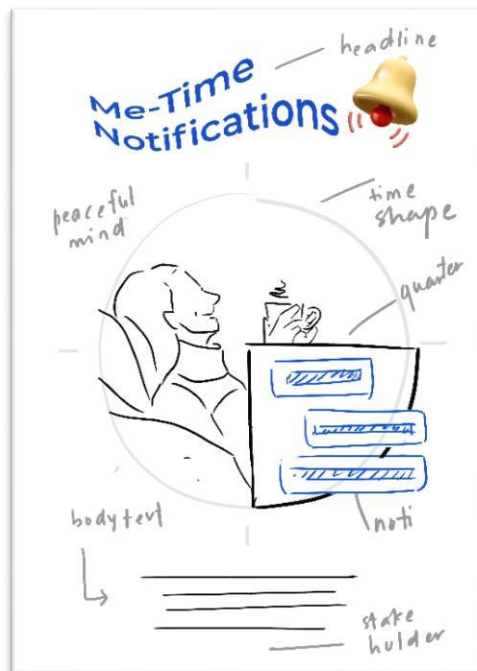
Image 3(c): AF02(c)

3.1(c) Digital Sketches of Advertising Functions 03: Reminders (AF03)
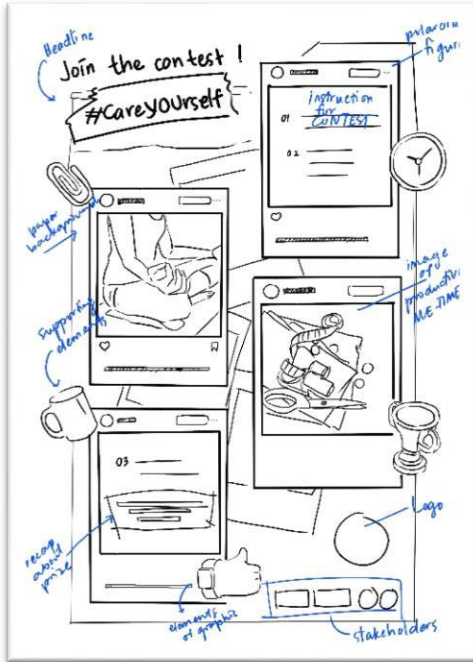
Image 4(a): AF03(a)
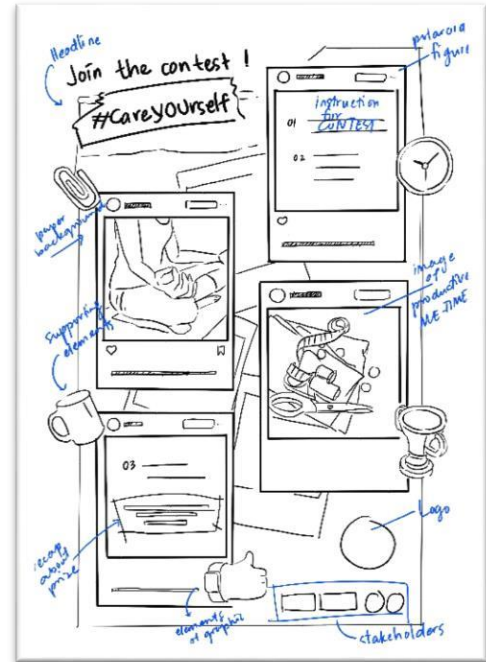
Image 4(b): AF03(b)
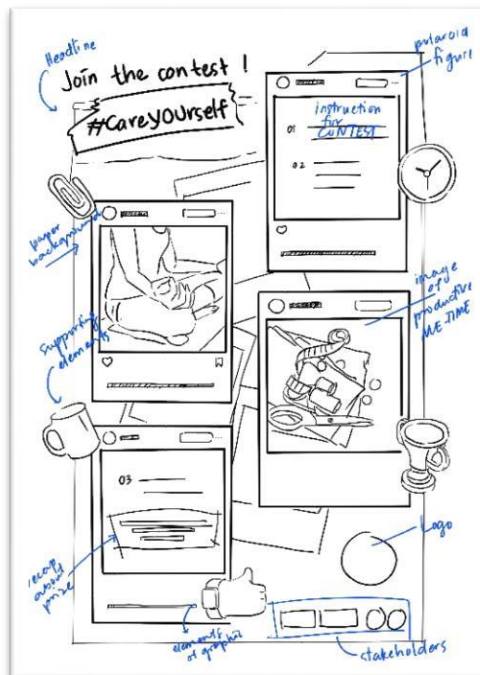
Image 4(c): AF03(c)

3.2 Color Digitalization

In this process, the choosing of the right color for the print advertisements needed to be precise as to gain attraction and achieve right psychological color for the audience. Also will be divided into 3 advertising functions, starting information, initiate actions and lastly reminders. In each category will be exhibit the digital development process along with element of advertisements such as headline, image or subject matter, copywriting, call-to-action, contact and logos.

