

UNIVERSITI TEKNOLOGI MARA

**AN ADVERTISING CAMPAIGN FOR ONLINE
BANKING SECURITY AWARENESS AMONG
MALAYSIAN ADULTS**

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ABSTRACT

This research explores the level of awareness among Malaysian adults regarding online banking security. With the crowd of people using online banking, it is also one of the most effective ways for hackers to steal and scam people through the platform. Thus, this study to examine the level of user knowledge about Online Banking Security among Malaysian and to create effectiveness advertising campaigns that are able to spread awareness about Online Banking Security This study used a quantitative technique to collect and analyze data on the awareness of Malaysian adults about Internet banking in Melaka. The findings has been revealed that many people are agreed that Malaysia needs more aware of the online banking awareness and this awareness can be spread to a creative advertising campaign. The implications of this study suggest to make a brand logo for the campaign to make the public remembers and maintain the look and feel for the poster of the campaign to make people feel the vibe and understand that the advertising is continuous and relatable.

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