



A STUDY ON PUBLIC AWARENESS TOWARDS "STOP SEX TRAFFICKING  
OF CHILD AND YOUNG PEOPLE" CAMPAIGN BY THE BODY SHOP

LEDIA BINTI JAITIN  
2009489058

BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SARAWAK

APRIL 2011

## **ACKNOWLEDGEMENT**

Love unending”, so the saying goes to God because by His bless and will, I have the strength to complete my industrial training report. A million thanks to all individuals who have contributed to the completion of this report in one way or another. Thank you for the support, encouragement and knowledge imported to me during their trying time.

A very gratitude to my project advisor, Madam Sharifah Nurafizah Syed Annuar for her guidance and motivation which is very helpful to keep this research met its objectives. Without her direction being given to me, I would not be able to complete this research individually.

Lastly, special thanks also go to my family and nearest friends who have given me support and share their knowledge and ideas during the initial stage of this research project. My appreciation also goes to my Industrial Training supervisor, Miss Rachel Khoo and colleagues who have been very helpful whether directly or indirectly in this research project.

Thank you very much!

**LEDIA BINTI JAITIN**

2009489058

Bachelor of Business Administration (Hons.)Marketing

# TABLE OF CONTENTS

---

<b>CONTENTS</b>	<b>PAGE</b>
<b>ACKNOWLEDGEMENT</b>	iv
<b>TABLE OF CONTENTS</b>	v
<b>LIST OF TABLES</b>	viii
<b>LIST OF FIGURES</b>	x
<b>LIST OF ABBREVIATIONS</b>	xii
<b>LIST OF DEFINITION OF TERMS</b>	xiii
<b>LIST OF APPENDICES</b>	xiv
<b>ABSTRACT</b>	xv
<b>CHAPTER 1: INTRODUCTION</b>	
1.1. Overview	1-2
1.2. Problem Statement	3
1.3. Research Objectives	4
1.4. Research Questions	5
<b>CHAPTER 2: LITERATURE REVIEW</b>	
2.1 Public Awareness	6
2.2 Factor that influencing public awareness	7
2.2.1 Public Relations	8-9
2.2.3 Media	9-10
2.2.4 Education	11
2.3 Theoretical Framework	12
<b>CHAPTER 3: METHODOLOGIES</b>	
3.1 Research Instrumentation	13
3.2 Research Sampling Methods	13
3.3 Data Collection Method	14
3.4 Data Analysis & Interpretation Methods	14



**CHAPTER 4: FINDING, ANALYSIS & DATA INTERPRETATION****4.1 Frequency & Characteristics of The Respondents**

4.1.1 Respondents' Gender	16
4.1.2 Respondents' Age	17
4.1.3 Respondents' Occupation	18
4.1.4 Have you ever made a purchase The Body Shop?	19
4.1.5 Have you ever heard any public relations activities that related to the stop sex trafficking of child and young people campaign organize by The Body Shop?	20
4.1.6 Have you ever seen any press release/ articles about The Body Shop campaign "Stop sex trafficking of child and young people" on the newspaper?	21
4.1.7 Have you ever seen any press conference about The Body Shop campaign "Stop sex trafficking of child and young people" on the newspaper?	22
4.1.8 Have you ever heard The Body Shop campaign "Stop sex trafficking of child and young people" on the newspaper?	23
4.1.9 From where you heard/ seen The Body Shop campaign on "Stop sex trafficking of child and young people?"	24-26
4.1.10 Which types of newspaper do you read?	27-29
4.1.11 Have you ever visited the official website of The Body Shop campaign "stop sex trafficking of child and young people?"	30
4.1.12 Did you aware of the stop sex trafficking of child and young people website by The Body Shop?	31
4.1.13 Have you ever seen The Body Shop banner on stop sex trafficking of child and young people?	32

## ABSTRACT

Nowadays, sex trafficking issues become a serious issue in the world but are not aware about this and don't care about this issues. The purposes of this research is to determine the level of public awareness on this campaign "stop sex trafficking of child and young people" organize by The Body Shop in Kota Kinabalu.

There are three main objectives of this research are:

- i) To determine the factors that influencing public awareness
- ii) To identify the awareness level of the campaign
- iii) To gather the recommendation and suggestion on how to increase the awareness level of the campaign.

This research is conclusive research which meant to provide information that is useful in reaching conclusions or decision-making. A total of 150 questionnaires will be distributed through face-to-face Therefore, the most suitable sampling method that will be used is the simple random sampling because the questionnaire will be given to select randomly from the people around Kota Kinabalu.

Other than that, Frequency statistic and Factor Analysis have shown the most essential results that determine the achievement of the research objectives. After analyzing the finding, the researcher can conclude that from the three independent variables, which is public relation, media and education, media is more influence people. It means, media can increase people more aware. Next, conclusion and recommendation explained what can be concluded from the research and what can be improved if there is a future research being done.