

UNIVERSITI TEKNOLOGI MARA

**SUSTAINABLE APPROACH FOR
THE TRADITIONAL MALAY FOOD
WRAPPING**

**MUHAMMAD NOR RAZIN BIN
MHD NOR**


MSc

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AUTHOR'S DECLARATION

I declare that the work in this dissertation 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 : Muhammad Nor Razin Bin Mhd Nor
Student I.D. No. : 201845578
Programme : Master of Science in Green Architecture – AP763
Faculty : Applied Sciences
Dissertation Title : Sustainable Approach For The Traditional Malay Food Wrapping
Signature of Student : 
Date : December 2021

ABSTRACT

Traditional Malay foods have been tangled in changes in wrapping practices. The use of plastic wrapping has replaced leaves wrapping that has been passed down generations. Research has shown that this change of practice is believed to have a negative long-term effect on our health and environment. This study aims to determine the influencing factors of change in traditional Malay food current wrapping practices. A quantitative research method has been employed in conducting this research. Based on reviewed literature on traditional Malay food wrapping practices and Social Cognitive Theory, a conceptual framework has been created. Due to restrictions of movement during the first phase of the COVID-19 outbreak, an online survey method was preferred. A set of questionnaires were distributed through community pages on social media targeted at traditional Malay food sellers and housewives across Malaysia. A total of 200 respondents were surveyed through a self-administered questionnaire. Descriptive, Pearson Correlations and Multiple Regressions Analyses were performed using statistical software SPSS version 26. The findings revealed that traditional Malay food sellers and housewives currently practice sustainable approaches in traditional Malay food wrapping and personal insight is believed to be the key factor influencing their current practices. Through the results, it can be concluded that the retention and preservation of wrapping traditional Malay food using natural material is possible by taking into consideration the determinant factors in terms of personal insight, professionalism, and social and natural environment factors. The retention of sustainable approach using natural materials as wrapping materials not only beneficial to environment and long-term health, but also as one of the initiatives in reducing single-use plastic waste in Malaysia.

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