

UNIVERSITI TEKNOLOGI MARA

**A STUDY ABOUT PHYSICAL
FITNESS CAN IMPROVE LEARNING
PERFORMANCE AMONG YOUNG
ADULTS**

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with there regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged 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 Regulations for Post Graduate, Universtiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Physical fitness is the exercise that has been shown effectively to body function and brain function. It also helps to improve learning performance among young adults. Fitness it is not only thing with sport. It also can be use like daily routine to increase lung capacity and give us strength to our muscle. It also helps to reduce stress and get a better sleep. Fitness help much to prevent getting heart disease. Moreover, fitness also lubricates the joints and reduce joint pain and stiffness. Fitness or physical activity strengthen the muscle and improve balance and coordination. On the research study the researcher using the quantitative as the method approach to get the information by collecting data. The quantitative is based on the survey about effects of physical fitness for young adults health. Analysis of the data obtained indicates that respondents are less aware of the effects that can be obtained from physical fitness. The goal is to create some InfoGraphic poster design for this study and want to share knowledge with others in the future.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF STUDY

In the modern era, learning performance is based on our physical fitness. It is proven that physical fitness also can make us improve our learning performance especially among young adults. Mostly, young adults think that physical fitness is not important because they thought that physical fitness is only for people who want to lose weight. This happens because they are too busy and do not have time or do not spend their time to stay fit in their daily lives. Being busy with their routine makes them forget to keep fit for their health. Physical fitness can help to keep energy for daily tasks especially among young adults. Physical fitness is very important in our life because it can help us to improve our learning performance, can prevent various diseases and help us to always stay health and fit. Physical fitness can also pump an oxygen to the brain. In addition, it can also provide nutrients for the growth of brain cells. Physical fitness also gives brain power and involves brain cells to function better. Not only that, it makes the brain grow better.

Physical fitness is based on the ability to do daily activities without feeling tired. Physical fitness is very important in our daily lives as it helps to give us an energy to our physical activity easily, energetic and not easily tired. Physical fitness can also have a good impact to improve learning performance and can prevent it from various disease. It also provides more effective strength and endurance to the students limb and brain.

Physical fitness can help to improve learning performance by doing simple exercise. Physical fitness is not only important to our body function, it also important to our brain. By doing few physical fitness it may helps our brain to work smoothly. It also can reduce our stress. Especially among young adults that always stressful with a lot of thing so think such as assignments. Physical fitness is the most effective

and fast way to get rid of stress. It also can give us calm and feel relax. This can make us to improve our learning performance because our brain also need to be relax and calm. Our brain also need some rest to make sure our learning progress is going smoothly.

Physical fitness also can helps us to improve our learning performance by giving us a better sleep. By giving us a better sleep, we can do our work with fresh mind when we wake up from sleep. This is because most of young adults usually sleep uncertainly and do not follow the correct sleep times, so by doing few physical fitness can easier help them to be more relax and get a long time to rest well. This can also help them to get enough sleep. (Micheal Breus, 2017).

Moreover, physical fitness have an effect on our brain function and it also can improve our learning performance. Running is the upper impact that can develop and connected with more cell in the hippocampus. Hippocampus is a small curved formation in the brain that plays an important role in the system. It is an area of the mind that in charge or the brain responsible of learning and memory. It also involved in the formation of new memories with learning and emotions.

Also, young adults who perform or involved in physical fitness will show the improvements in the learning performance. This is because physical fitness provides and also improved young adults memory. (Kamijo of Development Science, 2011).

Next, physical fitness can help us as a young adults to improve learning performance by keep their health and prevent various diseases such as heart disease, stroke, high blood pressure, cancers, diabetes and thinning of the bones or being called as 'osteoporosis'.

According to a Fitness Peak website written by Dr. Mercola (2012), he said *"Physical activity and sports are generally promoted for their positive effect on children's physical health; regular participation in physical activity in childhood is associated with a decreased cardiovascular risk in youth and adulthood. There is also a growing body of literature suggesting that physical activity has beneficial effects on several mental health outcomes, including health-related quality of life and better mood states."* Also, he said *"In addition... there is a strong belief that regular*

participation in physical activity is linked to enhancement of brain function and cognition, thereby positively influencing academic performance.”

Physical fitness is also thought to have a strong heart and muscle as well as balance and muscle endurance. In addition, as we know physical fitness also involves speed and also the limitations of a person. If we have strong heart and strong muscle, we can go to class and do an assignment with full of energetic and we can improve our learning performance. Most people also know that the more basic physical fitness is physical activity such as cardio, sound strength and basic soundness.

Also, physical fitness are important for every people especially among young adults because if they want to do some exercise or work for their daily life, for example they want to do the assignments that have been given or they want to go to the class, they need a high level of heart and stamina capability to avoid their self with having a serious disease problems. Not only that, the muscular strength and durability and skills on their feet and their foot speed are needed for the students to stay healthy and they can go to the class by themselves more faster and more energetic.

Physical fitness is divided into three types, which is Cardio Fitness, Muscle Strength and Muscular Endurance. As a young adults, these three types of physical fitness are very important and it can see a effect of physical fitness to their health. They will also see the physical fitness effect through their body function, brain and feel the energy to improve their learning performance.

Firstly, Fitness Cardio belongs to physical fitness and Fitness Cardio is a great cardio training. It can burn the body's calories every people and can also increase the cardiovascular fitness. Young adults also know that this fitness cardio has a good effect on some of their body parts. Like, giving a good impression to the liver, lungs and some other organs. It can also consume and transport and use oxygen throughout the course. Cardio's fitness relies on the cardiovascular system, the respiratory system and also involves the skeletal system. When these three systems work well they can improve their fitness. To give the system a smooth and good way, let them stay fit by doing some activities that can keep the physical fitness among young adults. It is also one of the exercises that can overcome inactivity and obesity to others people.

Additionally, Muscle Strength is the capacity of a muscle group or muscle to drive greatest control over impediments. Strength and power are frequently confounded, yet the fundamental contrast is speed. Strength is communicated by a slower and more controlled action. As an example, a heavy squat performed at a slow speed.

Lastly, contractions against a resistance over a period of time will result to muscular endurance which is produced by a muscle or a groups of muscle. Muscular endurance is viewed as one of the components or muscular fitness, alongside with muscular strength and power.

Physical fitness can effect and helps every individual to improve their learning performance especially to the young adults become more energetic and to prevent students from getting any serious disease. This is because physical fitness can make young adults stay fit for give them strength for them to improve their learning performance and do a daily life.

1.2 PROBLEM STATEMENT

Physical fitness is one of the exercise that can help our body function become more functional and more health. Not only our body function but also our brain and it also can make us improve our learning performance. Many of young adults do not realise how important physical fitness to their learning performance and it also can prevent them from any various diseases when their do some of exercise. Physical fitness also one of the reason that can make them get healthier. Many of young adults do not realise how important the effect of physical fitness for their health that can make their life is beautiful without disease and get healthier. They only think that physical fitness is for people who have a lot of disease, sick and they think that physical fitness is only for people who want to lose weight.

Also, even though physical fitness is for their to improve their learning performance and for their health, but they still do not care about it. They being so busy for even to do a few simple exercise that can maintain their physical fitness.

Because to much of the lazy attitude of a young adults to make simple exercise for their physical fitness they do not know that from being health they can fall sick with just a few minutes because of not taking care about their physical fitness very serious and just think that it is not important.

Young adults should start their day with the healthy life when their knowledge about physical fitness can be taking care with just a few simple exercise. To make young adults know about the physical fitness can improve learning performance, it should be doing an awareness. An awareness about physical fitness and the goods of physical fitness that can improve learning performance is so lake. It should be come out with effective and creative info-graphic poster advertising. Effective info-graphic poster advertising can attract young adults to change their own behaviour about their knowledge that related to physical fitness that can improve their learning performance.

1.3 RESEARCH QUESTIONS

1.3.1 Why young adults being lazy to do a physical fitness?

1.3.2 What types of awareness that should be promote?

1.4 RESEARCH OBJECTIVES

1.4.1 To identify why young adults lazy to do an physical fitness exercise.

1.4.2 To create an awareness using Info-graphic Poster Advertising on Social Media.

1.5 RESEARCH HYPOTHESIS

1.5.1 The knowledge about physical fitness to improve learning performance among young adults.

1.5.2 Give the better understanding about physical fitness to improve learning performance.

- 1.5.3 With the awareness campaign on physical fitness to improve knowledge among young adults on learning performance.

