

**UNIVERSITI TEKNOLOGI MARA**

**BEYOND COVID-19:  
A CREATIVE APPROACH AND THE USED OF  
VISUAL COMMUNICATION DESIGN ON AMORIS  
HAND WASH LABELING**

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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 an examiner has met on 6<sup>th</sup> February 2022 to conduct the final examination of Nurdarwisyah Balqis Binti Dzuladin on his Bachelor Degree (Hons) in Graphic Design thesis entitled Beyond covid-19: A creative approach and the used of visual communication design on Amoris hand wash labeling 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**

COVID19 has spread around the world at the time of writing this editorial, with nearly no region remaining unaffected. Due to the rapid spread of COVID19 and the frightening fatality rates, numerous countries and jurisdictions have implemented prevention measures, with hand washing featuring prominently in all of them. During the COVID19 pandemic, hand washing has garnered a lot of attention. Other than that, the attractive visual element on the labeling of hand wash bottle will decide on consumer buying behaviour. As can be seen, the visual is very important because it describes a product soul and understands the information of the product. This research aims is to study the problem of current Amoris labeling design and to propose a new effective visual element and supporting graphic for Amoris hand wash labeling design. Labeling, according to ( Parmar 2006 ), draws the consumer's attention to the product's features and entices them to buy it. It specifically studies for family , a working person and student. 97 of respondent were taken as a sample to gathering all the data about perception towards labeling design. In order to reach a deeper level of comprehension and to ensure that useful information is collected, the researcher used two methods of data collecting as the researcher instrument. Quantitative method ( collecting online data ) and Interview ( exploratory design session ) were used as approaches. The results shows that, a creative approach and used of visual communication design on Amoris labeling hand wash is very successful and make consumer buying behaviour.

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