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INTERNATIONAL CONFERENCE ON COMMUNICATION, LANGUAGE, EDUCATION, AND SOCIAL SCIENCES

(CLESS 2019)

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Regional Migration in West Africa: Trends and Challenges Along Nigeria – Cameroon Borders

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Abstract— The recent development and of course advancement in transportation and communication technology has brought about an increase in activities along the border-lines in order to augment the economic wellbeing of the people on particularly our international borders; it brings about the upsurge in both the immigration and migration issues along these lines. The nature and character of those drifters on our border is for different reasons. People with good, suspicious and questionable character moves in many directions along the Nigeria - Cameroon borders either under the guise of smuggling, tourism, visits to families and relatives. Increasing bilateral relations among these two countries, even though not under the same economic bloc within the west African sub-continent, Nigeria and Cameroon need to develop formal social and economic relations despite the language and 'ideological' barrier or differences, so as to formalise relationship among the two countries, and address the security issues that mostly occurs as a result of colossal immigration along the borders of this two west African states having a long pre-colonial historical relationship but with two different colonial and post-colonial political antecedents. This paper attempts to suggest ways of reducing the many illegalities; like the smuggling of small fire arms and ammunition along the borders of these countries. One major recommendation of this paper is for Nigeria and Cameroon to develop a unique form of bilateral relations so as to capture and address the local business and economic interactions along the communities found within the borders of these two countries.

Keywords— Regional Migration, Nigeria, Cameroon, Borders, Human security

I. INTRODUCTION

Nigeria shares a borderline with Cameroun along the east and in the West, 1,700kilometres with Cameroon. All totaling outstretches of about 4910 km of borders (Yakubu, 2005; Stohl and Tuttle, 2009; Nte, 2011 in Okeke, V.O.S & Okechukwu, R. 2014). The borderlands are both melting pots and security hot spots. Often neglected in the development strategies of postcolonial states, they are an arena for cross-border crime and represent a dynamic place of historically fostered cultural and socio-economic exchange at the same time (Blum,2014). These movements are the product of determinants as diverse as local history, community practices, environmental questions, economic motivations, demographic factors and political conflicts. The types of movement that prevail in

Central and West Africa in particular are strongly influenced by history. This evolution in destinations is one of the major characteristics of African mobility in the 2000s. This emergence or reinforcement of new territories of emigration is the result of African migratory protectionism as well as the growth in the power of xenophobia, in particular in the former Eldorado struck by the economic crisis. Migrations beyond the continent, which tended formerly towards the old colonial metropolis, are now turning to new places, including new linguistic areas. Some of these migrations are forced, provoked by economic considerations or inter-ethnic conflicts. Here history and the contemporary meet: the forced return or refoulement of populations formerly displaced against their will towards prosperous zones or towards their zones of origin is another facet of postcolonial migrations.

'The duality of threats apparently caused by migration to both national sovereignty and human security are increasing in the post-Cold War. International migration is probably one of the most cited, yet also most contested, areas of national and international security architecture, which emerged at the end of the Cold War, and resulted in a broadening and deepening of our understanding of what constitutes it as a security threat or challenge to countries who shares common history, borders cultural affiliation (Vietti and Scribner,2013).

Immigration and emigration are usually reserved for migration into and out of countries respectively. Migration may be temporary, with the intention of returning to the country of origin in the future, or permanent or migrants may not have decided between these alternatives at the time of migration. Past and present studies on the human security implication caused by migration show that receiving countries perceive large scale international migration as a threat to their economic well-being, social order, cultural and religious values and political stability (Campbell,2003 in Thompson,2013). Relations between states are also affected as migration of people tends to create political tensions that can impact on interstate-relations. Uncontrolled migration along borderlines can also put a strain on social service delivery in the recipient country, through increased the proliferation of small and light weapons, trans-border crimes, insurgency, food insecurity, insecurity and educational putting enormous pressured on the host

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government.

All these factors have surfaced in the portrayal of the impact of migration along Nigeria-Cameroun borders, though there is still evidence-based research to back these claims which form the aim of the paper. To buttress further, the aim of this study is to appraise the human security challenges along the Nigeria-Cameroun borders.

II. OBJECTIVE OF THE PAPER

To identify the nature and dimensions of human security threats persisting along the Nigeria- Cameroun borders

III. CONCEPTUAL FRAMEWORK

A. Migration

Defining migration (internal or external) is a controversial activity. Migration is probably best defined as the crossing of a spatial boundary by one or more persons involved in a change of residence. The International Organization for Migration (IOM,2004) defines migration as 'The movement of a person or a group of persons, either across an international border, or within a state. It is a population movement, encompassing any kind of movement of people, whatever its length, composition and causes; it includes migration of refugees, displaced persons, economic migrants, and persons moving for other purposes, including family reunification and criminal elements.' Migration is "a process of moving, either across an interna¬tional border, or within a State. Encompassing any kind of movement of people, whatever its length, composition and causes; it includes refugees, displaced persons, uprooted people, and economic migrants (ICRC,2011). It is thus a broadly understood phenomenon. While the majority of migrants migrate in search of work and economic and social opportunities, a relatively small percentage of migrants are people fleeing armed conflict, natural disaster, famine or persecution (IOM, 2004).

B. Causes of Migration

Migration is caused from many different reasons, these reasons can be economic, social, political or environmental: Some people choose to migrate, e g someone who moves to another country to enhance their career opportunities. Some people are forced to migrate, e g someone who moves due to war or famine. Migration is affected by push and pulls factors. Push factors include lack of employment opportunities and fears of disorder or of persecution on grounds of race, religion or politics in the areas people live. Pull factors include favourable employment opportunities, good health and educational facilities, public order and freedom, and a favourable climate, particularly for the retirement in the areas people move to.

C. Human Security

The United Nations Commission for Human Security (CHS,2003) defines human security as to protect the vital core of all human lives in ways that enhance human freedoms and human fulfillment. Human security means protecting fundamental freedoms – freedoms that are the essential to life. It means protecting people from critical (severe) and pervasive (widespread) threats and situations. It means using processes that build on people's strengths and aspirations. It means creating political, social, environmental, economic, military and cultural systems that together give people the building blocks of survival, livelihood and dignity" (CHS: 2003: 4).Human security has been defined as freedom from fear and freedom from want". Then human security looks at ways of dealing with avoiding, mitigating and coping with threats. Moreover, human security emphasizes the interconnectedness of both threats and responses when addressing these insecurities. That is, threats to human security are mutually reinforcing and interconnected in two ways. First, they are interlinked in causing effect in the sense that each threat feeds on the other. For example, violent conflicts can lead to deprivation and poverty which in turn could lead to resource depletion, infectious diseases, education deficits, etc. Second, threats within a given country or area can spread into a wider region and have negative externalities for regional and international security.

D. Migration and Human Security

Migration from one country to another has been primarily regulated by the decisions of the sovereign regarding who is allowed into and out of their national boundaries. The Global Commission on International Migration highlighted the fact that "controlling who enters and remains on their territory is an integral part of the sovereignty of states" (GCIM,2005). Consequently, one of the primary ways that sovereign nation states have contended with irregular migration is through border enforcement mechanisms. Irregular migration is perceived as an attack on state sovereignty that brings into question the state's ability to exercise control over its spatial and territorial domain. Migration can be considered a security issue, relevant for national security and/or human security. It continues by presenting challenges to national security and human security in countries of destination but also countries of origin and transit (Thompson,2013). these challenges come inform of arm proliferation, trafficking of human, terrorism and cross border crimes.

IV. ISSUES INFLUENCING HUMAN SECURITY CHALLENGES ALONG NIGERIA-CAMEROUN BORDERS

Security challenges along borderlines are very serious it could be observed that many countries lacks proactive framework or policies put in place to address these challenges (Koser, 2011). Problems of Human security in

African borders appear plethora. It ranges from the crisis of small arms to the ever-increasing violence which the continent is notoriously known for. Migration along the Nigeria-Cameroun border is one of such numerous human security problems. Criminal activities involving migratory people along inland and coastal borderlines in Africa has increased due to the absent of effective and efficient border security protection and much importance has not been accorded to our national borders. It has become clear that communities or states that share multiple entry points along Nigeria-Cameroun borders are vulnerable to threats posed at the borders such as trans-border activities led to transnational crimes in Nigeria due to the following. This development also affects the socio-cultural, historical, identities of these communities. However, migration as a security challenge can be encourages and sustain through the followings-

A. The Porosity of Nigeria-Cameroun Borderlines

The porous borderlines the Nigeria and Cameroun, has many unmanned entry points from Borno to Cross Rivers States. These unmanned entry points encourage migration and cross border crimes along the two countries. However, there are indefinable corridors or regions that served as a route to illegal migrants, thereby posing a serious threat to the country security.

B. Corruption

The corrupt practices by security operatives along the borders pose a serious challenge to the border security. The corrupt and inept attitudes of border officials resulting in the numerous entry check points also contributed negatively to the border security. It is important to note that these checkpoints are not meant to check passport by but to extort money from people.

C. Inadequate Manpower and Logistic Support

Security at the Nigeria-Cameroun borders is poor, the inadequate manpower or personnel makes it difficult for the security operatives to adequately maim the national boundaries and effectively patrol these several corridors that lead to the country. The inadequate manpower does not allow for adequate patrolling of these illegal routes as criminals use the illegal routes as a means of entry into the country. Also the criminals sometimes outsmarted the security operatives at the borders due to inadequate personnel and logistics problems.

D. Poorly patterned Borders

Nigeria borders are artificial creation from colonialism which continues to pose a serious threat to the country. The demarcation of the borders were done by the colonial masters without considerations to the culture of the people as can be seen in the cultural ties of marriages, celebration of religious festivities, language and many more. It should be noted therefore, that boundary delimitation affects the cultural and ethnic homogeneity of the border communities to the extent that one cannot differentiate a Nigerian from Cameroonian due to culture and linguistics in which communities with homogenous culture and language are found at different sides of the borderline hence makes it difficult to put in place immigration laws when members can just change their identity when they feel like.

V. Human Security Challenges Caused by Migration along Nigeria-Cameroun

Usually, border security rest on the authority of Interior Minister, he is to initiate and supervise the mode of operation by the immigration service and other security agents in the country to ensure that the borderlines are safe and secure in every nooks and crannies of the country (Hollfem,2012 and Blum,2014). More so, in the states, local government areas and rural communities of this country, the governors, chairmen and community leaders serves as the chief security officers are to maintain, sustain and report any suspicious movement or illegal entry of people to the higher authority. This can be done by making sure that the law enforcement agencies deployed to their areas do their work diligently. However, sometimes Nigerian authorities seem to be ignorant of what is happening within border communities. Sometimes, some of them may hear about violence and criminal activities but for the fear of death may neglect their action resulting to security disorder by security agents in the country (Ayoob,2009). Usually, this type of security disorder is very disastrous to the security situation in the country. Among such effects of migration are:

A. Fueling Religious Conflicts

These have arisen from fact that among various ethnic groups and among the major religions in the country. Religious conflict is a major source of insecurity in Nigeria. Frequent and persistent religious clashes between the two dominant religions (Islam and Christianity), present the country with a major security challenge. In all parts of Nigeria, there exist religious conflicts and have emerged as a result of new and particularistic forms of political consciousness and identity often structured around religious identities. The claim over scarce resources, power, land, chieftaincy, local government, councils, control of markets and Sharia among other trivial issues have resulted in large scale killings and violence amongst groups in Nigeria. The greater number of those involve are immigrants from neighbouring countries.

B. Porous Borders aiding Criminal Elements into Nigeria

One major immediate factor which has enhanced insecurity in Nigeria is the porous frontiers of the country, where individual movements are largely untracked. The porosity of Nigeria's borders has serious security implications for the country. Given the porous borders as well as the weak and security system, weapons come easily into Nigeria from other countries. Small Arms and Light Weapons proliferation and the availability of these

weapons have enabled militant groups and criminal groups to have easy access to arms. Nigeria is estimated to host over 70 percent of about 8 million illegal weapons in West and Central Africa. Also, the porosity of the Nigerian borders has made it possible for unwarranted influx of migrants from neighbouring countries such as Republic of Niger, Chad and Republic of Benin. These migrants which are mostly young men are some of the perpetrators of crime in the country.

C. Rural /Urban Drift

The migrations of youths from rural Cameroun into Nigeria border communities tend to move into urban centres in Nigeria are concern to insecurity in Nigeria. Nigeria is one of the countries in the world with very high influx of people from neighboring countries. These youths in most urban areas in Nigeria there number have been growing and put more pressure on environmental carrying capacities and existing infrastructure. This has resulted to increase in youth population especially along the Border States with no favourable job opportunities in urban areas in Nigeria. Out of frustration, these youths are drawn into crime and other dangerous vices.

D. Terrorism

At the most proximate and least disputable level, terrorism is the most fundamental source of insecurity in Nigeria today, and its primary bases and sources of support have generally been located in religious fanaticism and intolerance. As "the premeditated use or threat of use of violence by an individual or group to cause fear, destruction or death, especially against unarmed targets, property or infrastructure in a state, intended to compel those in authority to respond to the demands and expectations of the individual or group behind such violent acts" which has cost 13.4 per cent of the world gross domestic product. Nigeria has lost more than 1000 lives in the Northern region since 2009 to the insurgency of this infamous sect, Boko Haram which has been ravaging the northern region of the country. Migration is part of the factor that engender terrorism in the countries and the presence of criminal element from neighbouring countries through unrestricted entry points or taking data of those coming into to ascertain their profile has not been taken serious by security agencies in charge of internal security.

E. Illegal Circulation of Fire Arms and Drugs Terrorism

The last decade of 2000 the global of arms in circulation is at alarming rate, according to the united nations of on drug and crimes have put the total sum of small and light arms to over 4m in Nigeria alone. With this statistic, it has proved that Nigeria is a lucrative destination of arm market. Over the years the effect of migration along the Nigeria-Cameroun borderlines has increase the number of arms into Nigeria, this is as a result of the crisis in the Central and North Africa regions and the porous nature of the borders allow huge cache of arms into Nigeria.

F. International Convention on Free Movement of People

International conventions are usually entered by countries to foster their relationship and to harness areas of mutual interest. Entering into any convention is like surrendering the sovereignty of countries. Countries known to have serious institutional problems are willing to enter into a convention with relatively strong and stable ones. For example, Nigeria has been a signatory to many conventions, such convention are the ECOWAS free movement of people goods and service and the United Nations convention on migration. These conventions are very harmful to the sovereignty of Nigeria, criminals, separatists' movements and outlaws can come in free into the country. Once the gain accessed they settle and start their violent campaign against the host nation and the world. Boko Haram is another side of the coin of migration issue affecting the stability of the country. Nigeria is helpless because the agreement entered in these conventions is affecting our security.

VI. Conclusion

With the rising challenges of economic security, social problems and political agitation within both Cameroon and Nigeria, migration will continue to be a major security issue, until the solution to the root causes of migration are found and addressed within west Africa in particular, and Africa as a whole, the continued security challenges found within Nigeria-Cameroon border will be a perpetual issue. Although the government try to control border migration, sophisticated and technology driven equipment's have not been deployed to assist the security personnel in screening the migrants.

Migration and insecurity are the two side of the coin; many countries have experienced bitter tales on how they threaten the security of countries. Nigeria-Cameroun Borders are the foremost entry points for illegal migrants into the country this development has witnessed the increase security challenges in Nigeria especially from the human-factor perspective. As long as migration remains an issue, it will continue to affect the human security in Nigeria and beyond. Editorial Policy

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Authors of rejected papers may revise and resubmit them to the journal again.

VII. RECOMMENDATIONS

This paper therefore recommends that, for the security challenges around the Nigeria-Cameroon border arising because of the migration issues, the following should be addressed:

• There is the need for the security personnel at our various border posts to be specially trained on the new

dimensions of border threats.

• Modern security gadgets should also be introduced in screening migrants at the borders.

• Synergy should be created among the border securities of both countries

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Multimedia University Students' Perception Towards Nonverbal Cues of Depression on Social Media

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This pilot study looks at Multimedia University's students' perception towards nonverbal cues of depression on social media such as Facebook, Instagram, Twitter and other social media platforms that allow its users to share verbal and nonverbal content. The nature of these social media platforms enables the users to become content creators of various themes especially for personal use. Recent events related to depression and suicide cases, and social media have made a sudden emergence in our society. We are concerned about the youths' perception towards the nonverbal cues of individuals who might suffer from depression and their cry for help on social media which might have gone unnoticed by their peers. The objectives of the study are to study these students' perception towards nonverbal cues of depression on social media in order for it to be identified as whether a sign of depression or just seeking for attention. The study adopts a quantitative approach (survey) among Multimedia University students in Cyberjaya who were chosen through a simple random sampling method. The pilot study approaches 30 respondents from the Faculty of Applied Communication. The findings are expected to help the researchers refine the research design protocols and later proceed with the actual research. It is expected that this will lead to youths and their peers, as well as those who handle youths on a daily basis (especially educators) able to recognize the early stages of nonverbal cues of depression that are shared on social media platforms, and take swift action to assist these students help their peers.

Index Terms—content creators, depression, nonverbal cues, social media.

I. INTRODUCTION

Seligman (1973) describe depression as "common cold" of psychological problems. Common features of depression are changes in emotional state, changes in motivation, changes in functioning and motor behaviour, and cognitive changes (Navid, Rathus, Greene, 1994). The detail as shown in Table 1.

Features	Description
Changes in Emotional State	Changes in mood (persistent periods of feeling down, depressed, sad, or blue); tearfulness or crying; increased irritability, jumpiness or loss of temper
Changes in Motivation	Feeling unmotivated, or having difficulty getting going in the morning or even getting out of bed; reduced level of social participation or interest in social activities; loss of enjoyment or interest in pleasurable activities; reduced interest in sex; failure to respond to praise or rewards
Changes in Functioning and Motor Behaviour	Moving about or talking or moving about more slowly than usual; changes in sleep habits (sleeping too much or too little, awakening earlier than usual and having trouble getting back to sleep in the early morning hours – so called early morning awakening); changes in appetite (eating too much or too little); changes in weight (gaining or losing weight); functioning less effectively than usual at work or school
Cognitive Changes	Difficulty concentrating or thinking clearly; thinking negatively about oneself and one's future; feeling guilty or remorseful about past misdeeds; lack of self-esteem or feelings of inadequacy; thinking of death or suicide

Table 1: Common features of depression are changes in emotional state, changes in motivation, changes in functioning and motor behaviour, and cognitive changes (Navid, Rathus, Greene, 1994).

World Health Organization (2001) estimated that nearly 300 million of people worldwide suffer from depression. Lifetime prevalence reports indicated high variance from 3% in Japan to 17% in the US (Andrade et al., 2003). Similarly, in Malaysia, Malaysia Mental Health Association (MMHA) (2013) reported that depression, anxiety, and stress are the most common form of mental and

neuropsychiatric disorders among young adults. In 1996 report of the National Health and Morbidity Survey (NHMS) there is a higher prevalence of psychiatric morbidity among adults of 16 years old and above (13%) as compared to children and adolescents below 15 years old (10.6%). Additionally, in 2006 NHMS report, about 6.4% of acute suicidal ideation was testified. The statistics disclosed the highest rate among adolescence and young adults between 16-24 years old (11%). In 2011 NHMS report, about 1.7% (0.3 million) adults aged 16 years and above suffered Generalized Anxiety Disorders (GAD), 1.8% (0.3 million) experience current depression, 1.7% (0.3 million) has suicidal ideation, and 1.1% (0.2 million) were reported to have attempted to commit suicide. Similarly, in 2015 NHMS report, the prevalence of mental health problems among Malaysian adults in Malaysia was 29.2% aged 16 years old and above as compared to 12.1% among children. These reports showed the importance and need of exploring more about contributing factors on depression especially the Generation Z teenagers, who appear after the Millennial cohort.

Michael Dimock (2019) from The Pew Research Center explains that anyone born between 1981 and 1996 (ages 23 to 38 in 2019) is considered a Millennial, and anyone born from 1997 onward is part of a new generation - called the Generation Z or popularly known as Gen Z.

Geiger and Davis (2019) from the same research center explains that depression has become increasingly common among American teenagers – especially teen girls, who are now almost three times as likely as teen boys to have had recent experiences with depression. In 2017, 13% of U.S. teens ages 12 to 17 (or 3.2 million) said they had experienced at least one major depressive episode in the past year, up from 8% (or 2 million) in 2007, according to a Pew Research Center analysis of data from the 2017 National Survey on Drug Use and Health.

In Malaysia, Berita Harian (2018) reported that the National Health and Morbidity study in 2015 showed a total of 4.2 million citizens or about 29.2% of the population aged 16 years old and above suffer from various mental illnesses. Following these numbers, Tan Sri Lee Lam Thye, the patron for Malaysian Psychiatric Association proposed that it is about time that Malaysia prioritizes in mental health campaigns as a national agenda, especially for relevant ministries like the Ministry of Education and Ministry of Health in an effort to curb this problem at early stages.

Zahiruddin and Chung (2017) found that Internet addiction is associated with depression and male gender among Malaysian college students. They suggested that further in depth study which may include psychological factors such as personality traits and coping styles in order to investigate the dependent users and also to take measures to rehabilitate them if necessary should be carried out.

"Technology gives us power, but it does not and cannot tell us how to use that power. Thanks to technology, we can instantly communicate across the world, but it still doesn't help us know what to say."— Jonathan Sacks

Over the years, technology has revolutionized our world. Technology has created an extraordinary equipment and resources, placing useful statistics at our fingertips. Technology has made it workable for the revelation of numerous multi-useful gadgets like the smartwatch and the cell phone. With these transformations, technology has additionally made our lives simpler, quicker, better and progressively fun. Communications have come a long way for the reason that the grunts of the early cavemen, however each and every new innovation can bring its personal problems. Ever since the dawn of time, and that's honestly a long time ago, human beings have been communicating with each other. (Kaul.V, 2012).

As an effective social networking platform, communications technology such as social media platform consists of bundles of information and communication tools, providing multiple communication channels in both social and work environments. Employees who use social media are not just searching and sharing information, they also regard them as a platform to meet friends, to obtain a sense of belonging and to develop relationships with other people. Network ties represent the breadth and strength of the relationships, and the communication frequency among employees (Chiu et al. 2006). Moreover, organizations increasingly rely on information and communication technologies to support flexibility in processes and organizing mechanisms, and to facilitate innovation and responsiveness (Watson-Manheim, Bélanger 2007). One of the biggest reasons for the reliance on communication technologies is that they enable the possibility of communicating over time and space (Belanger, Collins 1998).

Social media is currently viewed as a part of people's everyday lives. The use of social media has made a big impact on the ways in which people communicate with one another. With the various social networking platforms were in use over the years, the launch of Facebook back in 2014 has changed the ways people interact online. As of January 2018, almost 70% of all adults own more than one account (Pew Research Center, 2018). This is an enormous increase from 2005, when only 5% of adults used social networking sites (Pew Research Center, 2018). This increase has made social media as a ubiquitous and addictive aspect of modern society.

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time (Hudson, 2019). The ability to share photos, opinions and events in real-time has transformed the way we live and the way business is done. Some of the most popular social media websites, with over 100 million registered users, include Facebook, Instagram,

Twitter, LinkedIn and many more (Hudson, 2019). Among that, the most fast growing social media currently is Instagram. This application is all about visual sharing where users' main intention is to share and find only the best photos and videos to represent themselves or things that they like (Moreau, 2019). Each day, many millions of images are posted online through social media. 55 million of them alone are shared daily through Instagram (Thornton, 2014). This platform is seen growing so rapidly that thousands of accounts are created in a day. Many users tend to utilise the filter application that comes together with the app. This filter helps enhance the image according to its exposure and contrast, allowing it to undergo a process of editing. This filter is commonly used among users, especially youths, to enhance images that are posted.

Visual platforms such as Instagram are becoming increasingly popular, with some industry analysts positing that Instagram is the fastest growing social media platform (Smith & Sanderson, 2015). As how all social media sites have a potentially pernicious effect on the way we feel, Instagram, with its heavy focus on imagery, has an impact on one specific area which is body image. Instagram has developed a kind of perception in our society, specifically among youth. As of 2019, 34% of global Instagram audiences were aged between 25 and 34 years old. In total, over two thirds of total Instagram audience were aged 34 years and younger (Clement, 2019). This shows that the users of Instagram are young people, who tend to get affected easily. With the enhancement of images posted, many users tend to start changing perspective on how they see things.

This shows that Instagram has a huge audience from the younger generation of the society. According to the New Straits Times, the age range of youth in Malaysia is now defined as those between 15 and 30 years old (NST, 2019). The perception that is shaped by Instagram on the youth differ accordingly as it can be either positive or negative. This is because Instagram is no longer just a platform of sharing content but it is becoming one of the main driving social media platforms that drive popular culture and values. Intrinsically it has no actual power except when collective minds and opinions drive a cause or issue forward in the online platform. Findings from Salamon (2017) revealed that at least 71.7% of females had an Instagram account, compared with 46.5% with Facebook accounts and 14.1% with Twitter accounts, making Instagram as one of the most used platforms.

In relation to the above, an interesting study by Choudhury, Gamon, Counts, and Horvitz (2013) showed that social media contains useful signals for characterizing the onset of depression in individuals. Choudhury, et al. (2013) explore the potential to use social media as a mean in detecting and diagnosing major depressive disorder in individuals. They use crowdsourcing to compile a number of Twitter users who report a clinical depression diagnosis based on a conventional psychometric device known as Center for Epidemiologic Studies Depression Scale (CES-D2) screening test. Then, they evaluate behavioral characteristics related to social commitment, emotion, language and linguistic styles, ego network, and mentions of antidepressant medicines through their social media posts over a year before the start of depression. The use of these behavioral indications was to construct a statistical classifier before the reported onset that gives estimates of the danger of depression. The result showed that they discover social media contains helpful signals to characterize the onset of depression in people as measured by decreasing social activity, elevating adverse impact, extremely clustered ego networks, increased relational and medicinal issues, and increased expression of religious participation.

Furthermore, Lin et al. (2016) also study the association between social media use and depression in a nationally-representative sample of young adults in the United States. They surveyed about social media use and depression among 1,787 adolescents aged 19 to 32. Social media use was evaluated on the basis of self-reported total daytime spent on it, weekly visits, and a global frequency score based on the Pew Internet Research Questionnaire. Depression was evaluated using the Short Form Depression Scale Patient-Reported Outcomes Measurement Information System (PROMIS). Sample weights were used to perform chi-squared trials and ordered logistical regressions. Results for all sensitivity analyzes were robust as there were powerful, linear dose-response trends in all associations between independent variables and depression. Apparently, both studies by Choudhury, et al. (2013) and Lin et al. (2016) showed that social media use was significantly associated with increased depression. Given the proliferation of social media, identifying the mechanisms and direction of this association is critical for informing interventions that address social media use and depression.

Based on its users, Instagram has reached a billion users globally with an increase of 200 million users within a year (September 2017 - June 2018) (Clement, 2018). In Malaysia, Instagram has 11 million users, which is almost a 70% increase from 6.5 million users as announced by Facebook back in 2016 (Wong, 2018).

According to Lin & Utz (2015) as cited by Vries, Möller; Eigenraam, & Hamelink (2018), people will commonly encounter positive posts on social media as people tend to portray the most positive sides of their lives. Online profiles on Instagram allow people to provide detailed descriptions about themselves. For example, people can upload a picture of themselves showing their fortunes and write personal information on their bio to give others an understanding of their lives. Viewing these positive and usually unrealistic post might have positive and negative effects on the viewers' mood (Vries, Möller; Eigenraam, & Hamelink, 2018).

On Instagram, people will post filtered photos of themselves that would make them look beautiful. This will then make people feel unsatisfied about themselves, hence leading them to a false sense of what the average is. Above all this, users are also considered as the recipients in which they look at others' profile when, for example, searching for a friend. One inevitable process that will occur when an individual encountered profiles of others is social comparison. This is because the picture perfect information provided by these profiles offers a starting point for engaging in comparisons with others (Haferkamp & Kramer, 2011). This is because, people usually relate about themselves when they encounter information about other (Haferkamp & Kramer, 2011). Such comparison is entrenched in which it is difficult for a person to avoid him or herself from comparing themselves to others. The act of comparing can be friends, relatives, and even strangers.

