

UNIVERSITI TEKNOLOGI MARA

PARENTAL AWARENESS AND KNOWLEDGE ABOUT  
MEDIA LITERACY EDUCATION ON TELEVISION  
FOOD ADVERTISING AND FAMILY EATING HABITS

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Project submitted in fulfillment of the requirements

for the degree of

BACHELOR OF NUTRITION AND DIETETICS  
(HONOURS)

FACULTY OF HEALTH SCIENCES

UITM PUNCAK ALAM

JANUARY 2015

## **DECLARATION**

We hereby declare that all of the work in this thesis is our own except for quotations and summaries which have been duly acknowledged.

7<sup>th</sup> December 2014

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## ACKNOWLEDGEMENT

Alhamdulillah, thanks to Allah S.W.T that makes all the progress finishing this study run smoothly. Without the permission of Him, all of this will not happen and there will be no study from us entitled "Parental Awareness and Knowledge about Media Literacy Education on Television Food Advertising and Family Food Habits". This research is done to fulfil a syllabus before finishing our undergraduate study in Bachelor of Nutrition and Dietetics. First and foremost, we, Norakmar binti Ajhar, Nur Amirah binti Yazid, Nur Fazira Ayuni binti Mohd Ghazali and Nurul Asyikin binti Abu Bakar would never have been able to finish our research without the guidance of our team members and support from our families that never stop praying, giving their financial and motivation support to us along this study.

We would like to express our sincere gratitude to our supervisor Prof. Madya. Datin Dr. Safiah Md. Yusof for the continuous support on our research. We appreciate her patience, motivation, enthusiasm, and immense knowledge. We learnt a lot and feel motivated for every single moment we met her. She is really committed in helping her students and willing to sacrifice her time to us. Not to forget, Sir Khairil Anuar Md. Isa and Dr Ajau Danis who are willing to try their best to help even though they were busy with their schedule. Never forgotten our honoured respondents which include parents of students from Standard 4 and 5, teachers and staff in Sekolah Kebangsaan Sungai Pelong, Sekolah Kebangsaan Saujana Utama and Sekolah Kebangsaan Merbau Sempak for giving us their highest commitment to complete our questionnaires. Without them, we would not be able to do our study successfully. We also would like to express our deepest gratitude to our lecturers and staff in the Nutrition and Dietetics Department. Special thanks go to our friends and classmates for their encouragement and help. Without all of them, it is impossible for us to finish up this study successfully.

## TABLE OF CONTENTS

<b>AUTHOR'S DECLARATION</b>	i
<b>ACKNOWLEDGEMENT</b>	ii
<b>ABSTRACT</b>	iii
<b>ABSTRAK</b>	iv
<b>TABLE OF CONTENTS</b>	v
<b>LIST OF FIGURES</b>	x
<b>LIST OF TABLES</b>	xi
<b>LIST OF ABBREVIATIONS</b>	xiii

## CHAPTER 1

### INTRODUCTION

1.1 Introduction	1
1.2 Background of the Study	1
1.3 Problem Statement	3
1.4 Research Questions	4
1.5 Objectives	5
1.6 Relevance of the study	6
1.7 Importance of Study	7
1.8 Conceptual Framework	8

**Parental Awareness and Knowledge about Media Literacy Education on Television Food Advertising and Family Food Habits**

**ABSTRACT**

Most food advertising on television that targeting to children containing unhealthy messages especially those focused on sugar-dense food products. There is a positive relationship between hours of television viewing and higher body weight with unhealthy eating. Television food advertising can give impact to the food preferences and choices of children as well as increase intake of unhealthy food in children which may raise the occurrence of childhood obesity thus increasing parental awareness as well as control on their children's television viewing. A cross-sectional study was done among selected parents of Standard Four and Standard Five school children from three primary schools and been given a set of questionnaire. However, only 299 set of questionnaire sets were returned with complete data. Data are obtained through a self-administered questionnaire. This study assesses awareness and knowledge about media literacy education on television food advertising among parents and the parents' control on their children's television viewing. It also determines parents' nutritional status, parents' television viewing habits and family eating habits. Results show that most of the parents (53.8%) are aware of media literacy on television food advertising and obtained the passing score. Besides, this study that 51.2% of parents have high control towards their child television viewing. Even though majority of Malaysian people watch television more than three hours in a day, but their eating habit was reported as good, as 58.5% of the respondents practice healthy eating. Furthermore, among female respondents, 35% of them were overweight and 19% of them were obese, while among male respondents, 48.6% of them were overweight and 13% of them were obese. In addition, 30% of female respondent were abdominal obesity, while 3% of male respondents were having abdominal obesity. As a conclusion, parents from those three schools have high level of awareness about media literacy education on television food advertising.