



UNIVERSITI TEKNOLOGI MARA

**LECTURERS AND FULL TIME DIPLOMA  
STUDENTS PERCEPTIONS ON THE  
EFFECTIVENESS OF RECYCLE CAMPAIGN**

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## **ABSTRACT**

The study of Lecturers and Full Time Diploma Students Perception on the Effectiveness of Recycle Campaigns in our campus is designed goal to investigate whether the recycle activities in UiTM has good response or vice versa from the UiTM's citizens. The objective of this study also is to enhance the awareness among the UiTM citizens about the importance of recycle activities. Furthermore, it is also to ensure a beautiful and cleanliness surrounding in our campus would be protected. Besides, it is to provide good image by the others towards UiTM. Besides that, the result gained can be used as guidelines to improve the effectiveness and efficiency of recycle activities in our campus. At the same time, based on the survey made, it will help to improve the recycle campaigns to be more attractive and effective.

# CHAPTER ONE: INTRODUCTION

## 1.1: INTRODUCTION OF THE STUDY

Everyday, Malaysians make 15,000 tones of solid wastes. That is 15,000 million kilos. Sadly, less than 5% of that is recycled. The other 95% piles up in dumpsites around the country. It is a matter of time before we run out of spaces to dispose of the rubbish.

Recycling is cheaper in the long run compared to maintain landfills and other systems for the purpose of disposing the wastes. People can recycle by separating the wastes according to the categories and colors of bin. Glass will go into the **BROWN** color of bin. Then, all types of aluminums, steel cans and plastic bottles will throw in **ORANGE** recycling bin. Next, the **BLUE** recycling bins use for newspaper, magazines, book, pamphlets, calendar and other papers.

Through these recycling activities, it is very important to make sure our environment safe and clean. This is because, through the recycling activities it can reduce the pollution level of our environment. Before this, people always burn the rubbish at their area. But now, they used the bins that provided by government to throw up the rubbish into the bins. So, this action can help our environment become more clean and beautiful.

Moreover, when our environment is clean and beautiful, many tourists will come to our country and they can give income for our country and government. After that, our country also can be the role model for other country because of the beautiful and clean environment.

## CHAPTER TWO: LITERATURE REVIEW

### 2.1: Background on Recycle Campaign

By referring to the Recycle Campaign retrieved on July 21<sup>st</sup>, 2004 from [http:// www.kitar semula.com](http://www.kitarsemula.com)

Previously our country has produced many wastes. It has caused our government many losses in destroying the waste. Then, many lands in our country have been used to bury the waste. Moreover, there are a lot of material and resource like tree that been used to produce new product like paper.

So, from that our government has introduced recycling to the country. By recycling, our country has gain many benefits from that.

### 2.2: Benefits of recycle and reason for governments come out recycle program.

By referring to the Recycle Campaign retrieved on July 21<sup>st</sup>, 2004 from [http:// www.recycle.com](http://www.recycle.com)

There are some benefits and reasons why government comes out the recycle. First is to reduce the level of pollution in our country. It is because in previously the rubbish was burn and produced more smokes. Then, by doing the recycle, the level of air pollution can be reduced. It is because the numbers of rubbish that will be burn are reducing. It also can ensure the healthier life of the people in our country.