1.6 SIGNIFICANCE STUDY

According to the study, the purpose of the significance study is about Physical Fitness to improve learning performance among young adults. It is important to all young adults that 18 years old until 30 years old. Moreover, the study are including all gender which is female and male. This study need to be support from the Ministry of Education and Ministry of Health to provide the awareness of the good and effective of physical fitness exercise for improve learning performance and also for health. In this study, the researcher want all young adults to realise that physical fitness can helps us in their study and also academic. Also, the researcher want to tell young adults that have a lazy attitude to realise that lazy attitude can give you a lot various disease if they do not prevent the disease by doing some exercise. Furthermore, the researcher want to tell that young adults who study can improve their learning performance by doing physical fitness.

1.7 SCOPE OF LIMITATIONS

Based on the research, it is more focused on students UiTM Alor Gajah, Melaka. This study focused on improving learning performance by doing physical fitness. This study also discussed about the health for young adults. Moreover, outcome from this research will effect on awareness about physical fitness and to deliver information on good and effective things that will happen if they do a physical fitness in their daily life. In fact, on the scope designer, this research will discover a new design idea on poster advertising for UiTM Alor Gajah students aware about physical fitness can improve learning performance and also their academic.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This section will give an outline of past research on viable of physical Fitness To Improve Learning Performance Among Young Adults. It will present the elements, counteractive action, the indications, the mindfulness crusade itself that had been led in Malaysia. Each one of those things will be depicted in this proposition.

It is vital to set the setting of the literature review work by first giving a clarification of its particular reason for this specific contextual analysis, and sign of extent of the work that introduced the target for the investigation.

The worldwide Relationship for the examination of huskiness and the overall robustness group. According to (Professor Ian Caterson, Regional Member, IOTF and Professor Philip James, Chairman of IOTS) The overall power group, the inescapability of disease related with strength is extending radically, while weight it self is growing as well.

As indicated by Malaysia youth sports serve (Khairy Jamaluddin, 2016), there are 40 percent of the nation's populace is rehearsing sound way of life and sports in their lives. whatever remains of them don't know about the decency that can help them when they are completing a solid way of life of various perspectives.

2.2 OBESITY AND ITS TREATMENT

While in some Asian populace the predominance of weight is lower than that in Europe (Dr Shigeru Omi, territorial chief for WHO Western Pacific Locale) the wellbeing hazard related with stoutness happen at a lower weight record (BMI) is Asian populaces. The Asia Pacific Point of view: Reclassifying stoutness and its treatment is a joint endeavour of the territorial officer for western pacific of the world wellbeing association, the global Relationship for the investigation of corpulence and the worldwide heftiness team. As per (Professor Ian Caterson, Regional Member, IOTF and Professor Philip James, Chairman of IOTS) The worldwide heftiness team, the pervasiveness of infection related with stoutness is expanding drastically, while weight it self is expanding too. It is just as of late that information on the predominance comes to be accounted for in our district. Corpulence has achieved pestilence extents all inclusive, and this proof recommends that the circumstance is probably going to deteriorate. High rates of corpulence, the pervasiveness of sort 2 diabetes is additionally raising, and this expansion is relied upon to proceed.

The vast majority concur that physical movement is a fundamental part to keeping up a solid way of life. In any case, it is critical to recognise that there are difficulties to practice that people with overweight and weight regularly involvement. There is substantially more to the "simply move more" guidance for weight reduction. Corpulence is overseen and treated to diminish the wellbeing dangers caused by heftiness and to enhance personal satisfaction. A fitting weight administration program ordinarily consolidates physical movement, solid eating routine, and change in day by day propensities. Different projects may likewise include mental directing and, at times, medicate treatment. Business weight reduction designs and centres are effective organisations since they have such huge numbers of return clients. Prescriptions are not "enchantment fixes" prompting changeless weight reduction. They are for the most part utilised in blend with a legitimate eating regimen and exercise program. They are just for individuals who are named corpulent (i.e., those with a BMI more than 30), or individuals with a BMI of 27 and additional coronary illness chance factors, for example, elevated cholesterol or diabetes.

Anyway late assignation has been come to on suitable proportions of adiposity which permit grouping and examination. The BMI-for-age graph is suggested. Those more prominent than the 95th percentile are viewed as fat, while those more noteworthy than the 85th percentile of BMI for age are " in danger " (Himes and Dietz, 1994; WHO, 1995). It is vital on the grounds that part of individuals doesn't realise weight is not only a typical sickness, it additionally can give individuals another ailment like malignancy, diabetes, stroke, and different risky infection. It is important to build up a standard method for figuring the expenses of weight with the goal that different nations wellbeing use can be looked at and for the advantages of treatment to be ascertained. They recommend that the expansion in pervasiveness of heftiness is basically due to the undeniably obesogenic condition as opposed to "pathology " is metabolic imperfections or hereditary qualities changes inside people. The accomplishment of weight standardisation is regularly unreasonable and does not need to be a definitive objective of a weight-decrease technique. Moderate weight reduction taxi have generous medical advantage (Dietz, 1999).

2.3 HEALTHY LIFESTYLE AND PHYSICAL FITNESS EXERCISE

Significance of sound way of life for your body to work legitimately, it needs a fair eating routine, exercise and enough rest. It's critical to eat a differed and adjusted eating regimen to remain solid. You have to drink a lot of water and eat no less than five parts of products of the soil each day. Be that as it may, individuals additionally need to ensure you practice consistently to keep your heart, lungs and muscles solid and sound. It's additionally essential to motivate a lot of rest to ensure your body has room schedule-wise to recoup and energise.

Physical fitness refer to the capacity of your body frameworks to cooperate proficiently to enable you to be sound and perform exercises of day by day living. Being productive methods doing every day exercises with the minimum exertion conceivable. A fit individual can perform schoolwork, meet home duties, and still have enough vitality to appreciate sport and other relaxation exercises. A fit individual can react adequately to ordinary life circumstances, for example, raking leaves at home, stocking racks at low maintenance employment, and walking in the band at school. A fit individual can likewise react to crisis circumstances - for instance, by racing to get help or supporting a companion in trouble.

There were few exercise that can have been done to make our muscle stronger and stay health. Doing some exercise for our health just need 20 minutes to 1 hour only for the beginner.



Figure 2.1 show the poster of 20-minutes beginner hit workout.



Figure 2.2 show the exercise of push up.

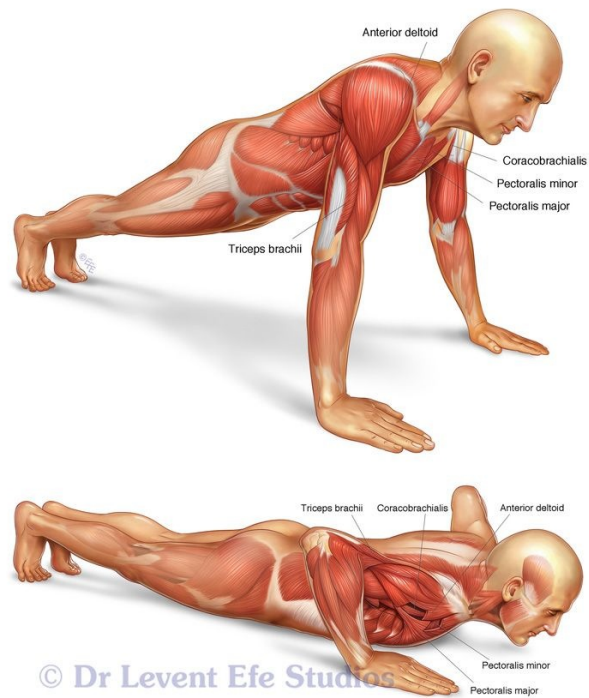


Figure 2.3 show the body parts that effects when doing push up exercise.
Taken the figure at Dr. Levent Efe Studios image.



Figure 2.4 show the squat exercise.



Figure 2.5 show the butt kick exercise with step by step.



Figure 2.6 show the triceps dips exercise.



Figure 2.7 show the side lunges exercise.

The target of the present investigation was to assess the act of customary physical exercise, the anthropometrical and physiological qualities, and the dietary propensities for a gathering of female nursing understudies ($n = 46$) and of a control gathering of female understudies from different orders ($n = 58$) going to the College of the Basque Nation. To this end, diets and relaxation time physical exercise were broke down and the accompanying factors were estimated: weight list, body arrangement, circulatory strain, maximal oxygen utilisation ($VO_2 \text{ max}$), and hazardous muscle quality. Poor nourishing propensities, for example, finished or under utilisation of macronutrients, speak to an essential segment in the aetiology of these infections (Dietary Reference Admissions [DRI], 2002; González Quijano, Guisado, Pacheco, Ezquerro, and Calzado, 1990). High admission of dietary fat is a realised hazard factor for coronary illness (Jakobsen, Overvad, Dyerberg, Schroll, and Heitmann, 2004) and has been embroiled in the advancement of specific malignant growths (Van't Veer et al., 1990).

