

UNIVERSITI TEKNOLOGI MARA

**SEMIOTIC STUDY FOR WARNING
SIGNS TO ALLERGIC REACTIONS
ARISING FROM THE USE OF HAIR
CARE PRODUCTS**

**MUHAMAD IRSAFFUDDIN
BIN ISMAIL**

MA

December 2020

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis 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 Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Muhamad Irsaffuddin bin Ismail

Student I.D. No. : 2015353969

Programme : Master of Art (Art and Design) – AD750

Faculty : Art and Design

Thesis Title : Semiotic Study for Warning Signs to Allergic Reactions
Arising from The Use of Hair Care Products

Signature of Student :

Date : December 2020

ABSTRACT

Hair care products are generally utilized for medical purposes such as personal hygiene, skin improvement, anti-aging conditions and self-confidence. Nevertheless, some of the hair care products containing substances could cause adverse effect to the consumers. Normally, consumers are unaware of the substances used in hair care products due to lack of information and awareness. Currently the design on hair care products does not indicate any warning signs or warning symbols that informs of side effects or allergies. Semiotic designs evaluate the process by which signs and symbols come to have meaning. The concern on how signs are developed and interpreted based on scientific symptoms is the main focus of this research. The study on various scientific symptoms reactions caused by the hair care products were then translated to visual signs. Semiotic designs are one of the important components in designing symbols and icons, thus helping consumers understand the meaning of each symptoms through visual signs. The method that had been used in this research is quantitative (questionnaire). A series of pictograms were created based on the six categories of allergic reactions. Finding from this research is users more familiar and recognise warning information in the text form and pictorial symbol. Feedbacks from the sampling/users were utilised to identify the effectiveness of warning signs.

Keywords: Hair care product; Allergic reactions; Warning sign; Semiotic design; Labelling

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