Creating effective awareness campaign on the importance of martial arts among youth

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Abstract
Bullying tends to happen most often in and around the school, specifically in the areas where adult supervision is little or none at all. Campaigns on bully awareness is proven unsuccessful considering the situation has been going on and keep happening. This also due to the lack of firm and indecisive action against the bully. This research will focus on encouraging the victims to participate and learn how to defend themselves against bully. By learning martial arts, the victim will be able to defend themselves independently and stop putting hopes for others to do so in their rights. The objective of this marketing campaign is to encourage the bully victims to learn martial arts in order to defend themselves. The promotional marketing items that will be distributed along with the campaign shall explain the benefits of learning martial arts and where they can sign up for the courses. The concept and design theme for the promotional items will be made suitable and appealing for the target audiences. An attractive publishing is proved effective as a promotional items since it has the ability to persuade and pique the interest of the victims in learning how to defend themselves against bully. This, in hope will slowly but surely reduce the frequency of bully.

Keywords:
Awareness, campaign, martial art, design, youth
Introduction

The trend of bullying has started since a long time ago and up to now, it has severely impacted victims not only physically but also mentally. Bullying is still happening because of the lack of actions taken by the respective organizations.

Bullying happens when a person takes advantage on another person through physical and mental abuse such as hitting and toying the victim around. Seemingly, weaker individual tends to be bullied by the strong. From the bully perspective, making fun of an individual, or influencing others to do so, which is also another type of bully, giving them the feeling of superiority upon the victim. Surprisingly, some even get praises for bullying others as they treated a bullying event as a good joke. With the lack of firm action and punishment from the guardians and the society towards the bully, this scenario will never stops.

Hence, the bully victims are being seen as weaker than the more superior bully. Most of the cases happened in schools or in the common area where bullies get close to the victims casually. The bullying case at school has started a while back and it seems that it is not going to be put to a stop, partly due to the lack of corrective actions taken by teachers and respective authorities. It is seeming that the victim has no self-protection.

In addition, there has been no full-force awareness campaign with regards to bullying while promoting self-defense. It is highly recommended that awareness on preventing bullies is being well advocated by stressing on benefits on self-defense in martial art so that the victims can participate themselves in learning the art of self-defence.

In conclusion, issue will only worsen in the future if everyone still sit on it as if the bullying is a small matter. Hence, there should be some awareness movements which could help and guide them on solving and preventing this issue from happening again. In supporting and spreading the awareness widely, there should be a strong collaboration between community and respective organizations. With basic knowledge and practice of martial arts, it could potentially reduce the number of bullying cases, thus will boost safety awareness among the victims, so the community can live in peace and harmony as a whole.

a. Problem Statements
   - Lack of martial art awareness campaign
     There is a lack of awareness poster advertisement on martial art which highlights the implication, hence prevention of bullies. Most of the awareness and campaigns are within the city area only which proves that these campaigns are being taken lightly and has lesser impacts on the community.
   - Unattractive poster
     The poster that being used to advertise martial arts are simply unattractive, dull and boring. Most of the posters are not being thought through and sometimes the person held responsible for the poster used a standard poster template without any personal touch. Less effort in poster design results in fail advertisement.
   - Unsuitable advertisement location
     The poster advertisements has placement issues because it is focusing in only particular area. When unsuitable location is being chosen to distribute the posters, the posters are either ignored or receive less viewers thus, fails to reach its desired objective.

b. Objectives
   This study is intended to achieve the objectives listed below:
   - Spread the awareness
     Spread the awareness widely through public, social media and with companies or associations that related with the target audiences - youth. So that the awareness could reach a larger number of audiences to receive the awareness.
• Design an attractive designs
Create attractive awareness with creative graphics so awareness campaigns achieves more interesting and appealing looks by applying creative graphics. Creating design to give artistic design on the awareness so the awareness does not look too simple and common.

• Strategic placement advertisement
Provide a strategic market placement to deliver the awareness to the target audiences. Delivering the awareness in a market placement where the target audiences might notice and participate.

c. Significance of the project
• Protecting yourself
The benefits of the awareness where the target audiences will learn the art of self-defence to prevent themselves from being bullied and also they can practice martial art in dangerous situations such as to fight robbery or to protect someone in danger.