Attendants can assume a vital job in the instruction, inspiration, and influence of their patients, particularly the elderly or constantly sick, to start or proceed with a program to enhance physical condition (Allison and

Keller, 1997; Blesch, 1996; Halfmann, Keller, and Allison, 1997; John Members in the current examination were nursing understudies who for the most part have occupied class plans that can make it hard to have a solid eating routine. We concentrated on female understudies since ladies by and large have been accounted for to display higher degrees of sedentarism (son, 1999). Investigation of body arrangement, or anthropometry, depends on the examination of various corporal measures concerning reference guidelines. Vertical bounce was estimated as far as the tallness come to by every understudy amid countermovement hop (CMJ) on a Bosco stage (Bosco, Luhtanen, and Komi, 1983). the anthropometrical and physiological qualities of first-year nursing understudies and first year understudies in different fields are outlined. No huge contrasts were seen between these gatherings as far as anthropometrical parameters.

Diet investigation demonstrated that there were no huge contrasts between the eating regimens of nursing understudies and different understudies. Additionally, we found no distinctions in eating routine among the nursing understudies in the three unique classes of physical movement levels. Be that as it may, the weight control plans of all the broke down gatherings displayed basic attributes. The dissected the mean admission of dietary fiber, none of the understudy bunches achieved half of the suggested every day consumption. Lacking dietary fiber admission has likewise been identified in a past investigation of nursing understudies (Storm, 1998), and this insufficiency is regular in eating regimens portrayed by high fat and protein admission and low complex sugar utilisation. In synopsis, the aftereffects of the present examination show that the physiological wellness of first-year female nursing understudies, estimated as far as VO₂ max and diastolic pulse, relies upon how much they practice normal physical exercise. Be that as it may, our investigation features lacks in the activity, dietary propensities, and physical wellness of this populace.

2.4 PSYCHOLOGICAL BENEFITS OF PHYSICAL FITNESS

However, the physiological advantages, consistent physical movement has psychological and otherworldly advantages too. For instance, ponder demonstrate that general exercise decreases nervousness, pressure, and exhaustion, and enhances energy and the capacity to manage the negative parts of pressure (Blumenthal et al., 1982; Roth and Holmes, 1985). Exercise may likewise mitigate or even avert wretchedness. What's more, regular practice report an enhanced self-imaged and confidence (Callen, 1983).

One of the essential mental advantages that can originate from standard body work is encountering times of loose focus, characterised by diminishment in physical and mystic pressure, consistent breathing rhythms, and increment mindfulness. Tennis teacher (Tim Gallwey, 1976) portrays four phases for getting a condition of loose focus through body work. The primary stage, "focusing," happens toward the start of a body work session and includes riveting you fixation on your body work and barring every single other idea. The phase of paying attention requires a specific level of self-control the craving and capacity to state "no" to different requests on your opportunity and energies and say "yes" to your self.

The second stage, that of "intrigued consideration," is a period when you never again need to focus hard on taking out diversions and can stream with your action. By the third stage, "retained consideration," you are so caught up in what are you doing that it is relatively inconceivable for your regard for be diverted by what is happening around you. This stage frequently joined by changed impression of room and time, and the mind moves to musings and pictures apparently without your course. The experience is nearly dream-like, aside from that you are totally cognisant.

The last phase of loose fixation is that of "blending," when you never again appear to know about the partition amongst yourself and what you are doing. Its is extraordinary experience, frequently alluded to as the "sprinter's high", in spite of the fact that it can be knowledgeable about any type of body work.

2.5 BENEFITS OF PHYSICAL FITNESS

The main point of physical fitness benefits is to reduce the morbidity and mortality from many chronic disease. Chronic disease can be avoided by practicing a healthy lifestyle. Flexible, endurance, muscular endurance and muscle strength can be produces by physical fitness. Physical activity results can increase both size and strength of the heart. It surely can help to pump more blood with the less effort and becomes more efficient. Physical fitness also can help us control our cholesterol and raise our level or good cholesterol and drop our level of bad cholesterol. Besides that, physical fitness can help us to buds stronger bones, joints and ligament and it can substantially reduce the risk or arthritis and other bone disease.



Figure 2.8 show the exercise can make stronger muscles.

Futhermore, energy booster also can be make when our body are fit with physical fitness and also improved appearance. The regular routine of physical exercise especially in the morning can give you a fresh energy and drive for the rest of the day which mean, you can be energetic for the whole day if you do the right physical exercise. Lots of people nowadays do not know that physical fitness can be one of the factors of fights depression when they have a good brain from the result of their exercise. Many of people do not realise that physical fitness not just the effect from inside, it also can help us from the outside function, which means it can make you more confidence, improve our overall health and can make us healthier and live

longer. (n.d.), 2014) .Retrieved from <http://www.health-galaxy.com/benefits-of-physical-fitness.html>

2.6 EFFECTIVE PUBLIC HEALTH CAMPAIGNS

The fear appeal literature is examined in a comprehensive synthesis using meta-analytical techniques. The meta-examination recommends that solid dread interests deliver abnormal amounts of seen seriousness and helplessness, and are more enticing than low or frail dread interests. The outcomes likewise show that fear requests persuade versatile peril control activities, for example, message acknowledgment and maladaptive dread control activities, for example, protective shirking or reactance. Distinguishes theoretical, operational, and methodological issues in past research. Calls attention to an absence of isomorphism issue in what comprises a dread interest the improvements and how one quantifies dread or nervousness, and recommends that infringement of desires may represent increments in uneasiness. Surveys fear advance research from 1953 to 1968 out of five zones: nature of correspondence, identity attributes, source believability, learning, and premium esteem. Proposes a curvilinear clarification to accommodate discoveries. Abridge and examine fear advance research through 1969 for an advertising group of onlookers. Survey fear request writing through 1973. They address methodological issues and inspect the impact of dread interests on buyer conduct.

The soonest fear bid explore utilised varieties of drive hypotheses to clarify results.¹⁹⁻²² Drive speculations (i.e., Hovland et al's. fear-as-obtained drive model,¹⁹ Janis' group of curves,²⁰ and McGuire's non-monotonic models^{21,22}) propose that the level of dread excitement delivered by a dread interest goes about as a drive to spur activities. Notwithstanding, it was contended that dread could have both encouraging (e.g., inspire proper self-defensive reactions) and meddling (e.g., evasion) impacts. No less than three meta-examinations have been led on the dread interest writing. Boster and Mongeau⁸ and Mongeau⁹ inspected the impact of a dread interest on seen fear (the control check; i.e., did the solid versus powerless dread interests vary essentially in their effect on proportions of revealed fear), dispositions,

and practices. Meta-examination gives an exhaustive and target amalgamation of the writing that is required as the writing winds up bigger and the issues turned out to be more unpredictable.

These outcomes demonstrate that fear requests deliver moderate impacts for dread excitement, expansive impacts for seen seriousness, and respectably vast impacts for seen weakness. The outcomes likewise show that viability messages deliver genuinely substantial impacts (adequacy controls are like dread controls in that for a fruitful adequacy message control, there must be noteworthy contrasts between the adequacy things on a review for a solid versus feeble viability message). A wide assortment of factors have been examined regarding dread appeals.⁵ Be that as it may, ordinarily close to three to four investigations exist for every factor. Thus, no key arbitrator variable has risen as hypothetically critical while inspecting the impacts of dread interests (with the exception of seen adequacy).

The particular message includes in dread interests likewise seem to have respectably low however solid consequences for demeanours, expectations, and practices in this meta-examination. In particular, seriousness and defencelessness controls delivered consequences for influential results in the scope of 11 to .17. Dread interests have been utilised since relic by ministers and educators alike. They are utilised by specialists, guardians, cops, and lawmakers-all with an end goal to motivate people to think or act positively.

Run of the mill battles have put messages in media that contact a groups of onlookers, most much of the time by means of TV or radio, yet additionally open air media, for example, boards and notices, and print media, for example, magazines and papers. Introduction to such messages is commonly uninvolved, coming about because of a coincidental impact of routine utilisation of media. A few battles consolidate new advancements such as the web, cell phones and individual computerised collaborators, yet beneficiaries have so far for the most part been required to effectively look for data, for instance by tapping on a web connection, and exchange of these techniques is excluded in this Survey.

Media battles can be of brief span or may reach out over significant lots. They may remain solitary or be connected to other sorted out program segments, for example, clinical or institutional effort and simple access to recently accessible or existing items or benefits, or may supplement strategy changes. Numerous strategies for dispersal may be utilised if wellbeing efforts are a piece of more extensive social showcasing program.



Figure 2.9 show the logo of obesity campaign.



Figure 2.10 show the public health campaign and doing aerobics.



Figure 2.11 show the public health campaign and doing a road run.