Apart from that, a study was conducted on the effects of popular social media (The Royal Society for Public Health, 2017). This study includes the positive and negative effects that social media can bring to people. Apart from the positive impacts, the negative impacts that are found in the research are connected to mental health issues. It is found that these effects are linked to the act of comparing oneself to others. Moreover, those who own more than one account will have a bigger chance to suffer from anxiety disorder (Becker, Alzahabi, & Hopwood, 2013). Apart from anxiety disorder, there are thousands of young people in the United Kingdom that suffer from severe depression. However, it was recorded in 2015 that those aged 12 to 17 in the United States had suffered at least one major depressive episode. (National Institute of Mental Health, 2015). With all those negative impacts that has mentioned, Instagram has made itself as the worst social media platform out there compared to the others (Royal Society for Public Health, 2017). The researchers indicate that people that spend most of their time on social media are prone to suffer from psychological distress (Royal Society for Public Health, 2017).

"Instagram is the worst social media network for mental health and wellbeing, according to a recent survey of almost 1,500 teens and young adults. While the photo-based platform got points for self-expression and self-identity, it was also associated with high levels of anxiety, depression, bullying and FOMO, or "fear of missing out." - TIME 2017

Depression is a mental illness which has been attributed from users comparing themselves to others they see around them either in real life or online. Social comparisons is a comparison between the self and others. People have the drive to evaluate his or her opinions when objective non-social methods are not available to make the evaluation, hence they tend to compare themselves with others around them including friends, relatives, and strangers (Gaol, Mutiara & Saraswati; Rahmadini &

Hilmah, (2017). Social comparisons are a fundamental psychological mechanism that influence people's judgements, experiences, and behaviour (Corcoran, Crusius, and Mussweiler 2011), People cannot avoid from engaging in social comparisons. Festinger (1954) was the very first researcher to study "comparing oneself to others is a human need essential for acquiring information about the self." People relate the information of others whether how others are, what others can do or cannot do, and what others have achieved to themselves. Similarly, those who compare themselves to others will judge their own capabilities, characteristics, fortunes, and weaknesses (Corcoran, Crusius, and Mussweiler, 2011).

Relating to a local incident that happened in 2019, a 16-year-old girl in Padawan, Kuching was found dead, believed to have fallen from the third floor of a shop lot building in MJC, Batu Kawa, here, last night. The deceased allegedly conducted an online poll via her Instagram account prior to her death, at about 3pm yesterday, with the question: "Really Important, Help Me Choose D/L". It is believed D refers to "Death", while L refers to "Live", based on an explanation by her close friend. The result from the poll was 69 per cent for D, and 31 per cent for L. Apart from that, she had also allegedly posted a status on her Facebook account: "Wanna Quit F**king Life I'm Tired". (Gawum, 2019)

Based on a news report by Segaram (2019), suicide is the second leading cause of death among young people (15 to 29 years) worldwide, after road accidents, according to the World Health Organisation. Every 40 seconds, someone dies from suicide. And in Malaysia, one in five youths have suffered depression and 10% have had suicidal thoughts, the 2017 national mental health survey found. Mental health measures are urgently needed.

This is basically why we decided to approach the young people in Multimedia University first as our respondents for our pilot study. Being educators ourselves, we meet these young people on a daily basis and we might have missed out some signs of mental health issues or depression among them. This may also go unnoticed by their peers. Studying in an urban area, surrounded by urban culture, these young people most likely would be exposed to peer pressure and trying hard to fit into the format of the said culture.

II. METHODOLOGY

This pilot study adopted a quantitative approach (survey) among students of Faculty of Applied Communication, Multimedia University in Cyberjaya through a simple random sampling method. A number of 30 respondents were approached since it is only a pilot study to test the reliability of the questionnaire and research design.

A pilot study is used to refine both the research design and field procedures. Variables that were not foreseen during the design phase can emerge during the pilot study, and problems with the protocol or with study logistics can also be uncovered. The pilot study also allows the researchers to try different data-gathering approaches and to observe different activities from several trial perspectives. The results of the pilot study are used to revise and polish the study protocol. (Wimmer & Dominick, 2014).

III. RESULTS

In this section, we will be looking at important questions and variables, which suit the purpose of the study.

A number of 30 respondents participated in this pilot study - eight of them male and 22 females. All aged between 18 years old and 26 years old. From the 30 respondents, 17 of them came from the urban area, 10 suburban and 3 rural. Among these 30 respondents, 13 agreed and 14 strongly agreed that they are heavy users of the Internet on an average of four to 9 hours spent on the Internet daily. In relation to their heavy use of Internet, 25 of the participants first heard of mental health awareness via social media platforms.

In terms of their perception towards people with depression, 20 students disagreed that people with depression are attention seekers, and 20 of these students agree that people who share their feelings on social media are actually signaling that they are silently crying for help. And 22 of these students strongly believe that netizens are responsible and have an important role in being aware of these nonverbal cues of depression on social media.

However, although the responses seemed positive, the reliability tests show otherwise as below in Table 2:

	Cronbach's Alpha if Item Deleted
I am aware of mental health awareness campaigns.	.152
Where I knew about the mental health awareness campaign.	.391
I believe that people who suffer from depression are just attention seekers.	.233
I believe that people who frequently share depression-related posts on their social media are actually silently crying for help.	-.185[a]
As a responsible netizen, I believe that everyone has an important role to support people with depression.	.067

IV. CONCLUSION

We identified that the survey's reliability and validity came out low. In this case, for future better direction we recommend that the survey either be refined or the research be carried out using a qualitative design (focus groups) for an exhaustive data collection of perception from the participants.

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I'm PhinisheD: Preparation, Challenges, and Strategies on Supervision

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Abstract— When it comes to postgraduate education, there are happy-ending stories, and for some, miserable stories of the students going through this phase of professional development, especially those who are doing PhD. This study focuses on identifying the preparations before starting a PhD journey, challenges faced with supervision during the journey, and strategies for future PhD candidates. Through phenomenography methodology, the data were obtained using semi-structured interview sessions with the participants which were then transcribed verbatim and analysed using thematic networks analysis. From the findings, in terms of the preparation, the participants emphasised the importance of selecting the right supervisor. In terms of challenges during the journey, the participants highlighted that the supervisor's supervision style, attitude, background knowledge, communication and personal commitment could actually affect student's rate of successfulness of their PhD. On the other hand, the strategies found useful by the participants revolves around how they maintained a good rapport with their supervisors. For future work, it is recommended for researchers to look into other preparations aspects, other challenges faced, as well as other strategies taken into consideration in completing their PhD.

Index Terms— PhD challenges, PhD preparation, PhD strategies, PhD supervision, postgraduate education.

I. INTRODUCTION

The Ninth Malaysian Plan has an emphasis on lifelong learning which is impacting many adult learners, encouraging them to make a comeback in the education system by pursuing further postgraduate studies. As a result, many higher institutions in Malaysia are recording a higher influx number of post-graduate students than ever [1]. This phenomenon is a global one, as the trend has also affected universities in United Kingdom [2]. More importantly pursuing a higher degree qualification in this instance the Doctor of Philosophy (PhD), is a requirement to further advance one's career as an academician in Malaysia. For that, many academic staff of the National Defence University of Malaysia (NDUM) had taken up the challenge and enrolling themselves to prestigious universities inside and outside the country.

Unfortunately, not all of them are able to complete their study and have fail to graduate. Worryingly, each year, the number of research candidates who are either opting out or being dismissed from their courses due to poor performance is showing a rise. One reason, therefore, that may account for why research candidates did not survive their research is their lack of understanding of how the learning process should be when attempting a piece of independent research under the guidance of a supervisor in fulfilling the requirement needed for the degree. More to this, while most of the previous research contributed to a better understanding of the adult learners' learning styles, strategies and use of institutional support, little remains known about postgraduate research candidates' strategies in completing their studies.

The main objectives of this study are to:
1. identify the preparations before starting a PhD journey
2. identify the challenges faced with supervision during the journey
3. identify the strategies on supervision for future PhD candidates.

II. LITERATURE REVIEW

Choosing a supervisor is an important beginning in a PhD journey. A supervisor determines the supervision process for a PhD student thus plays a significant role in determining the success of completing a PhD. There are a number of research done on the criteria that a student looks for when choosing a potential supervisor. A good match between a supervisor and student in terms of expectations and roles is of the important factors [3]. This is because different student requires different amount of supervision depending on their self-preference of the type of supervision. Some students prefer close supervision while others prefer to be more independent in their research. In their research on supervision, [4] found that PhD students expects their PhD journey to be student-centred and more practice-based. Apart from that, they also preferred to have supervisor that only guides their PhD journey with limited interventions.

Another important factor to consider in choosing a

supervisor is the research interest or expertise ([5]-[6]) where a common research interest could increase the probability of having the access to 'insider' knowledge of the research ground [7]. However, if the supervisor is the expert of the topic of research, the student may have limited opportunities in decision-making, which may also lead to ethical problems in PhD supervision [6]. Reference [6] also highlighted the communication with potential supervisors before embarking on a PhD journey as an important first step because it will help both supervisor and student in defining the topic and scope of the thesis. This will eliminate future conflict between both parties. Apart from that, the potential supervisor's professional reputation is also important [5]. It is important to find a supervisor who is able to provide effective and adequate supervision especially for the early stages of PhD candidature to ensure a smooth PhD journey [6].

In the process of completing their PhD, students often faced challenges in terms of the relationship with the supervisor. The supervisor-student relationship could be considered as "the one between the physician and his/her patient" [8], which at some point of the process could develop different expectations and experience emotional distress. Communication between both individuals is paramount as it encourages the progress of the research and the doctoral study. Reference [9]-[10] also put an emphasis on supervisory guidance for postgraduate students as an indicator for academic success. The supervisory relationship is the primary one for ensuring that a wealth of personal and cultural issues, and experiences are addressed, as much as for ensuring that students are guided and empowered to be autonomous learners [9].

Supervision is a two-way relationship between the student and the supervisor and each has to be clear of his or her own role. Having a good supervisory relationship will create a conducive supervision environment [4] thus helps in overcoming the challenges discussed earlier. From the very first day, supervisor and supervisee should be clear about the expectations they have of each other to smoothen the completion of the PhD journey [5]. This is because, along the long PhD journey, conflict may arise and this could affect the supervisory relationship. According to [11], unable to establish a good rapport with the supervisor will result in academic failure. In short, maintaining good rapport with the supervisors is the most effective supervision strategies.

III. METHODOLOGY

This research employed Phenomenography as its methodology. In one of his papers, [12] described Phenomenography as "a research method for mapping the qualitatively different ways in which people experience, conceptualize, perceive and understand various aspects of, and phenomena in, the world around them". According to [13], the prime interest of Phenomenography research is in finding and defining the "variation in ways of experiencing reality" through the categories of description

– a "way of describing a way of experiencing something".

For the study, the population included was selected according to faculties and centres at the NDUM, namely the Faculty of Engineering, Faculty of Science and Technology, Faculty of Defence Management, and Language Centre. Eight PhD holders currently serving at the NDUM were involved in semi- structured interviews. Data obtained through the interviews were then transcribed verbatim and analysed using thematic networks analysis [14].

A. The Participants

Table 1: Demography Information

NAME	GENDER	PLACE OF STUDY	FACULTY/CENTRE
Raz	M	United Kingdom	Engineering
Taf	M	France	Engineering
Ann	F	Malaysia	Engineering
Ady	M	Australia	Science and Technology
Rez	M	United Kingdom	Science and Technology
Mary	F	United Kingdom	Foundation
Yas	F	Malaysia	Foundation
Umi	F	Australia	Foundation

All the participants involved in the study were on Academic Training Schemes *(Skim Latihan Akademik Bumiputra - SLAB)*. Seven went overseas and one did the study locally (Malaysia).

IV. RESULT AND DISCUSSION

A. The Preparation

The results from the interview show that students should look at the potential supervisor's background including their saturation rate, working ethics, method of supervision and area of expertise. These aspects are deemed as important and this notion is aligned with the research done [3], [5]-[7]. The participants believed that choosing a supervisor who is an expert in their research of interest will be able to provide better supervision, which is aligned with the term access to 'insider' knowledge mentioned by [7]. Apart from that, participants were also concerned with supervisors who are experts as they may have very high expectations from the student. Students may have less power in making decision as the research direction is determined mostly by the supervisor as reported in [6]. Apart from that, the participants also highlighted the importance of establishing contact with their potential supervisor. This step is necessary in order to find out what to expect from the PhD journey. This is also the same with the research done by [6]. Self-preference in terms of the amount of guidance and independence during the PhD journey is also an important aspect in selecting a

supervisor. Some of the participants were independent and also dependent students. This is why a good match between a supervisor and student is important as highlighted by [3]. Last but not least, participants believed that contacting the potential supervisor's previous students as very important to gauge the supervisor's capability to provide adequate guidance and mentoring. This is also considered as an important criterion of a supervisor in [6].

B. The Challenges

The supervisor's supervision style, attitude, background knowledge, communication and personal commitment are among the challenges faced by students when it comes to supervisory relationship during the process of completing their PhD. Unsatisfactory supervision relationship could result to student changing their supervisor in the middle of their doctoral journal which in a way leads to longer completion duration of their study. In terms of supervision style, the challenge faced by them was high expectations from the supervisor. This situation, according to them led the students to feel stressful and made them "scared" to meet their supervisor. There were supervisors who compared them with "better' students thus reduce their motivation in their study. Therefore, it is essential for both the supervisor and student to set their expectation at the beginning of the PhD journey [5]. Negative attitudes such as unsupportive, bias towards better-performing students, and giving students unrelated work are some of the difficulties faced by the participants. Under communication and personal commitment, some participants had difficulties to meet their supervisor because the supervisor was occupied with other works. Other than that, they had difficulties in transmitting information because of language. Therefore, effective communication between supervisor and student ([11]&[8]) are important as having this kind of issues could lead to student's failure to complete their study on time. Finally, supervisor's knowledge in the field is crucial as some participant had trouble to discuss their work as the supervisor's expertise is not related. Therefore, common research interest is important for both the supervisor and the student ([5]-[6])

C. Strategies on Supervision

Based on the interview conducted, the participants believed that the most important supervision strategy is to maintain a good supervisory relationship. This is because when the supervisor-supervisee relationship is good, it will create an environment where student and supervisor can work well together. This is aligned with the research conducted earlier by [4]. Apart from that, the participants also mentioned that to ensure a smooth PhD journey, students need to discuss with the supervisors on their expectations preferably in the earlier stage of the journey. These include the work rate and output such as publications. Having a clear role and expectations from both the supervisor and supervisee is also discussed in [5].

Apart from that, participants highlighted that supervisors are the ones who, ultimately decides whether the students had achieved PhD level work and they are the ones who will help the students to prepare for their Viva. Thus, maintaining a good rapport with them are very crucial as it will affect their result eventually. This point is mentioned by [11].

V. Acknowledgement

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Relationship of Information Sharing in Social Media to Reinforcement of Online Social Capital during Humanitarian Crisis Response in Yemen

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Abstract— The internet revolution has brought about several interesting phenomena, with one of the top being the use of social media as an avenue for social development and for the contribution to the cohesion among the community members. In the present study, the focus was placed on information sharing in social media as tools used by participants in Yemeni non-profit organizations to making informed decisions when it comes to crisis response, via the development of social capital in the virtual community. The study made use of statistical method of quantitative to obtain the results. Accordingly, data was gathered by distributing 423 questionnaires to non-profit organizations managers who had participated in emergency or disaster relief tasks in Yemen. The study found that exchange of information and its management timely through social media helped to develop the social capital, which facilitated and maintain ongoing relationships and establish to social coordination, volunteerism, and social cohesion among organizations and victims for creating the social capital in crisis community.

Index Terms— Social media, Credibility of information social capital, online volunteerism, humanitarian crises, online volunteerism, coordination, social cohesion

I. INTRODUCTION

Undoubtedly, quick response during humanitarian crises relief is significant through efficient emergency logistics distribution. This is vital to the alleviation of this crises impact in the affected areas, which remain challenging in logistics and related fields [1]. Previous studies have shown that there are many problems with conventional tools to respond to humanitarian crises, hence, [2] confirmed, during humanitarian crises, quick and timely response is required from relief organizations. [3].

In same context, [4] Yin and Power, indicates, that the results of many humanitarian crises indicate the need that organizations to use a new channel to communicate with victims in the disaster area in order to access information and respond in a timely manne based on Uses and Gratification theory, because that humanitarian crises are unexpected events that can affect a great number of individuals physically and psychologically, identified this organizations the Internet and especially social media as crucial platforms for information and communication in such situations [5].

In the Yemeni context, although non-profit organizations can respond to crises and provide relief to the victims as they have been receiving increasing attention than government organizations, they are considered merely a part of collective operations to collect the information and procedures operation between organizations and the community [6]. In same time, absence of social media poses as a challenge to relevant organizations during humanitarian crises [7].

It is evident that the results of many of the devastating humanitarian crises can be approximated if sufficient amount of information is obtained to allow relief organizations to provide a timely response [8]. Therefore, when natural disasters occur (e.g., floods, wildfires, earthquakes, or tsunamis) or crises resulting from wars and armed conflicts, sharing information becomes necessary to mitigate stress, provide social support to victims and to equip handlers with accurate information to tackle the natural disaster.

Currently, social media is viewed as a top, near real-time communication medium for sharing information when natural disasters strike [9]. However, based on the recommendations from prior studies, this study considers social capital as a strategy to improve response to humanitarian crises and strengthen the role of social media in social exchange during such crises [10].

II. THEORETICAL AND CONCEPTUAL FRAMEWORK

In the present study, the conceptual framework contains three variable types namely, independent, moderating and dependent variables, as the primary aim of the study is to examine the moderating role of sharing of information on the relationship between social media and social capital online, during humanitarian crisis response. A moderating variable is an independent variable that contributes to the conceptualization of the relationship between another independent variable and a dependent variable [11]; [12]; [13]; [14].

The main underpinning theory adopted in this study is the theory of (Uses and Gratifications (U&T) theory. According to [15] Baran and Davis, the U&T is successful in determining the user's deliberate choice of media that can meet their needs and enhance their knowledge, relaxation, social capital, social interactions/companionship, diversion or escape [16]. Therefore, the understanding of social media use among the users in their quest to gain

knowledge concerning the crisis, this study uses U&G theory as the study's theoretical framework as suggested by [17] Blumler and Kat. In addition to the U&G, the theory of social exchange is also considered by this study as a supporting theory to explain the moderating role on the use of social media in response to the crisis [18]. Figure 1 shows the conceptual framework and Hypotheses Model.

Figure 1 Conceptual framework and Hypotheses Model

Thus, this study proposes the following hypotheses for testing;
H1: Social media has a significant and positive effect on online social capital during humanitarian crises.
H2: Information sharing moderates the relationship between social media use and social capital online during humanitarian crises.

III. Literature review

In this section, the researchers will cover three main concepts for this study namely, use of social media, information sharing, and online social capital during response to humanitarian crises.

A. Use of Social Media

Social media refer to digital or mobile tools that can be utilized interactively by users to access, create and influence content [19], cited by [20]. In this definition, the focus is placed on interactive participation, information access and knowledge exchange that are the top three social media characteristics. In consistent with the technology developments, social media has become increasingly widespread and frequently utilized for information access and sharing during natural disasters in countries all over the globe [21].

Throughout the past few years, social media have been used as a tool to publicize disaster accounts, gathered from eyewitnesses. In recent times, disaster relief agencies have acknowledged the social media potential as a tool used for information dissemination and exchange. This was evident during Hurricane Irene disaster, where official agencies made use of social media to disseminate information concerning the awareness and preparation for the hurricane [22], [7]. Along a similar line of argument, social media was utilized as a fundamental tool during the Chapala floods in 2015, in Yemen [23]. More recently, several authors have pointed out the social media use in gradual phases as an information source during periods of crisis. This may be exemplified by [24]. Study where they

examined the Southern California wildfire disaster in 2007, in the U.S. The findings indicated that peer-to-peer communication using social media like social networking sites, text and instant messaging applications, along with blogs, wikis and web forums were used extensively to support additional, significant and authentic information exchange and dissemination within the area of disaster.

Also, in another related study, social media was contended to be used in seven various ways during humanitarian crises response and these include, overseeing situations, listening to public debate, conducting extensions to emergency response and management, crowdsourcing and collaborative development, developing social cohesion and assisting in causes like charitable donations and improving R&D. Hence, in disastrous events like floods, group cohesion has to be strengthened, with community members acknowledging the importance of cooperation in achieving a united goal when redeveloping community after a disaster. In this regard, disasters can frequently lay the worst destruction to community cohesion with individual interests superseding that of the whole community's interests [25].

B. Online Social capital

The primary aim of social media sites is connecting people with their friends and family and facilitating their connection with acquaintances and new connections and as such, the potential to influence others is high, courtesy of social capital [26]. More often than not, receiving messages from friends via social media is related with supporting social capital, but when social media is passively utilized, news consumes increasing time but despite this fact, social connectedness is increased along with is value [27].

Recent studies dedicated to the relationship between social capital and network society found that Internet boosts connections in society and involvement as opposed to decreasing social involvement and displacement that were top prior top concerns [28]. Social media has the ability to provide social support and social interaction over a wide disaster affected area [29]. They have become the source of information and knowledge for citizens at the early disaster phases, during the social capital development and throughout the disaster, made possible through a virtual community.

Social capital refers to the building of shared values and communities of interpretation, mitigating differences in wealth and income and allowing people to feel engaged in a common enterprise in order to deal with shared challenges [30]. Although social capital is intangible force, it is an important one in making individuals come together as a unit in the community.

The term social capital itself can be considered as a dynamic process that involves the inclination of the group members to be united in pursuant of common goals and aims. Despite its meaningful value, current studies have largely ignored social capital in terms of the disaster's

effects on group cohesion in actual disaster situations [25]. It is indubitably that the Internet has led to the creation of socially connected communities and accessing the Internet forms a crucial component of a productive and developing society [31]. But the Internet potential to form social settings in order to cause specific outcomes is still debated among researchers [32]. It would be more fruitful to think of the Internet as a technology that is geared towards social contexts for people to shape it for specific purposes [33]; [34].

C. Information Sharing Online as Moderating variable

Online Information access using social media is useful in tracking accurate hashtags and keywords [34]. Social media enables to take important decision and actions during disaster, when accuracy and timeliness of ground information is necessary. There is a shift in the motive of social media to interact with family members, friends and peers to share information and communicate online. The advent of emergencies and disasters highlights the function of social media as a significant communication mode as noted in majority of disasters all over the world, including during the Great East Japan Tsunami (2011), Mount Merapi Eruption in Indonesia (2010) and the Tsunami in the Indian Ocean in 2004. Similarly, Norris et al, 2008 confirmed that serendipitous information-based connections may also lead to improved community social capital and relationships that in turn, could lead to enhanced levels of community resilience.

Furthermore, the content in social media can furnish all the required information for disaster communication management, build a chain of evidence, and to inform about ongoing disaster communication efforts. Findings indicated solid evidence for the significance of utilizing different information sources to relay information to the public during crises events and the importance of communication between organizations and the public in reaching response decisions to initial disaster information [35].

Social media use is still in its infancy at the innovative phase based on the statement by Jeanneatte Sutton but it significantly contributes to the preparedness planning when disaster strikes. It is pertinent for the public to be aware of effective social media use to obtain information and to relay important information to relevant and affected others [36]. This has led to extensive data mining tools use in the field of meaningful information extraction from a significant amount of data produced in social media during and after a disaster. Nevertheless, such tools are not as effective in practical scenarios as evidenced by the Ushahidi's disaster relief efforts in 2010 during an earthquake in Haiti [37]. It is often almost impossible to obtain consistent and important information from the unstructured and unreliable media reports. Consequently, although a huge amount of information can be accessed, authorities of disaster management found them useless for relevant decision making [38].

During emergencies, social media can be utilized to disseminate information and actual news to a wide range of audience, in light of disaster victims tracking, raising the required funds and relief, providing relief and in communicating with the rescue team and victims, providing the authorities with the information of the disaster, creating and updating missing people database, and mobilizing volunteers. Despite the above enumerated advantages, there are several disadvantages, with one of them being that media can be used to provide inaccurate information of the weather forecast which could mislead people, to disseminate fraudulent assistance messages and money transfer for the purpose of relief, to spread information that could cause panic and chaos among the citizens and to publish incorrect blown-up information concerning the disaster [39]. Following Jeannette Sutton's statement, social media is still in the phase of infancy but it contributes to the preparedness planning during disasters and thus, the public should be made aware of its effectiveness in obtaining information and in disseminating such information to the victims and relevant agencies [36].

In the field of new media discourse, one thing that standard out is credibility maintenance as mentioned by [40]. Accordingly, [41] deduced that shared information through social media possess the issue of dual credibility, which provides the advantage of sharing information without checking or verification of facts, and other reporting standards. Thus, [42] explained the requirement of information verification, particularly of that shared on social media sites. The sharing information cost is operationalizable as cues of information shared to interact with the larger audience.

V. Methodology

This study adopted a survey as a quantitative research approach, with a correlational method to determine the degree of associations [43]. The study constructs in the context on use of social media by non-profit organizations, with social coordination as intermediary variable. Positivist epistemological and quantitative methodologies tend to be ideal in this research type noted by [44]. Accordingly, the empirical approach to collecting and analyzing data is used for this study.

The researcher developed a questionnaire for collecting data. The items of the questionnaire were adapted from previous validated scales from other studies which were Self-administered 530 questionnaires were used as instrument of data collection were employed to gauge information sharing in social media among non-profit Yemeni organizations during their humanitarian crisis response. Likert scale was used to take a list of possible scaling items for construct and find the subset that measures the various dimensions [43]. The final version of the questionnaire was modified to be relevant to the local context, by translating it into the Arabic Language, and ultimately, distributed. The Arabic translation of the questionnaire was reviewed and approved by two experts.

The items comprised of 70 questions separated in 5 parts.

This study gathered data using self-administered questionnaire survey, where the sample was chosen using random sampling. This type of sampling has been widely used in studies of the same caliber (e.g., [45]; [46]). In Yemen, there are around 8137 non-profit organizations and for this study, official non-profit organizations are selected from the list obtained from the Ministry of Social Affairs and Labor in Yemen (MIT).

As mentioned, the total number of questionnaire copies distributed was 530 and from this number, 397 questionnaires were retrieved (75% rate of response). But because some of the questionnaires had missing values (25), while others had outliers (18), the total number of usable questionnaires remained 354 (73% rate of response). The study's sample size (n=354) was considered sufficient as it achieved the ratio of 5:1 as suggested by [47] and [48].

The reliability of the study instrument is over 0.60, which is considered acceptable according to prior studies [49]; [50]. Two types of reliability tests were conducted in this study; first, the Cronbach's alpha using SPSS 22.0, and second, composite reliability (CR). The Cronbach's alpha values ranged from 0.855-0.932, and the CR values differed from 0.860-0.932. In other words, the reliability and composite reliability values of all the constructs exceeded the 0.60 (cut-off value) and all met good reliability criterion. Table 1 contains the Cronbach's alpha and CR values of the constructs.

Table 1: Cronbach's Alpha and Composite Reliability for the Constructs

Variable	Factors	Code	Number of items	Cronbach's alpha	Composite Reliability
Social Media Use (USE)	Access to Information	INF	5	0.891	0.891
	Knowledge Sharing	KNW	5	0.887	0.901
	Interactive Participation	INT	4	0.855	0.860
Social Capital Online (SOC)	Social Coordination	SCO	4	0.892	0.902
	Volunteerism	VOL	5	0.932	0.932
	Social cohesion	SOH	5	0.907	0.920

A. Sample Size

In Yemen, there are around 8137 non-profit organizations and for this study, official non-profit organizations are selected from the list obtained from the Ministry of Social Affairs and Labor in Yemen (MIT). The sample size of this study was calculated using Slovin's formula as recommended by [48] and [51].

Hence, the sample size was calculated to be 381 organizations. As mentioned, the total number of questionnaire copies distributed was 530 and from this number, 397 questionnaires were retrieved (75% rate of response). But because some of the questionnaires had missing values (25), while others had outliers (18), the total number of usable questionnaires remained 354 (73% rate of response). The study's sample size (n=354) was considered sufficient as it achieved the ratio of 5:1 as suggested by [47] and [49].

B. Limitation

In the case of location, this study is confined in focus to the Hadramout governorate of Yemen because Hadramout is home to non-profit organizations that provide volunteer work and relief during the event of humanitarian crises [52]. Moreover, the study focuses only on non-profit organizations as they are the leaders of providing relief during the event of a crisis in Yemen, providing community services, volunteer services and relief activities [52], and they have the Ministry of Social Affairs permission. Lastly, this study is limited to the online social network of Whatsapp, Facebook and Twitter as they are the top popular social networks online used in Yemen [53].