• New Experience
The target audience will experiences a better change of life style since martial art focused not only strengthen the physical ability but also mental strength. In addition, martial art gives them opportunities to explore more into multiple types of cultural martial arts offered around the globe.

• Healthy Lifestyle
The awareness encourages the target audience to learn martial art since it taught the practitioners a healthy life style. By practicing martial art, they will naturally live a healthier and well-organized life by having to discipline themselves and eat clean, lean foods.

Project Scope
• Demographic
The target audience for this project ranging between 13 years old to 20 years old youths. They are also coming from both gender, male and female. The said age ranges was selected due to the fact that these youngsters are those with less experiences in martial arts but are more prone to bully cases. Therefore, the target audience for this awareness is the youth that can understand the purpose of the campaign. On top of that, the awareness will be advertised to the selected schools because the probability of bully cases in schools are high.

• Psychographic
The target audiences that are always having problems with their life and suffers from a specific health disorders. The target audiences are those who are quiet, shy person that loves to be alone and having less interaction with other students, the student that has more childish behaviour and also those students that lives a unique lifestyle.

• Geographic
In the modern school area where most the target audience will often be. This serve as the strategy placement for the awareness to be advertise towards the target audience. Most of the advertisement will be placed at schools, colleges and university campuses. Also, the advertisement was advertised in an urban areas such as Klang Valley and Kuala Lumpur where most of the target audiences are.
d. Scope Items (Major)
   - General Logo
     To represent the name and identity of the awareness campaign
   - TVC
     The explanation of the example details about the campaign
   - Website and Social Media
     Further details about the awareness campaign and its wide range of varieties.
   - Poster
     To serve as informational guidelines and motivation to the target audience
   - Billboard
     Giving the board view of the advertisement to the target audience
   - Guerrilla Advertisement
     Giving the impact on the awareness
   - Flash Card Collectable Items
     An attraction of the awareness to target audiences
   - Paper Art Poster
     Creative playful advertisement for the target audience
   - Brochures
     The advertisement will be promoting by giving away brochures towards the target audiences that includes in depth details on about the campaign
   - Game Card
     To educate the target audience with card game
   - Newspaper advertisement
     Aware the target audiences in printed medias
   - Media Advertisement
     Aware the target audience through media lifestyle


d. Scope Items (Minor)
   - Badges
     To attract the target audience participating in the awareness
   - Stickers
     An additional item to spread the awareness campaign
   - Calendar
     A remarkable item for the awareness

f. Limitations
   - Lack of confidence and commitment
     The target audience lacks of confidence in approaching and get to know martial art. They, too are afraid of commitment because some of them do not have a clear picture as to why martial art is so beneficial.
   - Aggressive martial art and sport
     Martial art, in general might be violent and rough therefore the target audience are afraid to do it. The rough training of martial art would lead to physical injuries thus make them afraid to try martial art.
• Timing and financial difficulties

The target audience does not have the time to practice martial arts because of the busy everyday schedule. In terms of financial difficulties, it was most probably because most of them are youngster that are not able to pay for the Martial Art classes and equipment.

Literature Review

This study is based on the recent bully issues that are being published in the newspapers. Below are the related news regarding bullies among youngsters.

a. Viral on school bullying video

There was a case at a religious school in Sabah where an incident happened when a young boy was hit and beaten by his classmates. The incident happened in class and the victim was beaten to the ground by the bully. The victim is weak and no one tries to help him from being getting away from it. Also, the other classmates were just there to watch the incident (Awani, 2016).

b. Student sues for bullies and school

In Terengganu, a student was bullied at his school’s hostel room and the victim was bullied brutally until he suffered from injuries in his right ear and suffer from the loss of hearing because the victim was unable to defended himself from being bullied. He was not able to protect himself from getting injured. The victim’s parents decided to sue the bully but damage has been done since the victim was unable to defend himself towards any physical bullies (David. A, 2017).

c. School bullying must stopped

In a primary school, a victim was forced to cut his own tongue by the bullies and made the victim conceded. The victim was surrounded by five students. The victim states that if he did not cut his own tongue, the five students will hurt and physically abuse him. Besides that, the victim was alone and there is no one to assist or help him from being bullied. Even the teachers of the school was not present at the time to save the victim from been bullied (Yi Liang, 2016).

d. A teen victim of bully passed away

A bully victim, Nhaveen was beaten by five students in a group where the he was hit using a motorcycle helmet that caused the victim unconsciousness. The incident happened in Georgetown where the victim and the bullies had an argument. Following that, the bullies started to hit the victim until the victim was unconscious then leaving him alone. After a few days the victim passed away in the hospital due to the critical brain damage (Fatin Fazlina Yakod, 2017).

e. Parents lodge report after son attacked by seniors.

