



FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

BACHELOR OF ADMINISTRATIVE SCIENCE (HONS)

UNIVERSITI TEKNOLOGI MARA SABAH

A STUDY ON THE AWARENESS ON ADVOKASI PROGRAMS AMONG  
THE ROAD USERS IN KOTA KINABALU

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SEPTEMBER 2011-JANUARY 2012

## ABSTRACT

The purpose of this study were to examine public awareness towards ADVOKASI in Kota Kinabalu, relationship between JKJR roles and awareness of the public, relationship between JKJR roles and public attitude towards road safety, and relationship between public awareness towards road safety and public attitudes towards road safety. This study was done using self-developed questionnaire involving 250 road users within Kota Kinabalu. We found that the public awareness towards ADVOKASI programs was high, JKJR roles and awareness of the public was very high, JKJR roles and attitudes of the road user, and public awareness towards road safety and public attitudes towards road safety were moderate. From this study, we can conclude that the public awareness level of ADVOKASI programs was high and the public knows the roles played by JKJR which effecting their awareness level and attitudes towards road safety.

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## THE DECLARATION

We hereby declare that the work contained in this research is original and our own except those which have been duly identified and acknowledged. If this report later found to have committed plagiarism or other form of academic dishonesty, action can be taking in accordance with UiTM's academic rules and regulations.

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