

UNIVERSITI TEKNOLOGI MARA

AN ADVERTISING CAMPAIGN
ON ART AS THERAPY FOR
DEPRESSIVE SYMPTOMS

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AUTHOR'S DECLARATION

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

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulation for under Graduated, Universiti Teknologi MARA, regulating the conduct of my study and research,

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ABSTRACT

Depression or also known as Major depressive disorder in medical terms is a significant mental health problem that disrupts a person's mood and affected their psychosocial and occupational functioning. Depression is usually associated with significant morbidity and mortality. Sometimes it being misunderstanding as a simple feelings of grief or unhappiness. Thus it is often for people to resolve it without the medical intervention. Official research from Ministry of Health Malaysia state that untreated depression can last for six months or more. Moreover, the crucial parts happen when there are several statement from newspaper state that the most people who suffer in this issue is among the youth. Regarding the issue, a fast action need to be takes place to prevent it from effected the society's development. For those reason, the researcher will makes an ideation for campaign awareness about art as therapy for people who suffered from depression among the people around the UITM Melaka, branch Alor Gajah. In the campaign, the researcher will include the information related with the symptom of depression and how the art therapy works. This research of art therapy helpfully can become one kind of solution to prevent this current mental illness far from becoming worst in our country.

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TABLE OF CONTENT

	Page
AUTHOR'S DECLARATION	
ABSTRACT	
ACKNOWLEDGEMENT	
TABLE OF CONTENT	
CHAPTER ONE: INTRODUCTION TO BACKGROUND	
1.1 Background study	1-2
1.2 Problem Statement	3-4
1.3 Research Objective	4
1.4 Research Question	4
1.5 Hypothesis	4
1.6 Significant of Study	5
1.7 Scope and Limitation	5
1.8 Summary of Chapter	6
CHAPTER TWO: LITERATURE REVIEW	
2.0 Introduction	7
2.1 Literature Review on Advertising	7-10
2.2 Literature Review on Depression	10-13
2.3 Literature Review on Art therapy	13-16
2.4 Conclusion of Literature Review	16-17
2.5 Summary of Chapter	17