VI. RESULTS AND DISCUSSION

The findings from the quantitative analysis supported several hypotheses, thus, this section extends the argument by discussing the hypotheses testing results. This section discusses the results regarding the social media use, online sharing information and social capital during humanitarian crises response in the governorate of Hadramout, Yemen, these hypotheses include the obtained significant relationships.

A. Descriptive Statistics for Variables

This study calculated the mean and standard deviation (SD) of the measurement scales with the help of a 5-point Likert scale that ranged from 1 (strongly disagree) to 5 (strongly agree). The study primarily aimed at examining the social media use and social coordination online and their impact on response to humanitarian crises among non-profit Yemeni organizations.

The mean and standard deviation values of the constructs are displayed in Table 1 and from the table, it is evident that social coordination obtained the highest mean (4.134, 82%), followed by access to information (3.988, 80%), out of a maximum of 5. Additionally, information credibility mean was 3.706, while interactive participation mean was 3.50, constituting 74% and 70% respectively. With regards to the mean of social media use and social capital online, they were the same at 3.65 (73%). And the variables standard deviation values ranged from 0.715 to 1.164, indicating acceptable variability in the data set.

. Table 2 Descriptive Statistics for Variables

Variable	Demission	Code	Mean		S.D.	
Social Media Use	Access to Information	INF	3.988		.987	
	Knowledge Sharing	KNW	3.475	3.654	1.143	1.045
(USE)	Interactive Participation	INT	3.500		1.128	
Social Capital Online	Social Coordination	SCO	4.134		.893	
(SOC)	Volunteerism	VOL	3.631	3.669	1.164	1.102
	Social cohesion	SOH	3.244		1.086	
	Credibility of Information (CRE)	CRE	3.706		.715	
Overall			3.673		.840	

B. Direct Hypothesis Results

The relationship between use of media social and social capital online

This section presents the empirical study's results, which offer interesting results for discussion, extending prior literature dedicated to the topic. Table 3 contains one direct hypothesis on the basis of which the aims of this study were developed. The direct and indirect path between the study's variables were all supported.

Empirical evidence from this study shows that there is a significant and positive relationship between use of social media and social capital online by NPOs in Hadramout governorate. Thus, hypothesis H1 is supported. Accordingly, there are many past studies that have obtained similar results and indicated that use of social media by NPOs is a good predictor and plays a very significant role in building of social capital online (e.g., [54]; [55]; [56]; [27];[57]; [29]).

A descriptive statistic was conducted. Result was presented in Table 4 and they revealed that the level of social capital online was high. Thus, H1 was supported. Further, the path coefficient was 0.794, indicating a positive relationship. It means when use social media goes up by 1 standard deviation, social capital online goes up by 5.123 standard deviation. This indicates that NPOs in Hadramout governorate have the capacity to use social media to increase social capital among victims during humanitarian crises. The result shows a significant and positive relationship in this case (β = 0 .794; C.R =5.123; P = 0.000). Table 3 shows the direct hypotheses results.

Table 3 hypothesis testing result.

Hypothesis	Exog.		Endo.	Estimated	C.R	P-Value	Status	Result
H1	Social Media Use	⟹	Social Capital Online	.794	5.123	.000	Sig.	Supported

C. Indirect Hypothesis Results - (Information Sharing Online-Moderating Role)

Moderating effect of Information sharing between social media use and Social Capital Online

The final study objective is to investigate information's sharing moderating role on the social media use of NPOs and its relationship with social media use and social capital online during humanitarian crises response in Hadramout governorate. Accordingly, this study used multi-group analysis using AMOS to test the moderating effect. The moderating variable of information sharing was divided into two namely low and high groups. From Table 5, it is evident that information sharing has a moderating role on the social media use-social capital online relationship, indicating that hypothesis H2 is supported. The result indicated that information sharing online has a key role in improving the association between social media use during humanitarian crises and social capital online. In other words, information sharing online can add value to the relationship, and hence, improve social capital online

during humanitarian response crises in the governorate of Hadramout, in Yemen.

Accordingly, this study conducted a simultaneous analysis of sized based on high and low grouping. The path coefficient from social media use to social capital online was constrained to be equal throughout the groups (high= n2 = 164, low= n1 = 190), with z-score of -1.995** (significant effect) for the high group case, as the path coefficient and p-value in such group (β= 0.460, p= 0.000) is more than that of the low one (β= 0.181, p= 0.07). This indicates that there is a moderating role of sharing of information online on the relationship between social media use and social capital online in the high group case, supporting hypothesis H2. The summarized results of the moderating effect of information credibility are displayed in Table 5.

The finding of the current study seems to be consistent with literature that claimed sharing of information is akin to supporting a relationship between use of social media and creating social capital online during humanitarian crises [58]. Also, this finding is consistent with that of [58], who demonstrated that commitment to sharing information online, may lead to early response to disaster but can enhance the relationships between organizations and victims. At the same time, this may lead to continued relationships between use of social media by NPOs during humanitarian crises and creating social capital among victims online.

In the current Yemeni humanitarian business environment in wars and disasters, if the objective from using social media by relief organizations is to develop and maintain a good relationship with the victims, this relationship should be built on sharing of information online, as this could result in increased commitment of NPOs towards responding to humanitarian crises. Table 4 shows the structural parameters of the mediation role of information sharing for the relationship between social media use and social capital online during humanitarian crisis.

Table: 4 Results of Moderating Effect-Information sharing (CRE)

Hypothesis	Variables	High (164)		Low (190)			Result
		Estimate	p-value	Estimate	p-value	Z-score	
H5	USE ⟶ SCO	0.000	0.460	0.181	0.007	-1.995**	Suppo

VII. Conclusion

This study empirically determined the effects of social media use on social capital online, with sharing of information online as the moderating variable between them. The study found a significant and positive relationship between social media use and social capital online, and the results showed that credibility of information moderated such positive relationship in the Yemeni non-profit organizations context. The study also touched upon the social media use of non-profit organizations development of social capital by using the use and gratification (U&G) theory, following prior authors argument that traditional mass media and the Internet has

facilitate social media usage. The study results have some implications to the relevant entities when it concerns social capital online, particularly among non-profit organizations. This study can be used as a guide by practitioners, social policy makers, government and non-government organizations (non-profit) as well as the media, on the way citizen participation can be integrated in social life when a humanitarian crisis strikes.

VIII. Recommendations and Future Studies

Accordingly, to findings, several inferences can be made. It can be concluded that there are different antecedents of social media uses during humanitarian crises. As shown by the current study, access to information, knowledge sharing and interactive participation were found to be important determinants of the social coordination online. But in addition to these bonds, this study suggests other factors that may have an important influence on the social capital online such as social satisfaction and social motivation and crowdsourcing. Future studies could add to these existing findings by examining the relationships between motivations to use social media and new technologies for information sharing, and how these needs were gratified with specific use of social media for information sharing, in the context of specific types from natural disasters in Yemen.

Finally, majority managers of NPOs in Hadramout governorate in Yemen are not aware of the many benefits of social media use during humanitarian crises adoption and the promotion of this awareness through information and training programs is thus necessary. Moreover, Yemen government should improve the infrastructure to emergencies centers and information collection through benefit from new networks communication use and social media information. At same context, NPOs need to adopt new media system in their response to humanitarian crises because they need to speed in collect of information in order to early response.

IX. Acknowledgment

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A Study of Academic Self-efficacy Related to Gender Differences among College Students

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Abstract— Self-efficacy defined as people's belief about their ability to perform a task or complete a level of performance that exercise influences over events that affect their lives. Self-efficacy plays a vital role in students' lives and future. The objective of the study is to determine the level of academic self-efficacy between male and female students. This study used Academic Self-efficacy Questionnaire to measure students' self-efficacy. The data was analyzed using descriptive and inferential statistics. Regarding the comparison level of academic self-efficacy between male and female, the findings of this study shows that, there are no significant differences for both gender.

Keywords: self-efficacy, gender, differences, college students

I. INTRODUCTION

Since its initial introduction, the concept of self-efficacy has gained increasing importance as a significant variable for the prediction of individual behavior (Bandura, 1977, 1982). The theory of self-efficacy states that it is concerned not with the skills one has but with judgements of what one can do with whatever skills one possesses (Bandura, 1986). Academic self-efficacy refers to a student's confidence in his/her abilities to successfully perform academic activities at a desired level (Schunk, 1991). As Bandura (1993) stated, academic self-efficacy is easier to obtain. Thus, it may be useful as an intervention to increase flexibility for at-risk populations (Amitay & Gumpel, 2015) like undergraduates. Research supports the propositions that self-efficacy will influence the choice of whether to engage in a task, the effort expended in performing it, and the persistence shown in accomplishing it (Bandura, 1977; Bandura & Schunk, 1981; Barling & Beattie, 1983; Bouffard-Bouchard, 1990; Brown, Lent & Larkin, 1989; Hackett & Betz, 1989). Self-efficacy levels can enhance or prevent motivation (Bandura, 1994). Student with high self-efficacy choose to perform more challenging tasks, they set for themselves higher goals and work hard to achieve them. Gender differences in perceived self-efficacy expectations and academic performance represent an important issue in educational research. Research shows that there are no significant differences in self-efficacy between male and female (Busch, 2006; Sawari & Mansor, 2013; Lopez, 2014; Nejad & Khani, 2014; Tiyuri et al, 2018).

II. PROBLEM STATEMENTS

One of the main reasons, among the complex causes of the failure in education, is the students' view towards their own abilities which was used as a basis for Bandura's theory. Since people's beliefs and judgments about their ability is based on their successful experience and verbal persuasion and vicarious experiences, so through modeling, educating, meeting successful people, or combination of these cases, we can motivate the sense of efficacy in the students (Nejad & Khani, 2014). Bandura called is "efficacy induction" (Bandura, 1982). Since Bandura believes that self-efficacy is related to academic achievement, through recognizing people with low self-efficacy, remedial education and arranging the assignments from simple to difficult ones, we can make them feel ability of doing their homework and affect their education performance (Nejad & Khani, 2014). Achievement of academic are based on the self-efficacy of the students. Gender differences of perceived self-efficacy can be measured by their academic achievement. This study purpose is to examine the level of academic self-efficacy among male and female students in the college.

III. LITERATURE REVIEW

Based on the several investigations that proves the women self-efficacy are lower than men were tested in high school students by two instruments, Sources of Science Learning Self-Efficacy (SSLSE) and Science Learning Self-Efficacy (SLSE). The result shown that the male students were more self-efficacious than the females in the five SLSE dimensions of "Conceptual Understanding", "Higher-Order Cognitive Skills," "Practical Work," "Everyday Application," and "Science Communication" (Lin & Tsai, 2018). In addition, the study about the relationship between academic stress on academic self-efficacy are tested over 2 years in Chinese's high school students. The results shown that the effects of academic stress on academic self-efficacy was stronger in female students than for male students (Ye, Posada & Liu, 2018). Moreover, the investigation was made based on motivational to lead that related to self-efficacy as a basic need and leadership self-efficacy between genders among college student are proved that males scoring higher than female students (Cho, Harrist, Stelee & Murn, 2015). In other hand, some research was tested using Arabic participants among college students about their associations between religiosity, generalized self-efficacy,

mental health and happiness. The result shown that the scale of Arabic self-efficacy indicated that male students obtained significantly higher mean total scores than the female students (Abdel-Khalek & Lester, 2017). Furthermore, the investigation is made in one gender gap in the area of attitudes and beliefs. This was men's and women's self-efficacy physics self-efficacy which comprises students' thoughts and feelings about their capabilities to succeed as learners in physics. This investigation using an in the moment measurement technique called The Experience Sampling Method (ESM) to collect multiple simples of university student's feelings of self-efficacy for two one-weeks periods. The result shows that women are lower than men were proved when the experiment about the introductory physics are tested between women and men (Nissen & Shemwell, 2016).

IV. METHODOLOGY

This study uses a quantitative method. A questionnaire was given to 30 college students. Random sampling method was used. This study used the Academic Self-efficacy Questionnaire based on research by Sachitra and Bandara (2017) consist 20 items with 5 grades Likert scale (1: Strongly disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly agree) to evaluate students' academic self-efficacy. For academic performance, students were asked for their CGPA. The statistical analysis was carried out using SPSS.

V. RESULT

Mean range	Self-efficacy level
0.00-1.67	Low
1.68-3.35	Medium
3.36-5.02	High

Table 1 Self-efficacy Indicator

Gender	Mean	N	Std. Deviation
Male	3.8800	5	.72595
Female	3.8620	25	.39929
Total	3.8650	30	.45242

Table 2 Levels of Academic Self-efficacy with Gender

The study tested significant differences in the levels academic self-efficacy on the basis of gender. Based on Table 2, there were no significant differences in the levels of academic self-efficacy on the basis of gender. Both male students and female student have high level of self-efficacy with 3.88 (sd=0.73) and 3.86 (sd=0.40) respectively. Literature on self-efficacy has reported different results on level self-efficacy on the basis of gender. According to them, some studies revealed that females are less confident than males (Wilson, Kickul & Marlino, 2007) and in contrast, males are less confident

than females (Huang, 2013). In terms of gender differences result found in this study, there is no signifant differences.

VI. CONCLUSION

Self-efficacy is about how people belief their potential that designated their own skills of activities and affected their daily life. This research is to determine the level of academic self-efficacy between both genders and to investigate the correlations between level of academic self-efficacy and academic performance. Student with high self-efficacy choose to perform more challenging tasks and work hard to achieve them. Gender differences in perceived self-efficacy expectations and academic performance represent an important issue in educational research. Using quantitative method, 30 college students was answering the questions they are given. The result shown that there are no significant differences of the level of self-efficacy between genders among college students. This study also show that academic self-efficacy does not have effect to academic performance. Future study should be carried out with more students so that the result will show more definite figure and results. More research is needed to further investigate the mediating relationships that exist between academic self-efficacy and academic performance considering the findings from this study. It is hoped that further study needs to investigate the academic self-efficacy within core subject areas, as it offers the potential to better understand undergraduates learning issues and academic performance in the different course modules. Since prior studies revealed a positive association between academic self-efficacy and academic performance, the causality interaction can also be investigated in future study.

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The Distributional Patterns of Collocations in ESL Learners' Argumentative Essays

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Abstract— Collocations as units of formulaic language are definitely regarded as one of the mediums in interpreting and shaping our understanding of language learning. There has been a notable increase of interest in this research area. Various recent studies have paid particular attention on the acquisition of collocations either by native or non-native speakers. The objective of the study is to develop a framework of restricted collocations used by learners in their written essays. The distributional patterns are quite large to study on, thus, the distribution was done basically to look at only the HLF rank or high light frequency verbs which are DOES, MAKE, TAKE, GET and GIVE. It requires a larger scale of research with a longer duration of time to study a broad range of distributional patterns of restricted collocations in the essays. Analyzing this patterns are initiating and mapping ideas on the prefabricated patterns used by ESL learners. For this research purpose, only high light verbs are studied in order to see the usage in learners' argumentative essays. Since there are only 21 essays been written, the frequency of the verbs is quite limited. The results have shown that the distribution is too small to see yet this available data however show that even these are high light frequency verbs yet the usage is still too small and limited.

Index Terms— collocations, high light frequency verbs, distributional patterns, argumentative essays

I. INTRODUCTION

There are various terms given like the expressions of *word combinations* (Cowie, 1994; Howarth, 1996), *phrasal lexemes* (Moon, 1998), *phrasal lexical units* (Glaser, 1998), and *phrasal lexical items* (Kuiper, 2009) are given and this is significant evidence that the focus is on the same area of interest. The importance of phraseology is being highlighted and it is becoming increasingly clear that it is an important element of language learning because both written and spoken discourse contain large percentages of formulaic language (Schmitt, 2005). This notion is supported by Erman and Warren's (2000) calculation that 52-58% of the language they analyzed was formulaic.

Wray (2002) also claims that there are various related terms to the vocabulary for phrasal lexical items itself i.e. *chunks, formulas, multiword units, collocations, etc.*, and types. All these really depend on the degree of fixedness, institutionalization/ conventionality and opacity/ non-compositionality (Moon, 1997, p.44). This is reflected in Moon's (1998) three macro-categories of phrasal lexemes: anomalous collocations, formulae and metaphors.

Moon's study reveals that many phrasal lexemes are frozen in particular transformations, such as the passive. Moon's established typology is simply a way of classifying a wide range of various types of *fixed expressions.*

Despite of the various terms given, researchers are investigating the same phenomenon: the study of word combinations. The focus of this present research is restricted to the aspect of phraseology that is significant to the needs of second language learners of English, in particular their use of collocations in writing. This study is chiefly concerns restricted collocations.

II. BACKGROUND

Collocations are words that commonly occur together or near each other in a text (Coxhead, 2006). Collocations as units of formulaic language are definitely regarded as one of the mediums in interpreting and shaping our understanding of language learning. There has been a notable increase of interest in this research area as demonstrated by (Alali & Schmitt, 2012; Halim, 2014; Gablasova, Brezina & McEnery, 2017; Wray, 2002; Moon, 1997, 1998; Kuiper, 2004; Koya, 2005; Howarth, 1996, 1998).

Various recent studies have paid particular attention on the acquisition of collocations either by native or non-native speakers (Paquot & Granger 2012; Durrant & Siyanova 2015; Nguyen&Web, 2016; Granger & Bestgen 2014). These studies provide compelling evidence that collocations are deem important in investigating language acquisition. Plus, the advantage of having access to corpora as mediums providing authentic and rich source of data.

So, in the case of Malaysia, English language is regarded as a second language. Regardless of the mode as a second language, English is likely to continue to be important for Malaysians in world interactions. The establishment of the local variety of local English in Malaysia has become the pride of all Malaysians with its local nuances and innuendos which is reflected from the localized vocabulary, pronunciation as well as pragmatic features. Indirectly, collocational studies would be another avenue to investigate the local English varieties of vocabulary research.

Given the above, the present study embarks on a study of vocabulary acquisition. In particular, it examines the prefabricated patterns in ESL learners' essays. The motivation for conducting this study is to explore the

vocabulary knowledge of speakers of Malaysian English as it is assumed that non-native speakers of standard English do not share similar advantages to native speakers. It is due to the fact that non-native speakers, particularly adult learners, are normally expected to acquire words rather than phrases (Kuiper, Columbus & Schmitt, 2009). In addition to that, Wray (2002) claims that non-native speakers acquire individual words separately which later pair for correct collocations.

The above notion has call for an urge to examine the lexical collocations acquired by Malaysian learners with exposure to local English. The study is restricted to Verb-Noun collocations of written English. The objective of the study is to access the patterns of restricted collocations in learners' argumentative essays. In this sense, UUM Foundation students would be the right target participants as they are management students who have to equip themselves with the English language skills. The matter of exploring their language acquisition is essential as they are expected to deliver as good language users in terms of speaking and writing.

III.   RESEARCH OBJECTIVE

The objective of the study is to develop a framework of restricted collocations used by the learners in their written essays. The distributional patterns are quite large to study on thus the distribution was done basically to look at only the HLF or High light frequency verbs which are *DOES, MAKE, TAKE, GET* and *GIVE*. It needs such a larger scale of research with a longer duration of time to study a broad range of distributional patterns of restricted collocations in the essays. Thus, this study focus on the restricted collocations of the *high light frequency verbs* only. Analyzing this patterns are initiating and mapping ideas on the prefabricated patterns used by ESL learners. Thus the question marked as, 'What are the distributional patterns of restricted collocations produced by the learners?'

IV.   RESEARCH METHODOLOGY

Instruments

A processing software (Wordsmith Tool 6.0) and students' idiomatic and non-idiomatic options were used for analysis. At the same time verb lemma list from NST Corpus were used to check verb frequency made from learners' collocations.

Participants

The participants who participated in the study were 21 candidates of term 2 UUM foundation students. Their argumentative essays were taken as sampling data.

V.   RESULTS AND DISCUSSION

The distributional patterns of restricted collocations produced by the learners

The distributional patterns are quite large to study on thus the distribution was done basically to look at only the HLF or High light frequency verbs which are DOES, MAKE, TAKE, GET and GIVE adopted from (Halim, 2014). It needs such a larger scale of research with a longer duration of time to study a broad range of distributional patterns of restricted collocations in the essays. Thus, this study focus on the restricted collocations of the *high light frequency verbs* only. Analyzing this patterns are initiating and mapping ideas on the prefabricated patterns used by ESL learners.

Halim's categorization (2014) which is extracted from NST Corpus is used to select the high frequency light verbs. The selection criterion of verb categorization of NST corpus is listed below.

Table 1 Categorization of verbs in NST corpus

Category	Frequency criterion
High frequency light verbs (HLF)	Appearing in the top with the highest occurrences to 20,000 occurrences in the NST corpus list (as verbs only). Note that light verbs also tend to be higher in frequency than the other high frequency verbs. (Rank number (N) 1-1000verbs)
High frequency lexical verbs (HF)	Appearing in less than 20,000 to 5,000 words in the NST corpus list (as verbs only). (Rank number (N) 1-1000verbs)
Medium frequency lexical verbs (MF)	Appearing in less than 5,000 to 200 words in the NST corpus list (as verbs only). (Rank number (N)1000-3000verbs)
Low frequency lexical verbs (LF)	1-200 occurrences in the NST corpus. (Rank number (N) more than 3000verbs)

Thus this categorization has shortlisted 20 restricted collocations with 20 different ranked of head verbs.

Table 2 The frequency of head verbs and the frequency of restricted collocations in NST corpus

Restricted collocations	Frequency band
does wonders	HL1
make a fast buck	HL2
taking a big risk	HL3
get a grip of oneself	HL4
give a hoot	HL5
look the part	H1
tell the difference	H2
pay respect	H3
create a win-win situation	H4
stop bickering	H5
kill time	M1
steal the show	M2
cleared backlog	M3
observe taboo and prohibited things	M4
air view	M5
crack(a) joke	L1

shouldered the responsibility	L2
rekindle family ties	L3
foot the bill	L4
gnash teeth	L5

Notes:
HL- High Light frequency
H- High frequency
M- Medium frequency
L- Low frequency

For this research purpose, only high light verbs are studied in order to see the usage in learners' argumentative essays. Since there are only 21 essays been written, the frequency of the verbs is quite limited. The distribution is too small to see yet this available data however show that even these are high light frequency verbs yet the usage is still too small and limited.

Table 3 High light frequency verbs distributions and frequency

Head verbs	DO/DOES	MAKE	TAKE	GET	GIVE
Occurrences	60 entries of DO 4 entries of DOES 11 entries of DID	35 entries of MAKE	12 entries of TAKE 0 entry of TAKES 0 entry of TOOK 1 entry of TAKEN 4 entries of TAKING	28 entries of GET 1 entry of GETS 2 entries of GOT 0 entry of GOTTEN 1 entries of GETTING	13 entries of GIVE 1 entry of GIVES 6 entries of GAVE 1 entry of GIVING 1 entry of GIVEN

A closer look is taken by looking at the head verb MAKE where the entries are about 35 of them in the overall essays. The WORDLIST has shown that MAKE is at number 49th of the overall word rank.

The following two figures are extracted from Wordsmith Tools' CONCORDANCE list. The collocations are extracted from the essays.

Fig 1 Collocations using MAKE

Fig 2 Collocations using MAKE

Only few of the restricted collocations are verb-noun collocations. Examples of verb-noun collocations are *make time* and *make profit*.

VI. CONCLUSION

What can be concluded is that only high light verbs are studied in order to see the usage in learners' argumentative essays. Since there are only 21 essays been written, the frequency of the verbs is quite limited. The distribution is too small to see yet this available data however shows that even these are high light frequency verbs yet the usage is still too small and limited.

It is quite interesting to further study the concordances of the collocations or any head verbs. Head verbs from different frequency band would definitely have different usage in learners' essays. This study would lead to many interesting findings and resolve many problems in learning and teaching of ESL classroom.

This study reinforces that there are challenges of mastering restricted collocations and the use of these sequences. May be within the same speech community collocations are less used and expected, but for academic writing and purposes, it has been generally agreed that the appropriate use of these sequences is highly required (Li and Schmitt, 2009).

This small project would help to design the curriculum and material development of UUM and elsewhere, and this process in turn will help students enhance their academic writing and overall performance in English and in their core courses.

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Scaffolding Method: Impactful Teaching Strategies to Teach Grooming and Professional Etiquette

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Abstract— Due to the advancement of technology in education, educator of the 21st century must use impactful teaching strategies to ensure the focus of education is to prepare the children of today for the future. The biggest challenge for lecturers in teaching university subjects and MQA subjects at Multimedia University because it is a pass or fails in nature. Since the subjects do not affect the CGPA if they fail their subject, students were found not being serious or show interest in the class, reported higher number of truancy, and doing their coursework for the sake to pass the paper. Consequently, it affects the learning outcome of the subject and also the psychosocial and moral of the students and lecturers. Therefore, a group of lecturers teaching Grooming and Professional Etiquette class has applied new role of teachers in education using scaffolding teaching methods. Students were given tasks to organise a grooming and professional etiquette program while they themselves showed the groomed behaviour. Students were given a step by step guideline on the method to clean up, make up, to have a professional etiquette and grooming before the program held. They become more confidence when they experience the task themselves rather than listening to lectures and watching video in the class. Survey questionnaires were distributed to the students at the end of class for the particular semester. A survey report among the students showed that this approach managed to boost up students' grooming and professional etiquette.

Index Terms— Scaffolding, teaching strategies, education, professional etiquette.

I. INTRODUCTION

The education system in Malaysia is transforming into a motivated education system in the 21st century. Therefore, aspects of an approach to the 21st century require students to apply critical thinking skills in solving problems, be creative in exploring solutions and connect or collaborate in projects with the world to learn. At the same time, teachers are responsible for providing a holistic perspective and creating opportunities for pupils in decision-making, problem-solving, social skills and team engagement by teaching and learning experiences in the 21st century [1].

According to Yusup Hashim, Professor of Instructional Design and Technology, Asia e University, a teacher plays a facilitator role in making education more learner-centered, autonomous and self-managed [2]. He highlighted two important points; 1) What are the new roles of student in 21 Century learning, and 2) What is the learning skills required in 21 century learning? The detail is shown in Table 1 and 2 below:

Table 1: New Roles of Student in 21 Century Learning

There are three roles:
1. Learner as a worker: Learner is doing the learning while the teacher is the designer of learner's work
2. Self-directed learner: The teacher helps each learner to be an independent, self-directed and self-motivated learner to prepare them for life-long learning
3. Learner as a teacher: The best way to learn is to teach. Learners will help other learners to learn as in peer tutoring practiced in massive open online courses (MOOC)

Source: Yusup Hashim, Professor of Instructional Design and Technology, Asia e University,

Table 2: What are the learning skills required in 21 century learning?

AT21CS (Assessment and Teaching 21 Century Skills), a research group stationed at University of Melbourne Australia collaborating with a group of more than 250 researchers across 60 institutions worldwide categorized 21st-century skills internationally into four broad categories:
1. Ways of thinking. Creativity, critical thinking, problem-solving, decision-making and learning
2. Ways of working. Communication and collaboration
3. Tools for working. Information and communications technology (ICT) and information literacy
4. Skills for living in the world. Citizenship, life and career, and personal and social responsibility

Source: Yusup Hashim, Professor of Instructional Design and Technology, Asia e University,

Additionally, Malaysia recognizes the critical role of education as the driving force of its process of

transformation into a knowledge-based society as a required prerequisite in the information age to become a developed nation. The education industry is therefore expected to train young learners to become responsible people capable of making valuable contributions to the achievement of this national target in their respective capabilities. To prepare the education sector for this task, policy-makers considered the full integration of information technology in the education system at all levels of learning as necessary [3].

