

UNIVERSITI TEKNOLOGI MARA

**BREASTFEEDING AWARENESS AMONG
MOTHER IN MELAKA, MALAYSIA**

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Faculty of Art and Design

July 2018

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Thesis submitted in fulfillment
of the requirements for the degree of
Bachelor in Graphic Design (Hons)

Faculty of Art & Design

July 2018

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This Academic Writing has not been submitted to any academic institution or non-academic institution for any degree or qualification.

I hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of study and research.

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ABSTRACT

Breastfeeding is generally considered by health professionals as the ideal feeding practice for infants. It is the first communication pathway between the mother and her infant. This study intends to measure the awareness level among young mothers regarding the importance of breastfeeding. Three determining factors including knowledge, attitudes and practice will be used to assess the perception of mothers in Melaka, Malaysia. This cross-sectional study allows the researcher to determine trends and other information about the finding in the Melaka area. In order to conduct this study, I proposed using a survey by distributing a questionnaire online. The outcome of the survey will be analysed to measure the degree of agreement between the respondents. We hope that the findings of this study will show that the participant's knowledge level regarding breastfeeding and how much they have reacted towards breastfeeding. The findings from the research will be discussed and used as the element for producing an effective Public Services Announcement (PSA) and awareness campaign that will educate mothers, about the benefits and practice of Breastfeeding.