

**PERSETUJUAN PENGGUNAAN SMS KE ARAH KESEDARAN TENTANG BAHAYA
DENGGI DALAM KALANGAN PENDUDUK
BANDAR BARU UDA**

ABSTRACT

SMS is one of the essential services available on a mobile phone. It is there to be used out of the box without the need to subscribe to a separate plan. According to a statistics in 2014 by Malaysian Communications and Multimedia Commission, Malaysians on average own more than one mobile phone. This piece of information encouraged the researcher to explore the possibility of using SMS to deliver health information, particularly related to dengue. This channel could potentially changes, or rather adds to current dengue intervention programs adopted by Health Ministry of Malaysia and other related agencies such as local municipal council. This research is being conducted in Bandar Baru UDA, a township on the outskirts of Johor Bahru, Johor. This particular location is selected because there is an increase in its number of dengue cases in July 2014 compared to the previous month. The researcher hopes to determine the number of respondents that are agreeable in the implementation of this method. The researcher would also like to investigate the relation between the factor of sense of belonging with the agreement given by the respondents, if any. This research is designed using systematic sampling to give the researcher a full picture of the whole Bandar Baru UDA residences. 368 respondents was interviewed, with 352 respondents (95.7%) said they are agreeable in the use of SMS as a medium to broadcast dengue-related messages. This high percentage of agreement could be a basis for future research, such as a research of suitable SMS messages to be sent out and also the research to determine the effectiveness of this intervention program.