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RESEARCH PROPOSAL

THE VISUAL ANALYSIS ON 'BUDU' LABELLING AND PACKAGING DESIGN : THE CASE STUDY OF BUDU PRODUCT IN KELANTAN

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TABLE OF CONTENT

Confirmation By Examiner	
Table of Contents	
Author’s Declaration	
Acknowledges	
Abstract	
CHAPTER1 : 1 INTRODUCTION	
1.1 Background of the study.....	
1.2 Problem Statement.....	
1.3 Research Objective.....	
1.4 Research Question.....	
1.5 Target Audience.....	
1.6 Significance of study	
CHAPTER 2 : LITERATUR REVIEW	
2.1 The effect of labelling and visual on product.....	
2.2 The function of label in Visual Basic.....	
2.3 Visual perceptual skills.....	
2.4 The layout label in visual product.....	
2.5 Colour in visual product.....	
2.6 The benefits of label in visual product.....	

2.7 Why labelling is important to product.....

CHAPTER 3 : RESEARCH METHODOLOGY

3.1 Introduction.....

3.2 Data collection and Sources.....

3.3 Sampling.....

3.3.1 Purposive sampling.....

3.4 Interview framework.....

3.5 Interview Question.....

CHAPTER 4 : DATA FINDING AND ANALYSIS.....

4.1 Result and analysis.....

4.2 Demographic analysis.....

4.2.1 Respondent 1 interview discussions.....

4.2.2 Respondent 2 interview discussions.....

4.2.3 Respondent 3 interview discussions.....

4.3 Findings and discussions.....

CHAPTER 5 : CONCLUSION.....

5.1 Summary.....

5.2 Conclusion.....

AUTHOR'S DECLARATION

I declare that the information in this research paper has been carried out in compliance with the regulations of Universiti Teknologi MARA. It's indeed original and is the result of my work, except as otherwise indicated or recognized as colloquially known. This thesis has not been submitted for any degree or qualification to any other academic institution or non-academic institution.

I, hereby acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.-

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ABSTRACT

This study was conducted to understand the analysis and term on 'Budu' labelling and packaging in Kelantan and how far the entrepreneur knows the important of labelling and packaging on their product. This study presents three objectives of the study. The first is known the term of labelling of Budu in Kelantan and how far they understand their design. Next, the second one is to identify the authenticity of most food labelling of Budu labelling in Kelantan and the last one is to identify any specific factor that can figure the product and can interact customer to buy those products. To obtained information for this study, researcher use quantitative method to get respondent from target audience regarding to the issue. Other than that, researcher also used secondary data such as books, articles, news, journals and internet resources. Through this study, researcher suggested that the visual analysis on 'Budu' labelling and packaging design need more improvement in order to attract customers from all over the world.