

UNIVERSITI TEKNOLOGI MARA

**AWARENESS OF TURTLE EXTINCTION IN
TERENGGANU**

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WAN SULAIMAN

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 Wan Nabila Suraya Binti Wan Sulaiman on her Bachelor Degree (Hons) in Graphic Design thesis entitled Awareness Of Turtle Extinction In Terengganu 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 aim of the research is to learn more about the life of turtles in Terengganu. The study's research problem is how marine turtles' lives are threatened, which includes egg and turtle harvesting, fishery-related mortality, inappropriate management practices, pollution, marine culture, and tourism. The goal of these investigations is to raise awareness about turtle extinction. Second, to persuade the public to stop consuming turtle eggs. A quantitative and qualitative analysis will be used to gain the result and data of the consumer's view. The primary data of surveys will be classified by age and gender using Google Survey. Secondary data, such as references from the internet, journals, and books, will be used in addition to primary data to gather more information on the research. The results of this study revealed that increasing public awareness and understanding is the most effective method for encouraging people to avoid eating turtle eggs. We can also improve the lives of marines in the future by managing the ecology and keeping the environment in excellent shape as a result of this research.

Keywords: Awareness campaign, knowledge, illustration poster

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