

**FLY POSTING PROHIBITION SIGNAGE AS A
PROBLEM SOLVING MEDIUM**

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Contents

1. Letter of Report Submission	iii
2. Letter of Offer (Research Grant)	iv
3. Acknowledgements	v
4. Enhanced Research Title and Objectives	vi
5. Report	
5.1 Proposed Executive Summary	1
5.2 Enhanced Executive Summary	2
5.3 Introduction	3
5.4 Brief Literature Review	5
5.5 Methodology	13
5.6 Results and Discussion.....	16
5.7 Conclusion and Recommendation	28
5.8 References / Bibliography	29
6. Research Outcomes	31
7. Appendix	32
8. Figures	33

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“SELAMAT MENJALANKAN PENYELIDIKAN DENGAN JAYANYA”

Yang benar


MUSTAFAR KAMAL HAMZAH
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PROPOSED EXECUTIVE SUMMARY

Fly postings are illegal advertisements on public properties. It is recognized as a national problem and becoming increasingly mainstreamed into conventional advertising. Failing to deal with the problem has an adverse effect on local communities, through the perception of crime and deterioration of the entire neighbourhood. Illegal advertisers do not feel guilty by defacing most of the public properties with fly postings. These advertisers are using this means of communication in the wrong direction as this advertising medium is strictly prohibited. Communication is fundamental yet it is too often taken for granted.

Problems continue to arise even various solutions have been done. Nevertheless, from observation, there is no *fly posting prohibition signage* to warn the illegal advertisers. Currently, prohibition signage such as 'no smoking', 'no fishing', 'do not litter' are created to warn but none for fly postings. Regular solutions by the local council are not highly effective and it needs to be improved.

In this research, we propose to create the **first fly posting prohibition signage** as a solving medium. This research will be carried out through few phases. Observations on fly postings are very essential, as we need to identify the factors that render the prohibition of fly postings. This stage is vital as the data collected will generate the best pictogram for the signage. We also propose to study the current solutions done by the local councils and the current statistics for data collection. Interviews with the public, local council and advertising agency are also significant as we could determine the suitability of the proposed prohibition signage. Successful study on this research should lead to greater awareness amongst the community.

EXECUTIVE SUMMARY

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Problems continue to arise even various solutions have been done. Nevertheless, from observation, there is no ***fly posting prohibition signage*** to warn the illegal advertisers. Currently, prohibition signage such as '*no smoking*', '*no fishing*', '*do not litter*' are created to warn but none for fly postings. Regular solutions by the local council are not effective and it needs to be improved.

The objective of this research is to identify and examine the problem in detail, the public's perception and the current solutions taken by the local council. The research methods approach carried out were observations, interviews and questionnaires to collect the latest data and to evaluate the proposed prohibition signage.

This research concludes with the collection of data on the best recommendation to solve the issue. It is hoped that by proposing the very first fly posting prohibition signage, it could provide awareness to the irresponsible advertisers as well as to the public will be one of the vital ways in helping to end the issue. It is about time the local authorities and public need to do something to stop the advertisers from defacing public properties and using the wrong medium for advertising.