

UNIVERSITI TEKNOLOGI MARA

**THE EFFECTIVENESS OF SIGNAGE AS A TOOL
TO PROMOTE JAWI LITERACY AMONG UITM
ALOR GAJAH STUDENTS**

**NURUL SYAZWANI BINTI KHAIRUL NIZAM
(2021454918)**

Thesis submitted in fulfilment of the
requirements for

**Bachelor's degree in graphic design (Hons)
College of Creative Arts**

August 2023

ABSTRACT

This thesis explores the effectiveness of signage as a tool for promoting Jawi literacy among UiTM Alor Gajah students. Jawi, an adapted Arabic script used for writing Malay, has experienced a decline in interest, especially among the younger generation. Addressing this concern, policymakers, educators, and cultural advocates have prioritized Jawi literacy. However, research on the effectiveness of signage in promoting Jawi literacy among UiTM Alor Gajah students is lacking. The study aims to fill this gap by investigating the impact of signage on promoting Jawi literacy. Using a mixed-methods research design, data was collected through a Google Forms survey and semi-structured interviews with 50 students. The findings contribute to the understanding of Jawi literacy development and shed light on the effectiveness of signage among UiTM Alor Gajah students. The conclusions will guide decision-makers, educators, and cultural proponents in promoting Jawi literacy among Malaysia's younger generation. This study provides valuable insights and supports the preservation of Malaysia's cultural heritage by advancing Jawi literacy.

ACKNOWLEDGEMENT

I would like to express my deepest gratitude and sincere appreciation to all those who have contributed to the completion of this thesis.

First and foremost, I am immensely thankful to my supervisor, Miss Fazlina Binti Mohd Radzi, for her invaluable guidance, continuous support, and unwavering commitment throughout the research process. I am also grateful to Professor Madya Dr Azahar Bin Harun for his valuable input and guidance in Academic Writing (THE659). Their expertise and knowledge in the field have greatly contributed to my understanding of the research topic and its theoretical framework.

I would also like to extend my gratitude to the faculty members and staff at UiTM Alor Gajah, specifically the Bachelor Degree of Art and Design, for providing me with the necessary resources, facilities, and academic environment to conduct this research. Their dedication to fostering a culture of learning and research has greatly contributed to my academic growth.

I am indebted to the participants in this study, who generously shared their time and insights. Their willingness to be part of this research has been crucial in obtaining valuable data and ensuring the study's validity.

Furthermore, I would like to acknowledge the contributions of my family and friends, who have provided unwavering support, understanding, and encouragement throughout this journey. Their presence and belief in my abilities have been a constant source of motivation.

Lastly, I extend my heartfelt appreciation to all the individuals who have indirectly contributed to this thesis through their research, publications, or support in any form. Your contributions have played a significant role in shaping the foundation of this work.

In conclusion, I am truly grateful for the collective efforts and support of everyone involved in the completion of this thesis. Your contributions have been instrumental in its success, and I am honored to have had the opportunity to work with such exceptional individuals.

TABLE OF CONTENTS

	Page
CONFIRMATION BY EXAMINER	II
AUTHOR'S DECLARATION	III
ABSTRACT	IV
ACKNOWLEDGEMENT	V
TABLE OF CONTENTS	VI
LIST OF FIRGURES	IX
CHAPTER ONE: INTRODUCTION	
1.1 RESEARCH BACKGROUND	1
1.1.1 Jawi Script	1
1.1.2 Signage using Jawi Script	2
1.2 PROBLEM STATEMENT	3
1.3 RESEARCH OBJECTIVE	4
1.4 SIGNIFICANT OF STUDY	4
CHAPTER TWO: LITERATURE REVIEW	
2.1 OVERVIEW	6
2.2 HISTORY OF THE JAWI SCRIPT IN MALAYSIA	7
2.3 JAWI SCRIPT IN SIGNAGE	9
2.3.1 The use of Jawi script in signage	9
2.3.2 Jawi script signage can be implemented with strategic located	10
2.3.3 Jawi script signage can be utilized	10
2.3.4 Benefits from the presence of Jawi script signage for Malaysia	11

2.3.5	Types of signage incorporate Jawi script effectively	12
-------	--	----

CHAPTER THREE: RESEARCH METHODOLOGY

3.0	INTRODUCTIONS	14
3.1	QUALITATIVE	14
3.1.1	Questionnaire	15
3.1.2	Observation	15
3.1.2	Observation	15
3.1.3	Data Collection	15
3.1.4	Data Analysis	15
3.1.5	Findings	15

CHAPTER FOUR : DATA ANALYSIS

4.0	INTRODUCTION	17
4.1	QUESTIONNAIRE	17
4.1	FINDINGS	23
4.1.1	Section A: Demographic Questions	23
4.1.2	Section B : Opinions of respondents on the issue of Jawi literacy	28
4.1.3	Section C : Level Of awareness about the effectiveness of signage as a tool to promote Jawi Literacy	35
4.2	SUMMARY	43

CHAPTER FIVE : CONCLUSION & RECOMMENDATION

5.1	CONCLUSION	44
5.2	RECOMMENDATION	44