

**UNIVERSITI TEKNOLOGI MARA**

**SPEAK OUT, SAY NO TO SEXUAL HARASSMENT  
AWARENESS CAMPAIGN**

**SHARIFAH NUR SYAMIRA BINTI SYED AHMAD  
FAISAL**

Thesis submitted in fulfillment of the  
requirements for  
**Bachelor Degree (Hons) in Graphic Design**

**Faculty of Art & Design**

**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 Sharifah Nur Syamira binti Syed Ahmad Faisal on her Bachelor Degree (Hons) in Graphic Design thesis entitled Speak Out, Say No to Sexual Harassment Awareness Campaign in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



Sharmiza Binti Abu Hassan, 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 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.

Name of Student : Sharifah Nur Syamira binti Syed Ahmad Faisal  
Student I.D. No. : 2020775219  
Programme : Bachelor Degree (Hons) in Graphic Design- AD241  
Faculty : Art & Design  
Thesis Title : Speak Out, Say No to Sexual Harassment Awareness Campaign

Signature of Student :



Date : February 2022

## **ABSTRACT**

The lack of people awareness of going against sexual harassment are concerning day by day. It is growing more and more as there are people who harassed and there are victims of the harasser. Both the perpetrator and the victims need to be more aware of what they say and what they are getting into because it may relate to sexual harassment. Sometimes they are unaware and careless about what they say in public as in this research that talks about the two recent case of sexual harassment that happens in Malaysia just recently. The perpetrator is careless as what he had said just offended the feelings of others. Therefore, how can you tell if someone is being sexually harassed? It is important to recognize based on the response of the individuals who is exposed to the action, even if the individual does not directly state so. Then there's the question of why sexual harassment occurs? As a result, sexual harassment can be perpetrated by a woman against a man and vice versa. Thus, the adoption of a strategic approach on how to be more aware of this topic is needed. Also therefore, this research is to find out on the knowledge of people about this topic and what platforms are more suitable to help the victims to seek help. This research was conducted using quantitative methods. This research method is used to help researchers obtain information and support for this study.

# 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>TABLE OF CONTENTS</b>	<b>6</b>
<b>CHAPTER ONE: INTRODUCTION</b>	<b>8</b>
1.1 Research Background	8
1.2 Problem Statement	9
1.3 Research Objectives	9
1.4 Significance of study	10
<b>CHAPTER TWO: LITERATURE REVIEW</b>	<b>11</b>
2.1 Introduction	11
2.2 Direct Sexual Harassment Scenario	5
2.3 Indirect Sexual Harassment Scenario	7
<b>CHAPTER THREE: RESEARCH METHODOLOGY</b>	<b>14</b>
3.1 Introduction	14
3.2 Quantitative Method	14
3.3 Design and Development Process	15
3.4 Analysis	19
<b>CHAPTER FOUR: RESULT AND DISCUSSION</b>	<b>23</b>
4.1 Design Output	23
4.2 Discussion	26
<b>CHAPTER FIVE: CONCLUSION</b>	<b>27</b>
5.1 Conclusion	27
<b>REFERENCES</b>	<b>28</b>