

**UNIVERSITI TEKNOLOGI MARA**

**AWARENESS OF LOVE SCAM**

**AMONG STUDENTS OF UITM**

**DUNGUN**

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## **ABSTRACT**

Online romance scams are a sort of mass marketing fraud that deceives people by using mass communication methods such as email, instant messaging, bulk mail, social networking sites, and others. This study aimed to identify if any student of University Technology Mara Dungun campus has been victim of love scams. It also to analyse the cause and consequences of love scams. Then to suggest a method to avoid love scams among UiTM Dungun's student. The issue that UiTM students are dealing with is how to keep themselves and their friends from involved in the long-standing epidemic of love fraud in Malaysia. This study was done and focused on students at the UiTM Terengganu branch Dungun campus as respondents, and it employed a qualitative style of interviewing. This qualitative style uses simple random sampling and snowball sampling approaches in order to find research participant. Semi structured interview method with student of UiTM Dungun to focus on identifying of love scam's victim and suggest way to prevent it. The acquired data and information were examined descriptively. The study result reveal that there is student of UiTM Dungun has being victim of love scam and student that familiar with the crime which experiences by their contact. As a result, to spread the awareness of love scam, the cause and consequence has been analysed and there a lot of method to prevent from love scams has been suggested from this study.

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# TABLE OF CONTENTS

| <b>TITLE</b>                                | <b>Page</b> |
|---|-------------|
| CHAPTER 1 INTRODUCTION                      | 9           |
| 1.1 Research Background                     | 9           |
| 1.2 Problem Statement                       | 10          |
| 1.3 Research Objectives                     | 10          |
| 1.4 Research Questions                      | 11          |
| 1.5 Scope of The Study                      | 11          |
| 1.6 Significance of The Study               | 12          |
| CHAPTER 2 LITERATURE REVIEW                 | 13          |
| 2.1 Introduction                            | 13          |
| 2.1.1 Love Scam Topology                    | 13          |
| 2.1.2 Modus Operandi of Love Scam           | 14          |
| CHAPTER 3 RESEARCH METHODOLOGY              | 16          |
| 3.1 Introduction                            | 16          |
| 3.2 Research Instruments                    | 16          |
| 3.3 Research Participants                   | 17          |
| 3.4 Data Collection                         | 17          |
| 3.5 Data Analysis                           | 18          |
| CHAPTER 4 RESULTS AND DISCUSSIONS           | 19          |
| 4.1 Introduction                            | 19          |
| 4.1.1 Research Participant's Background     | 19          |
| 4.1.2 Research Findings                     | 20          |
| 4.2 Qualitative Analysis: Interview         | 20          |
| 4.3 Research Findings Result                | 31          |
| 4.4 Conclusion                              | 32          |
| CHAPTER FIVE CONCLUSION AND RECOMMENDATIONS | 34          |
| 5.1 Introduction                            | 34          |
| 5.2 Recommendations                         | 34          |
| 5.3 Conclusion                              | 36          |

|            |    |
|------------|----|
| REFERENCES | 37 |
| APPENDICES | 39 |