

UNIVERSITI TEKNOLOGI MARA

**THE STUDY OF EFFECTIVENESS IN ADVERTISING
CAMPAIGNS ON RAISING AWARENESS ABOUT
OVARIAN CYSTS AMONG YOUNG ADULTS IN
MELAKA**

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ABSTRACT

This thesis investigates the effectiveness of advertising campaigns in raising awareness about ovarian cysts among young adults in Malacca. The study analyzes the knowledge and awareness levels of the target audience through survey data analysis and examines the impact of advertising campaigns on increasing awareness. Additionally, the thesis evaluates the design and layout of ovarian cyst awareness posters, focusing on the effectiveness of visuals, messaging, and call-to-action elements.

The findings reveal a significant knowledge gap among young adults regarding ovarian cysts, primarily due to limited health education, cultural taboos, and inadequate information dissemination. The analysis of advertising campaigns highlights the importance of targeted messaging, multi-channel approaches, and educational content in effectively raising awareness. Furthermore, the examination of ovarian cyst awareness posters underscores the significance of employing effective design principles such as color, typography, and visual hierarchy to capture attention and convey the message clearly.

The recommendations propose the development of targeted educational campaigns that address the knowledge gap, utilizing well-designed poster layouts, and establishing collaborations with community organizations and influencers to maximize campaign reach. Implementing these recommendations has the potential to enhance awareness of ovarian cysts among young adults, enabling early detection, timely medical intervention, and improved healthcare outcomes.

This thesis contributes valuable insights to the field of health communication by offering effective strategies for raising awareness about ovarian cysts among young adults. It serves as a valuable resource for healthcare organizations, policymakers, and advertisers in designing impactful campaigns and promoting better understanding and management of ovarian cysts.

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