



**Faculty of Administrative Science  
& Policy Studies  
Universiti Teknologi MARA**

**Bachelor of Administrative Science**

**Title of Research  
Public Awareness on Urban Child Poverty  
At Georgetown, Penang**

**Name of Student:**

**Siti Aisyah Binti Md Sidek 201632942  
Amirah Ismahani Binti Ismady Putra 2016351461**

**March 2018-January 2019**

**CLEARANCE FOR SUBMISSION OF THE RESEARCH PROJECT BY THE  
SUPERVISOR**

Name of Supervisor:           Madam Intan Syahriza Azizan

Title of Research Report:    Public Awareness on Urban Child Poverty in  
  Georgetown, Penang

Name of Student I:            Siti Aisyah binti Md Sidek

Name of Student II:          Amirah Ismahani binti Ismady Putra

Matric Number:                2016329427

  2016351461

I have reviewed the final and complete practical report and approve the submission of this report for evaluation.

Signed,

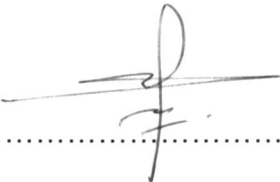
  
-----

(MADAM INTAN SYAHRIZA AZIZAN)

## Declaration

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we later found to be plagiarized or to have committed other forms of academic dishonesty, action can be taken against me under the Academic Regulations of UiTM's.

Signed



.....

Name: Siti Aisyah Binti Md Sidek

Matric No: 2016329427

Signed



Name: Amirah Ismahani Binti Ismady Putra

Matric No: 2016351461

## **Abstract**

**Purpose-** This research been conducted to understand the level of awareness on urban child poverty at the same time help in increasing the awareness of urban child poverty on Georgetown, Penang

**Design/method/approach-** This study been conducted based on quantitative measurement. The researcher had selected Georgetown, Penang as location on conducting the studies. Total of 384 respondents had been selected to come out on research finding. This research is to studies 5 objectives of research. This research finding had been gained by the research by using Statistical Package for the Social Sciences (SPSS). Based on data that been collect and the result that been gain researcher had used three approach studies in SPSS which are descriptive analysis, Pearson Correlation and Multiple Regression.

**Finding-** Based on the finding that researcher had finding the first research objective which is to know the level of awareness of public in Georgetown, Penang. Thus, the result of this first objective show there is moderate level of public awareness on urban child poverty in Georgetown, Penang. Furthermore, for second to fourth objective the researcher had found there are three factors of independent variable and one dependence variable. Where, the result of the studies there are only two variable had significant relation and one are not significant. Based on result that come out public attitude and public action had showed a significant relation with the dependent variable whereas public knowledge does not have significant relationship with public awareness. Lastly, the fifth research objective, based on finding there are at least one of independent variable had a significant relationship with dependent variable. Thus, the public attitude shows highest value on the relationship with dependent variable.

## TABLE OF CONTENTS

	<b>PAGE</b>
Chapter 1: Introduction	
1.1 Introduction	1-2
1.2 Problem Statement	3-4
1.3 Research Question	5
1.4 Research Objective	6
1.5 Scope of The Study	7
1.6 Significance of Term/Concepts	8
1.7 Definition of Terminologies and Concepts	9-11
1.8 Conclusion	11
Chapter 2: Literature Review & Conceptual Framework	
2.1 Introduction	12
2.2 Dependent Variable	12-14
2.3 Factors That Lead to Dependent Variable	14-16
2.4 Variables Related to This Study	16-31
2.5 Conceptual Framework	32-34
2.6 Relationship Between Independent Variables and Dependent Variable	34-36
2.7 Conclusion	36
Chapter 3: Research Method	
3.1 Introduction	37
3.2 Research Design	37
3.3 Unit of Analysis	40
3.4 Sample Size	40
3.5 Sampling Technique	41
3.6 Measurement/Instrumentation	42-49
3.7 Data Collection	50
3.8 Data Analysis	50-55
3.9 Summary of Research Methodology	55
Chapter 4: Finding	
4.1 Introduction	56
4.2 Demographic Profile	56-58
4.3 Finding	59-63
4.4 Multiple Regressions Analysis	64-66
4.5 Conclusion	66
Chapter 5: Discussion and Conclusion	
5.1 Introduction	67
5.2 Discussion of Finding	67-73
5.3 Research Implication	73-74
5.4 Research Limitation	74-75
5.5 Research Recommendation	76-77
5.6 Conclusion	78-79
REFERENCE	
APPENDIXES	