

UNIVERSITI TEKNOLOGI MARA

**CREATING AWARENESS ABOUT PET DUMPING AS
ONE OF ANIMAL ABUSE THROUGH ADVERTISING
CAMPAIGN**

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requirements for

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CONFIRMATION BY EXAMINER

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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

This study was conducted to create awareness about pet dumping as one of animal abuse through advertising campaign. Pet dumping is categorized as animal abuse. This case getting higher especially since 2020 in the middle of Kuala Lumpur city. Because of this issue, this study is about to advocate people by spreading awareness through advertising campaign. This study presents three objectives of the study. The first is about the story of pet being dumped by their owner. The pet might be confused why the owner did that to them. Next, the second one is to identify the effects of pet dumping. This objective wants to spread awareness regarding what pets will affect when they need to survive alone at street after being dumped by their owner. Last but not least is to create an advertising campaign to spread awareness about caring symbolic by benefit of keeping pet. This objective wants to advocate target audience that there are lot of benefit if we keep our pet than dumped them. To obtained information for this study, researcher used quantitative method to get respondent from target audience regarding to the issue. The researcher creates a form survey to see how far respondent alert about this issue and how many of them know that pet dumping is an abuse. Other than that, researcher also used secondary data such as books, articles, news, journals and internet resources. Through this study, researcher suggested that communities should know the issue of pet dumping in Malaysia getting higher day by day and should take an action by spread the awareness.

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