One of the methods that are growing in its popularity in teaching and learning is scaffolding. The idea of scaffolding derives from the concepts of social learning of Vygotsky [4]. Van de Pol, Volman and Beishuizen [4] defined scaffolding by considering three central characteristics shown in Figure 1.
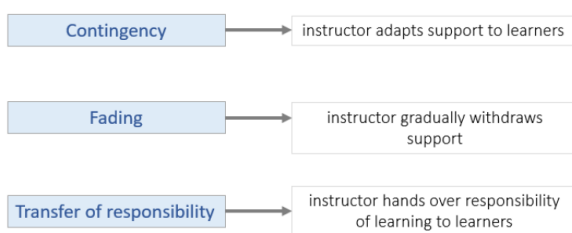
Figure 1: central characteristics of scaffolding

A. Problem Statement

Due to the advancement of technology in education, educator of the 21st century must use impactful teaching strategies to ensure the focus of education is to prepare the children of today for the future. The biggest challenge for lecturers in teaching university subjects and MQA subjects at Multimedia University because it is a pass or fails in nature. Since the subjects do not affect the CGPA if they fail their subject, students were found not being serious or show interest in the class, reported higher number of truancy, and doing their coursework for the sake to pass the paper. Consequently, it affects the learning outcome of the subject and also the psychosocial and moral of the students and lecturers. Therefore, a group of lecturers teaching Grooming and Professional Etiquette class has applied new role of teachers in education using scaffolding teaching methods to see the effectiveness and impact on student's learning.

B. Research Question

What are the impacts of the scaffolding method as a strategy in teaching Grooming and Professional Etiquette class?

C. Objective

The study aimed to explore the impact of the scaffolding method as a strategy in teaching Grooming and Professional Etiquette class.

II. METHOD

This is a descriptive study to seek the effectiveness of scaffolding method in teaching and learning. The subject chooses was Grooming and Professional etiquette among Diploma Students. There were about 150 students were taught by the two lectures. Students were given tasks to organise a grooming and professional etiquette program while they themselves showed the groomed behaviour. Prior to the practical tasks, they attended the face-to-face lecture and flipped with Blended Learning Tools such as Google Classroom and Padlet. Then, students were given a step by step guideline on the method to clean up, make up, to have a professional etiquette and grooming before the final project (program) was held.

Finally, feedbacks about the classes and activities attended and the project from students was gathered using Google form survey. There are nine questions with the scale ranged from strongly agree (5) to strongly disagree (1) were asked to the students;
Do you?

1. Learn and understand the importance of personal hygiene
2. Learn to work with appropriate make up for workplace
3. Learn the appropriate dressing for workplace or interview
4. Learn the do's and don'ts in the workplace such as meeting and greeting
5. The event that we organise has given us the experience of the real situation in the workplace. I do not only learn theory but I really do it myself and experience it
6. The event that we organise has boosted my confidence level to talk and be in front of the public.
7. I can sense that my lecturer has changed my attitude through her trust in me to get involved in the event and feel respected.
8. I became very responsible for my team mate/task given as compared to my other subject/class in previous class.
9. Overall, I am satisfied learning this subject.

The researcher has then analyzed the survey with descriptive analysis.

III. ANALYSIS AND DISCUSSION

150 Diploma students from Faculty of Business registered Grooming and Professional Etiquette Subject, attended lectures, class activities, and manage to organize a project entitled "Unlock the New You". The poster is shown in Figure 2. The objective of the event was to;

i. Show professional image and etiquette for the working environment
ii. Present professional behaviour and appropriate communication in the work setting
iii. Expose students to professional dress code in different industries
iv. Expose students to a healthy lifestyle
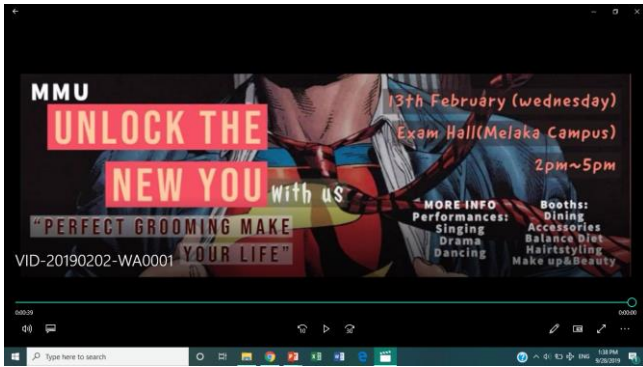
Figure2: Poster – Unlock the New You

The data from Google Form were transfer to excel format and run data cleaning simultaneously. However, after data cleaning, there were only 74 valid responses from the students.

The results of the survey showed obvious positive students' feedback on scaffolding method. From all the nine questions asked to the students, above 80 % of students answered strongly agree and agree as shown in Table 1 to 9. The students were happy with the rate strongly agree and agree. It could be surmised that through scaffolding, teaching and learning can now be more effective and interesting as students can equip themselves with new technologies that they will be dealing with in the job market [5] and experience the learning by doing.

Through the project, students were able to show professional image and etiquette for the working environment, specifically to present professional behaviour and appropriate communication in the work setting. The students were exposed students to professional dress codes in different industries and live in healthy lifestyle.

Table 1. Learn and understand the importance of personal hygiene
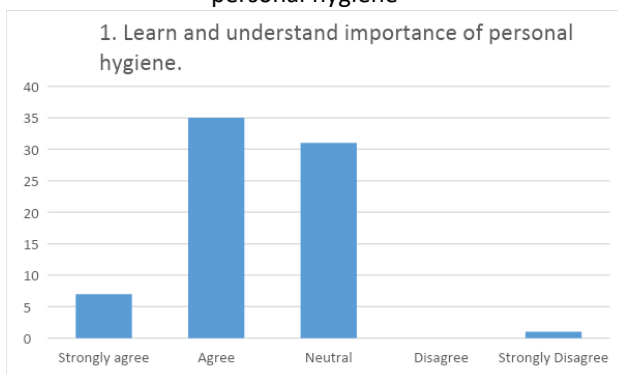
Table 2. Learn to work with appropriate make up for workplace
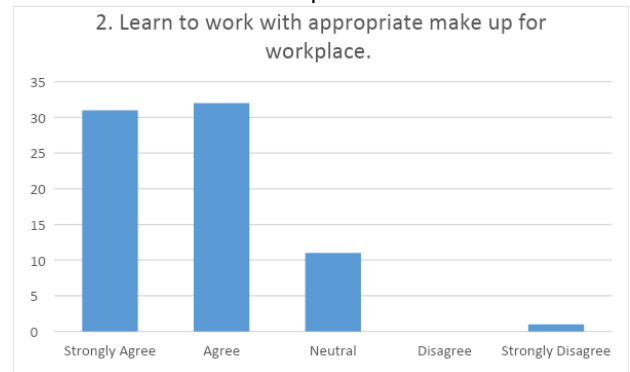
Table 3. Learn the appropriate dressing for workplace or interview
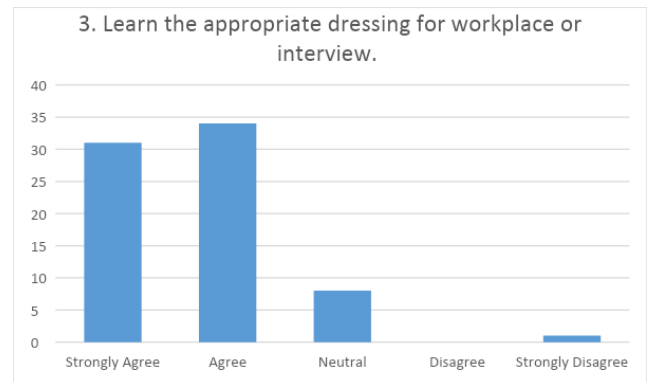
Table 4. Learn the do's and don'ts in the workplace such as meeting and greeting
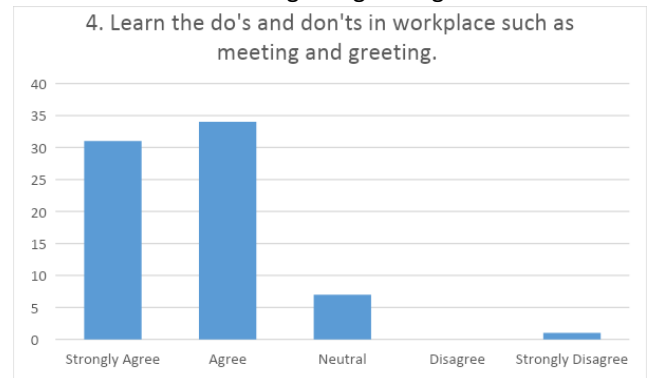
Table 5. The event that we organise has given us the experience of the real situation in the workplace. I do not only learn theory but I really do it myself and experience it

5. The event that we organise has given us the experience of real situation in a workplace. I am not only learn theory but I really do it my self and experience it.

Table 6. The event that we organise has boosted my confidence level to talk and be in front of the public.

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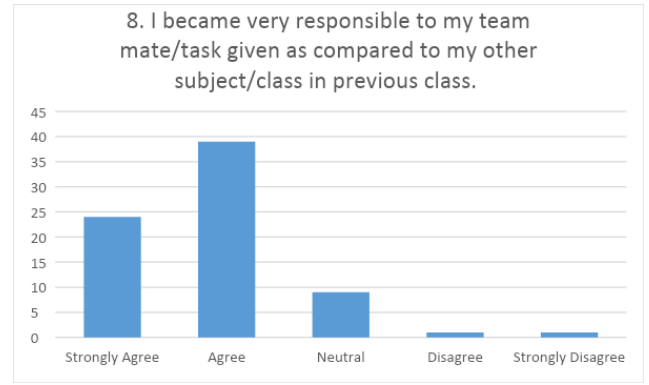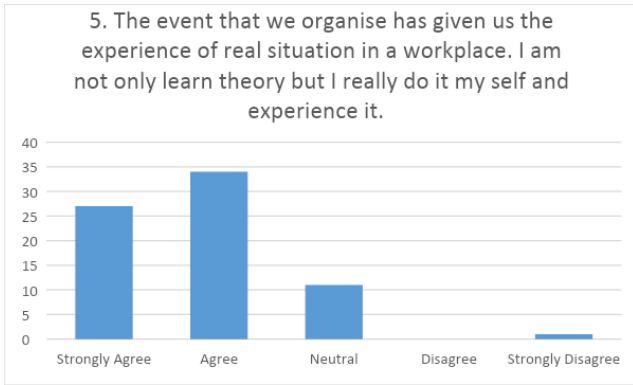
6. The event that we organise has boost up my confidence level to talk and be in front of the public.

Table 7. I can sense that my lecturer has changed my attitude through her trust in me to get involved in the event and feel respected.
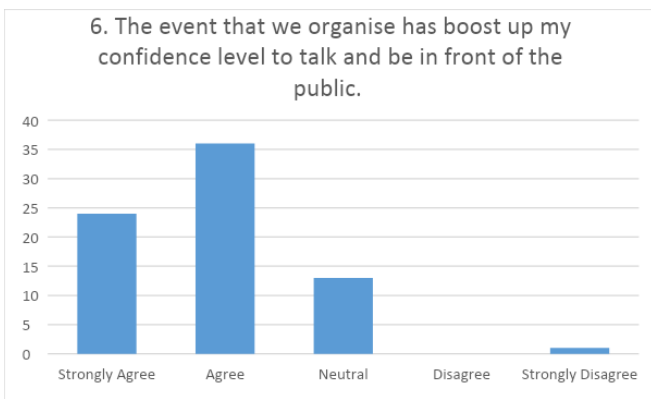
7. I can sense that my lecturer has change my attitude through her trust on me to get involved in the event and feel respected.

Table 8. I became very responsible for my team mate/task given as compared to my other subject/class in previous class.
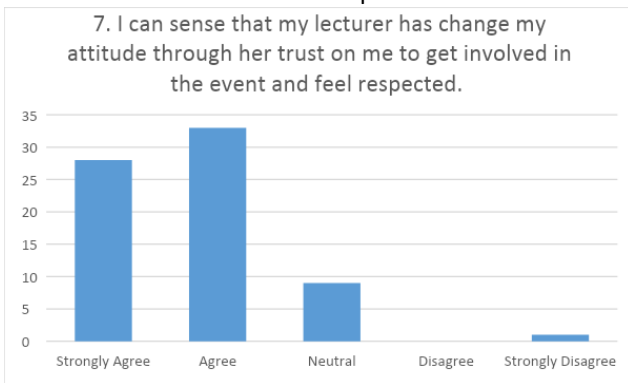
8. I became very responsible to my team mate/task given as compared to my other subject/class in previous class.

Table 9. Overall, I am satisfied learning this subject

9. Overall, I am satisfied learning this subject.
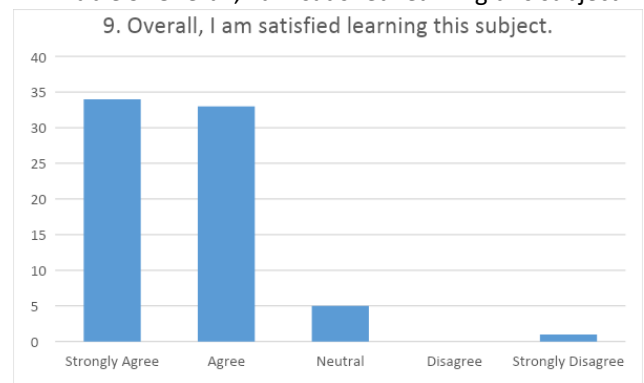
IV. CONCLUSION

In brief, through scaffolding, teaching and learning can now be more effective and interesting as students learn and experience what they learn in classes by "doing it". In brief, through scaffolding, teaching and learning can now be more effective and interesting as students can equip themselves with new technologies that they will be dealing with in the job market [0] and experience the learning by doing. The students become more confidence when they experience the task themselves rather than listening to lectures and watching the video in the class. Survey questionnaires were distributed to the students at the end of class for the particular semester. A survey report among the students showed that this approach managed to boost up students' grooming and professional etiquette.

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Community Social Change and Decreolization Threat of Tansi Language in Sawahlunto

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Abstract— Tansi language as the labor creole language that I found (2010) is the fourth language which exist in West Sumatra. I have documented the existence of this language as the effort of preserving it in the form of Sawahlunto Tansi Language Dictionary. In 2018, Tansi language due to its cultural and historical potential has been designated as "Indonesian Intangible Cultural Heritage" by Indonesian Ministry of Education and Culture refering to UNESCO convention. However, as a cultural heritage, its existence must be maintained despite social changes in community. Therefore, the purposes of this study are to find out and explain community social changes in Sawahlunto, decreolization threat of Tansi language, and the best recommendation of Tansi language retention process as a cultural heritage. This research, as part of my further research, uses qualitative method with digital observation, interviews, and literature review of community social changes in Sawahlunto. On one side, community social changes greatly encourage the development of one region. It can be proved by the economic growth of Sawahlunto community. It used to be known as the "dead city" after the coal mining process no longer operated. On the other side, community social changes in Sawahlunto has influenced (threated) the existence of Tansi language (creole), especially in education, religious, and other formal spaces due to the use of Indonesian language. More people in Sawahlunto consider that using Indonesian language is very prestigious. Therefore, the recommendations to Sawahlunto local government are: (1) developing local content curriculum that focuses on teaching Tansi language to students; (2) formulating the policy of using Tansi language in formal spaces on certain days.

Index Terms— Sawahlunto, Tansi (labor creole) language, Community social changes, Decreolization threat

I. INTRODUCTION

Sawahlunto, like other cities which have been being social migration destination of various ethnicities and nations in the past, is an encounter place of various people in different ethnic groups who later raised a mixed language. The existence of this "mixed language" often cannot be mapped when a linguistic study ignores other facts outside linguistic facts which found in the field. My father's jokes that he asked "*baso a tu*?" (what language is that?) when my mother used Tansi language, then today I realized it as one of the most basic linguistic questions.

Tansi language (used in two usage areas, namely 'old city center' (*Pusat Kota Lama: PKLm*) and 'old city terrace' (*Teras Kota Lama: TKLm*) (Syafril, 2011: 55 and 390), or

also called Slunto language, turns out to be a creole language that has more than 100 years of age. Its presence was caused by the coal mining labor era in the Dutch period around 19th century in which Tansi was the name of place for the coal miner residences. Evidently, Tansi language is a creole language with labor background in the interior of Sumatra. This language was the mixture of 10 languages: Javanese (BJ), Sundanese (BS), Madura (BMd), Balinese (BBl), Bugis (BBg), Batak (BBtk), Chinese (BC), Minangkabau (BM), Dutch (BBld), and Malay (BMy) as the

basic language (Syafril, 2011: 39). It indicates that Tansi language grew and developed from the social and cultural intersections of miners in the Dutch period and became a form of cultural resistance.
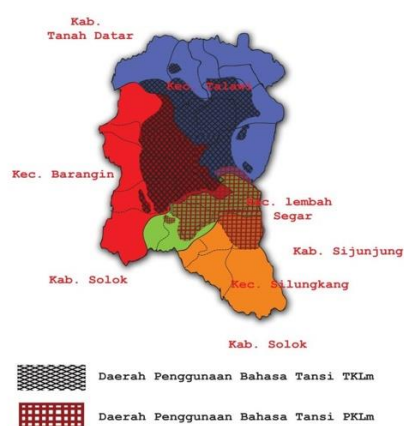
Figure a. The Map of Tansi Language Use (Syafril, 2011)

Theoretically, creole language is a "normal" language because it already has native speakers (has become a mother language of each speech community) like the language in general. Meanwhile, like pidgin language, creole does not have a simple relationship with standard language where its language is located. More clearly, creole language starts from pidgin language which turns into the main language of a speech society, is learned as the first language by children and generally used in community activities (Wardhaugh, 1986: 58 and Thomason, 2001: 160). In connection to this opinion, Tansi language can be said as a creole language, a language that originated from pidgin which turned into the main language of the community, has been studied as the first

language by children of Tansi community descendants, and generally used in the activities of Sawahlunto community.

Tansi language as a creole language has 3 characteristics, namely mixture and reduced (common characteristics of creole language) and slack codification so that it is easy to change (specific characteristics of Tansi language) (Syafril, 2011: 432). Mixture is related to the mixed of various miner languages, namely Minangkabau, Javanese, Chinese, Sundanese, Madurese, Balinese, Bugis, Batak, Dutch, and Malay as the basic languages. Reduced means that there is a fragment of the original language mixed into Tansi language. Meanwhile, the slack codification means easy to be changed. Furthermore, the finding of the Tansi language as a creole language with labor background in the interior Sumatra has made it as the first creole language with labor background where placed in the interior areas in Indonesia (Syafril, 2011: 432). It also opens up the possibility that creole languages in the western part of Indonesia are not always identical with the background of commerce and are in the coastal region.

The changing process of Tansi language into creole language takes place in four phases (in accordance with Todd's opinion, 1974: 53-63), namely: (1) Tansi language was originated from pidgin language which was from the marginal interaction of the miners; (2) the formation phase of Tansi language native speakers come from mixed marriages among miners, this phase is in harmony with first language acquisition (Romaine, 1988: 231). Phases (1) and (2) based on previous research conducted by me can be described in the following chart:
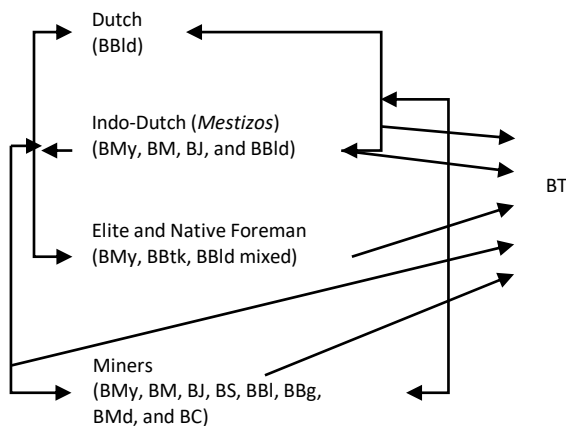
Figure b. Relationship between Social Structure of Sawahlunto Community and Existence (initial) of Tansi Language (Syafril, 2011: 80)

The next phases are: (3) the influences come from more dominant languages, such as Indonesian and Minangkabau languages; and (4) the post-creole continuum phase (or the so-called decreolization process) of the Tansi language which is made possible by the influence of age, education, and social status of Tansi community. These factors cause the tendency of Tansi people to use other languages that are considered more prestigious, which represent their social status, such as Minangkabau language and/or Indonesian. These three overlapping languages (Tansi, Indonesian and Minangkabau) have been being in 'triglosia', one language influencing the other. From this, it can be assumed that there are more prestigious languages (high variety of languages) or maybe the three languages fill each other. In addition, it is assumed that the standard language, Indonesian, is considered more prestigious than Tansi language because it carries complex functions in social communication, such as in education, government, religion, economics, politics, and science, and has a standard form (Poedjosoedarmo, 2002 and Ferguson, 1964).

In the process of social change in society, there are four things that influence it, namely modernity (technology), social institutions, population, and the environment. For the modernity section, it is figured out the increase of society social change from an undeveloped towards a developing society (OpenStax College, 2013: 489). Thus, modernity with technological development has influenced social change in society. These social changes, of course, also affect the change in language use because language moves dynamically with its speakers as evidence that language exists in humans. In the previous theory, social changes that can affect dominant language change are influenced by social institutions, such as educational, government, and religious institutions. However, in subsequent developments, as explained in this paragraph, the dominant social change is influenced by modernity (use of technology).

The determination of the Tansi language as an Intangible Cultural Heritage of Indonesia by Indonesian Ministry of Education and Culture (2018) related to UNESCO convention is not just a recognition of Tansi language existence. However, it is also the acceptance of living space history that has shaped Tansi language and of course, it needs to be maintained. Therefore, based on current social phenomena in Sawahlunto and the threat of Tansi language decreolization as an intangible cultural heritage, I think it needs to carry out further research in an effort to produce recommendations for retaining Tansi language.

II. RESEARCH METHOD

This research, as part of my further research (some of information are from my last research), uses qualitative method with digital observation, interviews (with several informants), and literature review of community social changes in Sawahlunto. The informants of this research are: (1) the people of Sawahlunto in the age of 19 years old and 23 years old (teenagers (school ages)); (2) working people (journalist); and (3) people in government institution. This research has been conducted on February-August 2019.

A. Decreolization of Tansi Language

Linguistically, decreolization of Tansi language can be seen from phonology, morphology, syntax, and lexicosemantic. However, the discussion of this research is focused on phonological and lexicosemantic decreolization. The discussion on phonological decreolization is to proof that its decreolization did not change much from the beginning of the study in the 2008-2010. Meanwhile, the discussion on lexicosemantic decreolization dues to the changes are quite a lot compared to the initial research (2008-2010).

1. Decreolization of Phonology

The process of phonological decreolization since the beginning of the study (2008-2010) until now in 2019 is more dominantly influenced by Indonesian phonology. This process often and 'quickly' occurs in PKLm. The phonological decreolization occurs in the use of phonemes /i/ → /I/ (*PKLm*) and /i/ → /e/ or /ɛ/ (*TKLm*). Examples:

| adik | [adI?] | 'young brother/sister' (*PKLm*). |
| adek | [adɛ?] | 'young brother/sister' (*TKLm*). |

| blimbing | [blimbIŋ] | 'star fruit' (*PKLm*). |
| blimbeng | [blimbeŋ] | 'star fruit' (*TKLm*). |

In addition, the phonological decreolization of Tansi language also occurs in the use of phonemes /u/ → /U/ (*PKLm*, influenced by Indonesian phonology) and /u/ → /o/ (*TKLm*). Examples:

| daun | [daUn] | 'leaf' (*PKLm*). |
| daon | [daon] | 'leaf' (*TKLm*). |

| jatuh | [jatUh] | 'fall' or 'decline' (*PKLm*). |
| jatoh | [jatoh] | 'fall' or 'decline' (*TKLm*). |

Furthermore, phonological decreolization of Tansi language is the process of decapitating word in the form of phonemes or syllables that close to Indonesian. It becomes Tansi word. Examples:

| duak | [duwʌ?] | 'two' (*PKLm*). |
| wa | [wa] | 'two' → dua [duwa]; beheading of initial syllable → /du-/ [du-] (*TKLm*). |

| anem | [anəm] | 'six' (*PKLm*). |
| nem | [nəm] | 'six' → enem [ənəm]; beheading of initial phonemes → /e-/ [ə-] (*TKLm*). |

2. Decreolization of Lexicosemantic

The lexicon of Tansi language (as found in previous studies) is predominantly influenced by Malay language (31%) because Malay language has its function and position as *lingua franca*, the language of communication in *Nusantara* (which is used by laborers from various regions in Sawahlunto). Furthermore, the percentage of Minangkabau lexicons in Tansi language are also high (after Malay). It appears because of Sawahlunto position in the 'heart' of West Sumatra Province whose people use Minangkabau language. Then, the percentage of Javanese lexicons are high too besides Malay and Minangkabau. This is caused by the dominant number of workers brought to Sawahlunto as forced labor (slaughter) and contracts labor are from Java.

Lexicosemantic decreolization process of Tansi language, similar to phonological decreolization, is also influenced by Indonesian lexicons and the process often and 'quickly' occurs in *PKLm* area. Lexicosemantic decreolization has also differentiated the area of use of Tansi language, between *PKLm* and *TKLm*. *PKLm* area has lexicosemantic characteristics that have been influenced by Indonesian and '*gaul*' (slang) for use cases in teenagers (school ages). Meanwhile, *TKLm* area has its own lexicosemantic characteristics. The 'original' of Tansi lexicons are still used in this *TKLm* area. However, for the case of teenagers, there is also the use of 'bahasa *gaul*' (slang). This happens because of internet access and the teenagers' hobbies of using social media. To be clear, here are examples of changes in the Tansi lexicons that are influenced by Indonesian and '*gaul*' (slang):

| abu | [dəbu] | 'dust' (*PKLm*) → influenced by Indonesian lexicon). |
| abu | [abu] | 'dust' (*TKLm*). |

| tiop | [tiop] | 'inflatable' (*PKLm*) → influenced by Indonesian lexicon: *tiup* [tiup]. |
| ambus | [ambus] | 'inflatable' (*TKLm*) → comes from Minangkabau language *ambuih* [ambuʷih] 'inflatable'; sound [uʷi] (Minangkabau language) → [u] (Tansi language) accompanied by the changes of the sound [h] → [s]. |

| itung | [itUŋ] | 'arithmetic' (*PKLm*) → influenced by Indonesian lexicon in which phoneme /h/ disappears at the beginning of the word *hitung* [hituŋ]. |
| reken | [rekən] | 'arithmetic' (*TKLm*) → comes from the Dutch language, *afrekenen* [afrekenən] in which the beginning and end syllables (af- and -en) disappear. |

dog	[añjlŋ]	'dog' (*PKLm*) → influenced by Indonesian lexicon and Javanese pronunciation in phonemes /n/ → /ñ/ in positions before phonemes /j/ and /c/.
kirek	[kirɛ?]	'dog' (*TKLm*) → comes from Javanese *kirik* [kirl?] which experiences meaning expansion from the original meaning: 'puppy'.
anjay	[anjay]	'dog' more used as curses (*PKLm and TKLm*) → is a slang (used by teenagers).
bodo	[bodo]	'stupid' (*PKLm*) → influenced by Indonesian lexicon in which phoneme /h/ disappears in the end of the word.
bongak	[boŋʌ?]	'stupid' (*TKLm*) → comes from Minangkabau language *bongak* [boŋa?] 'stupid'.
pea	[pe: ʌ?]	'stupid' (*PKLm and TKLm*) → is a slang (used by teenagers).
ancur	[ancUr]	'destroyed' (*PKLm*) → influenced by Indonesian lexicon in which phoneme /h/ disappears in the beginning of the word *hancur* [hancur].
ancor	[anc ɔr]	'destroyed' (*TKLm*) → influenced by Indonesian lexicon in which phoneme /h/ disappears in the beginning of the word *hancur* [hancur] and phoneme / u / → / ɔ /.
ambyar	[ambiyar]	'destroyed' (*PKLm and TKLm*) → is a slang language derived from Javanese *ambyar* [ambiyar] 'scattered' (obtained from the lexicon in the *dangdut* Pantura song which is dominant in the Javanese *Ngoko* language; spread on social media) (used by teenagers).

B. Tansi Language in Triglosia Situation

1. The Teenagers (School Ages)

For *PKLm* dan *TKLm* area today, the position of Tansi language in Sawahlunto community speech (used by teenagers) is in the *middle variety of language,* then Indonesian and *gaul* (slang) language is in the *high variety of language,* and Minangkabau language in the *low variety of language.* It can be seen from the chart below.

BI : Indonesian language
BT : Tansi language
BM : Minangkabau language

Figure c. The Position of Tansi Language in Triglosia Situation Used by Sawalunto Teenagers

2. The Working People (Working Ages)

The position of Tansi language in Sawahlunto community speech (used by working people) for *PKLm* areas is in the *low variety of language* with Minangkabau language. Meanwhile, the position of Indonesian language is in the *high variety of language*. It can be seen in the following picture.