Healthy living culture at every age level allows more young people to live a healthier life properly through organised campaigns. The campaign also requires support from parents by encouraging and supporting their children at a young age to accumulate the spirit of living with a healthy body. A campaign that has to be carried out must stack up and inspire the younger generation. Campaigns are also one way to attract people to engage in such activities as aerobics, cross-country and others. That way it can promote a healthy lifestyle in physical fitness activities. Parents should also apply the mind to making fitness activities not a waste of time because with the activities provided it can help their children become healthier and more vibrant every day.

Organising Fit Malaysia's campaign is to spur the wave to shape a sporting culture among the people in the country. The Ministry of Youth and Sports aims to make Malaysia a healthy nation with over 60% of people engaging in fitness activities at least three times a week. The habit of laziness and incompetence can be the cause of harmful illness that is increasingly tedious. Campaigns such as Fit Malaysia,

National Day and more programs are aimed at sparking people's participation in sports and fitness.

2.7 CAMPAIGN BY POSTER ON PUBLIC AND SOCIAL MEDIA

Posters are extraordinary business instruments that can build familiarity with the business, as well as educate clients or customers about offers or occasions rapidly and productively. Notices serve to pull in quick consideration, which implies they are typically intense and straightforward, getting the message across in a couple of words and possibly a picture as opposed to a full explanation. Any kind of business can profit by blurbs, particularly when they are put in the best areas. Utilising blurbs begins with an expert dimension structure and a solid battle. The following imperative thing is to consider where the publication would be gotten generally viably. For instance, where is the target group well on the way to consider the posters malls are constantly bursting at the seams with movement, and if a business has a store or an office close-by, they can be perfect spots to stick up limited time notices. Thusly, if the blurb gets a client's attention, they can look at the business straight away. Similarly, malls are loaded with a scope of various individuals, so if a business has a wide crowd, a notice in this open place, on a divider or close to a seat, would be very compelling.

Exploit the traffic, Posters can be put in regions where there is continually going to be a great deal of traffic. If authorisation is without a doubt, publications can be put on roadsides so those in the vehicles that go past might take note. These blurbs must be striking and straight to the point, so the client doesn't need to do excessively work to comprehend the message.

Numerous organisations use publications set in territories where there is a high measure of traffic to promote occasions close-by. These can be stuck up half a month prior to the occasion and left with the goal that the drivers going past observe the message more than once, strengthening it in their psyches.

Notices went for the overall population get a great deal of notice whenever stuck to see sheets in workplaces, gatherings or in specific scenes. They are viable on the off chance that they are publicising something like the area the publication is in. For instance, music scenes will in general have different blurbs promoting future occasions of a comparative sort.

Train stations, if consent has been picked up, train stations are ideal areas to publicise to the overall population. Individuals will in general complete a great deal of holding up in train stations, which means they have a ton of extra time to kill. Publications are ideal for these circumstances in light of the fact that an individual may peruse one a few times previously they leave the area.

Exposure is the key, there is a sure procedure associated with making and conveying publications, and it incorporates a great deal of thought and arranging. Right off the bat, a business must choose where its target group will no doubt observe it, and also, consent must be picked up for most locations. The key, in any case, is to put blurbs where it is ensured there will be a great deal of open traffic, regardless of whether that is in shopping zones or holding up territories. Somebody is bound to consider a blurb on the off chance that they routinely observe it.

For social media, Instagram have been chosen for physical fitness campaign on social media is because nowadays most of young adults have an Instagram accounts and also they have by posting an awareness about physical fitness in Instagram will allow all people especially to young adults to aware about the good and the benefits of physical fitness for their health and also can improve their learning performance.

Instagram fundamentally took the whole preface of snapchat by including their very own form of story. You would now be able to post pictures and add keeping in touch with them to post onto your story for anyone to view. By including this component, they could essentially clear out the entire thought of Snapchat completely. Other than posting photographs on your story, you can present photographs on your profile that will appear on your feed. As the photos are added to the feed, individuals can see it and can like or remark on it. You can alter the photos you post with the in application altering highlights, just as labelling areas, labelling companions, and

composing your very own inscription with no word limit, not at all like Twitter character check.

Instagram is one all in comprehensive application. It contains things that you can do on Facebook, Twitter and on Snapchat. You can compose anything you desire, post anything, and message anybody. In methods for posting anything you desire, they likewise have security and detailing if something you don't discover proper is raised on your feed. You can make your record private, so you can affirm everybody that sees your photos. You can square or report wrong records or individuals that are not positive or proper. This online life stage is the best since it is multipurpose. Anything you desire to do to connect with your general surroundings, you can do on Instagram.

2.8 INFLUENCE CAMPAIGN ON SOCIAL MEDIA BY POSTER

Nowadays, according on the healthy campaign and industry of advertising is the good platform to inform the youth about the effects of physical fitness. In the past, announcement of solemnisation only through radio, television, newspaper and magazine only. But today, it is the best to use the appropriate and precise way to inform the youth about effect of physical fitness. Furthermore, there one plenty of notification poster about a way to get healthier with physical fitness but they still do not care about it.

The effective is less about it includes the worsening of the way in which lifestyle may be coursing a worst healthy life. There is dominant technique that used in spread the effect of physical fitness campaign especially for teenagers and students. these technique continue to play a role when they ask for the support from government to attract teenagers to get a healthy life with physical fitness like example Fit Malaysia and Larian Milo.

The growth of the internet is the one of the way that can be the most important sources and means as a source to give the information about the campaign that has been establish from government to show how effectively the physical fitness can be help our healthy life get better (August 2016; Former Minister of Youth Khairy

Jamaluddin). Media has been show that their can be a way to communicate people and deliver the information about how effective physical fitness can be help through the video, picture and audio.

In addition, poster campaign is appropriate for promoting the health and the good of physical fitness in the content to be customised and tailored difference audience needs and preferences, otherwise some of the youth can be informed through the poster campaign and advertising in a web social media such as youtube, Facebook, Instagram and twitter advertisement. Things that our previous Minister of Sports can be show the awareness of the effect of physical fitness on our body function and a better health care.

2.9 CONCLUSION

Overall from these literature review, it have a same opinion in the way of explaining physical fitness, healthy lifestyle, various disease can be effect too itself. But there is still a bit different from the person that work on their healthy life to get more lifetime, this book are more focusing on treating and healthier . The process of healthy life is so simple if we keep remind ourself the step where people should do physical to get more healthy.

From the researcher opinion, there should more focusing on how to manage the lifetime to do some exercise to prevent the various disease. Explaining the real factors how healthy life can started. What people should do to prevent the various disease. In addition, it should put more explanation what is obesity and others disease can be if people always busy and forget about their health. Which I could say that come out with something different because nowadays people not have a time to do some exercise because they prefer and more interested in visualising an images.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

In this research study, researcher chooses for "physical fitness to improve learning performance". This study is to create awareness about physical fitness by using poster campaigns. This research is done in areas with many young adults. This is to get more information about the physical fitness to improve learning performance among young adults.

In addition, any data collection made regarding this study should be kept to make it as collected information and references only. However, it may apply to the consent of the responsible party. All the information obtained, the researchers need to make an analysis of each study and make the processing to be used.

Furthermore, researcher also conducted a number of questionnaires and surveys to get information from students on a random basis on the study of physical fitness to improve learning performance among young adults. However, the data obtained are only observations of this study. It can also be expanded using a poster campaigns approach to inform about this study. Therefore, the data obtained can be a guide to researchers and can be summarised in the form of pie charts and analysed in the way it reads. This is because the pie chart is an analysis of the answers and the public's view of the case study.

3.2 RESEARCH METHOD

The method that propose in this study research is quantitative. Quantitative Research is used to assess issues by means of making numerical information that can be transformed into useful insights. It is used to assess the quantify of mind, conclusions, practices, and other factors that are characterised. Quantitative Research uses measurable information on detailed details and reveals designs in inquiries. Quantitative information collection techniques are far more organised than Qualitative data collection strategies. Quantitative Research gathering techniques combine multiple types of surveys, paper reviews, mobile reviews and stall review, close and personal meetings, telephone interviews, longitudinal investigations, site bias, online surveys, and efficient perceptions.

The reason why the researcher just used quantitive is because the researcher only doing survey questions and past the questionnaire among young adults. In the questionnaire and the survey, the researcher are asking about their demographic, behaviour, awareness, healthy and knowledge about the effects of physical fitness among young adults.

3.2.1 Primary Data

In aspects and activities that adopt a healthy lifestyle by doing physical fitness can improve learning performance among young adults reviewed by survey is an information gathering instrument in combination with quantitative methodologies. The study procedure has collected information from a wide range of respondents. Information collection methods help to gather enough evidence to end the overview. The picture procedure helps to investigate the appropriate measurement of the final findings. The poll is used to ensure that the normalisation of data of all components among young adults on physical fitness improves learning performance.