3.3.2(a) Color Digitalization of Advertising Functions 01: Information (AF01)
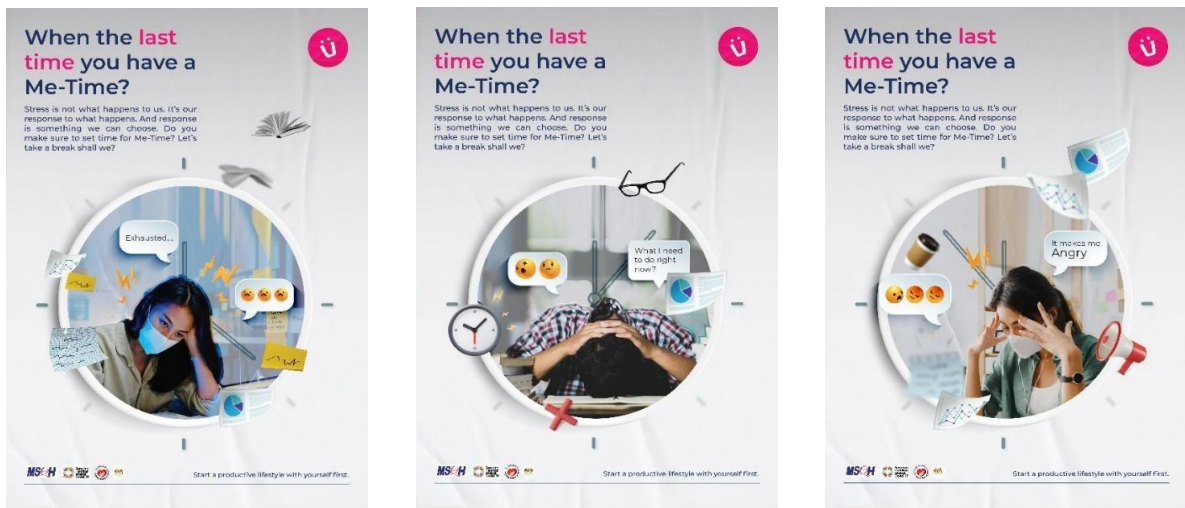
Image 5(a): 3 series of Advertising Functions 01 (AF01)
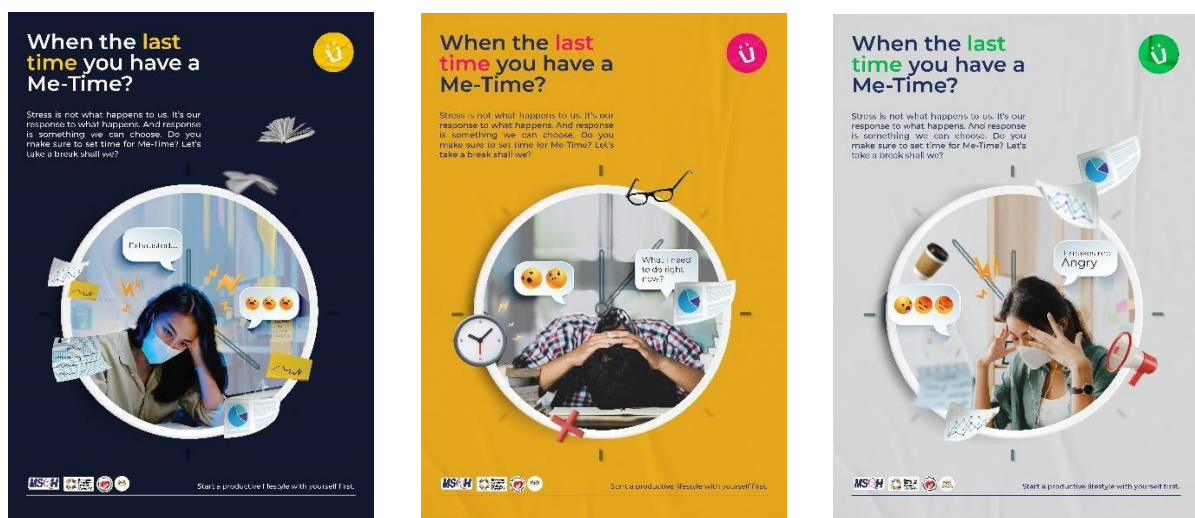
Image 5(b): 3 series of Advertising Functions 01 (AF01)
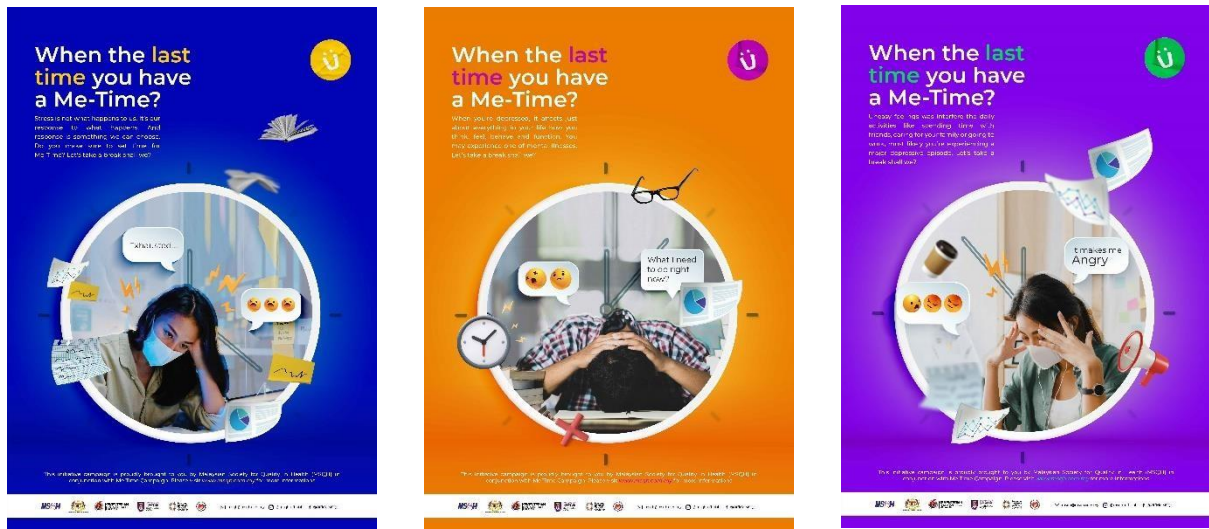
Image 5(c): 3 series of Advertising Functions 01 (AF01)

3.3.2(b) Color Digitalization of Advertising Functions 02: Initiate Actions (AF02)
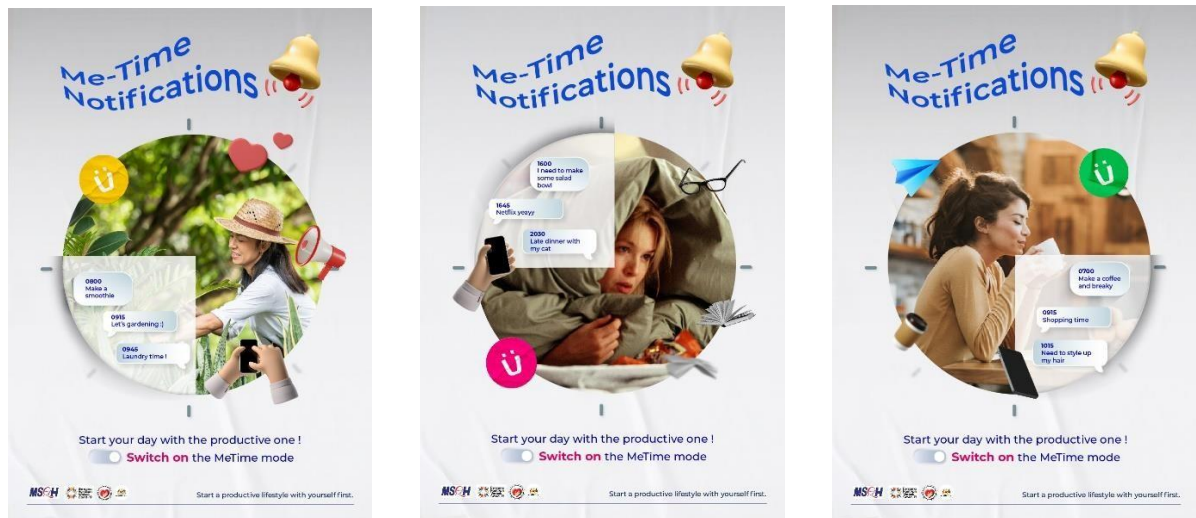
Image 6(a): 3 series of Advertising Functions 02 (AF02)
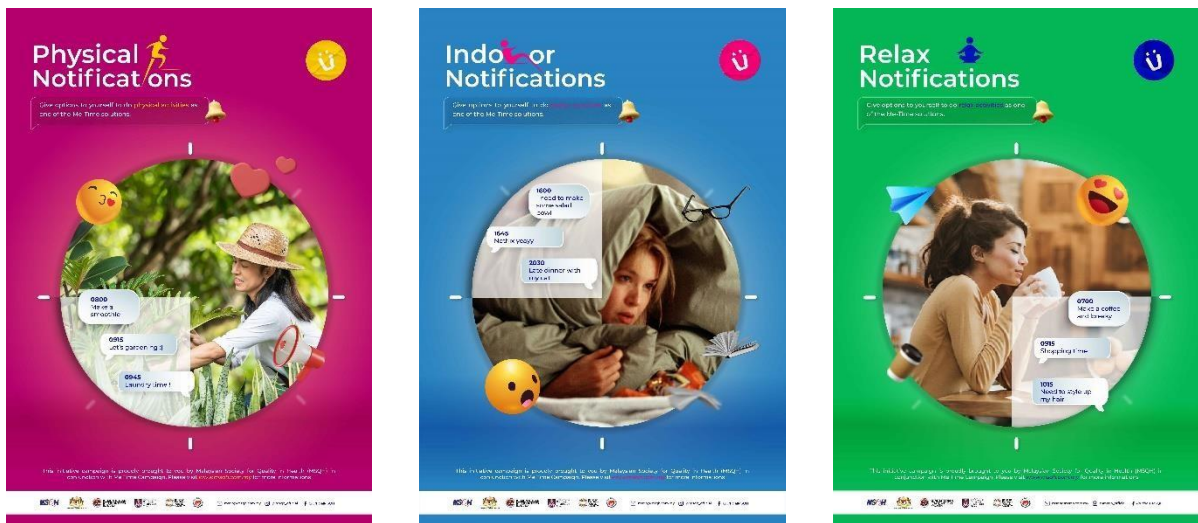
Image 6(b): 3 series of Advertising Functions 02 (AF02)

