

**UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY  
STUDIES**



**THE COMMUNITY PERCEPTION OF ODOR POLLUTION AND  
IMPLICATIONS ON HUMAN HEALTH: A CASE STUDY AMONG  
MUAR RESIDENTS LIVING 50 TO 1000 METERS FROM  
POULTRY FARM**

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**AUGUST 2022**

## **ABSTRACT**

The purpose of the study was to examine and identify the community perception regarding odour pollution implications on human health. This case study involved Muar residents living 50 to 1000 meters from a poultry farm. The study was carried between February until August 2022. In addition, the questionnaire comprising five sections was developed, and the researchers employed non – probability sampling techniques in collecting the survey data. This study establishes the significant relationship between independent variables that influence human health; hazardous gasses, dust emission, and chicken manure. The results show that chicken manure is the strongest independent variable on the odor pollution implications on human health with the highest mean. Hence, the findings of this research indicates that all parties, including the government, poultry farm industry, the community, non – governmental organizations (NGO), and media need to play a vital role in ensuring the sustainability and safety of community living near poultry farms in Malaysia.

Keywords: Odour pollution, Chicken manure, Hazardous gases, Dust emission, Human health

## **ACKNOWLEDGEMENT**

Assalamualaikum w.b.t. First, we would like to thank Allah s.w.t as we are finally able to finish our study that has been given by our lecturer. Even though we faced some difficulties in completing this research proposal as we are in this pandemic and there are a lot of restrictions that we need to face, we still managed to complete it with the support of many people. We are overwhelmed in all gratefulness to acknowledge our depth to all those who have helped us to put these ideas. We will not forget all the support and encouragement that has been given to us.

We would like to express our special thanks of gratitude to Dr. Shawal Sahid Hamid, for his guidance in assisting us and the one who gave us the golden opportunity to do this wonderful project on the topic “The Community Perception of Odor Pollution and Implications on Human Health: A Case Study among Muar Residents Living 50 to 1000 meters from Poultry Farm”. Without his advice and guidance, we cannot complete this study within the period given and we would not discover various new things. Besides, we also would like to thank our lecturer of this course, code ADS651 Dr Nurul Hidayana Binti Md Noor, for teaching us how to develop good research with the correct format and share her knowledge of the study. It was a great privilege and pleasure to work and study under her guidance.

Finally, to our caring and loving family who always take care of us, we send our deepest gratitude. Their encouragement when the time got rough is very much appreciated and noted. It was great and refreshing to know that they will always be on our side whenever we face some rough paths while completing our proposal.

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