

Title : The Effectiveness of Environmental Campaign in TAR College

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Abstract:

The aim of this study is to explore the effectiveness of the environment campaign organized by public relations students in Tunku Abdul Rahman College (TARC) such as SOS Earth 2009, Recycling Campaign 2008, One Earth, One Heart 2007 and so on. As a stakeholder of the college, PR students had taken the lead in improving the quality of life of the students at the same time practicing social responsibility. The effectiveness will be measure by the level of awareness, attitude change and behaviour change from the perspective of two main groups which are the campaign organizer and the campaign participants. In order to accomplish this study, quantitative research method were employed. Questionnaires will be distributed to the campaign organizer as well as TAR College students to discover the result of the campaign. The findings revealed that this education campaign with the aim to send out the key message to the target audiences had help to make improvements in the level of awareness towards environmental issue among the students. It does provide a way for the students to get the knowledge about preserving Mother Nature. However, attitude change and behavior change which are the actual action to conserve the Mother Nature still under level of satisfaction. This is because after the visitors visited the campaign, they know more about the way to conserve the environment but they did not take further action to take part in the related activities which can help to protect our Mother Nature and find many excuses from take part for the related activities.