3.3.2(c) Color Digitalization of Advertising Functions 03: Reminders (AF03)
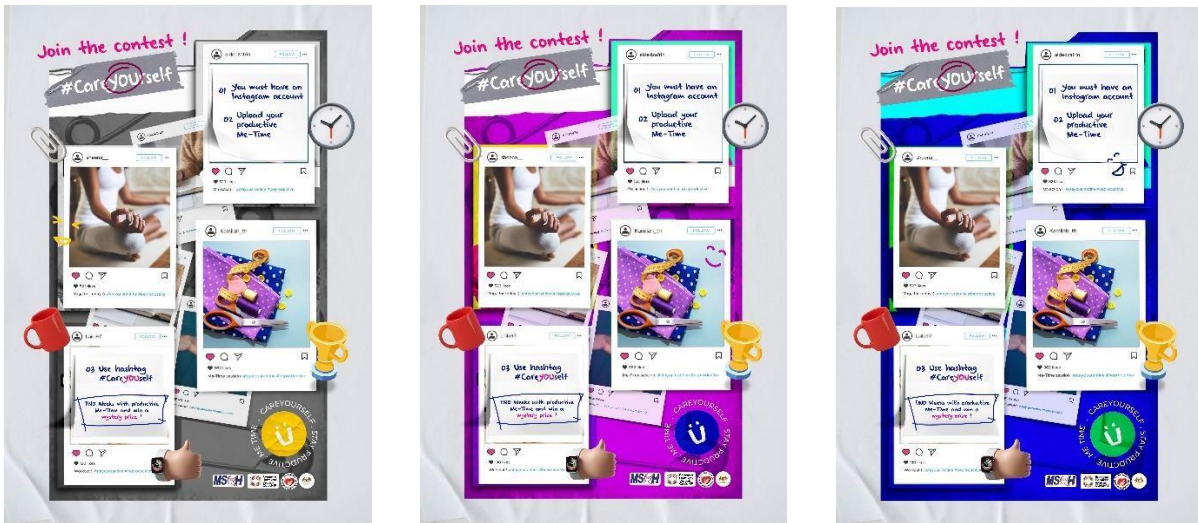
Image 7(a): 3 series of Advertising Functions 03 (AF03)
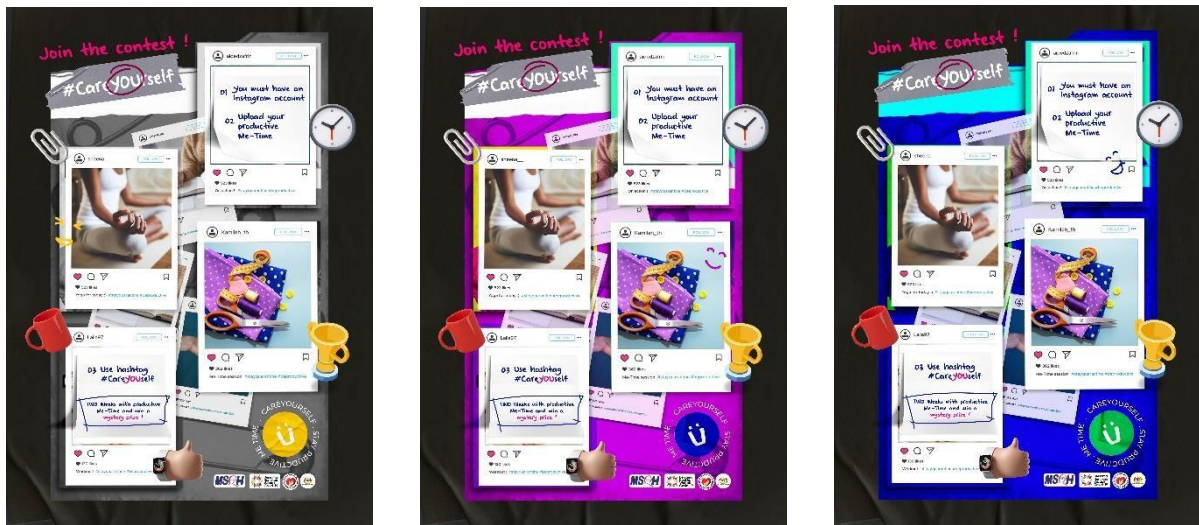
Image 7(b): 3 series of Advertising Functions 03 (AF03)

3.4 A Study On Element Of Advertisements

As stated in **3.3.2 Color Digitalization**, In each series of print advertisements come along with element of advertisements such as headline, image or subject matter, copywriting, call-toaction, contact and logos. Therefore, the implementation of these elements are the reason why the advertising function categorized into three sections.

Firstly, headline is the phrase or sentence that attracts the readers' attention to a product or service. A headline should also lead readers into the ad's subject matter and make them want to read the copy. The headline is the most read part of an advertisement. So advertisers try to tell maximum part of the product story through the headline. A headline will introduce the product or makes the promise statement or puts a question (Clow, James, Kranenburg, & Berry, 2006).

The image or subject matter is the photograph, drawing, or other graphic elements used in an ad. It should attract and hold attention and encourage action. While other than that, the copywriting or we can call it as body copy, as to elaborate upon it and provides supporting proof. The amount of detail in an advertisement should be sufficient to answer the questions arising in the minds of a prospective reader (Abey, 2010).

Lastly, the call-to-action which is inserted by the contact and yes the organizer that represent as logo. Call-to-action is where readers can search for more information regards on the advertisement such as contact number, official website, and social media account. After that the logo which is call as identity but for this case, it is representing organizer of the campaign.

3.4.1 Placement Of Advertisements' Element

In this process has been shown in **3.3.1 Sketch Ideations** and **3.3.2 Color Digitalization** where the applied of elements strategically arranged in every advertisement.
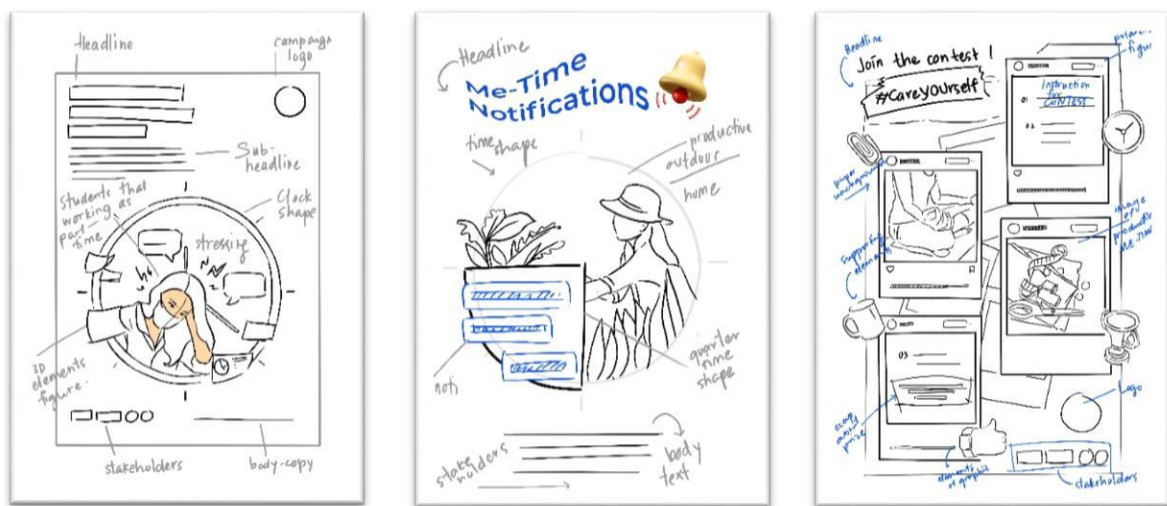
Image 8(a): *Placement Of Advertisements' Element (Sketches Ideations)*

Image 8(b): *Placement Of Advertisements' Element (Color Digitalization)*

CHAPTER FOUR RESULT AND DISCUSSION

4.1 Introduction

In this chapter, the researcher will evaluate the analysis data obtained through the method that has been described in *Chapter 3: Research Methodology*. Through the findings of previous studies, data sources of questionnaires, closed-ended and open-ended questions have been distributed for respondents to answer. It is regarded on their perception of creative approach planning in advertising design during their Me-Time session as to increase the level of awareness. The researcher finalized the creative approach in advertising design that has been categorized into 3 advertising functions which are information *(AF01)*, initiate actions *(AF02)* and reminders *(AF03)*.