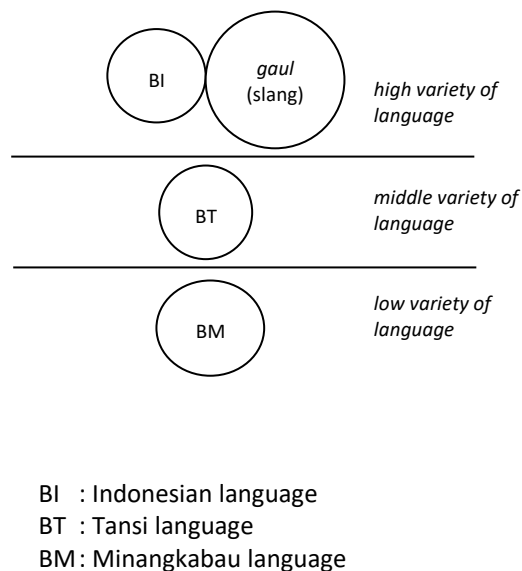BI : Indonesian language
BT : Tansi language
BM : Minangkabau language
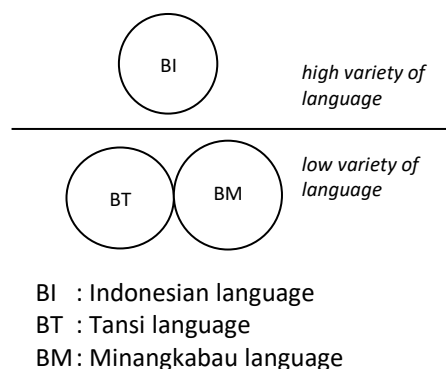
Figure d. The Position of Tansi Language in Triglosia Situation Used by Sawalunto Working People in *PKLm*

Then, the position of Tansi language in Sawahlunto community speech (used by working people) for *TKLm* areas is in the *high variety of language* with Indonesian language. Meanwhile, the position of Minangkabau

language is in the *low variety of language*. It is figured in the following picture.

BI : Indonesian language
BT : Tansi language
BM : Minangkabau language
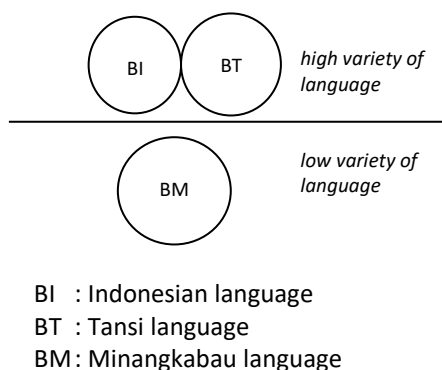
Figure e. The Position of Tansi Language in Triglosia Situation Used by Sawalunto Working People in *TKLm*

C. The Factors of Tansi Language Decreolization

Based on some theories used related to decreolization and social change, there are some factors which have influenced the use of each creole language like Tansi language. For the most factor is modernity (the use of internet: social media) in the teenagers. It influences Tansi language with 'bahasa *gaul*' (slang) that has been most taken from internet: social media.

Furthermore, the most influencing factor of using Tansi language in working people is their job. The working people in the government thinks that they come from educated people so must use prestigious language; it is Indonesian language. Then, the location of work is also influencing the use of Tansi language. For the people in *PKLm*, most of them work in government and they think they should use Indonesian language. In contrast, working people in *TKLm* mostly works as miners and traders, so they more use Tansi and Minangkabau language than Indonesian language.

Education factor also influences the use of Tansi language as creole language. Commonly, education process in school should use Indonesian language as instruction language in teaching and learning activities. Indonesian language is also being main subject (it because of the position of Indonesian language as national and unity language).

The next factor is environment; most related to social relations among people. The teenagers use 'bahasa *gaul*' (slang) as their "mandatory" language in friendship other than Indonesian language which is considered more prestigious. On the other sides, the working people put Indonesian language as the main language in their fellow conversations because Indonesia language is considered more prestigious. Related to environment factor, the newcomers to Sawahlunto also influence the use of Tansi language. Generally, newcomers use Minangkabau language and Indonesian language. They consider that Sawahlunto is a part of West Sumatra where the dominant community uses Minangkabau language and they assume that everyone from any group will understand Indonesia language.

In addition to the above factors, the community social mobility factors, especially for those teenagers who aim to continue their education to a higher level in other regions such as Padang and Java, have influenced language use in them. They dominantly use Indonesian language and also 'bahasa *gaul*' (slang) when they returned to Sawahlunto.

IV. CONCLUSIONS

Based on the explanations and examples of Tansi language decreolization process on phonology and lexicosemantic, it can be said that: (1) the process of decreolization of the Tansi language is influenced and has led to Indonesian; (2) the decreolization process is very "fast" and generally occurs in *PKLm* areas; (3) the decreolization process for the teenagers is more influenced by 'bahasa *gaul*' (slang), both from songs, readings, as well as the environment and social media; and (4) the decreolization process has divided the area of Tansi language use into two regions, namely *PKLm* (old city center) and *TKLm* (old city terrace).

There are some factors of Tansi language decreolization, namely: (1) the most factor is modernity (the use of internet: social media) in the teenagers. It influences Tansi language with 'bahasa *gaul*' (slang) that has been most taken from internet: social media; (2) the most influencing factors of using Tansi language in working people is their job and location of job (*PKLm* or *TKLm*). They consider that they come from educated people so must use prestigious language; it is Indonesian language. For the next factors, are: (3) education factor; Indonesian language is commonly used in education process and also being main subject; (4) environment; most related to social relations among community. The teenagers use 'bahasa *gaul*' (slang) as their main language in friendship other than Indonesian language. On the other sides, the working people put Indonesian language as the main language in their fellow conversations. For the environment factor, the newcomers to Sawahlunto also influence the use of Tansi language. Generally, newcomers use Minangkabau language and Indonesian language; and (5) the community social mobility factors, especially for those teenagers who aim to continue their education to a higher level in other regions such as Padang and Java. They choose to use Indonesian language and 'bahasa *gaul*' (slang) when they are back to Sawahlunto.

Actually, modernity, institution, social relation, and environment has become the agents of community social changes which greatly encourage the development of one region. It can be proved by the economic growth of Sawahlunto community. Sawahlunto used to be known as the "dead city" after the coal mining process no longer operated. On the other side, community social changes in Sawahlunto has influenced (threated) the existence of Tansi language (creole), especially in modernity (internet: social media), education, religious, government, and other formal spaces due to the use of Indonesian language. Most of teenagers think that they will more acceptable in their community if they use 'bahasa *gaul*' (slang). Then, more

people in Sawahlunto consider that using Indonesian language is very prestigious.

Therefore, the recommendations to Sawahlunto local government, are: (1) developing local content curriculum that focuses on teaching Tansi language to students; (2) formulating the policy of using Tansi language in formal spaces on certain days. It can be the crucial way to maintain the existence of Tansi language.

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Welcome to the Jungle! – Learners' Perceptions of a Game-Based Learning Experience

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Abstract— Game-based learning provides an enjoyable learning experience for learners where learning happens in an immersive surrounding with authentic contexts. It is believed to foster learners' cognitive and affective development as it requires learners' active involvement in the session. This research aims to gauge learners' perceptions of the incorporation of game-based learning in an English language course. A group of learners were selected to participate in a game-based learning case study. They were put in groups, given characters and items to be used in helping them to compete with each other in a game with the theme – Jumanji: Welcome to the Jungle! During the session, learners had to complete tasks by solving riddles (related to the theme) with the help of the given clues. Apart from solving riddles to find their next checkpoint, they had to answer questions related to the English course in order to win the race. At the end of the session, the learners answered an open-ended questionnaire to express their opinion on their game-based learning experience via Google Forms. Data on their perceptions of the session was then analysed according to themes. Results show positive responses as well as suggestions on how to improve the game-based learning experience for the learners. For future work, it is recommended to focus on a bigger group and to consider the perceptions of English language instructors on game-based learning.

Index Terms— English language learning, Game-based Learning, gamification, knowledge retention, motivation.

I. Introduction

Game-based Learning (GBL) can promote an active involvement among learners in their learning. According to [1], game playing has a crucial role in fostering learners' cognitive and affective development. A learning game is defined as a purposeful and playful activity structured in a manner that players follow a set of rules to achieve certain learning goals [2]. Such games can provide immersive, simulated, or authentic contexts for learning, and may create enjoyable experiences for learners, hence acting as valuable mediation to active learning [3].

This study was conducted in a military based university situated in Malaysia. The learners comprise of civilian and also military cadets. Most of the courses in this university were presented using the traditional teaching method of lecturing. The lecturers from the Language Centre have been incorporating gamification methods in their lessons as an initiative to create a more motivating and fun learning experience for the learners. This initiative has also been integrated in the English core subjects like English Syntax, Semantics and Pragmatics. The subject has been labelled by learners as tough and difficult as it requires a lot of memorisation of facts. The move of gamifying the lessons showed promising results in terms of learners' motivation and knowledge retention. From observation, the learners enjoyed the lessons and they found that the method made it easier for them to remember the lessons. Learners tend to be more attentive in class and they requested for more fun activities. Based on these positive responses from the learners, the researchers decided to engage them in a more immersive gaming experience, which is GBL and gauge their perceptions of the experience. As stated by [4], GBL is increasingly used for areas where the material is dry, technical, boring, and the subject matter is really difficult. It is vital to see if this method can increase the learning interest and motivation of learners, as well as their knowledge retention.

This research aims to identify the learners' perceptions of the usage of GBL in an English language and also their recommendations for their future GBL experiences. The questions seek to understand their perceptions before and after their GBL experience, revolving around their motivation and knowledge retention of the subject. There are two research questions for this research;

1. What are the learners' perceptions of the usage of GBL in an English language course?
2. What are the learners' recommendations for their future GBL experiences?

II. Literature Review

Associating games in education can make the learning environment more fun and enjoyable for learners. Games can be described as activities which possess many characteristics namely "fun, separation, uncertainty, non-productive, governed by rules, and fictitious" [4]. Another definition of games is "systems that involve interaction with a user interface to generate visual feedback on a computer or a video device to utilise fun, play, and competition" [5]. Gamification, which comes

from the word 'game' on the other hand means using elements of rewards and scores when conducting activities after each lesson. For example, using applications like Kahoot! and Quizziz to test learners' understanding of topics learned. In short, gamification is the use of game design elements, game thinking and game mechanics to enhance non-game contexts. In this study however, the focus will be on GBL.

The content of GBL is usually morphed to fit the story and scenes of the game [4]. GBL is being used to encourage learners to participate in learning while playing, and make the learning process more interesting by adding fun to the learning process [6]. In GBL, learners will have to complete a mission given to them. The mission is usually designed according to one specific theme. Apart from that, the elements involved in GBL are conflict, strategy, aesthetic, and rewards. In short, gamification is turning the learning process as a whole into a game, while GBL is using a game as part of the learning process.

GBL method has become a trend in teaching and learning. Reference [7] stated that a lot of academicians have been practicing GBL to approach the learners in class. They also stated that this learning method has increased the student's concentration, engagement, satisfaction and motivation in the learning process. In addition, [8] has conducted a survey and the results showed that learners using this method are more engaged, motivated and enjoyed learning the course more as compared to paper forms and a simple non-game-based lessons.

Reference [4] found several benefits of game-based learning in classrooms which can actually increase the learners' motivation in learning the subjects. Games are fun and stimulating for learners which also allow them to experience novelty, curiosity and challenge. Games can act as stimulations which allow learners to engage in extraordinary activities.

Apart from increasing learners' motivation in learning the subjects, GBL method also helps the learners to understand more about the subject. Reference [9] has created a game module called *The Recursive Runner* to help the learners to understand the topic on recursion in a programming course. Pretest and posttest were carried out to gauge the effectiveness of the module and they found out that the posttest results were higher in terms of the impact compared to the pretest. This showed that the learners had a better understanding of the topic after they played the game.

A study by [10] stated that GBL is the best way to learn. One of the advantages that she found in GBL is it ensures the learning retention for up to 90%. Apart from that, GBL can improve the conceptual learning for up to 11%. On the other hand, learners following a GBL approach are able to test their knowledge and refine their understanding of the concepts that they have learned previously [11].

III. METHODOLOGY

This is a case study to find out the learners' perception of their first experience in a GBL session. The instrument was an open-ended questionnaire via Google Forms. There were a total of seven questions which seek to gauge the learners' perceptions before and after their GBL experience.

The respondents were 31 learners majoring in English in a Cross Cultural Studies course. They took English Syntax, Semantics and Pragmatics during their third year. All of the respondents were familiar with gamified lessons but they have never experienced a GBL session before. The GBL session served as a revision class for the learners to recall all lessons for the subject. The session was carried out at the end of the semester.

The materials used during the GBL session were created by using applications – HP Reveal, QR Code Reader, Jigsaw Planet, Fake Call, and Lie Detector. Realias were also incorporated in the game like magic invisible ink pens with UV light, glowing balls, name tags, and others. All the materials were designed according to the theme *Jumanji: Welcome to the Jungle*, which is a fantasy adventure comedy film released in 2017. The room where the GBL session took place was also decorated according to the theme to make the experience more real. The facilitators during the GBL experience and the learners dressed in jungle themed attires during the experience.

Data were collected at the end of GBL session via Google Forms. Each learner had the access to a computer with Internet connection. They were directed to a link to answer the questionnaire. The learners had to complete the questionnaire as a part of the session. The researchers were present during the session to enable the learners to clarify any misunderstandings. They were aware that the questionnaire was anonymous and were encouraged to be as honest as possible to help the researchers to improve their GBL experience. The answers from the open-ended questionnaire were then analysed according to emerging themes.

IV. RESULTS AND DISCUSSION

A. What are the learners' perception of the usage of GBL in an English language course?

When it comes to new learning approach, it is best to gauge what the learners are expecting from such approach especially when it is new to them and sounds catchy. Students from the new digital age would 'jump' with excitement when the word 'game' is mentioned, especially in today's age where games are synonym with their everyday life. 'Games' are the 'magic word' to the young adults as it is an activity that they do for fun during their leisure time. Therefore, it is not an exaggeration to say that game is always tied up with 'fun', 'engaging', and 'out of reality' kind of activity.

A mismatch between expectation and real application of an approach may be damaging to the learning and teaching process. When it comes to academic settings, it is interesting to find out what the students are expecting when 'games' are intentionally embedded in their lessons. These expectations can be in forms of settings, content,

activities or emotions involved with it.

The first item asks the students on the expectations that they had when they first arrived at the intended activity area. Some themes that were repeatedly extracted in the survey are as followed.

Table I: Emotion

Exciting (11)	S3: "Exciting, never play it before" S6: "Exciting surrounding" S10: "Feeling excited to start the game" S11: "Excited" S12: "I feel excited" S13: "Very excited" S16: "I feel so excited plus nervous" S23: "I feel so excited to play the game" S25: "I was very excited because the lab is super comfortable" S28: "Excited. Felt like in games" S29: "… I feel like we gonna do something exciting…"

Table I shows that a total number of 11 learners agreed that the GBL session was exciting. In short, the learners felt excited during the GBL session because they knew that normally games are fun and exciting. This is agreed by [4], where they stated that games are fun and stimulating for learners which also allow learners to experience novelty, curiosity and challenge. Furthermore, game also can act as stimulations which allow learners to feel excited throughout the learning process. Reference [8], on the other hand mentioned that the learners enjoyed learning the course using GBL as compared to paper forms and a simple non-game-based lessons.

Table II: Motivation

Total number of leaners who feel motivated throughout the session	YES	NO
	28	3

Table II shows that 28 learners agreed that GBL motivated them in learning the course. This is agreed by Reference [7], where they mentioned that the GBL method has increased the learners' motivation in the learning process. Learners are more motivated when they are learning through the GBL session [8]. There are only three learners who did not feel motivated throughout the GBL session.

Table III: Impression

How is it different than the rest of the lessons that you usually have?	S19: "because it was done with **special props and a special environment**…" S26: "… in class we learn something in formal way while in the game we learn **more in informal** and to me it is **easy, more interactive, easy to meet and ask the lecturer** in order to gain clues and finish the task" S16: "In my opinion, session for this game is different from the daily lessons because it **made us easier to recall what we have learnt**". S28: "The session was totally different because we **don't feel bored** during the game period." S30: "Cause the ot**her classes are so rigid with the learning process**". S22: "Because it **requires the whole class to focus and concentrate to achieve the goal (reward, fame)** by moving passing the checkpoints."

Table III shows that the learners felt the GBL method was very different from what they have experienced. This is because to them, the other classes were too rigid with the learning process while through GBL, the learning process was informal and they did not feel bored during the games. Furthermore, they could easily interact with the lecturers in order to gain clues and finish the tasks. This is agreed by [10], where she stated that GBL is the best way to learn as in GBL, it is ensured that the learning retention is up to 90%. Apart from that, GBL can improve the conceptual learning for up to 11%. On the other hand, one of the learners stated that the session for this game was different from the daily lessons because it was easier for them to recall what they have learned so far. This is agreed by [11], where she mentioned that learners who followed a game-based approach are able to test their knowledge and refine their understanding of the concepts that they have learned previously.

B. What are the learners' recommendations for their future GBL experience?

The recommendations received from the participants are divided into two categories, namely; recommendations for the execution of future GBL sessions, and recommendations for possible themes of future GBL sessions.

Table IV: Recommendations for the execution of future GBL sessions.

No.	Recommendations	Explanation
1	Clearer recordings (4)	- Fake phone call recording needs to be clearer/louder
2	Wider space location (5)	- The location needs to be bigger to enable learners to move around easily during the session
3	Instructors / facilitators (3)	- There should be more facilitators so that each group could be assigned to a facilitator
4	Individual tasks for each member (1)	- Each member should have their own task to ensure everyone participates equally
5	Punishment or penalty (1)	- Add more challenge by including punishment for wrong answers
6	More rewards (11)	- Should be mentioned before the start of the game as motivation - Should not be shown to create curiosity - Should be given to all teams to motivate everyone to finish the game - Winners should not be mentioned until the end of the game - Token of appreciation to remember the experience
7	Selection of team members (2)	- Members should vote for team members - Member from mixed abilities
8	Outdoor/ more activities (9)	- Add more varieties in terms of games - Outdoor activities - More physical activities in challenge
9	Clear Score Sheet/ Instruction (3)	- Scoresheet for each checkpoint - Instruction written on paper
10	Promote it to other courses/every semester (2)	- Make it a tradition for every semester - Promote to other courses as well

Table IV shows the learners' recommendations on the ways to improve the GBL experience. Their suggestions include improvements in terms of the materials, location, types of activities, ways of conducting the session, rewards and punishment, and selection of group members. Apart from that, the learners also suggested for GBL to be used in other courses and to be done in every semester.

Table V: Recommendations for possible themes of future GBL sessions

No.	Themes
1.	Movies (24)
2.	Japan Animation/ Manga (3)
3.	Reality Show (2)
4.	Games (1)

In terms of the possible themes for future GBL experience, most of the learners were interested in themes related to movies from different genres like superheroes, fantasy, science fiction, romantic, comedies, action and adventure. Some of them preferred Japan animation and Manga. Two learners suggested reality TV shows as possible themes and one suggested a digital game as a theme.

V. CONCLUSION

The focus of this study was to identify the participants' perception on GBL lesson and insights on how to improve the GBL from learners' perspectives. Learners' motivational factors and expectations would drive the participants to engage and involve with a particular lesson. Digital natives of today are very hard to please, hence knowing their motivations and meeting their expectation is a challenge in today's digital era. Motivational factors are very important in teaching and learning process, especially when it comes to tackling dry and technical subjects which can be hard and tedious to learners.

This study focuses on the affective aspects and impression shown by the small sample of language learners on a specific-theme based GBL. It was found that the GBL activity provided a positive emotion of 'excitement' to participants as words such as 'so excited', 'very exciting' and 'exciting' were expressed the most in the findings. Thus, it can be said that the GBL provided them the excitement required for them to be ready to engage with the lessons. This level of excitement continued as 90% of them responded that they felt motivated throughout their quest in solving the riddles and completing the game. Further probe suggests that the unique settings, a clear goal, higher level of interactivity and informality of the lessons, and fame and reward factors contributed to the retention of excitement and

motivation of the learning process. These differences which deviate from the common conventional teaching approach suggest GBL as an approach which provides a condition for a better knowledge retention as evident in one of the responses who asserted that the approach made them easier to recall what they have learnt compared to the daily lessons. Even though the findings give a positive outlook on the GBL conducted, it is not without its imperfections. Small space area, lack of rewards for the non-winners, and expected more physical and outdoor activities are some of the common comments and recommendations given by the GBL participants.

Nevertheless, the results of this study apply to a specific theme of GBL for language learning which was offered to a specific group of learners. As game-mechanic, themes and rewards might strongly be related to the specific GBL conducted in the study, further research is needed to investigate other group of learners, of different disciplines. Different gameplay that involves different set of skills (psychomotor, roleplaying, etc.), different themes and different form of token as rewards would also be a good expansion to this study. Last but not least, information on the perceptions of GBL among English language instructors will greatly complement the findings further.

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Eksplorasi Alat Pengekstrakkan Data Teks Dalam Media Sosial

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*Abstract— **Proses pencarian dan penerokaan data teks yang ada di dalam media sosial memerlukan masa yang banyak jika tidak menggunakan kaedah yang betul dan sistematik. Media sosial seperti Facebook (FB) dan Twitter adalah penyumbang utama kepada data-data mentah berbentuk teks yang boleh dijadikan bahan kajian penyelidikan. Data-data ini boleh diperolehi daripada komen atau pun hantaran yang ditulis oleh akaun orang perseorangan atau akaun Page tertentu. Namun demikian, kaedah dan alat untuk mendapatkan data tersebut tidak mendapat kajian penyelidikan yang terperinci di kalangan penyelidik. Terdapat tiga objektif kajian ini dibuat iaitu menyenarai alat pengekstrakkan data teks sedia ada, membuat senarai ringkas ciri-ciri setiap alat tersebut dan mengkaji ciri-ciri alat pengekstrakkan data teks dan membuat perbandingan alat tersebut. Kajian ini menggunakan kaedah penyelidikan penerokaan yang mana setiap alat diuji dengan menggunakannya secara menyeluruh sehingga data dapat diperolehi seperti yang dikehendaki. Hasil daripada kajian ini mendapati bahawa terdapat dua jenis alat untuk mendapatkan data iaitu berasaskan aplikasi dan berasaskan pengaturcaraan. Alat yang berasaskan aplikasi pula terhad kepada ciri tertentu sahaja dan jika mahu data yang lebih spesifik, bayaran dikenakan terhadap pengguna. Manakala alat yang berasaskan pengaturcaraan pula memerlukan kemahiran pengaturcaraan yang baik untuk mendapatkan data. Tiada bayaran dikenakan kerana ianya bersifat sumber terbuka. Kajian akan datang boleh diteruskan dengan menggunakan data-data dari media sosial ini untuk dijadikan sumber utama kajian seperti kajian analisis sentimen. Oleh itu, semoga kajian ini dimanfaatkan sepenuhnya bagi membolehkan para penyelidik berinteraksi dan berkongsi idea dengan ramai orang serta menjadi rujukan untuk penyelidikan akan datang.***

*   **Index Terms— Data mentah, data teks, media sosial, pengaturcaraan.**

I. PENGENALAN

Media sosial ialah saluran komunikasi berbentuk digital dalam talian yang berasaskan input, interaksi, perkongsian kandungan dan kerjasama daripada komuniti pengguna warga maya. Antara laman sesawang media sosial yang menggunakan alat web 2.0 seperti *Facebook*, *Twitter*, *Instagram*, *Pininterest* dan *LinkedIn.* Penggunaan aplikasi media sosial sebagai medium interaksi dan perkongsian kandungan telah semakin meluas di seluruh dunia. Perubahan dalam dunia aplikasi media sosial telah membolehkan setiap individu menulis status hantaran mereka dalam bentuk perbincangan, mengkritik, membuat ulasan dan juga memberi cadangan atau pendapat dalam pelbagai bidang pengetahuan. Hantaran yang dimuatnaik oleh pemegang akaun sosial media adalah lebih mudah dengan adanya gajet telefon pintar yang terdapat di pasaran. Hantaran ini mudah dicapai dan sentiasa mengikuti perkembangan berita semasa sama ada dari segi politik, sukan mahu pun hiburan. Perkongsian kandungan ini juga dikenali sebagai status yang sentiasa dimuatnaik dalam apa jua jenis media sosial di seluruh dunia. Justeru, kajian ini bertujuan untuk menerokai apakah alat yang boleh digunakan untuk mengekstrak kandungan data berbentuk teks yang tekandung dalam media sosial.

II. KAJIAN LITERATUR

Media sosial diguna sebagai medium komunikasi yang membolehkan keluarga dan rakan-rakan terdekat untuk sentiasa berhubung antara satu sama lain dengan berkongsi aktiviti yang dilakukan sepanjang hari [1]. Sebagai contoh, sebuah keluarga yang menetap jauh di luar negara memuatnaik gambar perkembangan anak menggunakan media sosial untuk tatapan keluarga di Malaysia. Tetapi kini, perkongsian itu boleh dikongsi oleh sesiapa sahaja yang berdaftar dengan media sosial. Tambahan pula dengan kemudahan telefon pintar yang menyediakan aplikasi media sosial yang membolehkan capaian Internet dicapai pada bila-bila masa dan di mana sahaja.

Media sosial telah mengubah tingkah laku seseorang individu mahupun organisasi dalam konteks perkongsian maklumat. Berdasarkan kajian [5] , media sosial dilihat sebagai perubahan komunikasi secara global yang mana pengguna dengan secara sukarela berkongsi pelbagai pengalaman yang penuh dengan pelbagai emosi dan situasi sama ada dalam bentuk teks, gambar mahupun video. Dengan bilangan pengguna media sosial yang sentiasa bertambah seiring dengan perkongsian kandungan yang dikongsi ini menyebabkan maklumat yang berlebihan telah berlaku dalam dunia digital media sosial ini atau dikenali sebagai *"User-Generated Content"* (UGC). Dengan perkembangan UGC ini, maklumat berlebihan ini mempunyai potensi yang besar untuk digunakan oleh para penyelidik untuk mendalami tentang bagaimana untuk mengekstrak maklumat tersebut dan digunakan dalam pelbagai aplikasi kajian yang bersesuaian [9]. Walau bagaimanapun, bentuk maklumat yang berlebihan ini adalah dalam bentuk tidak berstruktur kerana ia dihasilkan untuk kegunaan manusia dan bukan untuk diproses oleh komputer.

Maklumat yang berlebihan ditakrifkan sebagai maklumat yang diberikan pada kadar yang terlalu cepat

bagi seseorang untuk memproses [1]. Kadar maklumat yang dimuatnaik tidak mengikut topik atau mempunyai isi kandungan yang tidak penting dalam keadaan semasa [1]. Bukan itu sahaja, kajian [1] juga mendapati maklumat yang berlebihan ini juga kerap berlaku dan sentiasa memenuhi *"news feed"* pengguna apabila terdapat situasi berisiko tinggi seperti peristiwa kecemasan kebakaran, gempa bumi dan banjir. Dengan kebanjiran maklumat yang berlebihan ini, membolehkan kajian analisis teks diketengahkan memandangkan maklumat ini boleh dicapai dengan mudah tanpa perlu menggunakan kaedah penyelidikan secara tradisional seperti borang soal selidik.

Data-data sedia ada yang ada dimuat naik dalam sosial media terdiri daripada bentuk teks seperti hantaran dan komen, multimedia seperti video, imej dan audio dan jumlah bilangan butang suka dan kongsi [2]. Media sosial Facebook juga secara rasminya memaklumkan bahawa terdapat lima kategori hantaran iaitu, peristiwa, pautan, imej, status dan video [3]. Oleh itu, kajian ini hanya fokus kepada data berbentuk teks sahaja.

III.   LATARBELAKANG KAJIAN

A.   PENYATAAN MASALAH

Teks merupakan medium utama yang digunakan dalam media sosial. Teks ini terdiri daripada dua jenis teks iaitu teks berstruktur dan teks tidak berstruktur. Menurut [4], teks berstruktur ialah teks yang dipaparkan dalam bentuk baris dan lajur yang memudahkan proses capaian menggunakan alat perlombongan data. Contohnya seperti katalog perpustakaan (mengandungi baris seperti tarikh, nama penulis, tajuk dan penerbit) dan rekod banci (mengandungi baris seperti tarikh lahir, jantina, alamat dan pekerjaan). Manakala teks tidak berstruktur pula ialah teks yang tergolong dalam kumpulan UGC seperti emel, khidmat pesanan ringkas dan status individu yang dimuatnaik dalam media sosial. Teks tidak berstruktur ini merupakan sumber maklumat terbesar yang mudah dicapai melalui media sosial.

