

UNIVERSITI TEKNOLOGI MARA

**FRESHWATER FISH EXTINCT AWARENESS IN
KUALA LUMPUR**

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Thesis submitted in fulfillment of the
requirements for

Bachelor Degree (Hons) in Graphic Design

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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

Extinction of freshwater fish will be defined as species in a community that are in danger of extinction and maybe those that either has a large competitive capacity or a relatively weak competitive capacity. Weak species with high mortality rates will be characterised as when the habitat is destroyed, more strong species will die out in the community. Freshwater fish in Kuala Lumpur have faced extinction due to the dirty pH of the water and the release of long-lived ornamental fish into the river. This foreign fish is a very aggressive predator, and its ability to breed and grow quickly causes this population to manipulate freshwater fish in Kuala Lumpur. "If the fraction of individuals who support a ban on fish dumping increases, the population of local species will also increase." The objective of the study is to determine the type of disposal of foreign fish, the impact of dumping fish on the natural habitat that disturbs wildlife, and how to prevent the issue of fish dumping. A survey and observations were conducted to identify the community's understanding of the problem of dumping foreign fish. This finding shows that the community's understanding and knowledge about the content of fish dumping is still low. Preventive measures and awareness of the disposal of foreign fish begin with an informative video that can have a direct impact on the viewer.

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