4.2 Demographic Data

4.2.1 Percentages of Gender

Table 4.1 and **Figure 4.1** shows that 155 respondents by university students that coming from gender which are classified as males and females

Table 4.1: Percentages of Respondent by Gender

		Frequency (N)	Percentages (%)
Gender	Male	50	32.8
	Female	105	68.2
	Total	155	100.0

As shown in **Table 4.1**, the demographic characteristic is based on gender. As results, male (N=50) with the percentages of 32.8% and female (N=105) with percentages of 68.2%.

25
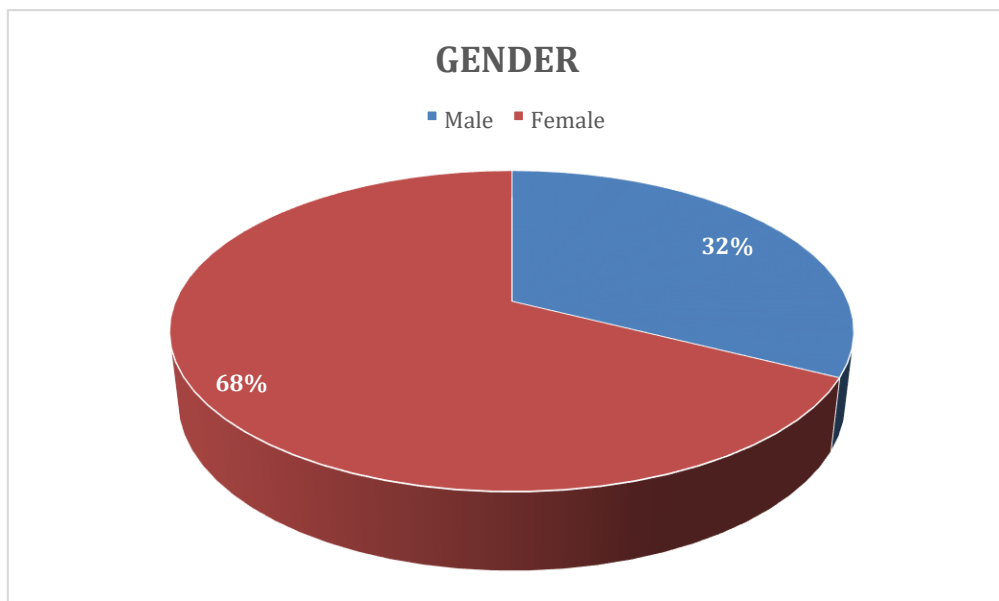
Figure 4.1: *Pie Chart of Respondents' Classified by Gender*

4.2.2 Percentages of Races

Table 4.2 and **Figure 4.2** shows that 155 respondents by university students that coming from races which are classified as Malay, Chinese, Indian, Kayan and Orang Asli.

Table 4.2: Percentages of Respondent by Races

		Frequency (N)	Percentages (%)
Races	Malay	140	90.4
	Chinese	10	6.5
	Indian	3	1.9
	Kayan	1	0.6
	Orang Asli	1	0.6
	Total	155	100.0

As shown in **Table 4.2**, the demographic characteristic is based on races. As results, Malay (N=140) with the percentages of 90.4%, Chinese (N=10) with percentages of 6.5%, Indian (N=3) with the percentages of 1.9%, Kayan (N=1) with the percentages of 0.6% and Orang Asli (N=1) with the percentages of 0.6%.
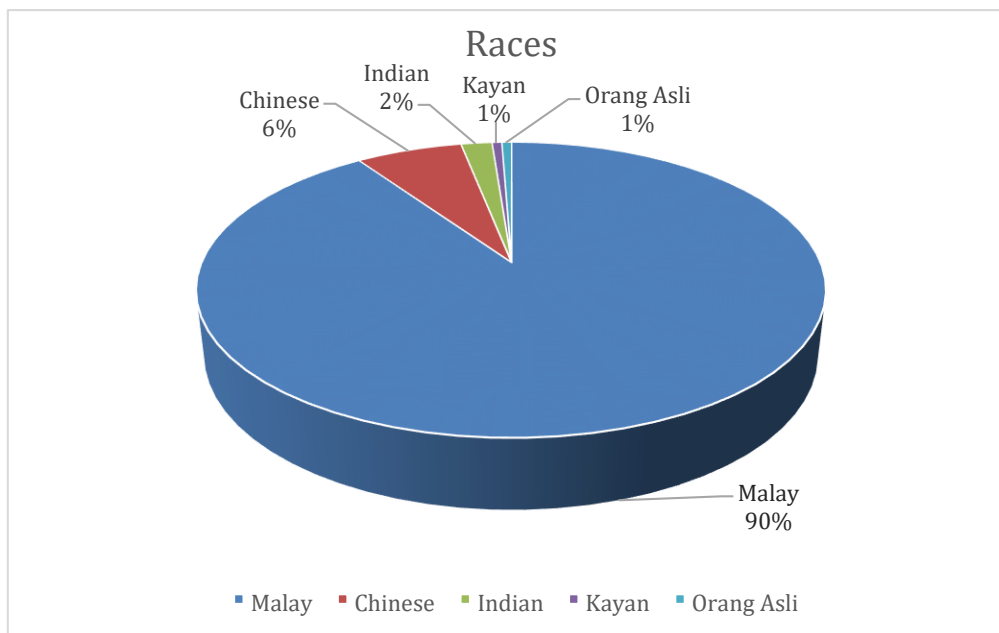
Figure 4.2: *Pie Chart of Respondents' Classified by Races*

4.2.3 Percentages of Age

Table 4.3 and **Figure 4.3** shows that 155 respondents by university students that classified in age which are under 21 years old , 21 to 23 years old, 24 to 26 years old and 27 years old above.

Table 4.3: Percentages of Respondent by Age

		Frequency (N)	Percentages (%)
Age	under 21	13	8.4
	21 - 23	125	80.6
	24 - 26	12	7.7
	27 above	5	3.2
	Total	155	100.0

As shown in **Table 4.3**, the demographic characteristic is based on age. As results, under 21 (N=13) with the percentages of 8.4%, 21-23 (N=125) with percentages of 80.6%, 24-26 (N=12) with the percentages of 7.7% and 27 above (N=5) with the percentages of 3.2%.
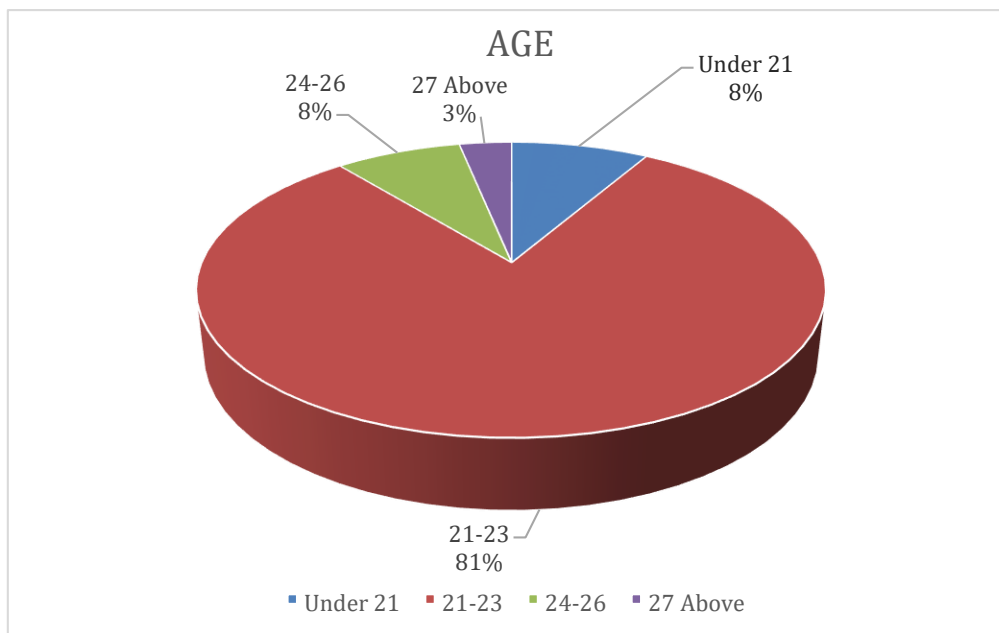
Figure 4.3: *Pie Chart of Respondents' Classified by Age*

4.2.4 Percentages of Education Level

Table 4.4 and **Figure 4.4** shows that 155 respondents by university students that classified in education level which are more focus in SPM, Diploma and Degree.

