



FACTORS AFFECTS PUBLIC AWARENESS TOWARDS FLOOD RISK

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“DECLARATION OF ORIGINAL WORK”

I, NOR HIDAYAH BINTI AZIZ,

Hereby, declare that,

- This work has not previously been accepted in substances for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specially acknowledged.

Signature: _____

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ACKNOWLEDGMENT

“IN THE NAME OF ALLAH THE MOST GRACIOUS AND THE MOST MERCIFUL”

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Thank you very much.

ABSTRACT

Flood occurs can be caused by natural or human itself. Flood can cause enormous economic damage, as well as loss of life. In Malaysia, flood is one of the natural disasters that is frequently happened and involved million ringgit losses. However, Malaysian even though frequently heard and faced with the flood risk, they still not aware and alert about this risk. Therefore, research is conducted in order to study factors that contribute to the public awareness towards flood risk.

Three of the factors have been identified which are knowledge and experience, media role and risk perception. Overall, most of the respondent agreed that knowledge and experience will increase public awareness compared to risk perception which might not influence public awareness too much. At the end of this research, researcher has come out with several recommendation in order to increase public awareness towards flood risk.

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