

TABLES OF CONTENTS

APPROVAL SHEET	i
LEMBAR PERNYATAAN	iii
PERSONAL PAGE (MOTTO)	iv
ABSTRAK	v
ABSTRACT	vi
PREFACE	vii
ACKNOWLEDGEMENTS	viii
TABLES OF CONTENTS	x
LIST OF TABLES	xii
LIST OF ENCLOSURES	xiii
CHAPTER 1 INTRODUCTION	1
A. Background of the Study.....	1
B. Formulation of the Problem	4
C. Operational Definitions	4
D. Aim of the Study	4
E. Significance of the study	4
CHAPTER 2 LITERATURE REVIEW	6
A. Theoretical Framework	6
B. Analytical Framework for Educational Posters	12
C. Challenges in analysing Educational Posters	13
D. Study of the Relevant Research	17
E. Positioning the Current Study	19
CHAPTER 3 RESEARCH PROCEDURES	20
A. Design of the Research.....	20
B. Focus of the Research	20
C. Setting and participants	21
D. Technique of Collecting the Data	22
E. Technique of analysing the Data.....	22
F. Research Schedule	27
CHAPTER 4 RESEARCH FINDINGS AND DISCUSSION	28

A. Research Findings	28
B. Discussion	38
CHAPTER 5 CONCLUSION AND SUGGESTIONS.....	42
A. Conclusion	42
B. Suggestions	42
REFERENCES.....	43
ENCLOSURES.....	48
BIOGRAPHY	75

LIST OF TABLES

Table 1 Generating Initial Codes Of The Data.....	23
Table 2 Generating Initial Codes of the Data.....	24
Table 3 List Of Initial Codes And Their Frequencies	24
Table 4 Developing Themes.....	25
Table 5 Reviewing Themes	25
Table 6 Defining Themes	26
Table 7 Time And Place Of The Study	27
Table 8 Challenges In Interpreting Images	28
Table 9 Challenges In Interpreting Text.....	31
Table 10 Challenges In Interpreting Color.....	33
Table 11 Challenges In Interpreting Color.....	35
Table 12 Challenges Due To Limited Knowledge Of Theory	36

LIST OF ENCLOSURES

Enclosure 1. Participant Consent form	48
Enclosure 2. The Trigger of Constructing the Research Instrument.....	49
Enclosure 3. Interview Guidelines	52
Enclosure 4. Data Analysis	54
Enclosure 5. Kartu Bimbingan.....	70
Enclosure 6. P1 Poster	73
Enclosure 7. P2 poster.....	74
Enclosure 8. P3 Poster	74