Table 4.4: Percentages of Respondent by Education Level

		Frequency (N)	**Percentages (%)**
Education Level	SPM	9	5.8
	Diploma	49	31.6
	Degree	87	56.1
	Employed	5	3.2
	Unemployed	3	1.9
	Self-Employment	2	1.3
	Total	155	100.0

As shown in **Table 4.4**, the demographic characteristic is based on education level. As results, SPM (N=9) with the percentages of 5.8%, Diploma (N=49) with percentages of 31.6%, Degree

(N=87) with the percentages of 56.1%, Employed (N=5) with the percentages of 3.2%, Unemployed (N=3) with the percentages of 1.9% and Self-Employment (N=2) with the percentages of 1.3%.
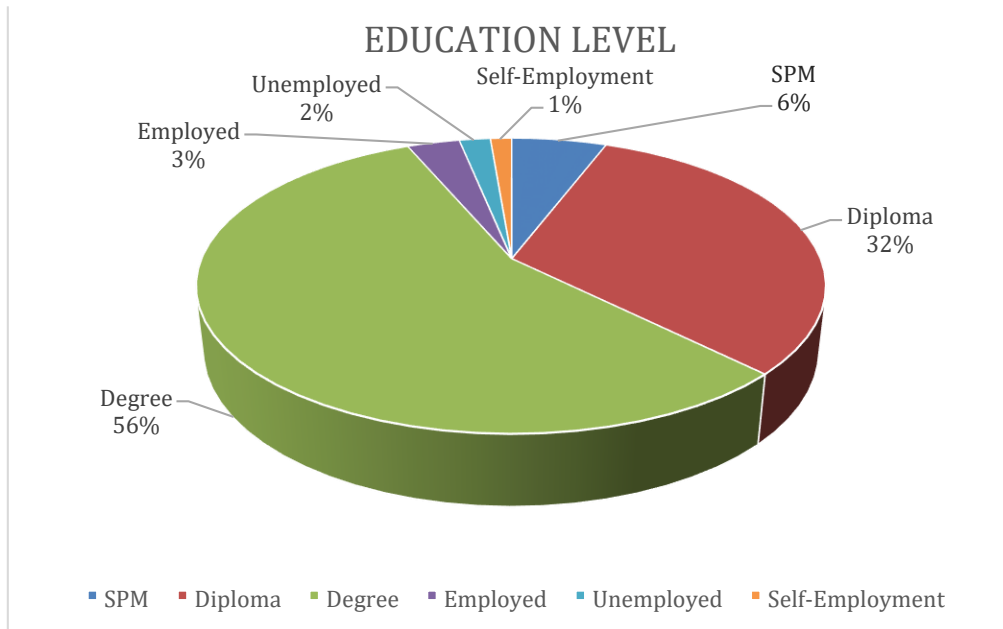
Figure 4.4: *Pie Chart of Respondents' Classified by Education Level*

4.3 Data Analysis

4.3.1 Identifying The Effectiveness of Me-Time
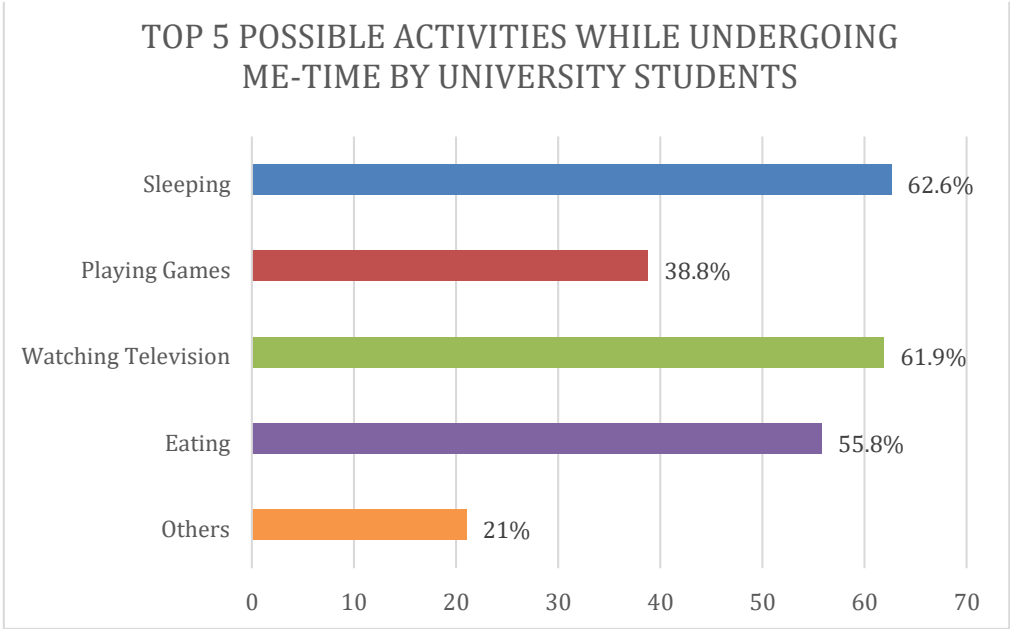
Figure 4.5: *Bar Chart of Top 5 Possible Activities While Undergoing Me-Time By University Students*

Based on **Figure 4.5** above, it was referring to research objective which is to identify the effectiveness of 'Me-Time' as a productive lifestyle during Endemic Covid-19 among university students in Malaysia. The result has been classified to top 5 possible activities while undergoing Me-Time by university students. Therefore, the top 5 are classified as sleeping, playing games, watching television, eating and including others which are known as openended question for respondents.

The data finding shows the result with the first one which is sleeping score 62.6%, coming to second watching television with score 61.9%, next one is eating with score 55.8%, playing games score 38.8% and lastly others score with 21%. Which means all this data finding shows that the possible activities while undergoing Me-Time is sleeping as the highest, be taking on 92 out of 155 respondents.

4.3.2 Analyze Creative Approach in Advertising Design to Promote Productive Lifestyle
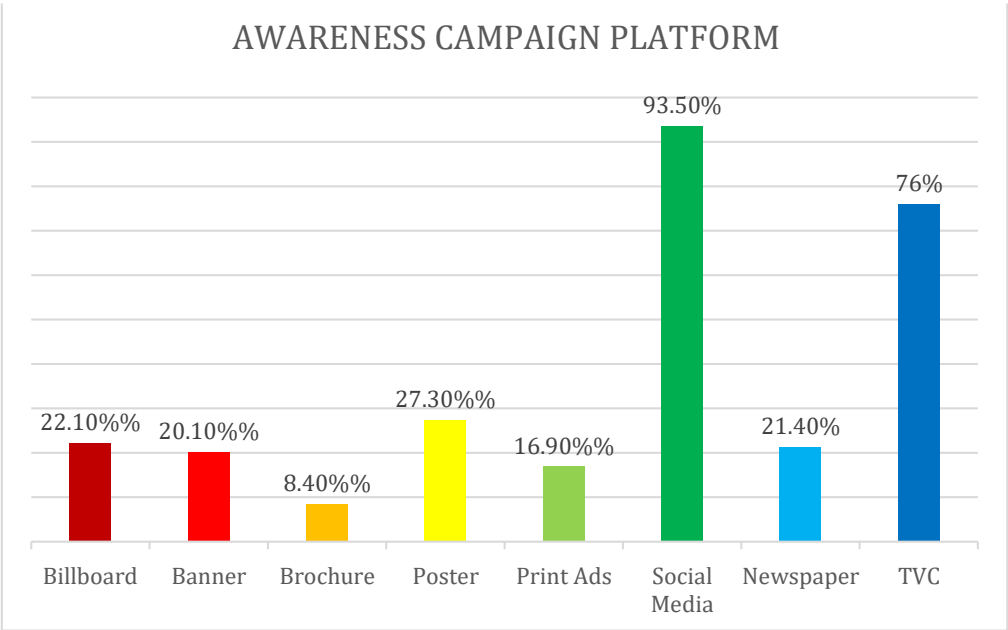
Figure 4.6: *Bar Chart of Awareness Campaign Platform*

Based on **Figure 4.6** above, it was referring to analyze the practical ways for university students in Malaysia to have a better of 'Me-Time' as productive lifestyle by creative approach in advertising design. The result has been classified into 8 types of advertising platform by university students. Therefore, it was classified as billboard, banner, brochure, poster, print ads, social media, newspaper and Television Commercial (TVC).