Parents of a bully victim lodged a report to school claiming that their son was suffering serious physical injuries as a result of being bullied by seniors. The victim’s mother said that her son was forced to cook, doing the laundry and buy groceries. He will be hit if he refused to do as per order. The victim confessed to the parents that he had been bullied in his school’s hostel by the seniors and the parents reported to the school about the issue. As a result, from the report, the seniors have been expelled from the school (Laili Ismail, 2017).

f. Punish the parents of school thugs

Nowadays, no organization is taking the issue of bullying among youth seriously. The punishment for the bullies are not in-kind where it is inefficient in solving the issue. The punishment is does not fit the crime. The punishment for the bully is unfair from the victim’s side according to some of the victim parents (Suat Ling, 2016).
g. Prevent bullying through martial arts

The campaign provides advices and guidelines by learning martial art might solve the bully issue among youth.

Figure 1: Poster advertisement for URBAN Martial Art (Kelly MMA, 2016)

Besides that, the campaign provides guidelines and benefits of learning martial art and the campaign also gives guidelines for the victims and for the bullies so that both sides can discipline themselves by learning martial art. Also, the campaign gives advices such as by learning martial art will avoid yourself from insecurity and self-depression (Kelly, 2016).

h. Martial artist against bullying

The Martial Artists Against Bullying (MAAB) is an organization community in school that provides martial art classes. Their objective is to prevent bully and saving the bully victims. The MAAB develops victim’s self-confidence so that the victims able to confront the bullies by teaching the victim how to defend themselves through martial arts.

i. Karate class poster advertisement

Figure 2: Karate class poster advertisement
An advertisement of karate class for self-defense from bullying. The poster encourages participants to join the Karate tournaments so that they can improve their defense techniques, survivor skills and confidence in fighting hence confronting the bully.

j. Kids Bully Prevention Summer Camp poster

Figure 3: Kids Bully Prevention Summer Camp poster

The poster advertisement encourage kids to learn martial art so that the kids can protect themselves from being bullied. It explains the details and activities schedule so that the target audiences understand the benefits. The organization runs the summer camp so that the kids could spend quality and beneficial time during their summer holidays.

k. Brazilian Jiu-Jitsu class advertisement

Figure 4: Brazilian Jiu-Jitsu class advertisement
The organization provides free classes for kids where they can learn martial art to defend themselves from bullies and at the same time having fun while training Martial Art. Therefore, the organization is encouraging kids to learn self-defense and to live happier.

**Research Design and Methodology**

The objective of this research is to further understand target audience's attitude and behavior among youth in this generation. Monitoring their attitudes and behaviors can explain the causes of bullying among them. The attitude and behavior of the target audience can be stated through their problems so that the awareness can contain the problems on physical bullies among youth generation following by the progression on research methodology within studying the target audience's attitude and behavior.

Therefore, this research acknowledged the preferences or the design style that will attract the target audience's attention. The research on awareness design will be on design style that are suitable for the target audience such as vibrant, stylish and the design style suitable with youngster.

Interviews were conducted in order to collect data with regards to their opinions and experiences on the awareness. Also, the research had interviewed and get in-depth details information towards professionals who had experienced with bullying.

a. Qualitative Method

Behaviors in school or in public were being observed. The awareness are focusing on both sides of the target audiences which are the bullies and the victims. Also, the research had observed the negative attitude and misbehaves of the bullies in school or in public. For the victims, qualitative research will be taking on the feedbacks from the victims where some of the victims that had experience before from been bullied in school and in public.

This study implements the case method of target audiences following by their acknowledgeable behavior attitude, expectations and interests on type of design style.

This study trying to find the target audience's expectation responds to know their desires and requirement to acknowledge the awareness that is being publish. The purpose is to know what the target audiences’ preferences and on what kind of style design they like following their interest in attraction of taste design.

b. Quantitative Method

An interview was conducted directly on bully victims in order to gather information on how being bullied affects their emotional, mental and physical state. Equally, an interview was also conducted on the bullies to question their rationale behind the action of bullying others. Additionally, the martial art experts was also interviewed to get an elaborated details on psychology of a bully as well as campaigns that has been organized in the past that relates martial art as an alternative method to prevent bullying.