3.3 TOOLS

A review explore is normally utilise a strategy for gathering data about a populace dependent on surveys . There are various kinds of overviews, for example, questionnaires and sampling.

- Questionnaires is a predefined arrangement of inquiry and it used to gather a data from people.
- Sampling is a procedure that is a subgroup of the populace that chose to answer a study questions and the data will be gather and can be summed up to the whole populace of interest.

There is two sorts of poll plan, for example, closed-ended questions and open-ended questions :

- **Open-Ended Questions**

For the open-ended questions the respondent will be requested to answer each question with their very own words and more often than not reactions will ordered into a littler list of reactions that can be checked by team for statistical analysis.

- **Closed-Ended Questions**

Is the respondent will be given a list about the foreordained reactions and which they need to pick their answer. The responses list ought to incorporate each conceivable reaction what is more, it ought not cover. For example, case of the shut finished inquiries is please rate how strongly you agree or disagree with the following questions " or " do you strongly agree, somewhat disagree or strongly disagree ?". The example above is normally utilised to set the reactions for closed-ended questions and

typically favoured in study examine in view of the straightforwardness meaning the recurrence of every reaction.

3.4 INSTRUMENT

After the survey have been spread , I have used Microsoft excel to figure out the aggregate sum of the respondent answer.

3.4.1 Survey Questionnaire

The overview survey for this case study analysis are secured 4 measurements which is demographic, behaviour, awareness and knowledge about the effects of physical fitness among young adults.

The different sorts of measurements depended on the observation and literature review from articles and books. The survey questionnaire organised configuration was to make it more easier to gather data from the respondent about physical fitness improve learning performance among young adults.

CHAPTER FOUR

ANALYSIS FINDING

4.1 INTRODUCTION

This section will describe the examination information pursued by a questionnaire of research findings. The finding is identified with the research question that manually for the investigation. The data will analysed the awareness and knowledge about physical fitness can improve learning performance. The questionnaire were acquired from self-managed survey and has finished by 50 respondents. Just few of the total 50 respondents have a knowledge about physical fitness. This is additionally support the way that a portion of the respondent have an information about physical fitness yet at the same time still not alert and yet being lazy to do simple exercise that can assist them with staying wellbeing and health.

The survey included to four areas and the information created will be introduced as pursues:

- The first area is asking about demographic, for example, age and marital status
- The second area involves about behaviour of the respondents
- In third area data obtained about the awareness of physical fitness
- The last area of the questionnaire is about the knowledge about the effects of physical fitness among young adults.

4.2 DISCUSSION OF FINDING

4.2.1 Demographic

The demographic data comprised of age and marital status. Respondent are to a great extent discarded the open-ended question in this area of the survey and the majority of the respondent gave an answer at every one of the inquiries.

4.2.2 Age Ranges Of The Respondents

The respondents were asked to tick the age category at the first question. All of the 50 respondents has responses to this question. 80% of the respondents were 22-27 years old category and 20% of the respondents are 17-21 years old.

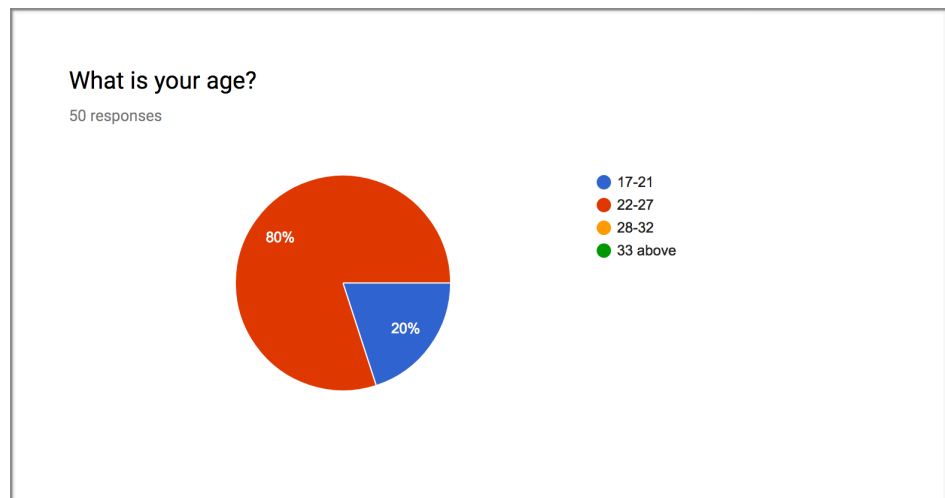


Figure 4.1 is the age groups of the respondents among different ages.

4.2.3 The Marital Status

Respondents were asked about their marital status by choosing their status either single, married or divorced. All of 50 respondents have responses to this questions. 100% of the respondents are totally single.

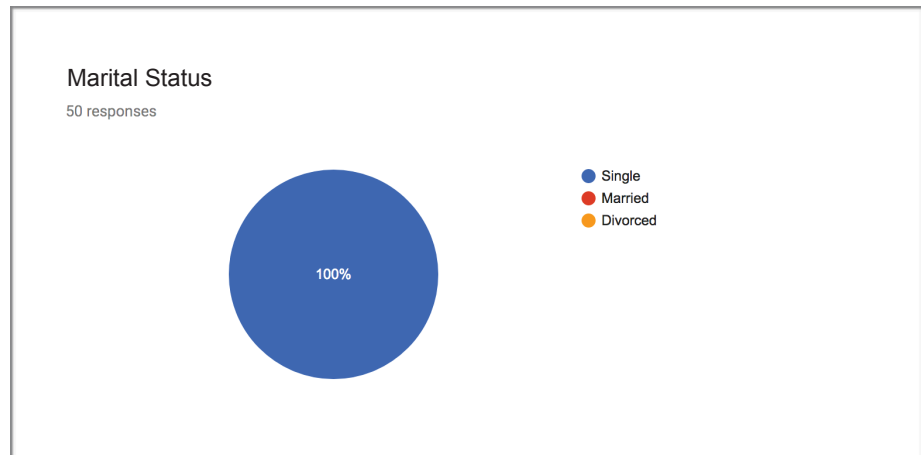


Figure 4.2 is the marital status among all the respondents.

4.2.4 Behaviour

The behaviour area or section in the questionnaire have been responses by 50 respondents. In this section show that the behaviour of respondents in physical fitness are very unsatisfactory.

4.2.5 Respondents Behaviour

The respondents have been answer the questionnaire on how often do they do some of physical fitness exercise and ask the result show that 66% of the respondents are rarely doing exercise. 22% of respondents has never doing exercise and only 12% of respondents that often doing some physical fitness exercise. In the next question, the

respondents have been asked questions about do they do exercise only for lose weight and the result show 82% of respondents said yes and 18% of respondents said no. The 50 respondents have responses in this question about do they exercise when they have free time and 86% of them said no. Which means here, 86% of respondents do not do exercise while they have free time. Only 14% of them did some exercise when got free time. 84% of respondents prefer to do exercise with friends and only 16% of respondents prefer to do it alone. 64% of respondents disagree when they have been asked about do they care about their health. 22% of them strongly disagree and 14% them neutral. Show here, most of the respondents really care about their health. 66% of the respondents strongly agree about the question that they want to live and stay health. 18% of them agree. 12% of them neutral and only 4% of them strongly disagree.

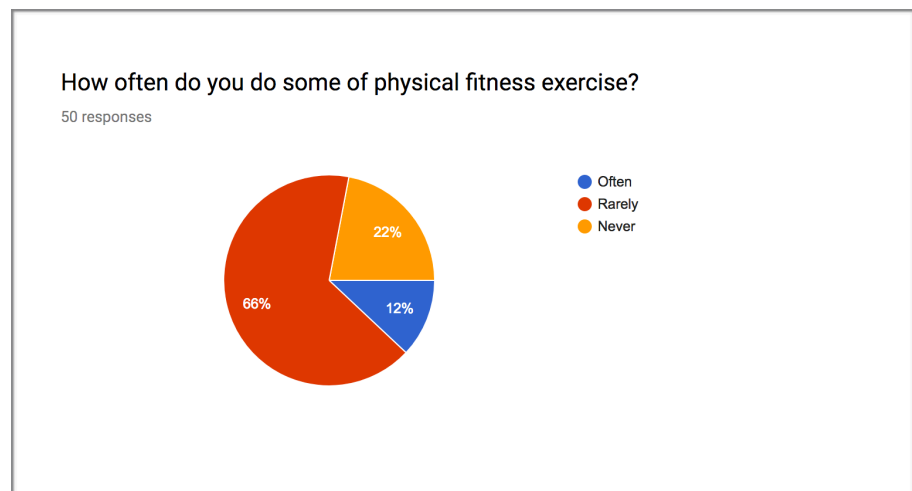


Figure 4.3 show that the behaviour of respondents that how often do they do exercise.

