

FACULTY OF ADMINISTRATIVE SCIENCE  
& POLICY STUDIES  
UNIVERSITI TEKNOLOGI MARA

BACHELOR OF ADMINISTRATIVE SCIENCE

PUBLIC AWARENESS TOWARDS DIABETES  
DISEASE IN ALAMESRA, KOTA KINABALU

MOHD ASHRAFIQ BIN AZMAN	2014567593
NURLAILI BINTI MAZLAN	2014123305

DECEMBER 2016

## ACKNOWLEDGEMENT

First of all, we would like to thank Allah SWT, God Almighty which the most gracious and the most merciful for giving us his blessing so that we will be able to complete this research proposal successfully.

Our big special thanks to Dr. Haijon Gungut for his time and also the guidance and assistance during the time we need to complete our research proposal. Basically, without his kindness and all his advice, it would be impossible for us to finish this research proposal successfully.

Other than that, we would like to show our gratitude to our beloved families for their continuous support and also motivation.

Not to be forgotten, we would like to thank all of our friends, lectures and to those who involves directly and indirectly in our research proposal. Thank you.

Mohd Ashrafiq Bin Azman

Nurlaili Binti Mazlan

Bachelor of Administrative Science (Honours)

Faculty of Aministrative Science and Policy Studies

Universiti Teknologi MARA, Sabah.

## **ABSTRACT**

Diabetes can be referred as a progressive and complex disease that is difficult to treat effectively in the long-term. In Malaysia, it is shows that the rate of diabetic patients is increasing but still the awareness level among public is remain low even though there are many programmes and also initiatives that has been conducted by government and other bodies to raise their awareness towards this disease. Basically, the purposes of this study are to seek and identify the level of awareness towards diabetes among people in Alamesra since it shows that the rate of diabetic in Kota Kinabalu is lesser compared to other states in this country.

## TABLE OF CONTENTS

### Chapter 1: Introduction

1.1	Introduction	1
1.2	Problem statement	3
1.3	Research Questions	4
1.4	Research Objectives	4
1.5	Scope of the study	4
1.6	Significance of purposed study	5
1.7	Definition of terms, terminology & concepts	5

### Chapter 2: Literature Review & Conceptual Framework

2.1	Introduction	6
	2.1.1 Diabetes	6
	2.1.2 Awareness	6
	2.1.3 Public awareness towards diabetes	7
	2.1.4 Holistic approach for health	8
2.2	Conceptual framework	9

### Chapter 3: Research Method

3.1	Introduction	12
3.2	Research design	12
3.3	Sampling process	12
	3.3.1 Population	12
	3.3.2 Sampling Design	13
	3.3.3 Sampling Technique	13
	3.3.4 Sample Size	13
3.4	Unit of analysis	14
3.5	Conceptualization and Measurement	14
3.6	Data collection	14
3.7	Data analysis	15
3.8	Descriptive analysis	15
3.9	Inferential analysis	16

## **Chapter 4: Findings**

4.1	Introduction	17
4.2	Reliability statistics	17
4.3	Profile of respondents	19
4.4	Frequency, mean, standard deviation and variance	21
4.5	Level of awareness	25
	4.5.1 The level of awareness towards diabetes disease	25
	4.5.2 Difference in the level of knowledge and awareness towards diabetes	26
	4.5.3 Factors associated with the level of awareness towards diabetes	32
4.6	Summary	33

## **Chapter 5: Discussion and Conclusion**

5.1	Introduction	34
5.2	The level of awareness towards diabetes among people in Alamesra, Kota Kinabalu	34
5.3	Difference between the levels of awareness based on age, gender, marital status, ethnicity, level of education and employment status among people in Alamesra	35
5.4	The association between public awareness towards diabetes based on age, gender, marital status, ethnicity, level of education and employment status	38
5.5	Implications	39
5.6	Limitation	40
5.7	Recommendation	41
5.8	Conclusion	42

References

Appendix A