The data finding shows the result with the first one which is billboard score 22.1%, coming to second banner with score 20.1%, next one is brochure with score 8.4%, poster score 27.3%, print ads score 16.9%, social media score 93.5%, newspaper score 21.4% and lastly TVC score with 76%. Based on the data finding, the researcher can categorize social media as the highest one of awareness campaign platform with 144 out of 155 respondents.

4.3.3 Level of Awareness About Me-Time as Productive Lifestyle
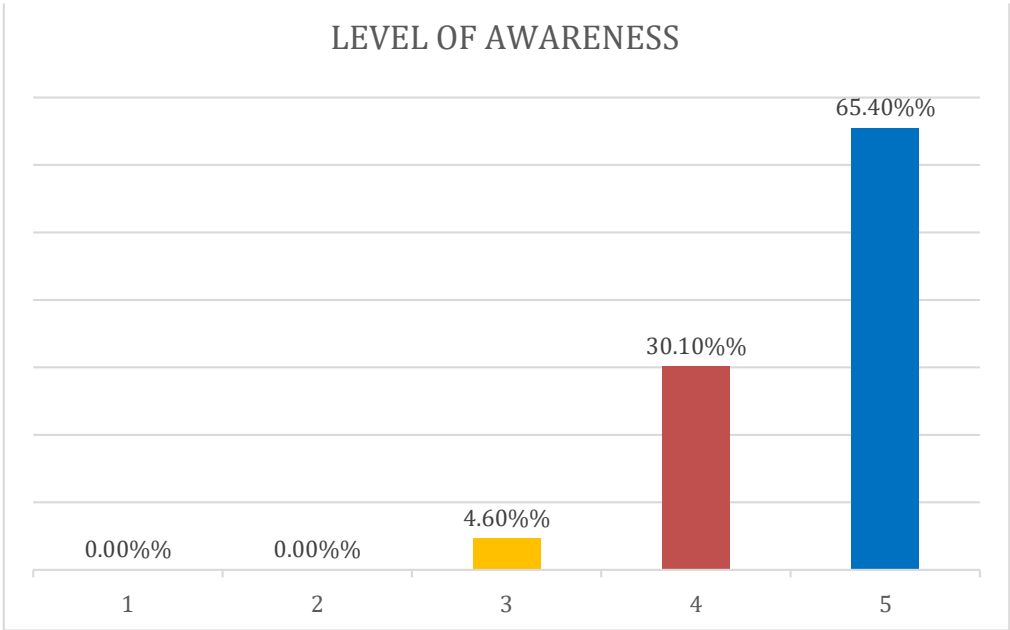
Figure 4.7: *Bar Chart of Level of Awareness Among University Students*

Based on **Figure 4.7** above, it was referring to analyze the level of awareness among university students by having 'Me-Time' as productive lifestyle during Endemic Covid-19. The result has been classified into 5 scales of level of awareness by university students. Therefore, it was classified as number 1 until 5.

The data finding shows the result with the first one which is scale of 5 score 65.4%, coming to second by scale of 4 with score 30.1% and scale of 3 with score 4.6%. Based on the data finding, the highest level of awareness by university students is scale of 5, which means putting Me-Time as productive lifestyle during Endemic Covid-19 with 100 out of 155 respondents.

4.4 Data Collection

4.4.1 Study Participants

An interview was conducted under the study, which requires a small scope of university students from Universiti Teknikal Malaysia Melaka (UTeM) and Universiti Teknologi Mara Kampus Alor Gajah (UiTM) to collect the data. Basically, the main aim of this interview is to identify the effectiveness of Me Time among university students and also the level of awareness of having Me Time as a productive lifestyle during Endemic Covid-19. Thus, all the questionnaires provide with open-ended question.

The researcher has been interviewed 5 different respondents among university students for the study and managed to interview with 4 different questions to collect the data. The questions are;

1. What is the issue or problem you had during Endemic Covid-19 while having an Online Distance Learning (ODL)?
2. What makes you can't manage to have your own Me-Time?
3. What kind of awareness you need to encourage yourself during Me Time session?
4. How do you feel about Me-Time campaign that help you to manage your productive lifestyle during Endemic Covid-19?

Based on the data collected, and refer to **Figure 4.8** below, 2 respondents from Universiti Teknikal Malaysia Melaka (UTeM) state the answer from question number one until three.

Call her Syeby. So, she is phasing with uneasy feelings during ODL and can't perform well with her work. "Help me to cure this feeling"

Namely Izzah. Based on her condition, she is always far behind others because of lack of sleep, lack of rest and others. Stress matters really burden for her and need a MeTime session
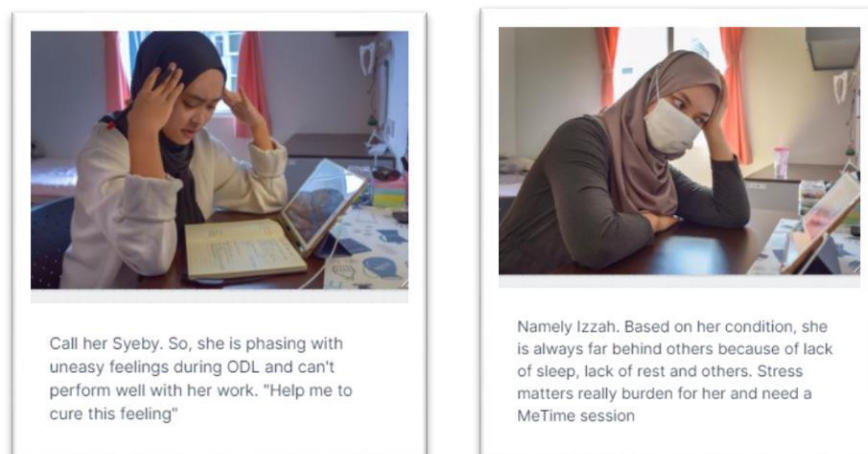
Figure 4.8: *2 female respondents from Universiti Teknikal Malaysia Melaka (UTeM)*

Next, based on **Figure 4.9(a) and Figure 4.9(b)** below, 2 respondents from Universiti Teknikal Malaysia Melaka (UTeM) and 1 respondent from Universiti Teknologi Mara Kampus Alor Gajah (UiTM) answered the question on number 4.

Call him Akmal. He said that Reminder App sometimes people ignore it but he realizes that it was really function to schedule out his daily plan even though during ODL

Namely Qiemi . So during his free time, he is always attached to online games. But to balance out with assignments and MeTime, Reminder App that has always been on a smartphone really helpful for him to manage it well. "Thank you for this awareness campaign"

Figure 4.9(a) 2 male respondents from Universiti Teknikal Malaysia Melaka (UTeM)

Call her Jaja . She tend to always ignore the Reminder App but what makes her realizes is that she can spent MeTime with manageablely. And yes schedule out along with her assignments. Reduce the stress!
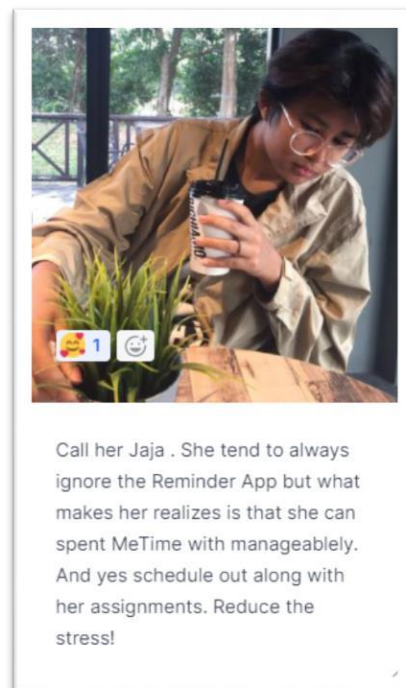
Figure 4.9(b) A female respondent from Universiti Teknologi Mara
Kampus Alor Gajah (UiTM)

4.5 Design Output

In this section, there are 3 types of advertising functions which are categorized into information, initiate actions and reminders. Creative approach in advertising design was constructed in this chapter as to achieve the objective of this study.