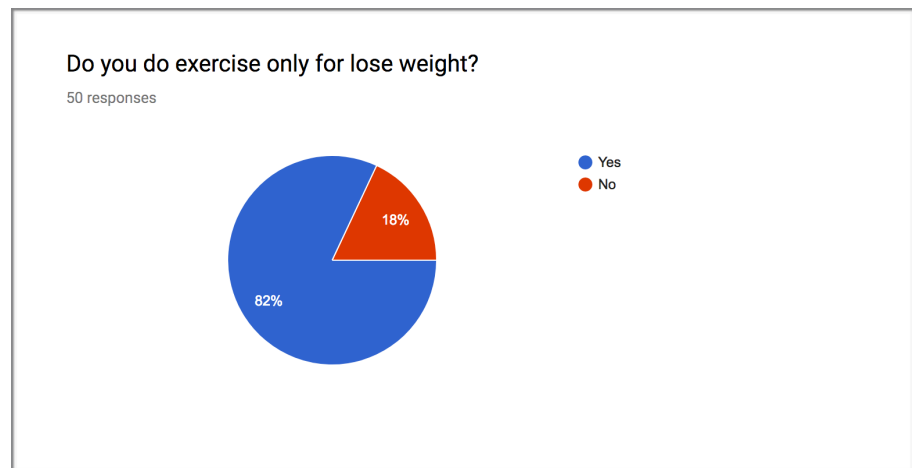


Figure 4.4 show that the behaviour of respondents that they only do exercise for only to lose weight.



Figure 4.5 show that the behaviour of respondents that do exercise when got free time.

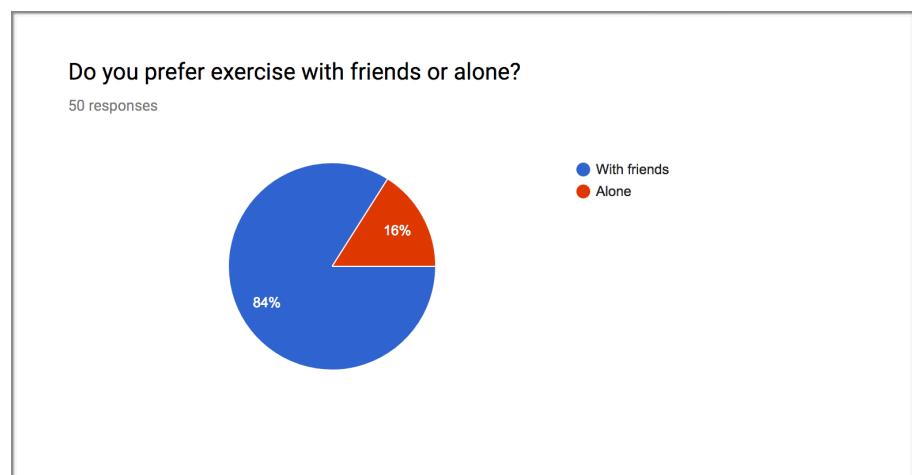


Figure 4.6 show the behaviour of respondents prefer with friends or alone.

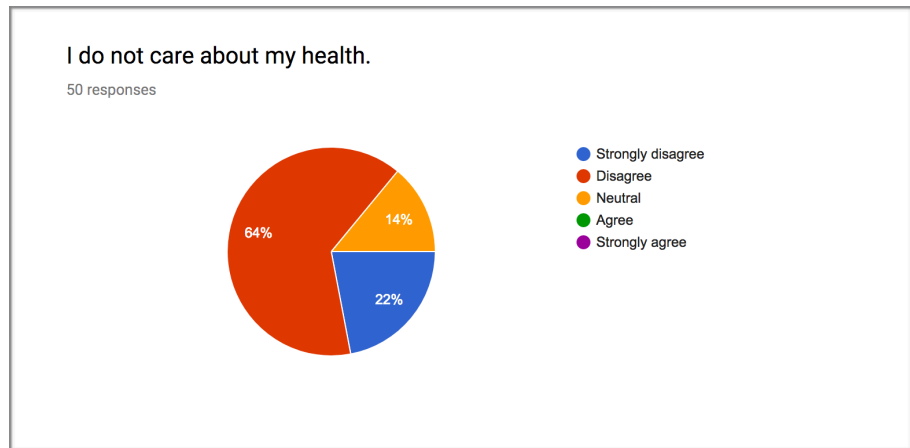


Figure 4.7 show the behaviour of respondents care about their health.

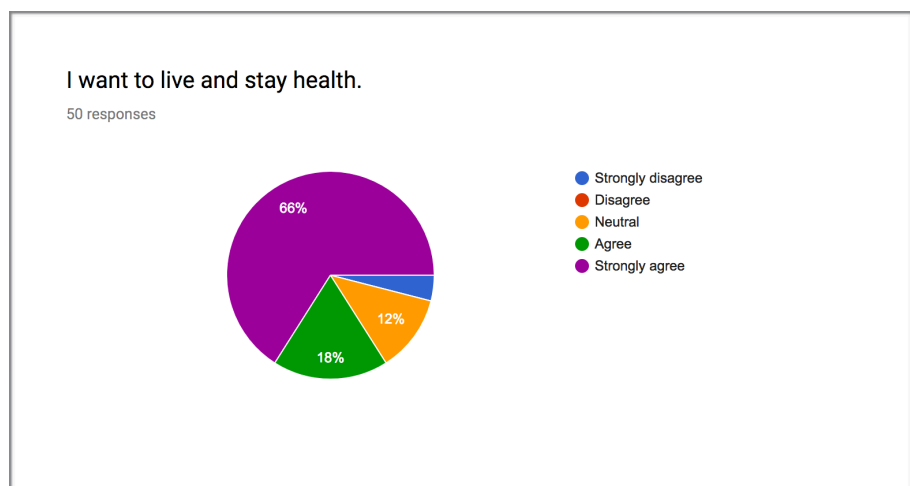


Figure 4.8 show the behaviour of respondents want to live and stay health.

4.2.6 Awareness

The awareness area in the questionnaire have been asked to 50 respondents. In this awareness area, the question did asked the respondent either they ever heard about physical fitness at any social media and others.

4.2.7 Respondents Awareness

50 responses for heard about effect of physical fitness in media question have show that 72% of respondents neutral which means they unsure about it. 22% of them agree about this question. 4% strongly disagree and only 2% disagree. The 50 responses for the awareness about effect of physical fitness can make sleep better question have show that 72% of respondents neutral which means they unsure either they have heard or never heard about physical fitness can make their sleep better. 22% of them agree about this question. 4% strongly disagree and only 2% disagree. The respondents have been answer the questionnaire about did they never heard that physical fitness make our brain to work smoothly and can reduce stress. 80% of respondents agree that they never heard about it. 8% of it neutral. 6% of the respondents strongly agree. 4% of them strongly disagree and 2% disagree.

I never heard about effects of physical fitness in any media, poster or health facility.

50 responses

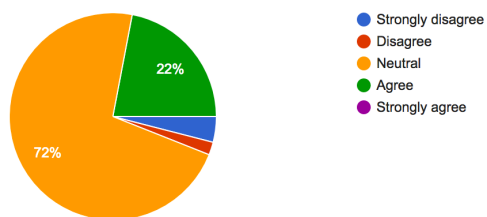


Figure 4.9 show the awareness about effect of physical fitness in media.

I never heard that physical fitness can make my sleep better.

50 responses

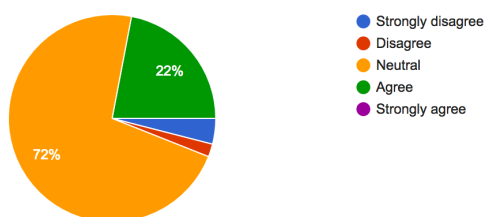


Figure 4.10 show the awareness about effect of physical fitness for sleep better.

I never heard that physical fitness make our brain to work smoothly and can reduce our stress.

50 responses

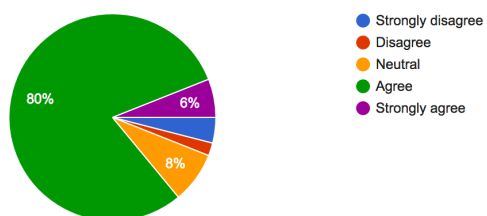


Figure 4.11 show the awareness about effect of physical fitness make brain work smoothly and can reduce stress.

4.2.8 Knowledge

The questions are consist with the knowledge from respondent that did they know about physical fitness can improve learning performance. Also, in this knowledge area the respondents have been questions about other benefits about physical fitness.

