

# THE 659

## ACADEMIC WRITING

### RESEARCH PROPOSAL

INTRODUCE SEREMBAN'S HERITAGE THROUGH STREET ART TO  
THE COMMUNITY BY USING A CAMPAIGN ON SOCIAL MEDIA

**Prepare by**

JUHaida FAQIHah BINTI MOHAMAD

2020983399

Course

MAD241 6A

February 2022

## CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6<sup>th</sup> February 2022 to conduct the final examination of Juhaida Faqihah Binti Mohamad on her Bachelor Degree (Hons) in Graphic Design thesis entitled Speak Out, Say No to Introduce Seremban's Heritage Through Street Art to The Community by Using a Campaign on Social Media in accordance with University Technology MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



Liza Marziana Binti Mohammad Noh, PhD Dr.  
Senior Lecturer  
Faculty of Art & Design  
Universiti Teknologi MARA  
Cawangan Melaka  
(Internal Examiner)  
Date: 6 February 2022



Azahar Harun, PhD  
Assoc. Prof. Dr.  
Academic Writing Coordinator  
Faculty of Art & Design  
Universiti Teknologi MARA  
Cawangan Melaka  
Date: 6 February 2022

## AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of University Technology 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 Undergraduate, University Technology MARA, regulating the conduct of my study and research.

Name of Student : Juhaida Faqihah Binti Mohamad  
Student I.D. No : 2020983399  
Programmer : Bachelor Degree (Hons) in Graphic Design – AD241  
Faculty : Art & Design  
Thesis Title : Introduce Seremban's Heritage Through Street Art to The Community by Using a Campaign on Social Media

Signature of Student:



Date: February 2022

## *ABSTRACT*

The purpose of this study was to emphasize to the community the importance of campaign advertisement on art streets in Seremban to community because today's new generation of society is heavily reliant on digital or graphic media. Street art is very intriguing because it exhibits the artist's capacity of imagination and creativity to transform community art can transformational street art is unique because it can connect with people to art and excite the community which is more about art street our culture itself. The study is trying to make the community know about the street art culture, this is a few questions like how street art can it remain relevant for future generations through campaign on social media platform? And Why does street art positively affect the community on social media? based on the objectives researchers to analyse art street heritage in Seremban as a means of transformation for community and to identify the promotional about art street through campaign advertisement. In order to complete the research using the quantitative method to collect percentages of data by a survey about the research. Secondary data from literature or internet resources was also required.

## Table of Contents

<b>CONFIRMATION BY EXAMINER</b>	<b>2</b>
<b>AUTHOR'S DECLARATION</b>	<b>3</b>
<b>ABSTRACT</b>	<b>4</b>
<b>ACKNOWLEDGEMENT</b>	<b>5</b>
<b>CHAPTER ONE: INTRODUCTION</b>	
1.1 Research Background	8-9
1.2 Problem Statement	10
1.3 Research Questions	10
1.4 Research Objectives	10
1.5 Statement of Significance	11
<b>CHAPTER TWO: LITERATURE REVIEW</b>	
2.1 Introduction	11
2.2 Heritage Street Art Seremban	12
2.3 Campaign on Social Media	13
<b>CHAPTER THREE: RESEARCH METHODOLOGY</b>	
3.1 Introduction	14
3.1.1 Research Objectives	14
3.1.2 Research Question	14
3.2 Quantitative method	15
3.3.1 Questionnaires	15
3.3.2 Data Collection	15
3.3 Sample Study/ Artwork	16
3.4 Design and Development Process	17
3.5 Design Output	18-20
<b>CHAPTER FOUR: RESULT AND DISCUSSION</b>	
4.1 Analysis	20-30