

UNIVERSITI TEKNOLOGI MARA

**AN ILLUSTRATION APPROACH CHARACTERISTIC
OF MALAYSIAN CULTURE THROUGH FOOD
PACKAGING
CASE STUDY: UNCANG TEA**

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Thesis submitted in fulfillment of the requirements
for

Bachelor Degree (Hons) in Graphic Design

Faculty of Art & Design

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CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6th February 2022 to conduct the final examination of Siti Sarah Amanina Binti Rosli on her Bachelor Degree (Hons) in Graphic Design thesis entitled An Illustration Approach Characteristic of Malaysian Culture Through Food Packaging Case Study: Uncang Tea 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

The purpose of this study is to focus on illustration approach characteristic of Malaysian culture through food packaging using the case study of Uncang Tea. This study contains two objectives. The first objective is to establish a potential Malaysian culture element that could be implemented into future Uncang Tea packaging design. The second objective is to highlight about creating awareness on product ownership and origin using illustration on a packaging design. The primary data for this study will be obtained using a quantitative method, which will involve conducting a survey on a targeted audience. A total of 54 people was chosen to complete an online questionnaire containing questions about this study. In addition, the researcher used secondary data, such as book references and Internet resources, to obtain additional information. The data collected were analyzed and quantitatively presented. Through this study, researchers suggest that the implementation of Malaysian culture illustration on food or beverage packaging design should be emphasized in the local industry as it helps to promote the Malaysian local identity to the world.

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