

UNIVERSITI TEKNOLOGI MARA

**THE DESIGN, DEVELOPMENT AND EVALUATION
OF AN ANTI-BULLYING KIT FOR LOWER
SECONDARY SCHOOL STUDENTS**

NUR AMYRA BINTI KAMARUDIN

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SCHOOL STUDENTS**

NUR AMYRA BINTI KAMARUDIN

Dissertation submitted in partial fulfillment of the requirements for the
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AUTHOR'S DECLARATION

I declare that the work in this dissertation 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 knowledge of referenced work. This dissertation 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 Post Graduate. Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Nur Amyra binti Kamarudin

Student ID. No. : 2014193609

Programme : Master of Education (Visual Art Education) - ED702

Faculty : Faculty of Education

Dissertation Title : The Design, Development and Evaluation of an
Anti-Bullying Kit for Lower Secondary School Students

Signature of Student :

Data : January 2017

ABSTRACT

Verbal bullying is the most dominant form of bullying that has received less attention from mass media. However it is quite serious in schools. This category of bullying can affect the psychological, emotional and social development of a student. Therefore, this study investigated the use of Anti-Bullying Kit to increase students' awareness on verbal bullying issue. This research has utilized the Developmental Research Design by combining both qualitative and quantitative approaches. The sample was selected by using purposive sampling in all phases of the research. This research used single-group posttest-only design that involved a single group of subjects where a treatment is given. ADDIE model and Semiotic Theory has been implemented in order to design all materials in Anti-Bullying kit in Phase 2. The evaluation proses of the product were conducted in two stages. After the kit was revised and redesign to suit and comply with the expert comments and ideas, the kit was later evaluated again through selected experts in Phase 3 before it was implemented at school. A group of 60 lower secondary school students participated in this research and were involved in an awareness talk which also handled by two counseling teachers. The participants have been exposed with verbal bullying issue through all materials in Anti-Bullying Kit which are poster, brochure, flyer, button badge and bookmark. After that session, students answered a questionnaire to seek their opinion on the design and content of the materials provided and also to identify their level of awareness after using the kit. Students give a positive feedback on the design and content of the product and the findings also showed that visual materials in the Anti-Bullying Kit did give an impact and increase their awareness on verbal bullying issue.

Keyword: *Verbal Bullying, Anti-Bullying Kit, Awareness, Visual Material, Prevention Program*

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