4.2.9 Respondents Knowledge

The 50 respondents have responses in this question and 74% of them strongly disagree about they know that physical fitness can improve learning performance. 14% of them neutral and 10% of them disagree. Only 2% of them strongly agree about it. 74% of the respondents disagree about they know that physical fitness can provide nutrients for the growth of brain cells. 18% of them neutral. 6% of them strongly disagree and only 2% of them strongly agree. 50 respondent have responses to the question about they heard that physical fitness exercise can prevent various disease. 64% of them agree about it. 20% of the respondents neutral. 10% of them strongly agree and only 6% of the respondents disagree. In this last question, the respondents have been asked questions about they know that physical fitness capabilities can help you to do daily activities without feeling tired. 78% of them neutral and 10% of them strongly agree. 8% of the respondents agree and only 4% of them disagree.

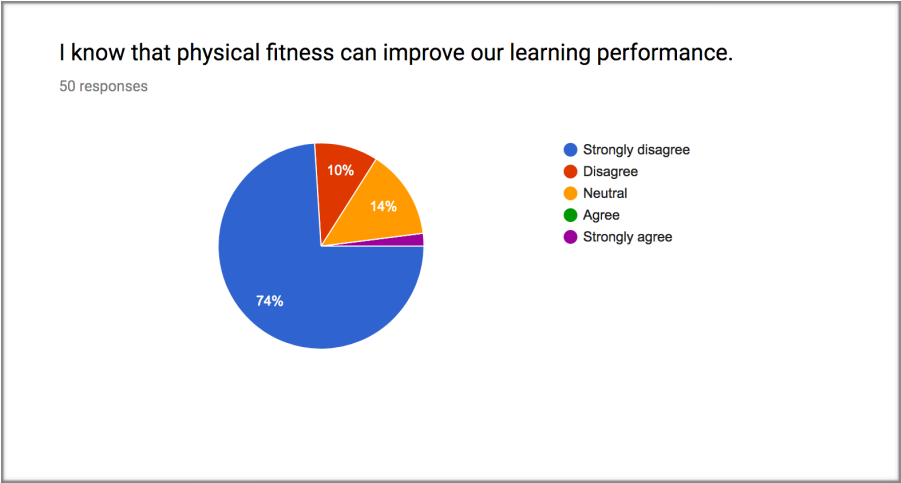


Figure 4.12 show the knowledge of the respondents about physical fitness can improve learning performance.

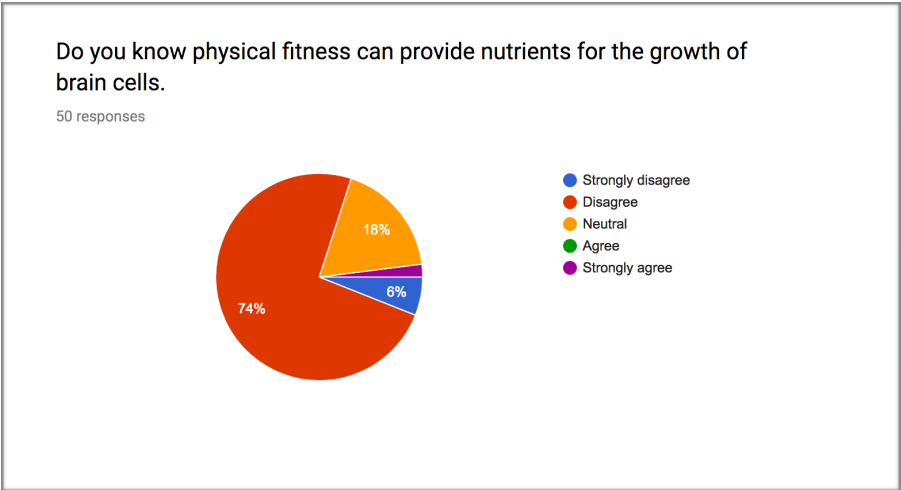


Figure 4.13 show the knowledge of the respondents about physical fitness can provide nutrients for the growth of brain cells.

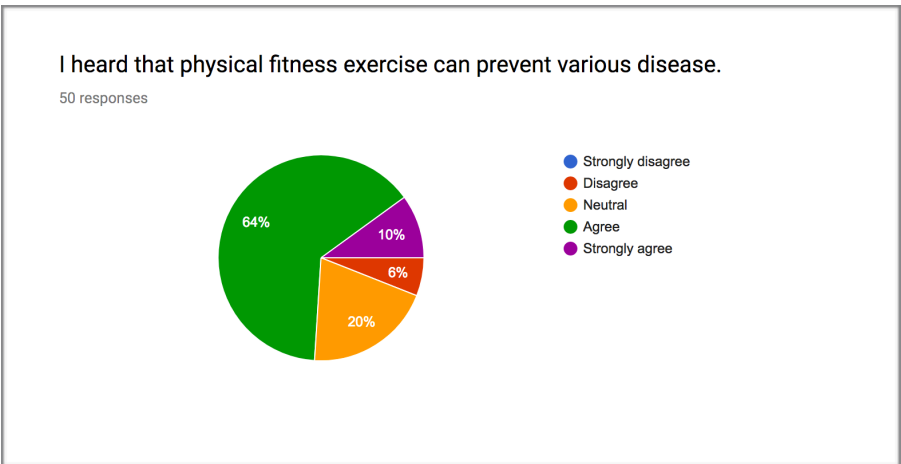


Figure 4.14 show that the knowledge of the respondents about they heard that physical fitness exercise can prevent various disease.



Figure 4.15 show that the knowledge of the respondents about they know that physical fitness capabilities can help you to do daily activities without feeling tired.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

The aim of this study was to explore the awareness about physical fitness improve learning performance among young adults. A quantitative approach was adopted using a questionnaire method. The study has provided a question and all the responded are require to answer the questions. It has also identified a range of behaviour, awareness and also knowledge of respondent about the physical fitness. Although this was relatively small scale case of exploratory study but confidence in the ability to findings a total amount of how much respondent are aware about physical fitness, obtained using a questionnaire methods.

There is 50 respondent has answer the questions and there have 4 section about the cervical cancer. The demographic of the respondents, the behaviour of the respondents, the awareness and also the knowledge of responders about physical fitness can improve learning performance. The apparently a high level of consistency about the participating that the issues has identified may be relevant to the respondent to know and trust.

In view of this study, aspects related to the weaknesses in physical fitness issues and where they are aware of the fitness of physical fitness is that they are more eager to do it as a daily routine. However, it should take note of the respondents to gain knowledge and to know more about physical fitness that can helps to improve learning performance.

5.2 CONCLUSION

The conclusion is, based on information obtained, advertising InfoGraphic poster is one of the smart and good ways to tell the public how important it is for us to maintain health. This is because, this way useful in the advertising industry for us to place environmental consciousness in society at this time of physical fitness can help us to become healthier. The impression of awareness is given not only to the students but it can also be directed to all countries who see and realise the awareness they give.

5.3 RECOMMENDATIONS

As the increases of improvement performance with physical fitness awareness are lack among Malaysian young adults, there must be others way to help them raise the awareness among them. First of all government should start educating and advocating for increased knowledge and awareness to improve learning performance with physical fitness. In other way, promote InfoGraphic poster on social media is one of affective ways. Nowadays, social media is one of important things among people and they usually use it such as Instagram, Twitter and others. Through this thing the awareness of improvement learning with physical fitness can increase.

Also, it is not only educated just among the students on university but also include all young adults and others people out there. In addition, parents also should be educated about physical fitness to as they have children, so it is important for them to have awareness and knowledge about physical fitness can improve their children learning performance. Furthermore, The Ministry of Health and the Ministry of Youth and Sports also have to collaborate to make sure there are more awareness about physical fitness can improve learning performance among young adults.

In other way, promote about physical fitness can improve learning performance on social media is one of the affective ways. Nowadays, social media is one of important things among young adults and they usually use it such as Instagram, Twitter, and others. Maybe through this thing the awareness of physical fitness can be increase.

