

UNIVERSITI TEKNOLOGI MARA

**RAISING AWARENESS ABOUT THE PROBLEM
OF OBESITY AMONG CHILDREN TO PARENTS
TROUGHT ADVERTISING CAMPAIGN**

WAN NOR NAZEERABINTI MOHAMAD ALI

Thesis submitted in fulfilment of the
requirements for

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CONFIRMATION BY EXAMINER

I certify that a Panel of Examiners has met on 6th February 2022 to conduct the final examination of Wan Nor Nazeera binti Mohamad Ali on his Bachelor Degree (Hons) in Graphic Design thesis entitled Raising Awareness About The Problem of Obesity Among Children To Parents Throught Advertising Campaign in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



Dona Lowii Binti Madon

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 dissertation 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 : Wan Nor Nazeera Binti Mohamad Ali
Student I.D. No. : 2020739025
Programme : Bachelor in Graphic Design (Honours)
Faculty : Art and Design
Dissertation Title : Raising Awareness about the problem of obesity
among children to parents throught advertising campaign.

Signature of Student : 

Date : 6 February 2022

ABSTRACT

This study was conducted to make parents aware of the problem of childhood obesity through an advertising campaign. The problem of childhood obesity is of great concern nowadays and the present study has three objectives. Firstly, to explain the reasons for the increase in childhood obesity. Secondly, to identify methods that parents can take to curb the problem of obesity in their children and thirdly, to develop an advertising campaign to make parents aware of the problem. The information obtained for this study consists of the researcher using quantitative methods to obtain respondents from the target group on the issue. In addition, the researchers also use secondary data such as news, articles, journals, books and internet sources. Through this study, the researchers suggest that the community should be aware of the growing problem of childhood obesity in Malaysia. Malaysia has been named the country with the highest rate of childhood obesity in the Asian region with a record high of 23.7 percent. Therefore, we need to take action by raising awareness. This study research based on an online survey. To complete the data obtained from the online questionnaire. The result of the study suggest that the problem of obesity among children might be a research issue in the future. The findings, scope and limitations of this paper would hopefully be a guide for the future research. The originality of this research is where literature reviews are taken regarding the subject.

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