

UNIVERSITI TEKNOLOGI MARA

**Campaign Design in Educating Malaysian on
Ocean Plastics Pollution**

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requirements for

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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

One of the world's most significant human health and environmental challenges is plastic garbage. Plastic is the world's third-largest trash source, with the overall volume of plastic garbage increasing in lockstep with global population and per capita consumption growth. Malaysia has become the world's leading importer of plastic garbage since 2017, reflecting worldwide trends in both overall plastic waste creation and single-use plastic consumption. Besides this research give new method of recycling plastic in a creative way, furthermore to expose to the society that the ocean pollution are getting worse day by day. For decades, ocean pollution is always be the big issues and more sadly not many people taking this seriously. Ocean pollution give a big impact to our ecosystem especially to the wildlife. Plastic waste increase every year and the number of wildlife that died also increase. The objective of this research is to create awareness among the society and make them cooperate recycling plastic in a creative way to get beneficial to the world. In addition to make them realize on how important our ecosystem not only for human but also for the other living. Based on the observations on the article that stated every year, about 8 million tons of plastic waste escapes into the oceans from coastal nation. Cannot be denied that the conveniences offer is highly demand, it started since world war II, but for the dark side throw-away culture cannot be stop ever since. For the scope limitations of this study is the core of the data will be gathered from books written by legitimate writers from the local philosophy, as well as from internet sources and articles regarding ocean pollution. Furthermore, further data collection was conducted using a Google form that will be used to collect information on a range of gender, occupation, education, and status in order to continue activity indefinitely. The study's findings will be evaluated and provided in a numerical style. Due to time restrictions, this study will be finished in 5 months. There will be no in-depth or extra evaluation of the research aims. The statement of significance of this research is to make people be more concern about ocean pollution hence not only to save the pollution but also to save the world. In addition, this awareness also to give the society the valuable knowledge. Otherwise, this research will help the wildlife from extinction. A total of 150 respondents from university students were involved in this research. Questionnaires were used as research instruments to obtain students' perceptions of the effectiveness awareness campaign of Design in Educating Malaysian on Ocean Plastics Pollution With having

this research it will making people knowledge about ocean pollution issues and how to solve the problem.

Keyword: Plastic waste, Recycle,environment

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