Lazimnya, individu yang mempunyai akaun media sosial akan memuatnaik hantaran atau komen berbentuk teks setiap hari. Terdapat banyak kajian yang diterbitkan telah menjadikan data teks ini sebagai data utama dan menghasilkan hasil dapatan kajian yang baru dan menarik seperti analisis sentimen terhadap produk dan perkhidmatan. Namun demikian, kajian-kajian ini tidak menerangkan kaedah atau alat untuk mendapatkan data teks tersebut secara terperinci. Jadi, bagi pengkaji yang memerlukan data teks ini dalam kajiannya, memerlukan masa yang lebih untuk melakukan eksplorasi dan eksperimen berkenaan alat yang sesuai untuk digunakan untuk mengekstrak data teks.

Kenapa perlu ekstrak data teks daripada media sosial? Tidak semua data teks ini digunakan untuk kegunaan kajian ilmiah sahaja. Corak perniagaan atas talian zaman moden pada masa kini telah berlumba-lumba membuat pertandingan yang membolehkan pengguna berpeluang

menerima hadiah berbentuk wang mahupun produk perniagaan itu sendiri. Sebagai contoh, pertandingan siapa yang paling kreatif memberi komen atau keterangan berdasarkan imej yang disediakan. Lazimnya, peniaga akan membaca satu persatu komen tersebut dengan skrol ke atas dan ke bawah laman sesawang media sosial tersebut dan mula membuat penilaian secara manual. Proses ini mengambil masa yang lama untuk dianalisa kerana perlu dibuat dengan satu persatu. Jadi, dengan mengetahui alat pengekstrakkan data teks ini, pengguna boleh menganalisa data teks tersebut dalam bentuk paparan format fail yang mudah seperti fail hamparan Microsoft Excel. Justeru, ia memudahkan proses pencarian pemenang dengan cara yang sistematik.

Oleh itu, kajian ini akan membuat ulasan berbentuk eksplorasi beberapa alat yang ada dan pengguna boleh memilih alat yang bersesuaian dengan kehendak dan keperluan masing-masing untuk mendapatkan data teks yang dikehendaki.

B.   OBJEKTIF KAJIAN

Objektif kajian ini adalah

i.   Menyenaraikan alat pengekstrakkan data teks media sosial yang ada dan boleh digunakan

ii.   Mengkaji ciri-ciri alat pengekstrakkan data teks media sosial

iii. Membuat perbandingan alat pengekstrakkan data teks media sosial

C.   KAEDAH KAJIAN

Kajian ini menggunakan kaedah penyelidikan penerokaan bagi setiap alat pengekstrakkan data teks melalui enjin carian di laman sesawang, kajian ilmiah terdahulu dan temubual. Kaedah penyelidikan penerokaan ini sesuai untuk mengetahui apa yang sedang berlaku, mencari pandangan baru dan menghasilkan idea atau hipotesis untuk penyelidikan baru [2]. Dalam kajian ini, setiap alat diuji berdasarkan tiga proses asas (Rujuk Rajah 1). Namun demikian, ada alat yang tidak melalui proses pemasangan kerana ianya aplikasi atas talian yang boleh mengesktrak data teks secara terus.
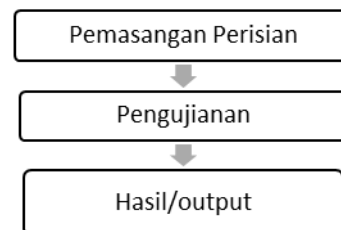
Rajah 1 : Proses eksplorasi alat pengekstrakkan data teks dalam media sosial

.

IV.   HASIL KAJIAN

Hasil daripada proses penerokaan setiap alat pengekstrakkan, kajian ini menemui lima alat pengekstrakkan data teks media sosial yang boleh

digunakan mengikut tahap permulaan, tahap pertengahan dan tahap lanjutan. Setiap alat mempunyai ciri tersendiri dan terpulang kepada individu untuk memilih alat yang bersesuaian dan boleh digunapakai .

A. Aplikasi Atas Talian https://exportcomments.com

Laman sesawang **https://exportcomments.com** menyediakan aplikasi pengektrakkan data teks atas talian secara terus kepada pengguna (Rujuk Rajah 2). Menurut [6], aplikasi ini baru berusia 11 bulan dan ianya selamat untuk diguna. Aplikasi ini boleh mengeksport komen primari umum daripada media sosial Facebook, Instagram, Twitter, TikTok atau YouTube ke dalam bentuk fail hamparan format Microsoft Excel csv (Comma Delimited). Aplikasi ini amat sesuai untuk pengguna bagi tahap permulaan. Pengguna hanya perlu memasukkan URL yang ingin diekstrak dan laman sesawang tersebut akan menjalankan proses seterusnya.
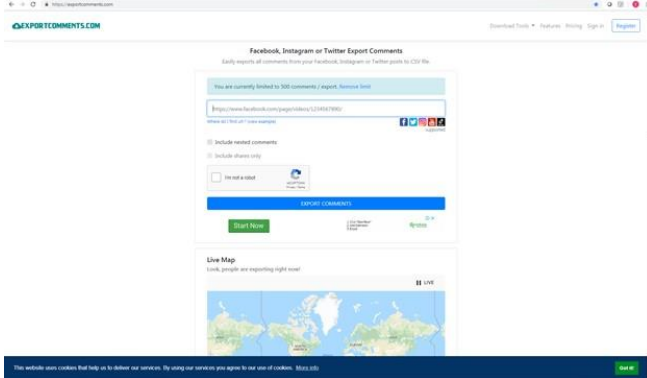
Rajah 2 : Antaramuka laman sesawang
https://exportcomments.com

Kelebihan
Aplikasi ini mesra pengguna. Menjimatkan ruang simpanan komputer kerana tiada pemasangan perisian perlu dibuat. Pengguna tidak semestinya mempunyai akaun berdaftar dengan media sosial. Fail output aplikasi ini membolehkan pengguna melihat profil pengguna media sosial secara terus.

Kelemahan
Aplikasi ini memberi kemudahan percuma dan terhad untuk 500 komen sahaja yang akan dimuat turun. Bayaran akan dikenakan mengikut pakej sedia ada seperti pakej personal, pakej premium dan pakej perniagaan jika mahu mendapatkan data dalam kuantiti yang lebih banyak.

B. Perisian Facepager

Facepager adalah aplikasi berbentuk perisian terbuka [8]. Facepager membolehkan pengumpulan data dapat didokumenkan dan amat relevan untuk kajian saintifik. Facepager tidak memerlukan kemahiran pengaturcaraan. Facepager boleh mengesktrak data daripada berbentuk teks daripada FB, YouTube dan Twitter (Rujuk Rajah 5). Keperluan utama perisian ini ialah, pengguna perlu mempunyai akaun media sosial yang berkenaan untuk

mencapai data teks tersebut. Teks disimpan adalah dalam bentuk fail format .csv (Comma Delimited) menggunakan perisian Microsoft Excel.

Kelebihan
Facepager ini amat sesuai untuk mengkstrak data teks daripada *fb page*. Facepager boleh mengekstrak data lebih daripada 100 hantaran dalam satu permintaan [2]. Penggunaan perisian ini mudah dengan enam langkah berikut:

1. Masukkan nama pangkalan data untuk meyimpan himpunan data teks dalam simpanan cakera keras
2. Masukkan nama nod iaitu nama FB page yang dikehendaki
3. Pilih jenis data teks yang diigini
4. Login ke akaun FB pengguna
5. Tekan *"Fetch Data"* untuk mengekstrak data teks tersebut
6. Ekspot data teks tersebut ke dalam format fail .csv
7. Selesai

Kelemahan
Facepager memberikan hasil output dalam bentuk yang sukar dibaca iaitu segala data teks diletakkan dalam satu kolum. Oleh itu, pengguna perlu menukar format output tersebut secara manual dalam Microsoft Excel.
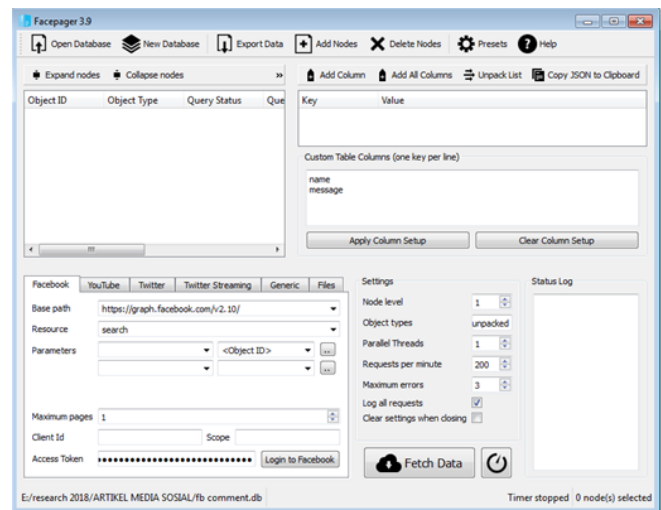
Rajah 5 : Antaramuka Facepager versi 3.9

C. Perisian Octoparse

Octoparse adalah perisian pengekstrakkan data teks untuk semua jenis laman sesawang yang ada seperti media sosial, blog, wiki dan juga laman sesawang berita (Rujuk Rajah 6). Pengguna hanya perlu mendaftar dan memasang perisian Octoparse untuk menggunakannya. Kemudian, pengguna hanya perlu memasukkan URL laman sesawang yang ingin diekstrak. Octoparse membolehkan pengguna memilih sendiri bahagian teks yang diperlukan dan mengabaikan pada bahagian yang tidak diperlukan. Tutorial disediakan di dalam perisian ini.

Kebaikan

Sesuai kepada pengguna yang ada pengalaman atau tiada pengalaman mengekstrak data teks. Octoparse menyediakan kemudahan panel operasi berbentuk visual, yang sangat mesra pengguna dan mudah [7]. Hanya dengan tiga langkah mudah semasa menggunakan perisian ini:

1. Masukkan URL yang dikehendaki
2. Klik pada targert data yang hendak diekstrak
3. Jalankan proses pengekstrakkan dan dapatkan data. Output boleh diperolehi dalam bentuk format fail Excel 2007 (xlsx), Excel 2003 (xlsx), JSON, Csv, HTML atau ekspot ke bentuk pangkalan data SQL.

Kelemahan

Octoparse tidak menggunakan pengaturcaraan tetapi pengalaman dan pengetahuan pengaturcaraan amat diperlukan untuk menggunakan Octoparse kerana pengguna sendiri yang perlu memilih data teks yang mana yang hendak di ambil. Setiap pengguna Octoparse terhad kepada 10,000 URL sahaja bagi keseluruhan carian data teks. Jika bilangan URL telah dipenuhi, pengguna perlu membayar untuk meneruskan perkhidmatan perisian ini.
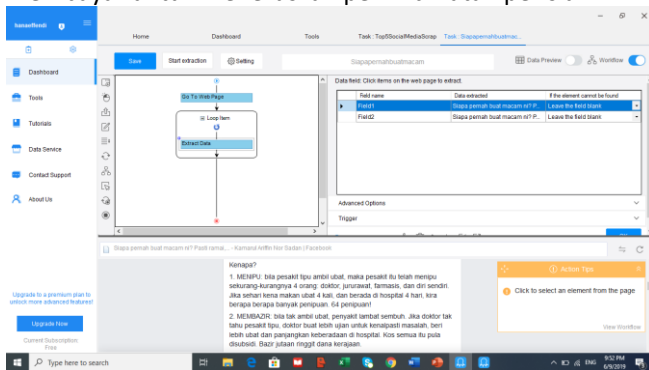
Rajah 6: Antaramuka proses pengesktrakkan data teks Octoparse

D. Perisian RStudio

RStudio ialah sebuah perisian terbuka yang menggunakan persekitaran pembangunan bersepadu (IDE) (Rujuk Rajah 3). RStudio boleh didapati dalam dua bentuk versi iaitu RStudio Desktop untuk aplikasi desktop biasa dan RStudio Server yang membolehkan perisian ini diakses menggunakan laman pelayar semasa dari jarak yang jauh. Dalam kajian ini, versi RStudio Desktop digunakan. Bahasa pengaturcaraan R pula ialah sejenis bahasa pengaturcaraan yang mengkhususkan untuk persekitaran pengkomputeran berbentuk statistik dan grafik. Data yang digunakan dan disimpan adalah dalam bentuk fail format .csv (Comma Delimited) menggunakan perisian Microsoft Excel. Alat ini amat sesuai untuk mengekstrak data teks daripada Twitter dan Facebook. Aplikasi ini amat sesuai untuk pengguna bagi tahap lanjutan.

Kelebihan

Kelebihan RStudio adalah berdasarkan persekitaran pengkomputeran yang berupaya memberikan pengiraan berbentuk statistik yang boleh dipaparkan dalam bentuk grafik. Uniknya, Pengaturcaraan R ini menyediakan pakej *library* yang dibangunkan oleh orang perseorangan mahupun organisasi yang boleh dikongsi dan digunakan oleh para pengkaji lain bagi memudahkan pemprosesan data yang diperlukan. Dengan adanya pakej *library* yang dibangunkan ini, pengaturcaraan R ini berkeupayaan untuk mengekstrak data dengan menggunakan pakej twitteR untuk mencapai data daripada pelayan Twitter mengikut kriteria yang diinginkan. Pakej twitteR ini menyediakan kemudahan antara muka antara R dengan laman sesawang Twitter yang dikenali sebagai Application Programming Interface (API). Kemudahan ini membolehkan pengkaji untuk menyenarai tweet dengan menggunakan katakunci spesifik dan seterusnya mengumpulkan data (Rujuk Rajah 3).
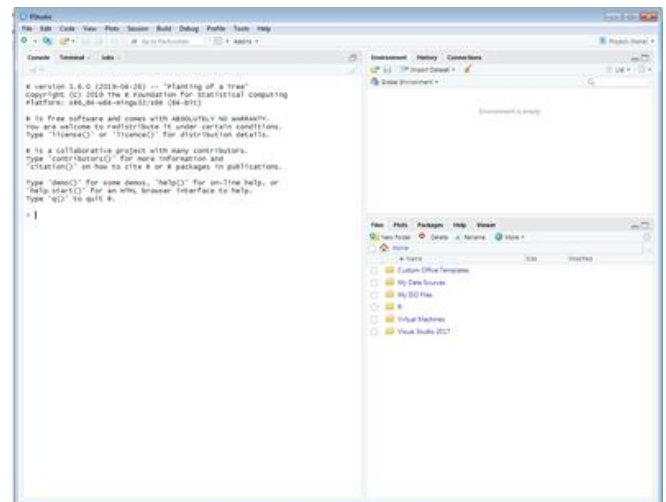
Rajah 3 : Antaramuka RStudio versi 3.6.0

Alat ini sesuai kepada pengguna yang mempunyai latarbelakang apa-apa bahasa pengaturcaran. Bahasa pengaturcaraan R digunakan dalam RStudio. Tutorial secara atas talian sama dalam bentuk video atau penulisan RStudio boleh diperolehi dengan mudah dengan menggunakan enjin carian jika ingin mencuba menggunakan tool ini. Jika dibandingkan dengan tool aplikasi laman sesawang **https://exportcomments.com**, tool ini membolehkan pengguna membuat carian data secara lebih spesifik dan tertumpu data yang dikehendaki sahaja. Contoh yang ditunjukkan dalam kajian ini ialah aturcara memuat turun tweet daripada Twitter (Rujuk Rajah 4). Terdapat 5 faktor untuk fokus kepada data tertentu iaitu

1. Katakunci
2. Spesifik radius kawasan (jika mahu)
3. Bilangan tweet diperlukan
4. Pemilihan bahasa
5. Tarikh mula dan akhir tweet

Rajah 4 : Aturcara memuat turun data tweet dalam RStudio

Kelemahan

Kelemahan RStudio ini pula, jika pengguna menggunakan RStudio versi terkini, ada pakej *library* yang tak boleh digunakan kerana keserasian sesuatu pakej masih belum diuji sepenuhnya oleh pasukan pengarturcara. Jadi, pengguna perlu menggunakan kaedah cuba dan buat untuk mengetahui versi RStudio dan pakej *library* ada bagi memudahkan pengumpulan data. Inilah kelemahan perisian sumber terbuka secara umum.

E. Perisian Dataminer

Data miner adalah perisian lanjutan yang dipasang pada pelayar Google Chrome yang membolehkan pengguna mengekstrak data teks dan menyimpannya dalam bentuk format fail csv. Jika tiada pelayar web Google Chrome, perisian ini tidak boleh dipasang. Cara pemasangan perisian ini mudah dengan mengikut tatacara pemasangan yang diberikan. Terdapat tujuh langkah untuk mengekstrak data teks dengan berpandukan kepada arahan yang diberikan dalam setiap langkah (Rujuk Rajah 7).

Kelebihan

Data miner boleh mengkstrak data teks semua jenis laman sesawang sama ada media sosial, laman sesawang berita, mahupun blog. Perisian ini menyimpan data sandaran selagi himpunan *data collection* dalam perisian ini tidak buang.

Kelemahan

Untuk menggunakan perisian ini, individu perlu mengetahui latarbelakang pengaturcaran pengetahuan asas pangkalan data yang terdiri daripada kolum dan baris. Perisian ini memerlukan individu memberikan input arahan berkenaan apakah jenis data (kolum) dan data apa yang hendak diekstrak (baris).
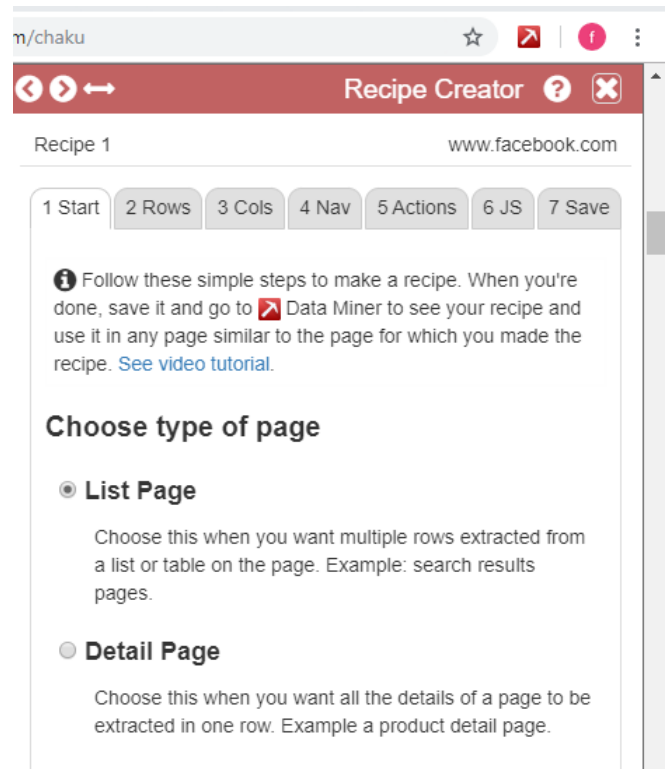
Rajah 7: Antaramuka perisian Dataminer

Berdasarkan lima alat pengekstrakkan data teks ini, terdapat dua item utama yang dapat disimpulkan iaitu setiap alat ini merujuk kepada kategori pengetahuan pengguna sedia ada (Rujuk Jadual 1).

Jadual 1: Perbandingan ringkas alat pengekstrakkan data teks berasaskan tahap penggunaan dan pengetahuan yang diperlukan

Alat	Tahap Penggunaan	Pengetahuan Yang Diperlukan
Exportcomments.com	Permulaan	-Pengetahuan asas literasi komputer -Pengetahuan Microsoft Excel
Facepager	Pertengahan	-Pengetahuan pengatucaraan -Pengetahuan Microsoft Excel
Octoparse	Pertengahan	-Pengetahuan pengatucaraan -Pengetahuan Microsoft Excel
RStudio	Lanjutan	-Pengetahuan pengatucaraan -Pengetahuan Microsoft Excel
Dataminer	Lanjutan	-Pengetahuan pengatucaraan -Pengetahuan Pangkalan Data -Pengetahuan Microsoft Excel

V. CADANGAN KAJIAN MASA HADAPAN

Beberapa cadangan kajian masa hadapan telah dikenalpasti agar kajian ini dapat dikembangkan dan ditingkatkan lagi. Oleh itu, cadangan-cadangan tersebut adalah seperti berikut:

i. Kajian tingkah laku pengguna yang menggunakan ringkasan teks seperti perkataan "tidak" yang ditukar menjadi "x" dalam media sosial.

ii. Fokus menggunakan satu alat yang bersesuaian untuk mengekstrak data teks terhadap satu jenis media sosial untuk dijadikan data kepada kajian analisis sentimen.

iii. Membuat kajian pengkelasan teks mengikut kategori kumpulan teks seperti kategori sukan, berita, artis atau filem berdasarkan hantaran dari FB page tertentu.

VI. KESIMPULAN

Berdasarkan objektif kajian yang dinyatakan di awal kajian, kajian ini telah menyenarai, mengkaji dan membuat perbandingan terhadap lima alat pengekstrakkan data teks media sosial. Secara keseluruhannya, kajian ini telah memberi pendedahan awal berkenaan bagaimana data teks media sosial boleh diekstrak oleh alat pengekstrakkan data teks sedia ada dan boleh mengeluarkan output data teks dalam bentuk fail hamparan Microsoft Excel. Selepas melalui proses eksplorasi bagi setiap alat, kajian ini mendapati bahawa alat pengekstrakkan data teks ini sangat menarik dan menawarkan pelbagai kelebihan kepada orang awam. Antara kelebihan alat ini ialah, memudahkan proses analisa komen-komen pengguna media sosial untuk tujuan pertandingan atau keperluan mengumpul komen berkenaan hasil produk jualan. Hasil rumusan dan penemuan kajian telah menunjukkan bahawa objektif kajian ini telah berjaya dicapai dalam skop yang telah ditetapkan. Cadangan masa hadapan juga telah dibincangkan supaya kajian ini akan lebih memberi manfaat serta menjadi rujukan kepada penyelidik yang mengkhusus data teks dalam media sosial.

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Bok Haram Terrorism and Nigeria's Counterterrorism Initiative in the Era of the Fourth Industrial Revolution

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ABSTRACT -The emergence of the fourth industrial revolution (4IR) is both thrilling and frightening. The technology under this era would no doubt change life. The 4IR has the potentials of increasing income heights through new entrepreneur innovations. The new technologies under 4IR will improve productivity and reduce the cost of communication and transportation. While there are numerous gains of the 4IR, there are also many challenges that come with it. With particular reference to security, it is feared that the 4IR could pave the way to greater insecurity, particularly when it is used by terrorists like Boko Haram to carry out their attacks. The major objective of this study is to investigate how the use of 4IR technologies have enhanced the activities of Boko Haram terrorist and Nigerian counterterrorism operatives. The data for this research were sourced through secondary sources and analyzed by the use of the qualitative method. The strategic theory was espoused as the framework of analysis. The research discovered that the sophistication in the activities of Boko Haram is bone out of the utilization of the 4IR technologies in their operations. The 4IR has made it easier for the terrorist to seek assistance from renowned terrorist groups and acquire state-of-the-art weapons and training. The paper further revealed that the Nigerian counterterrorism initiative is not effective in curbing the Boko Haram attacks partly because it is premised around the third industrial revolution technologies. This research recommends 4IR technology compliance as the first step to match the Boko Haram onslaught before the use of soft power.

Keywords: Boko Haram, Terrorism, Counterterrorism, Fourth industrial revolution, Security

I. INTRODUCTION

All phases of human development are confronted with different problems. The era of the first industrial development was faced with inter-state conflicts. These conflicts were rooted in imperialist interests. In this era of the fourth industrial revolution (4IR), the contemporary world is faced with threats from terrorists' activities. The technology behind the 4IR has not only impacted mankind positively, but it has also assisted terrorists to increase their attacks in the world today. It is easy for the act of terrorism to be conducted globally because the 4IR has brought advancement in telecommunications, transportation, and technology in general. In this era of 4IR, terrorists can move across porous boundaries unrestricted thereby wreaking havoc across the world (Akwen, Jooji, and Moorthy, 2018). The incidences of terrorism have also increased in the world today. For instance, from 1968 to 1989 the incidences of terrorism in the world were about 1.673 per year, between 1990 to1996 there was an increase of 162% compared to the previous period, indicating an increase of 4.389 per year. Presently, the percentage increase in the incidences of terrorism is approaching 200 percent (Stibli, 2012).

At present, the technology behind the 4IR which is characterized by satellite communication, computerization, miniaturization, digitization, and the internet has made it possible for terrorists to collaborate at the global level. Through global corporations, terrorist groups can acquire state-of-the-art assets and all forms of training that would enhance their operations. It was with the aforementioned features that the terrorist attack on the United States of September 11, 2001, was heard throughout the world. These features also aid terrorist propaganda. Terrorists operating in the era of the 4IR uses the mass media in disseminating their aims and activities to the international audiences via graphic images displayed on the internet, and audio-visual communiqués sent to cable news network (Martin, 2007). The terrorist groups around the world have no monopoly over the use of 4IR technology. States or other actors who wish to counter terrorist activities can equally acquire and use the technology. In most instances, developed states like the United States of America have keyed into and effectively used the 4IR technology in their counterterrorism efforts.

On the other hand, developing states like Nigeria that lack the wherewithal to be 4IR technologically compliance. This has made these states to suffer a serious setback in

their counterterrorism initiatives. The situation is compounded when the terrorists can acquire and use the current technology.

II. METHODOLOGY

This research adopted a descriptive and historical design method. In espousing this investigation method, attempts were directed towards exploring the impact of the 4IR on terrorism and counterterrorism measures. This research design assisted the researchers in collecting data from the important secondary sources such as journals, conference papers, newspapers, edited book chapters, documentary materials among others. The data gathered for this research were analyzed qualitatively. This choice was informed by the suitability of the method in explaining the historical development of social and political realities. The scope of the study is limited to the impact of the 4IR on Boko Haram and Nigeria's counterterrorism initiative

III. CONCEPTUAL CLARIFICATION

Terrorism: the word terrorism is stemmed from the Latin verb '*terrere*' which means 'to cause to shiver' or 'to cause to tremble' (Aworawo, 2017:18). In its widest viewpoint terrorism connotes the deliberate use of indiscriminate aggression to create fear in the minds of a large number of people, to realize a political, religious or ideological goal. The terror created by terrorism is geared towards intimidation and coercion of both the noncombatant and the combatant population in a target society (Iheanacho, and Ohazurike, 2019). In the words of Campbell (2014), terrorism is the placing of a large population in a condition that portrays a lack of the following: peace, hope, survival, and means of overcoming the threats posed by those carrying out the act of terrorism. The danger posed by the terrorist group in the world today seems to be more complex and complicated, compare to the previous epoch. In this era of 4IR terrorism now causes enough destruction to the world's social order leading to heavy loss of lives and property (Njoku and Nwachukwu, 2015).

Martin (2003:33) avers that:

Terrorism is a premeditated and unlawful act in which groups or agents of some principal engage in a threatened or actual use of force or violence against human or property targets. These groups or agents engage in this behavior intending the purposeful intimidation of government or people to affect policy or behavior with an underlying political objective.

The definitions above show that the use of illegitimate force, attacks on noncombatants citizens, non-state actors, and the deployment of unconventional warfare strategy, are the major features of terrorism.