The study also interviewed professional campaign organizers whether they had organized an awareness campaign related to this issue in the past. The interview was held in order to gather examples and format of the campaign to be used as a reference. Last but not least, the interview will ask for further advice regarding the improvement of the content of the awareness.

c. Analysis

Analyzing the target audience’s perception followed by their attitudes and behaviors in school or social life will support the awareness to elaborates the content in further details. Also, by acknowledging and studying the target audiences problems on what are the causes and how it affects them can be used in analysis research to solve this issue.

d. Design Process

The design development research will go through research references that are related to the awareness topic as followed by the target audience design style. By referring to an examples on the internet,
the sketches will be in progress on starting the design for the awareness topic. After sketching progress, the design process will be proceeded on screen while the research will be kept implemented to develop more design so that the design may be improvised to be better.

e. Implementation

The awareness procedure gone through a lot to gain more contents to support the research. Those procedure includes interview, survey, research internet, sketches and software design. The awareness research will provides questions for interviewing experts and professionals to receive advices regarding the topic.

By doing the survey, the data will be gathered from the target audiences and those who are related to the target audiences so that to know their opinion regarding on the awareness after then the awareness may be improve. From researches through internet to get references from other awareness that is related to martial art in preventing bullies.

Sketching is to start basic design plans and to develop ideas of the design by doing research references followed by research method. Afterwards, the progression sketches goes on to the digital screen where the sketches will be designed using software in confirming the design for the awareness to be published to target audience. Software design tool is the main tool to proceed with the project.

f. Data Analysis Inception

By collecting data, an in-depth research being carried out about the target audience’s opinion on bully cases at school or public places. The research analyses inputs from target audience’s design they would much prefer. The purpose of doing this research is to gather feedback from the target audience’s opinion with regards to the awareness campaign by receiving the feedback from target audiences so that the awareness campaign can be improvised.

The very first section of survey is about issues of bullies among youth. They are given survey question with list of answers to choose based on their personal experiences. Second section of the survey are specifically on design ideas and suggestions.

g. Design Development Process

Mind Map:

The mind map is where the ideas are elaborated into explanation points to support the content and ideas to design for this awareness campaign. Also, the mind map for this awareness campaign is to brainstorm the ideas so that there’s an ideas to be implemented in the awareness campaign.

On the other hand, the purpose of brainstorming ideas for the mind map is to choose carefully which ideas to be implemented in this awareness campaign. With that in mind, each and every idea must be reasonable and effective to be implemented in the awareness campaign within targeted group.
Sketches:

The structure design ideas are started by sketching structure plan items of the awareness campaign design ideas on paper. The plan is properly positioned so that the designs are well organized so that they are suitable for the target group.

These sketches of ideas have to be arranged well so that they do not seemed too compact for the target audiences to visualize it.
On Screen:

After proceeding with process of sketches design, the process moves to on-screen for finalizing the design in software. By on-screen every details has been applied including images, wording and colors by using designated software.

Besides that, the design on screen has to be followed by the sketches plan and references in the internet for ideas to improvises the design. Further progression on screen design went through consultation with the supervisor for guidance and advices to improve the design on screen.
Figure 9: Selection optional logo design for approval

Figure 10: Developing the selection logo design approval

Figure 11: Designing poster design within red color for Judo
Finding and Discussion

After delivering survey questions to the target audience, the feedback data was collected. By then, the statistic of answers responded from the target audiences is ready to be analysed. From the respondent's feedback, the percentage of answers were counted to clarify the statistical target audience's opinion based on the questionnaire.

Furthermore, collecting the data from the target audiences enables for comparison through the percentages. By comparing the results of the questionnaires, the research can be acknowledged and be taken into advantage based on the target audience's life experiences or ideal opinion that can be improvised.

In the end, the data analysis gives the information on target audience's answers regarding the issues that supports the research content by acknowledging the most percentages answers from the static questions given to the target audience. The statistic of the survey regarding the relationship of bully prevention and martial arts is as depicted on the Figure 12 below.