INFOGRAPHIC POSTER

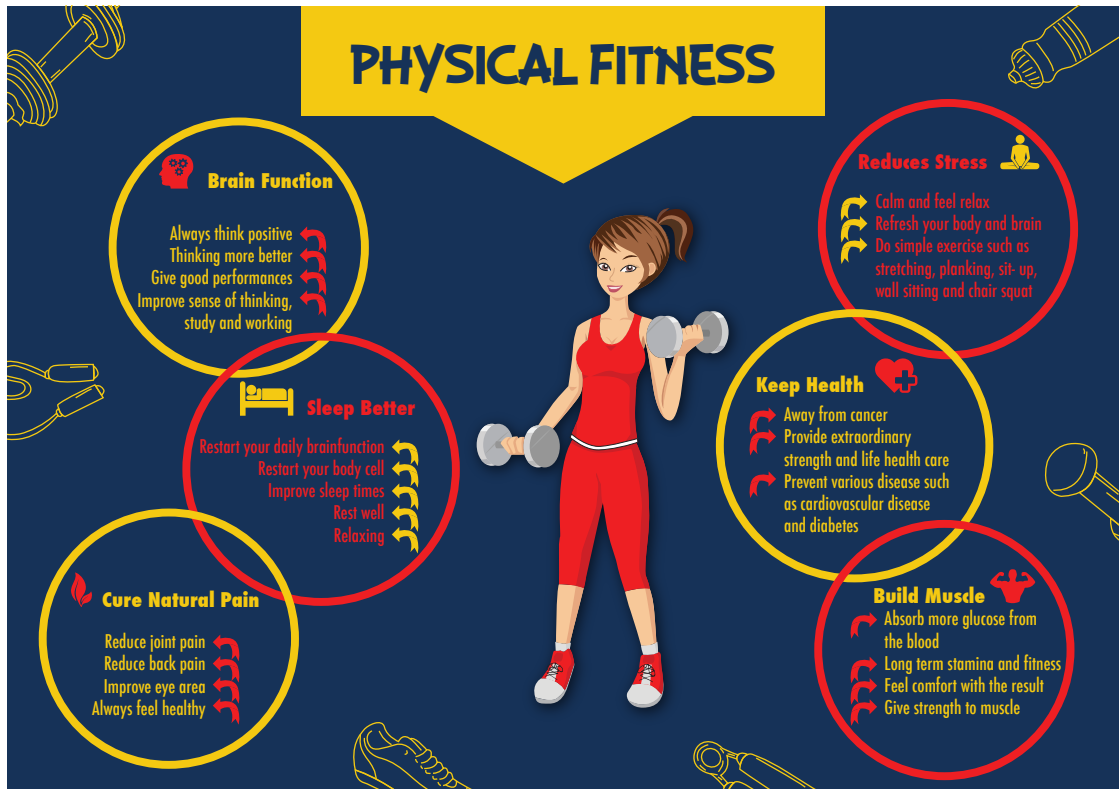


Figure 5.1 InfoGraphic poster design about physical fitness



Figure 5.2 InfoGraphic poster design about physical fitness

SOCIAL MEDIA INFOGRAPHIC POSTER

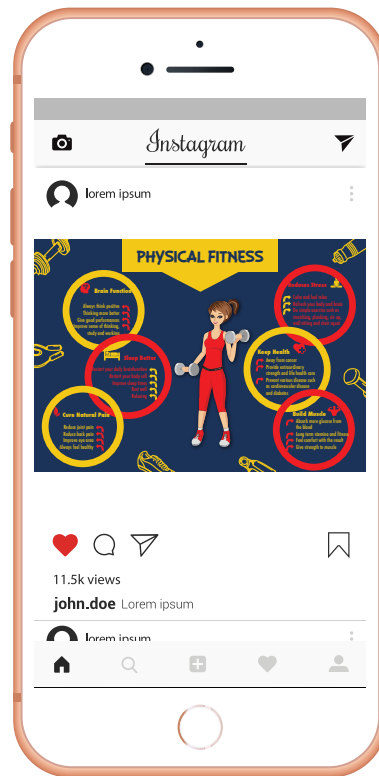


Figure 5.3 show that InfoGraphic Poster on Instagram



Figure 5.4 show that InfoGraphic Poster on Instagram



Figure 5.5 show that InfoGraphic Poster on Twitter

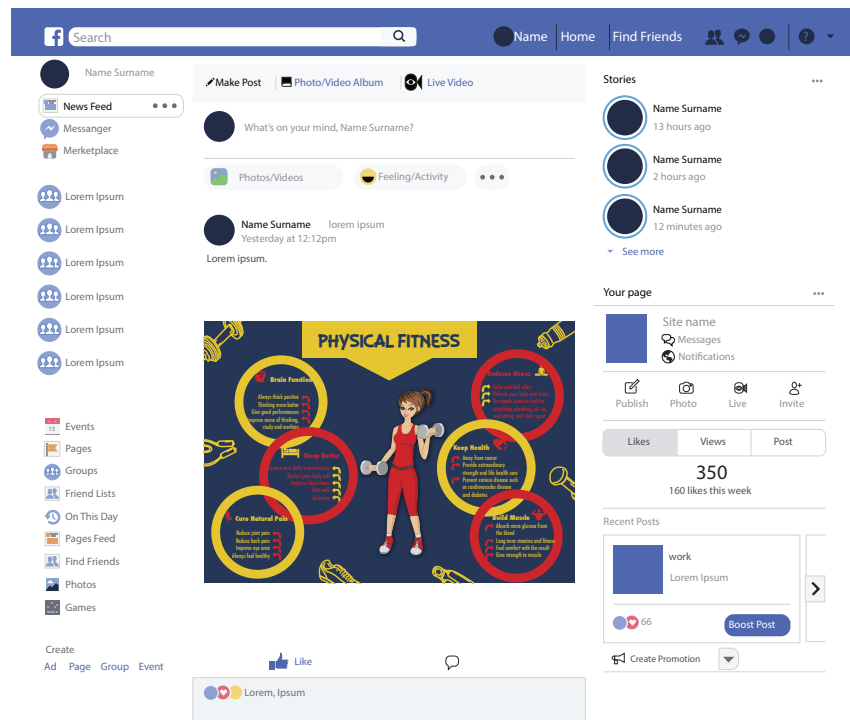


Figure 5.6 show that InfoGraphic Poster on Facebook

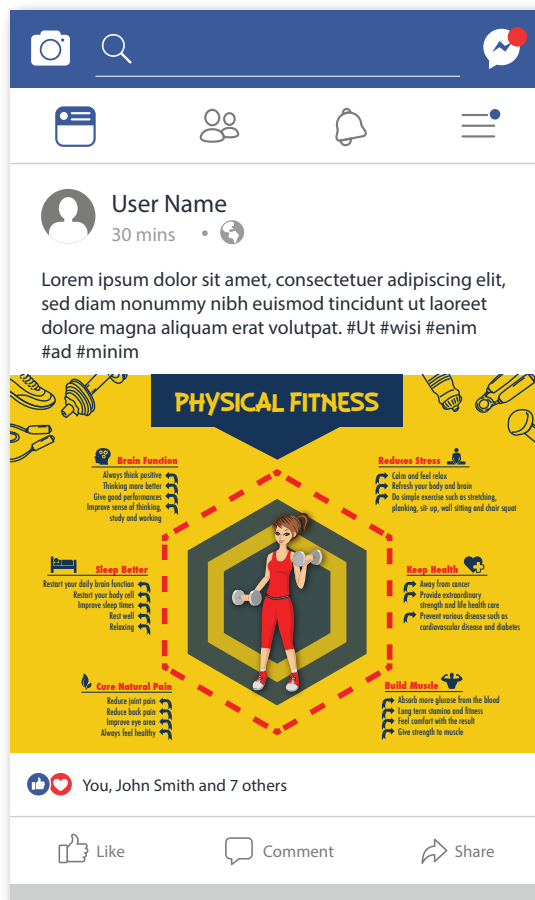


Figure 5.7 show that InfoGraphic Poster on Facebook

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APPENDIX A: Questionnaire

Physical Fitness Improve Learning Performance



Hi, My name is Siti Khadijah Binti Muhammad Zahid. I'm a Bachelor In Art & Design student from UITM Campus Alor Gajah, Melaka. I'm currently doing a research for my Issue about Physical Fitness Improve Learning Performance. I really hope that you can helps me by answering the following questions. You may choose the answer based on the option given below. Thank you :)

1. What is your age?

☐ 17 - 21

☐ 22 - 27

☐ 28 - 32

☐ 33 Above

2. Marital Status

☐ Single

☐ Married

☐ Divorced

3. How often do you do some of physical fitness exercise?

☐ Often

☐ Rarely

☐ Never

4. Do you do exercise only for lose weight?

☐ Yes

☐ No

5. Do you do some exercise when you got a free time?

☐ Yes

☐ No

6. Do you prefer exercise with friends or alone?

☐ With Friends

☐ Alone

7. I do not care about my health.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

8. I want to live and stay health.

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

9. I never heard about effects of physical fitness in any media, poster or health facility.

- ☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree
☐ Strongly Disagree

10. I never heard that physical fitness can make my sleep better.

- ☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree
☐ Strongly Disagree

11. I never heard that physical fitness make our brain to work smoothly and can reduce our stress.

- ☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree
☐ Strongly Disagree

12. I know that physical fitness can improve our learning performance.

- ☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree
☐ Strongly Disagree

13. Do you know physical fitness can provide nutrients for the growth of brain cells.

- ☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree
☐ Strongly Disagree

14. I heard that physical fitness exercise can prevent various disease.

- ☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree
☐ Strongly Disagree

15. I know that physical fitness capabilities can help you to do daily activities without feeling tired.

- ☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree
☐ Strongly Disagree