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A STUDY ON THE EFFECTIVENESS OF 'NO PLASTIC BAG'
CAMPAIGN AT INDAH PERMAI AREA

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ABSTRACT

Nowadays, the consumption of plastic bag among the people around the world is increasing from day to day which bring to the concerned of our government in order to reduce the usage of plastic bag since it gives negative impact rather than the positive impact to the environment, marine life, so on and so forth. That is why our government has come out with several campaigns in order to save the world and human being from the plastic bag threatened.

Till now, our government has introduced several campaigns which the main objective is to increase people's awareness on the importance of reducing the plastic bag usage besides to attract more people to participate and support every campaign run by the government. For example of campaign are 'Bring Your Own Bag' campaign, 'No Plastic Bag' campaign and much more. It shows that the government really concerned on this matter besides it is not easy to make sure that every people will be involved in this campaign since it will take a long period of time before it can be acceptable by everyone.

Hence, the objective of this study is to evaluate the awareness of people towards 'No Plastic Bag' campaign, to examine the acceptance of people towards the campaign and last but not least is to study the action taken by the people after implementation of the campaign which became as a benchmarking whether the campaign to reduce the usage of plastic bag is really effective or not.

DECLARATION

We hereby declare that the work contained in this research report is original and our own except those duly identified and recognised. If we are later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

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CHAPTER I

INTRODUCTION

1.1 Introduction

In many countries including Malaysia, plastic bag usage become one of the major problems that bring to the concern to our government since it will gives negative impact not only to the environment but also have an adverse effects to marine ecosystem, solid waste management, global resource consumption, and impacts resulting from litter whereby all of which require public resources to mitigate or manage. Research has adequately established the public costs of plastic bag usage. They are environmentally unfriendly in the extreme, take hundreds of years to degrade, and fill up landfills (Jessica Root, 2012). Plastic littered can also lead to clogged drains resulting in sanitation and sewage problems, and to clogged soil, which hampers trees growth. In addition, animals have been known to often ingest plastic bags while its indiscriminate disposal by incineration pollutes the air and releases toxic substances (Dikang et al, 2010). It is mean that the usage of plastic bag really gives bad effect to the environment as a whole and several actions have been done in order to reduce the usage of this material.

As we know, plastic bag had been use for a long time ago and it is not easy to make changes in order to make sure that people will fully accept the campaign of awareness towards to bring their own bag when go to shopping. Therefore, in order to know whether the usage of plastic bags which are used to pack items has decrease or not, the awareness, acceptance and action of the consumers towards 'No Plastic Bag' campaign should be studied in order to measure the effectiveness of this campaign.