Figure 12: Survey graph on Martial Art

The data survey static question number one were about questioning the target audience whether they were bullied or otherwise. Purpose of collecting this data is to know the frequency of bullying in schools these days. First question asking the target audiences on do they often got bullied in school. With provided answers for the questions is either “Yes” or “NO”. Most answer of the question survey is “Yes” and the percentage are 82%. This show that the bullying cases frequently happen in school these days.

The data survey question number two are about assessing the target audiences whether they feel safe in school without anyone watching out for the student to ensure their safety in school. The purpose of this question is to see if they feel safe in school. Most answers of this survey question was “No” with the percentage calculation of 51%. This shows, the target audiences do not feel safe by being in school.

The data survey question number three were about whether there have been actions taken by teachers to solve the bullying cases in school. Guided answers were “Punishment”, “Scold” or “Nothing”. Most answers of this survey question were “Nothing” and the percentage are 86%. This shows that there is no action taken by teachers in addressing bullying cases.

The data survey question number four are about whether they like martial art or otherwise. Purpose of this survey is to know the interest in martial art among youths. Hence, the awareness campaign can be applied to the target audiences showing that by learning martial art may protect themselves from
bullies in school. Therefore, by questioning the target audiences on their interest in martial art and also provided answers with “Yes” or “No”. Most of the answers of the survey question was “Yes” and the percentage are 78%. It shows that the awareness campaign can be applied to the target audiences because they are interested in martial art.

The data survey question number five are about whether they would like to learn martial art as a method to self-defence against bullies and for the purpose of this survey is to know the target audiences interested to learn martial art. Most of the answers for the survey question is “Yes” with the percentage of 84%. This shows that the awareness campaign can be delivered to the target audiences.

The data survey question number six is concerning their perception on martial arts, whether it is an effective skill to protect themselves from bullies. The purpose of survey is to identify the disadvantages on the campaign planning so it could be improvised. Most of the answers of the survey questions are “No” with the percentage of 74%. This shows, the campaign should be improvised and effectively done to deliver effective message to the target audiences.

Figure 13 shows the survey graph on opinion in awareness campaign design.

The data survey question number one were about whether colourful design will be more appealing or otherwise. Most answers of the survey questions are “Yes” with the percentage of 59%. It shows, the awareness campaign would give colourful design that are more attractive for the target audiences to observe the campaign’s design being publish.

The data survey question number two were about questioning the target audiences whether simplicity designs are suitable for the target audience’s ideal. Most answers of the survey questions are “Yes” and the percentage are 67%. Awareness campaign should fairly be with simpler design so that it wouldn’t be too complex for the target audiences to understand the message in posters that being published.

The data survey question number three is on whether it is fine to apply playful colours in the design in a poster. Most of the answers of the survey questions are “Yes” the percentage calculation 55% so then the awareness campaign may use playful colours in design that can be attractive and suitable for the target audience to observe the campaign’s design being published.

The data survey question number four is about whether less content in design works better or otherwise. Most of the answers of the survey questions are “Yes” with the percentage of 62%.
awareness campaign could give less content in their design but delivers a clear message for the target audiences to read and understand.

**Summary and Conclusion**

The issue of bullying has been a common and serious issue. Also, nobody is acting frequently and effectively towards this issue among youths. There are awareness campaigns on preventing bully in youth but then it was not widely spread and delivered, thus the target audiences were not reached. Therefore, we should create an awareness that was improvised and developed so the target audiences will be attracted to participate. With an interactive awareness advertisement, it should encouraged the bullied to stand up for themselves by being equipped with knowledge of self-defence skills.

Therefore, providing guidance to the target audience on martial art can prevents bully in youth. Providing the target audience a link to participate in martial art school, the target audience has come up with an initiative to defend themselves from bullies because no one will look after them all the time. Creating awareness designed with creativity aimed to attract the target audience's interest so that the awareness will gives a strong impact towards the target audiences effectively. Other than that, martial art gives more benefits to the target audience such as giving them a healthier lifestyle and new experience in life style.

In conclusion, delivering the awareness with style attracts the target audience's attention and made the event much more interesting to be a part of. The target audience will be taught of a new way to live their life. The awareness will protect the victims from being bully. It will also encourages the target audience to be more independent, confident and valiant in leading their life to come. By organizing the awareness and spread it widely, it is hopeful that there will be peace among the youth generation and also to ensure safety among them.
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