

**UNIVERSITI TEKNOLOGI MARA**

**Increase Parent's Awareness Through Symbol Design  
About Avoid Children Gadget Addiction Campaign**

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Thesis submitted in fulfillment of the  
requirements for

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**Faculty of Art & Design**

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## CONFIRMATION BY EXAMINER

I certify that a Panel of Examiners has met on 6<sup>th</sup> February 2022 to conduct the final examination of Muhammad Zahrul Zikri Bin Zaharudin on his Bachelor Degree (Hons) in Graphic Design thesis entitled “Increase Parent's Awareness Through Symbol Design About Avoid Children Gadget Addiction Campaign” in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



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## **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 Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## **ABSTRACT**

Gadgets are a very sophisticated technology nowadays. It is a technology that is very close to humans, especially adults because every move nowadays depends on gadgets. In addition, in this sophisticated world, gadgets have become a toy that has become a habit to minors because they are given and pampered with gadgets as early as their early age. Next, a campaign through advertisement is the most suitable medium to provide announcements about the information to be conveyed online or in print advertisements related to gadget problems to children if not monitored. When the audience sees an advertisement, they will stop for a moment to look and think about the deliverer of the message conveyed by the advertisement. Therefore, an advertisement using signs and symbols is created to provide symbolic communication to parents regarding gadget problems to children if they do not emphasize how to use gadgets from an early age. This campaign is done to emphasize to parents in this modern world who have a little less knowledge related to gadget problems to children, and this campaign is to save the health of children in Malaysia when they use gadgets at an early age.

**Keywords :** Gadget Addiction Among Children, Awareness, Sign & Symbol Campaign

**Paper type:** Research Paper

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