Bases on the aforementioned features, we are presently faced with biased definitions, they are predominantly used by the government to paint terrorism in a bad light. In this complication, we need a value-laden free definition. Such a value-free definition should not ex-include any

international actor. Since state actors too can carry out terrorist actions. That states perpetrate terrorist acts is no longer a debate in academic discussions. Evidence is bound about state terrorism. Based on Nigeria's recent terrorist experience with the Boko Haram, terrorism in this context is defined as a technique of violence used by actors (state and non- state) who are disenchanted with an existing political system. They intend to create fear in their targets who could be states or non-state actors, combatant or non-combatant personnel. The act of violence is geared towards reinstating the power base of the actor carrying out the violent act or attaining goals that are not only political but also religious, ethnic, economic and ideological

Boko Haram: this is a terrorist group operating around the Lake Chad Basin region of Africa. Its origin can be traced to the Northeast region of Nigeria. The name Boko Haram is a combination of two non-English words. Boko is derived from one of the dominant languages in Nigeria-Hausa language. In the Hausa parlance Boko means Western education. Haram, on the other hand, is an Arabic word meaning forbidden. A combination of these two concepts, Boko Haram means Western education is forbidden (Imasuen, 2015). It is commonly used to refer to a terrorist group that is formally known as *Jama'atu Ahlis Sunnah Lidda'awati Wal-Jihad* (people who are committed to the propagation of the teachings of Prophet Mohammad (Peace and Blessing of Allah be upon him) and Jihad) **(**Cook, 2013; Liolio, 2013; Aliyu, Moorthy and Idris 2015; Ezeokana, Onyemaechi, and Agu, 2017).

The group rejection of Western education was based on their clamor for a political change that will permit the whole country to be governed by Sharia law. They believe such a political change will solve the problem of poverty and other socio-economic problems, i.e. deprivation and marginalization (Omenma, 2019). The broad standpoint has exonerated the group from been tag as a religious terrorist group. With climb down on the group by the Nigerian government, Boko Haram has pledged allegiance to ISIL in 2015 and broken up into a faction known as *Wilāat Gharb Ifrīqīyyah* (The Islamic State West Africa Province (ISWAP)) (St-Pierre, 2015). This new faction specializes in attacking military bases and convoys'. Apart from their affiliation to ISI, the group is also linked to Al-Qaeda in the Islamic Maghreb (AQIM). These international linkages are made possible as a result of easy communication and transportation that characterized our contemporary World. They have sustained their hostility as a result of the benefits form their intercourse with renowned terrorist groups. Boko Haram has benefited in terms of training, funding, and assets from foreign terrorist bodies (Agugua, 2017).

On the whole Boko Haram's operations are concentrated in Nigeria's northeastern states of Adamawa, Borno, and Yobe. The group's activities have affected all spheres of life in Northeast Nigeria and beyond. In 2014 Boko Haram was considered the deadliest terrorist group in the World. With help of the 4IR technology, Boko Haram has withstood the counterterrorism efforts of the Nigeria

security agents and a combination of some armed forces from the Lake Chad Basin countries known as the Multinational Joint Task Force (MNJTF).

Fourth Industrial Revolution: The phrase Fourth Industrial Revolution (4IR) originates from Germany where it was known as Industry 4.0. In the United States, it is recognized as "Connected Enterprise", while in the United Kingdom it is popularly called the "Fourth Industrial Revolution" (Morrar, Arman, and Mousa, 2017). The economic and scientific transformations in human history before now signified three major industrial revolutions: (1) the late 18th century mechanical manufacturing, which started in Britain, (2) the later 19th century bulk goods production as a result of division of labour, and (3) the 1960's era of personal computers and the internet, (Li, Hou, and Wu 2017; Hirschi, 2018). The fourth wave of economic and technological development is known as the 4IR. It is typified by major technologies, such as artificial intelligence, cloud computing, 3D printing, biotechnology, and nanotechnology among others. The 4IR has introduced an extensive application of the microelectronic and information technology.

The 4IR can be described as the revolutionary transformation that ensues as soon as Information Technology (IT) flourishes in all industries. It can also be defined as a transformation in the contemporary World resulting from the horizontal enlargement of IT (Lee, et al 2018). The 4IR if different from the previous industrial revolutions because of its extensive use of cyber-physical systems in the industrial domain (Liu and Xu, 2017). It is on this note that the concept 4IR is often comprehended as the Cyber-Physical Systems (CPSs) (Bloem, et al 2014; Drath and Horch, 2014).

IV. THEORETICAL FRAMEWORK

Many theories explain the issue of terrorism. Concerning terrorism, counterterrorism and 4IR, the strategic theory is considered apter and it is explored here. The concept strategy is commonly used but hardly comprehended. It is popular in all spheres of life. The concept is universally used in such a manner that it has lost its meaning (Strachan, 2013). Strategy can be defined as the course and use occasioned of force and the peril of force for the motives of policy as determined by politics (Gray, 2010). In a nutshell, a strategy is the use of techniques and available resources to realize desired ends.

The strategic theory has its origin from Games theory but quickly exceeded its origin. Some of the proponents of this theory are Harry Yarger, Colin Gray, and Thomas Schelling. The strategic theory has been used over the years as an instrument that aids the understanding of decision making. The relevance of utilizing the strategic theory made Yarger, (2006:2) stressed that "Strategic theory opens the mind to all the possibilities and forces at play, prompting us to consider the costs and risks of our decisions and weigh the consequences of those of our adversaries, allies, and others". Strategic theory can be viewed as a sequence of purposive postulations that guide analysis (Smith 2011). The concept strategy is inescapable because man, the common link between yesterday and tomorrow, always desires security. To achieve security human behave politically and strategically to counter impending dangers (Gray, 2015)

The study of ends and means is of the major assumptions of strategic theory. This is hinged on the fact that strategic analysis is the study of obtainable resources to achieve any objective. In this context, the concept 'resources' is not limited to tangible assets that can be used to achieve a set goal but similarly include intangible dynamics that may affect the outcome of the actors' decision. This can be a lack of political will of state actors to acquire state-of-the-art technology in their attempt to curb terrorist activities. The strategic theory also assumed that understanding the behaviour of actors is central to comprehending any social phenomenon. In this regard, the theory sees the individual as the basic unit of analysis. An examination of the calculated decision of actors is the core work of strategic theory. These actors may be state or non-state. Understanding the actor's value system is also strategic to strategic theory. Under this assumption emphasizes are placed on the motivation of actors, how do actors' aggregate their interest and how they strive toward achieving their objectives.

Another central assumption of the strategic theory is that actor's interests are motivated by their larger strategic environment. All actors operate within an environment. Therefore, situating actors' values and first choices in the context of their environment will give a clear understanding of their behaviour. Harris (2006: 542) posits that:

The strategic environment is described as the determinant of the information that is available to an actor and the structure within which actors operate. The environment determines what the actors think they know for sure and what they have to infer, if possible, from the behaviour of others.

From the environment, actors can also predict the reactions of other actors and adequately strategize on how to overcome obstacles that can prevent them from reaching their desired end.

Rationality is another central assumption of strategic theory. Strategists believe that actors rational in behaviour. Based on this assumption, the strategic theory posits that actors can critically analyse their environment and select the strategy that will enable them to achieve their biased or subjective goals (Lake and Powell, 1999). This shows that not all rational decisions are the best choices. Rationality in this perspective entails that actors' choices are subject to careful cost-benefit analyses. After which they opt for the best means to achieve their set objectives. "To pass judgment on whether anyone is rational or irrational in political life is to assume that one exists in Olympian detachment with a unique insight into what constitutes supreme powers of reasoning" (Smith 2011: n.p). The strategic theory also believes in the notion of conflicting interests. The existence of many actors and

scarcity of values in the environment where these actors operate makes clash of interest unavoidable. This is because as an individual actor strives to pursue their interests and goals, their ability to achieve their ends to a large extent depends on the choices and interests of other actors (Schelling, 1980). When actors attached high importance their interests an inharmonious situation may occur. In some cases, actors may resort to violent means to attain their objectives.

From the above assumptions of strategic theory, Boko Haram terrorism can be seen as a war between the Nigerian state and the terrorist group. On the part of Boko Haram, they are not just disgruntled elements of the Nigerian society but a non-state actor with well-articulated objectives. In their rationality, they have to map out strategies on how to attain their ends by using religious and political options. Boko Haram has over the years deployed financial, political, economic and military powers at their disposal to wage and win the war against the Nigerian state. The first strategy employed by the Boko Haram group was their use of holy movement (Hijra). They use hijra to win the hearts of many Muslim youths. It was through the holy movement that the majority of the people were radicalized (Adisa, 2017).

Boko Haram though not professionally trained in the art of war, has adopted the military strategy in their confrontation. To prove that not all rationality is the correct decision, the Boko Haram military strategy is no cognizance of the number of their members they stand to lose in a confrontation with the Nigerian military. The group is more concerned about the number of fatalities they can cause to the Nigerian state. While the Nigerian government is worried about the loss of war veterans and assets to the war against Boko Haram terrorism, the terrorist is ready to sacrifice their lives and property.

Due to the reaction of the Nigerian counterterrorism agents, Boko Haram has used a number means to make sure they have a strategic advantage over the Nigerian troops. One such means is the use of guerrilla warfare. Through the use of this strategy, they were able to cease some territories in the northeast and assert their influence. The hard handedness of the Nigerian troops made them switch over to suicide bombing. The group also engages in planting bugs in strategic Nigerian institutions as a means of intelligence gathering. As the Nigerian state was busy negotiating for collaborations with other states in the fights against Boko Haram. The group was also seeking assistance from other renowned terrorist groups like ISIS and al-Qaida. These terrorist groups assisted Boko Haram in terms of funding, training, and provision of a 4IR technology environment.

V. Boko Haram and the use of the 4IR Technology

4IR technology is a two-edged sword. It can make life easy and can as well make life miserable. In terms of terrorism and counterterrorism, the technology can be used by both terrorist and counterterrorist operatives.

Ashraf and Filippidou (2017) assert that terrorists use 4IR technology to expedite their assaults. 4IR technology has offered novel gears, skills, and strategies to Boko Haram terrorists. With the 4IR, the acquisition of military-based technology is made easy. Belay (2018) affirms that technologies with essential military functions are accessible on the internet, they can be procured via marketing webs by terrorists. This was the rationale behind ISIS's fortification of internet network in the Lake Chad Basin region.

The development of artificial intelligence systems to imitate other people's speech forms and also blend imageries to impersonate important people is a powerful tool used by contemporary terrorists. On more than one occasion, the Nigerian military has declared Shekau dead, but his videos and audio messages keep emerging online. The power of nanotechnology in this era cannot be under-estimated. It can be used to assemble smaller but powerful explosives. More so, it has been confirmed that Daesh employed small drones to drop bombs in Iraq (Vu, 2018). Boko Haram is said to have used drones to spy on Nigerians troop's locations and detect their advances. The accuracy and success in their ambushes support this point.

In the era of 4IR, the Cyberspace has become a solid platform that promotes terrorism. The cyberspace permits terrorists' access to propagate information beyond boundaries. The internet and social media are enabling environments for terrorists to influence and recruit people all over the world. Terrorists' are known to have used Facebook, blogs, websites, Twitter and YouTube to persuade a good number of people around the world (Aliyu, 2012). Boko Haram is not left out in this trend. The group has adopted 4IR technology as a medium for fundraising, planning, propagating violent ideology, collaborating, planning, and implementing assails (Agbiboa, 2014). Unfortunately, the Nigerian security community is yet to cash in on the opportunities of the 4IR and advanced concrete methods to abate the Boko Haram manipulative activities.

Contemporary terrorist organizations have turned Information communication technology (ICT) new tools of attack (Adomi and Igun, 2008). Boko Haram is utilizing ICT to the fullest in their activities around the Lake Chad Basin. Through their allegiance to renowned terrorist groups like ISIS, they have acquired technological competences that empower them to carry out high caliber damaging activates like cyberterrorism. By using the social media stages to communicate and organize attacks, it means that Boko Haram has taken their onslaught to cyberspaces. With the power of media and internet technology, present-day terrorists' can cause great panic and pressure public opinion on sensitive issues. They do this by their ability to combine images with text as a means of mass communication.

ISIS is known to be proficient in the use of the cyberspace. They have recruited young fighters via the internet by using about 21 languages (McDowell-Smith, et al, 2017). More so:

ISIS collaborated with other terrorist groups like Boko Haram to spread its messages and provided cyber and media training to them. Through this partnership, Boko Haram was exposed to and subsequently developed new tactics, and was provided with symbiotic relationships with other groups through which the Boko Haram message could be propagated. The mutual relationship between the two groups granted Boko Haram unfettered access to Al Qaeda's Al-Andalus media arm, which assists in the area of the propaganda campaign (Ogunlana, 2019: 81-82).

In the 4IR technology age, terrorist groups have seen social media technology as a new and vibrant weapon that will assist in their struggle. In the previous epoch, terrorist groups could use one or a combination of these three communication channels: handbills, secret ratio outfits and clandestine publications such as pamphlets.

The influence of ISIS on Boko Haram is so severe that most of Boko Haram's activities are currently tie to the 4IR technology. Table 1 shows the extent to which Boko Haram has utilized the fourth industrial revolution to their advantage.

Table 1: Boko Haram activities aided by 4IR technology

S/N	Activity	Percentage
1	Propaganda	42
2	Surveillance	26
3	Recruitment	17
4	Fundraising	10
5	Crime	05

Source: (Ogunlana, 2019)

Table 1 shows that Boko Haram's link with other well-known terrorist groups has made them mastermind the use of contemporary technology. This could be part of the reason why the Nigerian counterterrorist operatives are having glitches in ending the Boko Haram menace. Boko Haram is using cutting-edge technology (encrypted media). For instance, telegram is used in communicating with members about their secret activities. In another instance, Boko Haram made use of YouTube to claim responsibility for their abduction of over 276 Chibok schoolgirls in 2014.

VI. NIGERIA'S COUNTERTERRORISM IN THE ERA OF 4IR

The 4IR contains different trends, intelligent robots now champion the ongoing remarkable changes in our daily lives. The current revolution (4IR) disposes of numerical skills that distorts the lines between the physical and computer world (Klaus Schwab, 2017). The clamor for 4IR compliance is tensed, because governments and organizations that have failed to key into this industrial revolution may not be able to solve some of the problems confronting them effectively. Puzzlingly, the 4IR is hosting technology to arbitrate between humans, to build more foretelling relationships, but some actors in our contemporary world lack interest in it (Korstanje, Scribano, and Timmermann, 2018), probably because of lack of wherewithal. In this circumstance, a state may have the interest but would lack the ability.

Since terrorist groups are currently utilizing the 4IR technology to sustain their activities, it would be equally advantageous for counterterrorism operatives to follow suit. Counterterrorist agents can use the 4IR technology to deny terrorists of cyber safety, eliminate the resources that aid them to carry out cyber recruitment and deployment (Hoffman, 2016). Because terrorists have taken their activities to the cyberspace, creation of a safe cyber environment through integrated information operation (IO) is ideal for contemporary counterterrorism campaigns. The Nigerian counterterrorism operatives lack the latest technology that comes with the fourth industrial revolution.

The 4IR portrays a situation of an arms race between Boko Haram and the Nigerian state. One of the setbacks of Nigeria's fight against Boko Haram was the ability of Boko Haram to quickly recognize the opportunities that come with 4IR. While Nigeria was grasping with issues of corruption, lack of synergy among security agencies, blame game politics, religious and ethnic divisions. Boko Haram, on the other hand, was making contacts with global terrorist groups that will enable them to tap into the opportunities that the 4IR made available.

If the terrorists can utilize the technological advancement of the fourth industrial revolution to enhance their tactics, states like Nigeria are expected to apply the same technologies in their efforts to counterterrorism. Failure to do so will spread doom for Nigeria. Counterterrorism operatives can use nanotechnology to uncover potentially destructive materials. Apart from this counterterrorism agents can gain from big data examination, which is reinforced by artificial intelligence (Ashraf and Filippidou 2017; Bester 2019). From the forgone, it seems the Nigerian state has underestimated the ability of Boko Haram to use 4IR technologies. In the Nigerian counterterrorism strategy, there is no provision on how to tackle the threats emanating from new technologies. This has made winning the war against Boko Haram terrorist group wishful thinking. Not only the northeastern region but the whole of Nigeria is vulnerable to Boko Haram attacks.

VII. CONCLUSION

This paper examined the security implication of the 4IR. A close examination of the use of 4IR technology in the security realm reveals that comparatively, the security implication is complex to comprehend. The technology is readily available for those that can afford it. Terrorists around the world have been using technology to champion their courses. Advanced states have also used technology in their counterterrorism effort. Both states like Nigeria are lagging in the use of the 4IR technology for

counterterrorism. This has made the Boko Haram attacks go on for a decade. Boko Haram in collaboration with ISIS have used encryption expertise to transmit their messages undetected, including the dark web, and payments via cryptocurrencies to recruit new members and proliferate their propaganda.

With the growing sophistication of the Nigerian youth in cyber competences, they can acquire the capability to make dangerous weapons with mass damaging capacity. This can be influence by the level of impoverishment, government suppression, and lack of opportunities for the Nigerian youth. These factors put together can make Nigeria and any other country with similar characteristics a rich ground for cyber-terrorist enlistment. More so, given the present condition of Nigeria, Boko Haram and other armed groups will be able to use the cyberspace to strike essential infrastructures like aviation, health and financial systems. Without adequate response, terrorism will reach this point in Nigeria sooner. To avert the aforementioned impending dooms, the Nigerian state and others facing terrorist attacks need to integrate the 4IR technology in their counterterrorism strategies.

The use of contemporary technologies such as machine learning algorithms and artificial intelligence are sure ways of combating terrorism in cyberspace. Since terrorist has imbibed the use of cyberspace and high technology, the use of technologies remains the sustainable mechanisms to overcome terrorists' effect in cyberspace. For the Nigerian counterterrorism initiative to be productive, the use of the 4IR defense capability is required. Since Boko Haram has become 4IR compliance, the Nigerian counterterrorism initiative need to change strategy and *modus operandi*

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Masking or Unmasking? The Portrayal of the Women's Day March (2019) and LGBT community in *Utusan Online* and *Malaysiakini*

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Abstract— On the 8th of March 2018, the then opposition coalition Pakatan Harapan launched their election manifesto. Dubbed the manifesto of the "government-in-waiting", the coalition stated that their "practical manifesto" would improve and build Malaysia and is one that can be implemented. Listed in the manifesto were five main thrusts aimed at reforming and rebuilding the country in terms of economy, society and politics. In addition to that, five further commitments were listed, which amongst others stated that the coalition would be committed to take care of the welfare, health and rights of women. On 9 March 2019, a year after the manifesto was launched and less than a year since Pakatan Harapan took over the control of the federal government, over 200 Malaysians marched in the scorching sun calling for the "death of patriarchy" in Malaysia. Led by several women's groups, the members of the march demanded for; amongst others, greater gender equality and putting an end to discrimination against women, child marriage and violence against women. Malaysian politicians however, remained divided about the march, with some stating that the march was an abuse of democratic space whilst others defended the issues highlighted. The Malaysian media was similarly divided in their reporting of this march as they carried out conflicting points of view that either defended or demonised the Women's Day March and the LGBT community in their reporting. The march and LGBT community therefore continue to be subjected to stereotyped in the media despite the promise by the ruling coalition to improve the rights and enable an inclusive society. With this in mind, this paper examines the portrayal of Women's Day March and the LGBT community as carried out by Utusan Online and Malaysiakini.

Keywords: **Gender, LGBT rights, freedom of speech, framing, women, International Women's Day.**

I. INTRODUCTION

An estimated number of 200 participants comprised of, but not limited to, human rights activists, concerned citizens and individuals gathered at Sogo, Kuala Lumpur (a popular hotspot for street protests) and marched towards Dataran Merdeka (Independence Square) on 9th March 2019 to celebrate International Women's Day. The march featured plenty of creative banners and placards embodying the notion of gender equality and elimination of gender-based discrimination. Alongside, thunderous slogans of − "Smash Patriarchy, Bring Equality," and many more were chanted throughout the march besides songs depicting the daily struggle of the Malaysian people.

What was supposed to be an event that celebrated women and a platform enabling them to express their demands was however demonised by many parties who weaponised morale, race, religion and culture as a tool to condescend the participants and organisers of the rally.

Walking into Dataran Merdeka was a symbolic gesture to indicate the reclaiming of this very "space" led by civil societies demanding for the end of discrimination, which had been outnumbered by a right-wing groups rally/gathering just a few months earlier. It was enthusiastically celebrated as a new beginning, or at least, a commemoration day to the women who were long oppressed by the patriarchal system − socially, economically and politically.

Based on the report by *Malaysiakini,* the protesters had five demands[1] that were simple to comprehend yet they far from being simplistic, they were:
i) End all violence based on gender and sexual orientation
ii) Ban all child marriages
iii) Ensure our rights and freedom to make choices over our own bodies and lives
iv) Ensure dignified minimum wage of RM 1,800
v) Destroy patriarchy and build genuine democracy at all levels of society.

Though the demands sounded reasonable and valid, it received pathetic attention compared to the presence of rainbow flags, or rather, the Celebrate Pride Flag − a symbol of the LGBT community. Some participants were also holding placards and banners, which expressed their solidarity to the marginalised LGBT community.

As a nation that emphasises on Islam as its official religion and positions privilege and superiority to the majority ethnic group, the rally became an identifiable target to be slaughtered by singling out the participation of the LGBT community at the Women's Day March. Most of the local media reporting the rally invariably slanted to a specific call, which can be assessed by understanding how the news were framed to suit certain agenda and organisation's philosophy and requirements.

Participation of the LGBT community in the march was reemphasised and told repeatedly through news reports in

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[1] 'A guide to what happened at Women's March' (10 March 2019). https://www.malaysiakini.com/news/467331

which, it overshadowed any other relevant issues that were supposed to be highlighted from the march. Malaysian politicians were divided about the march, with some stating that the march was an abuse of democratic space whilst others defended the issues highlighted. The Malaysian media was similarly divided in their reporting of this march as they carried out conflicting points of view that either defended or demonised the Women's Day March and the LGBT community in their reporting.

Sanctimonious comments and hurls vituperated by Ministers, members of the ruling coalition, ethnic and race-religion based political parties against the organisers predominantly reported in *Utusan Online*, while *Malaysiakini* provided space for different perspectives to contest their respective standpoints.

In *Utusan Online,* the organisers were tainted as having discreetly allowed the 'western unnatural culture' to get a hold of our innocent younger generation through the march. Minister of Islamic Affairs, Mujahid Yusof Rawa criticised that it was an "abuse of democratic space and against Islamic teachings", Furthermore, Bersatu's Supereme Council Member, Wan Saiful Wan Jan condemned the LGBT community to have "polluted" the march and in an attempt to destabilise the country, and finally, from the viewpoint of United Malays National Organisation's (UMNO)[2] Chief of Women's Wing, Noraini Ahmad, the march was a "great destruction to social institutions".

On contrary, *Malaysiakini* had a news highlighting a rich diversity of voices present at the Women's Day March. Quoting *Malaysiakini*, "this included women from Sarawak who demanded equal access to maternal healthcare and shared the tragic story of Kam Agong who lost her life due to medical negligence after delivering her eighth child".[3] In another news, *Malaysiakini* quoted Home Minister Muhyiddin Yassin "*No permit for Women's March, says Home Minister"* (11 March 2019). When the march organiser called to the police station, the journalist interviewed their lawyer, Dr. Gurdial Singh Nijar (19th March 2019).

Briefly, both media organisations perform to its own sets of ideology. As *Utusan Online's* reporting is primarily shaped by their patron, in this case, UMNO, the reporting reflects visibility of an unbalanced reporting, in contrast to *Malaysiakini* which is explained further in the discussion. The march and LGBT community therefore continue to be subjected to stereotyped in the media despite the promise by the ruling coalition to improve the rights and create an inclusive society for people from all walks of life.

Based on the above, it appears that the LGBT community had instead been used a smokescreen to divert attention from the issues brought upon by the march. This paper therefore examines the portrayal of the Women's Day March as carried out by *Malaysiakini* and *Utusan Online*.[4]

Criminalising Homosexuality

Given the political dynamism of Malaysia, the intensive Islamisation in the 1980s under the leaderships of Mahathir Mohammad as Prime Minister and Anwar Ibrahim as his then deputy, allowed for the emergence of an unwavering moral authority to vilify and charge anyone who has a different sexual orientation (other than heterosexuals) or behaves differently than their assigned gender identity as a negative entity. According to a report by *The Star Online* (4th September 2018)[5], Malaysia is one among the 72 countries that criminalise homosexuality.

While Syariah law explicitly criminalise and prohibits homosexuality, the Secular law's Section 377 of the Penal Code criminalise the act of sodomy. As the act of sodomy is not necessarily exclusive to same-sex partners, it is nevertheless a constant threat against homosexuals and also viable for political persecution.

During the power struggle between Mahathir Mohammad and Anwar Ibrahim (former leaders of UMNO), scholars Chin-Huat and Kee Beng (2018) wrote, Dr. Mahathir sacked Anwar who was his heir apparent in UMNO as well as government, eventually, he was imprisoned on charges of sodomy and power abuse which gave birth to the *Reformasi* (Reform) movement, and Parti Keadilan Rakyat (PKR) (People's Justice Party).

Again in 2015.[6] Anwar Ibrahim was charged with sodomy laws and incarcerated for nine years, however he received royal pardon upon the winning of Pakatan Harapan in the 2018's General Election.

In Malaysia, Zainon and Kamila (2011) articulates that homosexuality is considered "abnormal" and more importantly it contravenes the Malay culture and values. In his study on the complexity of Malay Muslim identiy, Jerome (2013) argues that Islam, the key factor in forming the Malaysian Malay identity, barred homosexuality on the grounds of "abominable crime" and the heinous crime of all sins.

Several months after the successive change of government in 2018 the plight of the LGBT went from bad to worse. Based on a cursory overview, a news report entitled 'Malaysia accused of 'state-sponsored homophobia' after LGBT crackdown' (22 August 2018)", it is highlighted:

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[2] UMNO was established by "Western-educated Malay elites" under the leadership of Dato' Onn Jaafar in 1946 who opposed the Malayan Union proposals. The group sought to defend the rights of the conservative and elitist Malays, which championed the slogan *Hidup Melayu!* (Long Live the Malays!). For a critical insight over the development and role of UMNO in the national politics, see Arifin, A. (2014). Local historians and the historiography of Malay nationalism 1945 -57: The British, the United Malays National Organization (UMNO) and the Malay left.

[3] *"Backlash against Women's March distracts from key demands"*. (10th March 2019).

[4] At the time of writing, the Utusan Melayu (M) Group that publishes the newspapers *Utusan Malaysia* and *Utusan Online* has ceased all operations. The Utusan website https://www.utusan.com.my/ states that they are currently "on a break and will return shortly".

[5] The reality of Malaysia's laws on homesexuality – R.AGE (https://www.thestar.com.my/news/nation/2018/09/04/the-reality-of-malaysia-laws-on-homosexuality-rage)

[6] Anwar Ibrahim's Rebirth and Malaysia's LGBT+ rights. (https://pursuit.unimelb.edu.au/articles/anwar-ibrahim-s-rebirth-and-malaysia-s-lgbt-rights)

- A nightclub known as Blue Boy, popular among the LGBT community were raided, 20 men were raided and sent for counselling for allegedly practicing "illicit behaviour".
- A transwoman was beaten on a street in Seremban leaving her with broken ribs, broken backbone and a ruptured spleen.
- A Sharia Court sentenced a lesbian couple to be caned after they were caught having sex in a car, a first time occurrence after many years.

The co-founder of Justice for Sisters (trans rights group), Thilaga Sulathireh criticised the continuous discriminations and violence against transgenders and homosexuals as a "state-sponsored homophobia and transphobia" (The Guardian, 22 August 2018). On the contrary, our current Malaysian prime minister, Mahathir Mohamad dismissed the rights of LGBT and same-sex marriage as Western values inapplicable to Malaysian culture or norms (The Star Online, 22 Sep 2018).

Thus, it begs the question of whether the democratic space is actually expanding or shrinking? Given that the targeted attacks, especially on the minorities and marginalised, are still recurring in "New Malaysia" despite the political promises to nurture a comprehensive democracy and an inclusive society for all, this paper would critically examine the portrayal of the Women's Day March and the LGBT community in the online news portals *Malaysiakini* and *Utusan Online*.

The Regime Change

In 2018, the 61 year-old Barisan Nasional ruling regime lost its grip over the federal administration during the 14th General Election after its gradual dismal performance in the last two elections. Generally, disappointed Malaysians looked upon the newly formed Pakatan Harapan (PKR, AMANAH and BERSATU) as an alternative to replace the UMNO/Barisan Nasional.

The (re)appearance of Mahathir Mohamad into the mainstream political arena at the age of 90 was opined as a herculean task. Chin and Welsh (2018) described the magnitude of a Mahathir-led victory cannot be underestimated as experts had little hope of unseating BN and Najib Razak.