4.5.1 Advertising Functions 01: Information (AF01)

Image 9: 3 series of Advertising Functions 01 (AF01)

4.5.2 Advertising Functions 02: Initiate Actions (AF02)

Image 10(b): 3 series of Advertising Functions 02 (AF02)

4.5.3 Advertising Functions 03: Reminders (AF03)

Image 11: 3 series of Advertising Functions 03 (AF03)

4.6 Discussion

This study focuses on to identify the effectiveness of Me-Time as a productive lifestyle during Endemic Covid-19 among university students in Malaysia. Secondly, is to analyze the practical ways for university students to have a better of Me-Time as productive lifestyle by creative approach in advertising design. There are no significant activities during Me-Time as ways to have a productive lifestyle. This shown that there is specific category to categorize those significant activities during Me-Time. Hence, by achieve that aim, the awareness campaign whereby is the level of need among university students to have a Me-Time session.

4.6.1 Identifying The Effectiveness of Me-Time

Based on **Figure 4.5** in data analysis, it was referring to research objective which is to identify the effectiveness of 'Me-T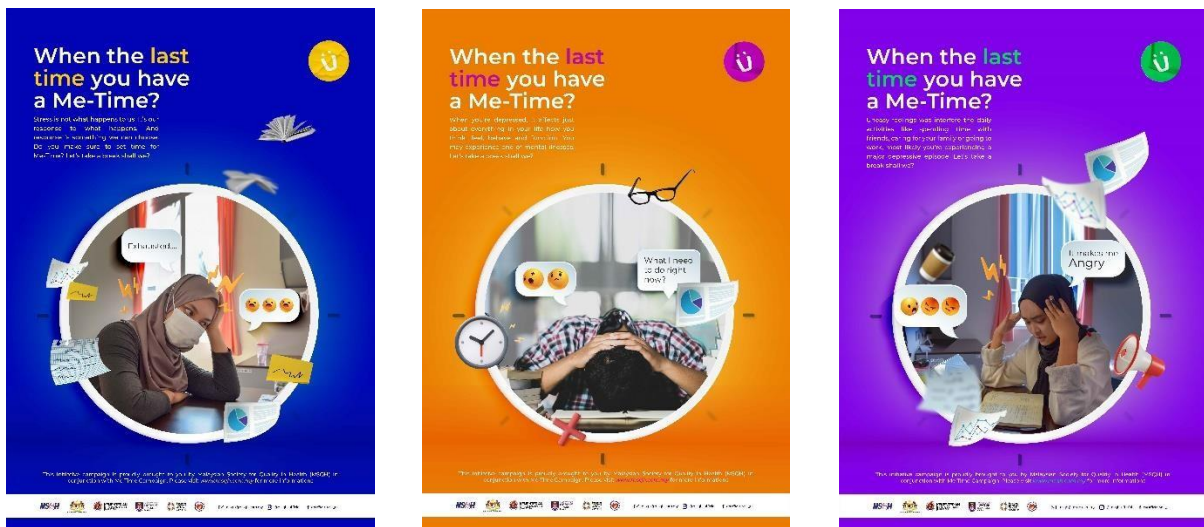ime' as a productive lifestyle during Endemic Covid-19 among university students in Malaysia. The result has been classified to top 5 possible activities while undergoing Me-Time by university students. Therefore, the top 5 are classified as sleeping, playing games, watching television, eating and including others which are known as openended question for respondents.

The data finding shows the result with the first one which is sleeping score 62.6%, coming to second watching television with score 61.9%, next one is eating with score 55.8%, playing games score 38.8% and lastly others score with 21%. Which means all this data finding shows that the possible activities while undergoing Me-Time is sleeping as the highest, be taking on 92 out of 155 respondents.

According to all data that has been analyzed and collected, the effectiveness of Me-Time can be classified into narrow category of activities. As stated in design output, based on second advertising functions which is initiate actions shows that Me-Time can do in 3 types of activities. The first one physical activities that synonym with the word outdoor which is related activities such as gardening, cycling, morning walk and many more. Next, the indoor activities such as mini workout, painting, sewing and others that related to indoor. Lastly, the relax session that equal to mind session be taking on activities such as writing a diary, playing chess, yoga and so on.

Therefore, these 3 type of activities has been shown in creative approach in advertising design which is print advertisement. Hence, as to gain the attention from target audiences, Me-Time campaign is really helpful to start a daily schedule with a reminder on the smartphone. Overall, all can be conclude that this objective achieved with enough data and proof from university students to have a better Me-Time in effective way during Endemic Covid-19

4.6.2 Creative Approach in Advertising Design

Based on **Figure 4.6** in data analysis, it was referring to analyze the practical ways for university students in Malaysia to have a better of 'Me-Time' as productive lifestyle by creative approach in advertising design. The result has been classified into 8 types of advertising platform by university students. Therefore, it was classified as billboard, banner, brochure, poster, print ads, social media, newspaper and Television Commercial (TVC).

The data finding shows the result with the first one which is billboard score 22.1%, coming to second banner with score 20.1%, next one is brochure with score 8.4%, poster score 27.3%, print ads score 16.9%, social media score 93.5%, newspaper score 21.4% and lastly TVC score with 76%. Based on the data finding, the researcher can categorize social media as the highest one of awareness campaign platform with 144 out of 155 respondents.

The use of advertising design is abroad and for this study it has been achieved the objective where is to promote Me-Time as productive lifestyle during Endemic Covid-19 among university students. Even though the data show social media as the highest platform to spread the awareness campaign, the use of print advertisement yet also can link to all the advertising platform such as poster, newspaper, TVC and so on. Therefore, the power of word advertising itself lead in the meaning of creative approach.

In addition, this creative approach in advertising design lead to focus 3 best solutions of MeTime activities that has been categorized as physical, indoor and relax. Me-Time campaign is a yes for university students to have a better productive lifestyle or can say it as take a break. Hence by this creative approach, the level of awareness about Me-Time as productive lifestyle will be increasing from time to time along with new norms of Endemic Covid-19.

CHAPTER FIVE
CONCLUSION

5.1 Conclusion

The resolution for this study was to identify the effectiveness of Me-Time as a productive lifestyle during Endemic Covid-19 among university students in Malaysia and to analyze the practical ways for university students in Malaysia to have a better of Me-Time as productive lifestyle by creative approach in advertising design. Therefore, in the end of this study can see the results where the level of awareness among university student throughout Me-Time campaign clearly achieved. The objectives of the studies based on the literature reviews and the hypothesis which to guide this study.

Based on the previous studies, lot of researcher state that factors of students having trouble during Pandemic to Endemic Covid-19 season. This situation also adds to the impact of change their psychological and social processes that put them at risk such as experiencing mental stress problems and so on. However, for young people, especially students, change the education system that takes place especially Online Distance Learning (ODL) is something drastic with most universities in Malaysia still lacking the infrastructure and availability academics as well as students to move to this new norm in full (Aziz, Zulkifli, Othman, & Musa, 2021).

In Malaysia, students' problem is major concern for the country especially when it comes to studies. Developing a better program for students is very needy which can bring huge impact to this vulnerable generation as to be more manageable during new norm phase. Overall, this study is beneficial for all generations and also help create awareness to people about Me-Time since this topic did not bring the most attention and concern. Also, it is giving beneficial to the authorities to have a better plan on how to overcome these matter in Malaysia.

