



UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

PUBLIC AWARENESS AND UNDERSTANDING TOWARDS THE
ANTI-LITTERBUG CAMPAIGN: IN [REDACTED] PENAMPANG

NURANISA BINTI RIDWAN

2011963057

OLIVIA MAGRITTA BINTI LAPIS

2011528115

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ABSTRACT

Penampang is the first district that implemented the Anti-litterbug campaign. However, after several year of implementation, this campaign is still unable to curb the littering problem. From the news and article that were found, it was reported that Penampang area are still unsuccessful in curbing the littering issue especially in rural area. From the previous study that had been done regarding the ineffectiveness of one campaign or policy, some of the factors that contribute to the ineffectiveness are low level of awareness and understanding from the people and also unsuitable approaches in promoting the campaign. The study examines the level of awareness and understanding to prove whether these factors affect the effectiveness of Anti-litterbug campaign or not. A set of 250 questionnaires were randomly distributed in Donggongon town and the rural area around it, in this research we chose Kampung Kibambangan. In the questionnaires, the respondents were asked about their profiles, awareness and understanding level and also their opinion on which campaign approaches they prefer more. The results based on the data analysis shows that the factors that were mentioned above really did affected the effectiveness of Anti-litterbug Campaign. With low and moderate level of understanding and awareness from people in Penampang caused the campaign to become ineffective.

CHAPTER 1

INTRODUCTION

1.1 Introduction

This research is about the study of public awareness and understanding towards the anti-litterbug campaign in Penampang, Sabah. This chapter explained about the background of the study, the problem statement, the objective of the study, the scope of study, and also the term and the concept used.

1.2 Background of Study

Litterbug was first introduced in 1952 in Pennsylvania by the Pennsylvania Resources Council (PRC). PRC first allowed the National Council of State Garden Club to use the litter-bug in its anti-litter campaign in the mid-fifties in conjunction with the “Don’t be a litter-bug” slogan. A few years later, PRC gave permission to Keep America Beautiful, a national trade association of bottles that organized to fight litter and container and promoting recycling and put the “Don’t be a Litter-bug” slogan in music for its campaign (PennDot, 2011). According to PRC officer, this campaign attracts many citizens to join-in and focus in dealing with the person that throw rubbish and not the rubbish itself. PRC also recorded that most of the place in America especially Pennsylvania are free from rubbish that were thrown everywhere and also mentioned that this campaign resulted in achieving its objectives.

1.3 Problem Statement

Through the research that has been done on this campaign, there are still lacks of enforcement as well as the urgency to carry out the program (Chua & Gunggut 2013). Such problem can be seen in Penampang. Penampang had become the first district to established the campaign in 2011 (Borneo Post, 2011) and was successful during the 'active period' of it establishment only. After nearly a year of establishment, many are still unaware about the existence of the campaign. From the previous study that had been done regarding the ineffectiveness of one campaign or policy, some of the factors that contribute to the ineffectiveness are low level of awareness and understanding from the people and also unsuitable approach in promoting the campaign.

Some local government officers suggest that the low awareness of the people causes the Anti-Litterbug campaign to be ineffective. For example, according to chairman of local government in Tawau, there are still people that throw rubbish everywhere even though there is a signboard of Anti-Litterbug in front of the town (Borneo Post, 2012). But is it true that the people do not aware of this campaign? How different is the littering issue in Tawau with those in Penampang, where the Anti-Litterbug campaign was first launched? All of these questions become the reason for this research.

In addition to that, did the campaign manage to curb littering issue in present time? The campaign was reported to be successful in curbing the littering issue during the year of it implementation, but how about now? We are moving forward to hope for a better tomorrow but what about the environment? Has the efforts done manage