

**RELATIONSHIP BETWEEN PUBLIC EXPOSURE TO PR AWARENESS  
CAMPAIGNS VIA FACEBOOK AND PUBLIC UNDERSTANDING ON  
ERADICATING BEGGING ACTIVITIES IN KUALA LUMPUR**

By

**NUR HANEEM BINTI MOHAMAD ALI**

June 2023

Supervisor: Dr. Mastura binti Mahamed, Ph.D

**Abstract**

Department of Social Welfare (DSW) has been conducting the "Bijak Membantu, Elak Tertipu" campaign to educate the public about their responsibility in channelling donations through the proper channels since 2010. The campaign was also promoted through various communication mediums. However, the campaign is still viewed as not helping to reduce begging statistics in Malaysia. This study aims to determine the relationship between exposure to PR awareness campaigns via Facebook and public understanding of eradicating begging activities in Kuala Lumpur. The objectives of this study are: a) to determine the level of public exposure to PR awareness campaign via Facebook on eradicating begging activities in Kuala Lumpur; b) to determine the level of public understanding on eradicating begging activities in Kuala Lumpur; and c) to identify the relationship between the level of public exposure to PR awareness campaign via Facebook and level of public understanding on eradicating begging activities in Kuala Lumpur. Social Learning Theory proposed by Albert Bandura (1971) seemed an appropriate

approach to examine the understanding of the study at hand. Questionnaires were distributed using Google Forms via direct message (DM) and received 403 respondents who are official Facebook followers of DSW Kuala Lumpur. A simple random sampling procedure is used to select the respondents. Data analysis through Statistical Package for the Social Science (SPSS) Version 26.0 is used to identify descriptive and correlation analysis study results. The findings show that all relationships between level of public exposure (LPE) and level of public understanding (LPU) are significant and positive to awareness of eradicating begging activities in Kuala Lumpur, with a high-strength relationship, compared to a moderate relationship when it involves the relationship between LPE and LPU only.