5.2 Recommendation

It is intended that the information and data gathered in this study will be utilized in the future to investigate new forms of norms in accordance with the construction of online learning techniques by the younger generation. Gadgets like cellphones are a simple way to attract these youngsters. As a result of this awareness campaign, not only will students be able to keep ahead in the digital world, but they will also be able to educate themselves on how to manage their time.

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APPENDICES Appendix A

LET'S HAVING ME-TIME: AWARENESS CAMPAIGN TO PROMOTE PRODUCTIVE LIFESTYLE AMONG UNIVERSITY STUDENTS IN MALAYSIA DURING ENDEMIC COVID-19

Dear respondent,
You are invited to participate in this research. I am Syamimi Binti Zainal , Bachelor in Graphic Design (Hons), Faculty Art and Design at University Teknologi Mara (UiTM) Melaka Campus Alor Gajah. Currently, I am conducting a research for my Thesis THE659 Academic Writing on the topic
Let's Having Me-Time: Awareness Campaign To Promote Productive Lifestyle Among University Students In Malaysia During Endemic Covid-19

The purpose on this research to identify our respondents being alert and to know responded perception regarding this topic. This research will only take about 3-4 minutes.

This research consists 3 section which is A,B and C.
You are required to read all the question carefully and honestly.
All your responses will be treated as strictly confidential and will be used for academic purposes.

Responden yang dihormati,
Anda dijemput untuk mengambil bahagian dalam penyelidikan ini. Saya Syamimi Binti Zainal, Sarjana Muda dalam Reka Bentuk Grafik (Kepujian), Fakulti Seni dan Reka Bentuk di Universiti Teknologi Mara (UiTM) Kampus Melaka Alor Gajah. Pada masa ini, saya sedang menjalankan kajian untuk Penulisan Thesis THE659 Academic Writing saya mengenai topik tersebut
Let's Having Me-Time: Kempen Kesedaran Untuk Mempromosikan Gaya Hidup Produktif dalam Kalangan Pelajar Universiti Di Malaysia Semasa Endemik Covid-19

Tujuan penyelidikan ini untuk mengenal pasti para responden berwaspada dan mengetahui persepsi respons mengenai topik ini. Penyelidikan ini hanya akan memakan masa sekitar 3-4 minit.

Penyelidikan ini terdiri daripada 3 bahagian iaitu A, B dan C.
Anda diminta membaca semua soalan dengan teliti dan jujur.
Semua jawapan anda akan dirahsiakan dan akan digunakan untuk tujuan akademik.

syamimiee99@gmail.com (not shared) Switch account

Next   Clear form

Please be informed that this research as well as all the information provided is for the purpose of learning research only. / Dimaklumkan bahawa kajian ini dan juga segala maklumat yang diberikan adalah bagi tujuan kajian pembelajaran sahaja.

1. Gender / Jantina *

- ○ Male / Lelaki
- ○ Female / Perempuan

2. Race / Bangsa *

- ○ Melayu / Malay
- ○ Cina / Chinese
- ○ India / Indian
- ○ Other: _____

3. Age / Umur *

- ○ under 21 / bawah 21
- ○ 21 - 23
- ○ 24 - 26
- ○ 27 above

4. Education Level / Peringkat Pengajian *

- ○ Diploma
- ○ Ijazah Sarjana Muda / Degree
- ○ Master
- ○ Employed / Bekerja
- ○ Unemployed / Tidak Bekerja
- ○ Self-Employment / Bekerja Sendiri
- ○ Other: _____

5. Demographic, current residence / Demografik, tempat tinggal *

- ○ Village and Rural area / Kampung dan Kawasan pedalaman
- ○ Sub urban, Small town / Pinggir bandar, Bandar kecil
- ○ Town / Bandar
- ○ City / Bandaraya
- ○ Other: _____

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Section B - Respondent opinion about the Me-Time / Pendapat responden tentang Masa Untuk Diri Sendiri

1. Do you know what is a Me-Time? / Adakah anda mengetahui apa itu Masa Untuk Diri Sendiri?

◯ Yes / Ya

◯ Not sure / Tidak pasti

◯ No / Tidak

2. What are the causes you should be having a Me-Time? / Apakah yang menyebabkan anda perlu ada Masa Untuk Diri Sendiri?

◯ Reduce Stress / Mengurangkan Stress

◯ Socialize / Bersosial

◯ Take a break / Berehat

◯ Other:

3. How do you feel about Me-Time? / Bagaimanakah perasaan anda tentang Masa Untuk Diri Sendiri?

◯ Fear / Takut

◯ Happy / Gembira

◯ Sad / Sedih

◯ Angry / Marah

◯ Stress / Tekanan

◯ Anxiety / Cemas

◯ Bored / Bosan

◯ Nothing / Tiada perasaan

4. What is the possibility of the activity you do while undergoing Me-Time? / Apakah kemungkinan aktiviti yang anda lakukan semasa menjalani Masa Untuk Diri Sendiri?

☐ Sleeping / Tidur

☐ Eating / Makan

☐ Watching television / Menonton televisyen

☐ Playing games / Bermain permainan

☐ Other:

5. In your opinion, how do you stay productive during Me-Time? / Pada pendapat anda , bagaimanakah anda kekal produktif semasa menjalani Masa Untuk Diri Sendiri?

Your answer

6. In your opinion, is this Me-Time affecting your social life? / Pada pendapat anda, adakah Masa Untuk Diri Sendiri ini memberi kesan kepada kehidupan sosial anda ?

◯ Yes / Ya

◯ Not Sure / Tidak Pasti

◯ No / Tidak

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Section C - Level of awareness about Me-Time / Tahap kesedaran tentang Masa Untuk Diri Sendiri

1. How much do you know about Me-Time? / Sejauh mana anda tahu tentang Masa Untuk Diri Sendiri?

	1	2	3	4	5	
I don't know / Saya tidak tahu	○	○	○	○	○	Yes , I know / Ya , saya tahu

2. How far do you remain active during Me-Time? / Sejauh manakah anda kekal aktif semasa menjalani Masa Untuk Diri Sendiri?

	1	2	3	4	5	
Not active at all / Langsung tidak aktif	○	○	○	○	○	Yes , absolutely active / Ya , semestinya aktif

3. Are you agree that having Me-Time during Endemic Covid-19 can make your life better ? / Adakah anda bersetuju bahawa meluangkan Masa Untuk Diri Sendiri semasa Endemik Covid-19 boleh menjadikan hidup anda lebih baik?

	1	2	3	4	5	
Strongly disagree / Sangat tidak setuju	○	○	○	○	○	Strongly agree / Sangat setuju

4. Have you seen any advertisement about being productive during Me-Time? / Pernahkah anda melihat sebarang iklan mengenai produktif semasa menjalani Masa Untuk Diri Sendiri?

○ Yes / Ya

○ Not sure / Tidak pasti

○ No / Tidak

5. Do you agree that by holding an awareness campaign can helps you about having a Me-Time? / Adakah anda bersetuju bahawa mengadakan kempen kesedaran dapat membantu anda semasa menjalani Masa Untuk Diri Sendiri?

○ Yes / Ya

○ Not sure / Tidak pasti

○ No / Tidak

6. In your opinion, Which platform would be best for launching this awareness campaign ? / Pada pendapat anda, platform manakah yang terbaik untuk melancarkan kempen kesedaran ini?

☑ Billboard

☐ Banner

☑ Brochure

☑ Poster

☑ Print Ads

☑ Social Media

☐ Newspaper / Surat Khabar

☑ Television commercial (TVC) / Iklan TV

7. Do you agree to hold an awareness campaign can increase the productive level during Me-Time? / Adakah anda bersetuju mengadakan kempen kesedaran dapat meningkatkan tahap produktif semasa menjalani Masa Untuk Diri Sendiri?

	1	2	3	4	5	
Strongly Disagree / Tidak Setuju	○	○	○	○	○	Strongly Agree / Sangat Setuju

Back   Submit   Clear form

Appendix B

An interview session with students from Universiti Teknikal Malaysia Melaka (UTeM) regards on the study purpose and collection of data. All this figures are for an observation to analyze the issue and manage the research objectives. Hence, the data collection is based on Chapter 4 on this study.