Undeniably, the charisma of Mahathir Mohamad and other political leaders from the Malaysian opposition parties such as Lim Kit Siang, Mohammad Sabu, Lim Guan Eng, Wan Azizah, Anwar Ibrahim and the unanimous support of civil societies drastically increased the strength, or at least the hope of PH. In what would be known as a populist manifesto, PH launched its political promises encompassing numerous reforms of boosting Malaysia's adherence to universal rights that includes Women & Gender rights. The populist manifesto was well received by the masses and soon after its shocking victory; Malaysians from different camps were anticipating the revival of our economy parallel to the implementation of the PH's manifesto.

The power shift has also allowed for a relative expansion of democratic space where more avenues and opportunities did proliferate to express opinions, dissent and demands. Apparently, those spaces were consistently being members of the former ruling regime, ironically, through street protests, which was deemed as an uncultured practice before.

Using a similar logic, a loosely based coalition consisting of collectives, civil societies and individuals took the lead in organising a Women's Day March in the capital of Malaysia, Kuala Lumpur. Good. Reads well so far.

II. THEORETICAL FRAMEWORK OF STUDY

To examine the portrayal of the Women's Day March and the LGBT community, this study would employ the framing theory based on Entman's definition of framing which is:

> Framing essentially involves selection and salience. To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described. (Entman, 1993).

Describing the framing theory, Tettah and King (2011) explains that it proposes how an idea, issues or personality is presented or framed in the media which can in turn, possibly influence how the masses may formulate thinking about those issues or personalities. They further alluded that individuals have the tendency to be passive since they have developed an uncompromising trust over the news media and would build opinions based on information coming from the media.

Most scholars in the likes of De Vresse (2005) have consented to the findings that framing can be influential in a society and may bend them to reflect the viewpoint of the media, either consciously or unconsciously. While on the other hand it works deliberately to shape the opinion of the masses towards an issue, personality or topics, the level of influence is still a debated notion among the academic scholars although not to be denied the presence of biasness or prejudices in news media. Even Entman (1993) concluded that frames may or may not influence the receiver (audience) as demanded by the communicator − crediting the 'active' audience of their innate ideologies, faith and own set of beliefs.

It can be dangerous especially when, according to Schaffner and Sellers (2009), framing portrays an issue from 'one perspective to the necessary exclusion of alternative perspectives. This would be a step digressing from the democratic space and step since it prohibits the alternative viewpoint to emerge, which allows one side of voice to dominate and transforms as an uncontested truth, policy, law and norms. Details or views that are omitted

could be, as stated by Murudi (2019), crucial and equally important because the intentionally omitted viewpoints could be playing a vital role in determining the way audience perceive and steer their thinking in a specific way.

III. METHODOLOGY

As this paper aims to examine the portrayal of the Women's March and the LGBT community in *Malaysiakini* and *Utusan Online*, this study had adopted the content analysis method to assess the tone and framing of their headlines. Boydstun et. al's (2014) deductive approach in coding has been adopted from the "Policy Frames Codebook" which was termed as Boydstun et. al's (2014) framework.

Dimensions of the selected frames as coded by Boydstun et. al's (2014) are as follows:
  a) **Constitutionality and Jurisprudence frames** − The constraints imposed on or freedoms granted to individuals, government, and corporations via the Constitution, Bill of Rights and other amendments, or judicial interpretation. This deals specifically with the authority of government to regulate, and the authority of individuals/corporations to act independently of government.
  b) **Political frames** − Any political considerations surrounding an issue. Issue actions or efforts or stances that are political, such as partisan filibusters, lobbyist involvement, bipartisan efforts, deal-making and vote trading, appealing to one's base, mentions of political manoeuvring. Explicit statements that a policy issue is good or bad for a particular political party.
  c) **Morality frames -** Any perspective - or policy objective or action (including proposed action) − that is compelled by religious doctrine or interpretation, duty, honour, righteousness or any other sense of ethics or social responsibility.

News Organisations
  Utusan Online is the web version of *Utusan Malaysia* (previously known as *Utusan Melayu*). The Malay-medium news organisation is owned by Utusan Melayu (M) Bhd group who also owns other tabloids such as *Mingguan Malaysia* and *Kosmo!* (see Wang 1998; Zaharom and Anuar 1998; Mustafa 2005; Gomez, Mustafa & Lee 2018). Prominent media observers, Francis Loh and Mustafa (1996) alluded that since 1970s, the Malay, English and Tamil newspapers were strongly associated with the former ruling coalition of Barisan Nasional which had major influence over the publications.

  Malaysiakini however was established as the first Malaysian online and alternative news portal publishing news in English, Malay, and recently, in Chinese and Tamil. *Malaysiakini* is an independent news portal that is not financially supported by federal or state ruling governments but owned by a non-government entity (Lim (2014). The founding capital of *Malaysiakini* was provided by its founders Premesh Chandran and Steven Gan, while the operational funding was accumulated through other resources such as the Southeast Asian Press Alliance (SEAPA), Asia Foundation, Canadian International Development Agency (CIDA) and Free Voice (Murudi 2019).

These media portals are chosen because both accommodate an immense readership of Malay and English-speaking audiences respectively. The distinction in ownership between these two organisations where in *Utusan* UMNO has shares owned, whereas the latter is perceived as an independent media organisation.

Data collection from the headlines, an analysis on of this research was conducted by searching through the term "Women's Day March 2019" (Persarakan Hari Wanita 2019). It resulted in a total of 28 news articles from 9th March 2019 to 20th March 2019 (18 from *Utusan Online* and 10 from *Malaysiakini*) within a total of 12 days.

An Analysis on Headlines
This research will explore and examine critically headlines of the selected news articles from the respective media portals. According to Conboy (2007), headlines have three main purposes, namely: providing a brief overview of the main news, constituting an indicator of the style and values of news outlet, and finally catching the attention of the reader.

Commenting on the third and final purpose of headlines, Blom and Hansen (2015) argue that it ensures profit to news headlines and articles. Different methods, as articulated by the authors, are used by the journalists to attract the reader's interest through various narrative mechanisms to sensational provoking words (Blom & Hansen, 2015). As witnessed in the fast-paced world of today, most readers possess neither the patience nor the time to thoroughly read news articles. A close observation on the reach of newspaper headlines, as Develotte and Rechniewski (2001) points out the news pieces have limited reach in comparison to headlines. The headlines can be significantly valid since the readers or even the non-readers are prone to come across headlines, typically the front-page bolded headlines while crossing a store or sitting in a bus, it is just visible almost everywhere.

Although their observation was extrapolated from the prime days of printed newspapers, the undercurrent logic is applicable to online media too. Scholars Develotte & Rechniewski, argue that the impact of headlines on the reader is likely to be all the stronger because certain linguistic features of titles make them particularly memorable and effective (2001).

Hence, in this modern age where news is viable at every instance on the screens of our gadgets, the pulling capacity to read or skip a news report is, to certain extend, influenced by the attractiveness of the headlines. By studying the headlines, we may be able to essentially analsye the symbiosis between headlines and framing.

Frame Dimensions	*Utusan Online*	%	*Malaysia-kini*	%	Overall Total	%
Morality	5	25	-	-	5	15.6
Constitutionality & Jurisprudence	9	45	7	58.3	16	50
Political	6	30	5	41.7	11	34.4
Total	20	100	12	100	32	100

Table 1. Percentage of frame dimensions in *Utusan Online* and *Malaysiakini* headlines.

The 12-day study period shows that *Utusan Online* (18) has published more news articles about the Women's Day March as compared to *Malaysiakini* (10). What is striking in this table is the inclination of *Utusan Online* in reporting the presence of LGBT communities at the march rather than the demands, opinions or events happened at the march   itself.

As certain headlines can be categorised under different frame dimension, they are prone to exceed the number of headlines. For instance, a headline that says, "*Armada Perak gesa tindakan tegas benarkan perarakan LGBT*" (*Utusan Online*, 10 March 2019) (Perak Armada urges strict actions taken for allowing LGBT marchh) would fall into two different frames, which are Constitutionality - Jurisprudence and Political as well. The terms "tindakan tegas benarkan perarakan LGBT" (*strong action for allowing LGBT march*) connotes how the march is deemed deviant, which calls for stern actions to be taken against this act of disobedience. Urging actions to be taken against the organisers of the march firstly implies that being associated with the LGBT is immoral and secondly the march is an immoral LGBT rally instead of a Women's March that celebrates International Women's Day demanding for gender equality and an end to abuse against the women. Moreover, such callous demands violate the freedom of assembly protected by the Federal Constitution under Article 10. It is stated in the Article 10 of the Federal Constitution:

Freedom of Speech, Assembly and Association:
  (1) (b) all citizens have the right to assemble peaceably and without arms;

The headline also questions the sincerity of Pakatan Harapan in improving the rights and welfare of women as prescribed in its election manifesto. This is because the group "Armada Perak" that calls for action to be taken onto the organisers of the march is the youth-wing of the Malay-ethnic based political party, BERSATU that is a member party of the Pakatan Harapan ruling coalition.

The Constitutionality and Jurisprudence framing dimension has dominated both sides of the news portals at 50%, followed by the Political dimension, 34.4%. In filling up the framing of morality, *Utusan Online* contributes completely to the accumulated percentage (15.6%) as *Malaysiakini* did not employ those frames (see Table 1).

Constitutionality and Jurisprudence of?

From the above data, Constitutionality and Jurisprudence framing dominated the news articles of *Utusan Online* and *Malaysiakini*. *Utusan Online* predominantly capitalised participation of the LGBT community at the march and repetitively highlighted that right-wing factions have lodged police reports and demanded that the authorities, namely the government, conduct investigations and penalise the organisers and LGBT communities.

For example, the news headline "*Polis panggil penganjur Women's March*" (9th March 2019) (Police calls the organisers of Women's March) exhibits a negative tone to relay that the organisers had done something wrong. The fact that the police were involved denotes that the organisers had violated the law. The report also mentions the organisers failed to provide the 10-day notice as required by the Peaceful Assembly Act (PAA) 2012, hence the rally was conjectured to be illegal. This again, lays blame onto the organisers as individuals capable of violating the law and order.

In framing the news about the march, *Utusan Online* did not mention about the demands made by the participants of the march. *Utusan* however, did manage to maintain the focal point of the news by highlighting the presence of LGBT community as an infiltration. In addition, the headlines stated, "*Campur aduk perarakan wanita dengan agenda LGBT menjengkelkan*" (9th March 2019). (Mixing the LGBT agenda with Women's March is disgusting) Directly translated, the headline uses the term "menjengkelkan" or "disgusting" to frame how the LGBT community is seen only as troublemakers in the Malaysian society.

On the other hand, *Malaysiakini* which had 58.3% of its news under the frames of Constitution and Jurisprudence can be regarded as performing an objective reporting by diversifying their news articles from various sources and not just limited to one side in *Utusan*'s reporting.

In the reports, "Backlash against Women's March distract from key demands" (10th March 2019) and "No permit for Women's March, says Home Minister" (11th March 2019) had included views from opposite sides to ensure the views given are not one-sided nor being not dominated by one party. In contrast, *Utusan Online* did not highlight even one of the key demands of the march while *Malaysiakini* emphasised in almost every report of theirs the five key demands of the march.

Malaysiakini in its reports have also quoted the organisers' response to the claims, which denies them the right to assemble under the pretext of not obtaining an official permit from the law enforcers to conduct public procession. According to the organisers as reported in *Malaysiakini*, the law only requires a 10-day notice, which was obliged accordingly. This explanation was supported by another news article in *Malaysiakini*, "Surendran: 'No

permit' excuse outrageous, Harapan doing a BN on rallies" (11th March 2019). Quite significantly, this remark by the former member of Parti Keadilan Rakyat (a partner of the current ruling coalition) indicates a notable growth in freedom of expression where open criticisms are practiced without much reservation.

Both media outlets projected different salience to their respective audience. It can be safely said that *Utusan* was catering for its rural Malay-Muslim based readership because the paymaster, UMNO, continuously capitalise the news organisation as its mouthpiece to eschew news that are skewed to their perspectives, believes and political agenda.

As the national politics is heavily ingrained and increasingly exacerbated with components of race and religion, *Utusan Online* under the patronage of UMNO shaped itself as the defender of Islam, Malayness and Malay culture.

On the other hand, *Malaysiakini* was reaching a niche group of urbanites that are aligned with progressive thinking because of its founding philosophy, which aims to provide news that matters in aligned to its motto. As *Malaysiakini* was not established solely under political patronage but under a culture of political and media oppression, it has retained the position of giving an essential platform to issues, concerns and opinions that are considerably objective without much fear and favour.

Political frames

The political dimension in the way the Women's Day March was reported in both the news portals were different in certain areas but both media had featured opinions of political leaders, groups and demands made to the ruling regime. *Utusan Online* focused the pressings of different politically affiliated groups in urging the government to take strict actions against the organisers of the rally and the LGBT community. The "Kerajaan didesak tidak diberi ruang kepada golongan LGBT" (10th March 2019) and "Armada Perak gesa tindakan tegas benarkan perarakan LGBT" (10th March 2019) framing intends to classify the march as a rally organised by and for the LGBT community, therefore they should be reprimanded.

Messages that the rally was an intrusion or misuse of the democratic space by the LGBT community under the guise of the Women's Day March and enabled under the new government was conveyed through the framing dimension as well. The reporting was consistent that none of the news had the positive or supportive inclination towards the rally and organisers of the rally, or in other words, alternate views.

Although *Malaysiakini*'s headlines were almost similar to the headlines of *Utusan*, on contrary, the framing of *Malaysiakini* has been neutral in the sense that *Malaysiakini* did not emphasise or reinforce negative connotations to the rally. Moreover, the news reporting has also featured views that appreciates discourses to take place in the democratic space promised by the Harapan government and differing opinions that contradicts with

the mainstream reporting and narrative as it was found in *Utusan's* reporting.

Morality

As for the Morality framing, *Malaysiakini* did not take up this framing dimension, which could be denoted to be a gesture of maintaining ethical journalism, which does not gauge what is moral or immoral. Considering their audiences, such framing could be causing more damages and loses in readership and damaging to their reputation as an independent and alternative media.

Burden of bearing the reputation of an independent, let alone an objective or fair-minded media organisation, is on the shoulders of *Utusan* as they have dedicated 15.6% of their overall reports to paint their news through the frames of Morality. Despite the inexistence of the word moral, the news reporting implicated the rally functioned to demonise the march, blame the LGBT community and demand them to return to right path. They were incriminated and judged solely on moral grounds constructed through social norms, culture and practices.

Headlines such as "*Segeralah bertaubat*" (Repent soon) (11th Mac 2019), "*Haiwan pun hairan*" *(Even animals are surprised)* (11th March 2019) and "Campur aduk perarakan wanita dengan agenda LGBT menjengkelkan" (9th March 2019) ruled out the rally as immoral and a nasty agenda to promote the immoral lifestyle of LGBT community. Clearly *Utusan*'s reporting aims to equate the LGBT communities as species that are lesser than humans and leading a despicable life that needs to be cured before it spreads to the worse. Words such as disgusting and animals are consciously used to indicate there is a negativity with their way of life.

V. CONCLUSION

This research has found that generally *Utusan Online* implicated a negative tone with their headlines on the news related to the Women's Day March 2019. Having said that, both news media most likely inclined to use quotes of the source person as their preferred headlines. This most probably happens regularly because such tactics would have been assumed to possess a magnetic pull in increasing the newsworthiness. If not, it is merely an irresponsible method tailored to sensationalise the news articles by plucking and pasting without a proper context.

This research has shown that *Utusan Online* has attempted to create an impression that it was unlawful to let the LGBT communities participate in the Women's Day March. Therefore, the framing aimed to portray the rally was dishonest which can be only compensated through punitive measurements targeting the organisers as well as the LGBT communities.

Malaysiakini, on contrary built a legal argument to leverage the ongoing attack against the organisers including the LGBT communities at the rally. Reports of *Malaysiakini* emphasised and reinforced the perspectives

of the organisers who defended their constitutional rights to assemble and express their demands. Those quotations have manifested the freedom of assembly is not confined to specific segments of people acknowledged by the powerful elites and religious conservatives.

Even in citing the opinions of political leaders, *Utusan Online* chose to highlight only those who had opposing views against the participation of the LGBT communities such as the Minister in Prime Minister's Department, Mujahid Rawa. It appeared as if in the whole of Malaysia, there are zero supporters or sympathisers towards the cause of the LGBT community. However, *Malaysiakini* balanced their news reporting by allowing equal space for differing opinions over the rally in which, it lets the readers to form an informed decision.

On the framing of morality, the elements of race, religion and culture was fully utilised by *Utusan Online* as its unique selling point. While this has been the trend over the years, this rally was a golden opportunity to the defeated UMNO (patrons of Utusan) to increase their strength on the race and religion-based electorate. Exacerbating this rhetoric is done in the presumption that it will help to gain the Malay-Muslim votes or at least, retain the support of the conservatives.

Despite its exploratory nature, this research offers some critical insight into the subject of democracy, gender identity and media framing under the new government who championed a better Malaysia. Several questions still remain to be answered such as the content of the news articles itself because headlines nowadays emanate different meanings when it is contextualised in the article compared to isolated reading.

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A Survey on Phishing Attack: Challenges, Detection & Prevention Strategies

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Abstract— Phishing has been a serious threat to all cyberspace users since a few decades ago. It is extremely difficult to track down or defend against phishing attack because the attack does not appear as an obvious malicious in nature and this activity has grown and evolved over the years. This paper intends to present a systematic and comprehensive review on the phishing phenomenon and state-of-art counter strategies. Phishing can be perceived as one of the easiest method to steal information from internet users. The classical approach is sending email to the targeted victims. When the victim opens the email which links to the cyber-criminal phishing website, the website steals the information entered in by the victims. This review will give a better understanding of the current characteristics of the phishing techniques, creates awareness and encourages the Internet users, anti-phishing groups and policy makers to practice or develop new ideas for more effective anti-phishing prevention, corrective actions and holistic anti-phishing system. Moreover, this review will help to set more accurate anti-phishing research direction and efforts for both the developers and the Internet users.

Keywords: phishing, machine learning, anti-phishing, phishing detection.

I. INTRODUCTION

The term "Phishing" can be traced back from the first recorded mention on the alt.online-service America-online Usenet newsgroup on January 2, 1996 (Singh & Aggarwal, 2011). Hamid et. al (2013) reported that in early 2003, classic phishing attack focused on text-based email. Later, the social engineer improvises the attack by embedding websites, complete with the returned address and logo of the targeted company to imitate the real genuine email so that they lookalike. In Mid of 2004, there is a major evolution for phishing attack such that the social engineers employed the use of HTML coding to modify the presence of the victim's address bar by replacing the URL of the phishing website with the company being impersonated (A. Hamid, Abawajy & Kim, 2013).

In recent years, social engineers started to insert the email message into attachment of image or picture known as image phishing to bypass usual text-based phishing filtering techniques. Phisher like to insert invisible hyperlink or malicious content into the attachment of images or photo to avoid from being detected by the anti-phishing tools. Thus, some researchers investigate the layout of phishing websites in order to detect the malicious contents. (Jain & Gupta, 2017). To keep pace with the ever growing phishing attack techniques, defenders will need to incorporate more automation and advanced tools like artificial intelligence and

machine learning to complement threat prevention, detection and remediation.

In 2016, PhishLabs analysed nearly 1 million confirmed malicious phishing sites hosted on more than 170,000 unique domains (Oest et al., 2018). Many researches noticed that social engineers began to run sophisticated phishing attack using malicious content or malware to deceive email receivers. This kind of phishing tool aimed to steal victim's important personal information, e.g. email address, ID, password or even completely taking over the victim's PC or laptop. The examples of malware are listed as below: (I. R. A. Hamid & Abawajy, 2014; Reeves, 2013)The examples of malware are listed as below:

- Shareware
- Adware
- Trojan horses
- Worms
- Keystroke
- Logger
- Spyware
- Ransomware

Email user is deceived by the email phisher and then accidentally downloaded some malware into the PC by clicking the email attachment or web hyperlink in phishing email messages. Despite this scenario, a large amount of work in phishing detection has led to many perceptions. Latest research works done by some researchers in

phishing detection has focused on many approaches, which is discussed in the following section (A. Hamid et al., 2013)

A variety of methods can be used to identify if a page is a phishing site. These methods include white lists such as lists of known safe sites, blacklists such as lists of known fraudulent sites (Basnet, 2014), various heuristics (Adebowale, Lwin, Sánchez & Hossain, 2019; I. R. A. Hamid & Abawajy, 2013) to see if a URL is similar to a well-known URL, and community ratings. Early work in phishing research mostly concentrated on recognizing different type of email fraud such as Nigerian scam and lottery scam based on linguistic structure, terminology, knowledge and system engineering. The following section is to evaluate some of the published phishing detection approaches from previous literature.

II. PHISHING DETECTION APPROACH

The state-of-art phishing detection can be classified into two natures namely server-based technique and client-based technique (Figure 1). Server-based techniques typically are implemented by service providers, e.g. the internet service provider (ISP) such as TEKEKOM, TM, REDTONE, MYKRIS, e-commerce stores and other financial institutions such as commercial banks and centre banks. On the other hand, the client-based techniques are implemented at the users' end point through browser plug-ins or emails analysis, which can be divided into two categories of email level approaches. This includes authentication and content filtering and browser integrated tools that use URL blacklists or webpage content analysis (I. R. A. Hamid & Abawajy, 2013).
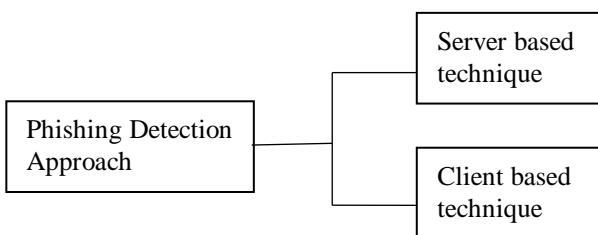
Figure 1: Phishing detection approach

Client-based Technique

The client-based technique can be classified into 4 categories (I. R. A. Hamid & Abawajy, 2013):
1. Email analysis
2. Network-based
3. Similarity of layout
4. Hybrid approach

Email analysis approach

Researchers use this method to focus on content-based filtering approaches to detect phishing attacks. This email analysis technique is very popular in anti-phishing solutions as it attempts to stop phishing emails from reaching targeted victims by analysing the email contents.

The filters statistically combine the evidence from many features and classify a communication as phishing or non-phishing email. (Bergholz et al., 2010; I. R. A. Hamid & Abawajy, 2013). However, the challenge in designing these techniques is it depends on how researcher construct efficient filter rules and simultaneously reduce the probability of false alarms.

Similarity of layout approach

Instead of using text-based analysis, Jain and Gupta (Jain & Gupta, 2017) proposed detecting phishing pages based on the similarity between the phishing and authentic pages at the visual appearance level. The proposed approach is susceptible to significant changes in the webpage's aspect ratio and colours used. On the other hand, Dhamija (Dhamija & Tygar, 2005) proposed creating a Trusted Credentials Area (TCA) which located at the top of every browser window. This "Trustbar" proposal is a 3rd party certification solution that certified legitimate and clean websites logos. It contains highly visible logos and other graphical icons for credentials to identify a legitimate page. Nonetheless, an attacker can create lookalike TCA as the logos on the webpages do not change dynamically.

Network-based approach

Network-based filtering screen emails is based on how the email is sent, as well as what is sent. Network-based filtering approaches are divided into two types:
- URL blacklisting approach
- Behavioural blacklisting approach

URL blacklisting focuses on the IP address of sender domain while behavioural blacklisting approach primarily is built on the analysis of data moving from phishers to the victim. The behaviour based features are keeping track of the sensitive information that the attacker poses and what the user enters into the web forms. It will raise an alert if something is considered unsafe (I. R. A. Hamid & Abawajy, 2013)

Phishing blacklists are frequently updated based on user reports and browser plugins to check if the website entered by users are present in the blacklist (Bhuvana, 2017). URL blacklisting approach examines features that can be determined without looking at email content.

Recent works in behaviour blacklisting approach have been proposed in session layer and application layer. Some works look at malicious URL, while other focused on sending and receiving mailing behaviour to detect phishing contents (Sheng et al., 2009). The researcher explains about how to detect malicious websites from the lexical and host-based features of their URLs without examining the actual content. Yang, Qiao, Kan and Qiu (Yang, Qiao, Kan & Qiu, 2019) investigated 40 features that have been used in recent literature and proposed new behavioural features e.g. number of words in the sender field, total number of characters in the sender field, difference between sender's domain and reply-to domain and difference between sender domains of the email's modal

domain. Their finding is the dataset with the best feature outperformed all of the others. Nevertheless, they only consider features extracted from the email body.

Hybrid-based approach

The hybrid-based approach is a combination of existing filtering techniques. Most of them combine existing technique e.g. content based, URL-based, keyword-based and behaviour-based in order to detect phishing sites (Mourtaji, Bouhorma, & Alghazzawi, 2018; Yasin & Abuhasan, 2016). Mourtaji et al. (Mourtaji et al., 2018) proposed hybrid phish detection method based on identity-based detection components and keyword-retrieval detection components. The 1st phase discovers inconsistencies between real page and fake page. The 2nd phase use well-formulated keywords from DOM and exploit search engine to crawl, index and rank properties to detect phishing sites.

III. PREVENTION STRATEGIES

In the past, more efforts have been made in technological preventive measures, e.g. the use machine learning algorithms build into anti-SPAM/anti-phishing firewall system for detection of phishing emails, URLs and web pages. These technological efforts are still not sufficient and not able to completely eliminate the phishing emails. The machines or technological system never guarantees 100% in preventive success rate. Therefore, it is very important for companies, industries, organization, government and all stakeholders to develop or put in place end user anti-phishing education, awareness and training (ETA) as more human centric threat preventive measure. This will make the anti-phishing counter measure strategies more comprehensive and complete (Gupta, Arachchilage & Psannis, 2018). Anti-phishing education is vital to help users to enhance their knowledge, experience and wisdom in understanding what phishing is and how to combat phishing attack. This will encourage users to prevent from potential vulnerabilities (Gupta et al., 2018).

Previous research has shown many academic and government organizations had contributed efforts to deliver end-user education to enhance public awareness and understanding of anti-phishing context such as APWG (anti-phishing work group), MCMC and The US Computer Emergency Readiness Team. Good quality and comprehensive anti-phishing education, suitable teaching and learning methods is extremely important to improve understanding of human factors in the battle for user protection from phishing attacks (Chaudhary, 2016). Anti-phishing security training for staffs and monitoring staff security behaviours is viewed as one of the most vital key components for the success of anti-phishing strategies and enforcement (Woo, Sanders, & Cerveny, 2018).

User anti-phishing training methods

The IT Security Department can actually use few different types of intervention methods to promote precautionary online behaviour by end users: security education, training, awareness-raising and design. Education can be done through regularly and consistently developing knowledge and understanding of online email phishing attack and threats and method to mitigate threats. The trainers can develop skills in user's anti-phishing security know-how so that they will be more alert when seeing the phishing emails. The ultimate aim is to increase user's knowledge and skills. It helps to enable users possibly transfer to adequate levels of precautionary phishing behaviour (Jansen & van Schaik, 2019). Trainers can conduct regular workshop, seminars and briefing about the latest type of phishing attack techniques, examples of phishing emails and explain about the impact or consequence of accidentally clicking the website link address which is listed in the phishing email to create complete understanding of the issues and challenges. Through intensify training and education programs, users are primed to think seriously about the phishing attack issues and they are better in recognizing and identifying phishing emails. Hence, they will be less susceptible to phishing attacks (Parsons, McCormac, Pattinson, Butavicius, & Jerram, 2015).

Phishing simulations

Trainers can also conduct some simulation of real phishing using the virtual online lab to create a real life phishing case study to make users feeling more excited in the phishing study. The awareness campaigns which include phishing simulations is to explore user susceptibility to targeted phishing emails e.g.: spear phishing. Trainer can make use of the free phishing simulation website e.g. Trend Micro or "go phish" website to create few phishing emails and send to all trainee in an organization to test and analyse user response behaviour and cyber psychology (Williams, Hinds, & Joinson, 2018). Trainer can also make use of some interesting anti-phishing training games to create interesting and interactive training lessons.

IV. CONCLUSION

This paper illustrates the background of phishing attack, their characteristics and challenges. Many email users fall victim to the phishing attack by accidentally downloading some malware into the PC through clicking on the email attachment or web hyperlink in phishing email messages. The phishing attack is evolving throughout years. This has brought to the researchers' attention to develop sophisticated phishing detection systems to counter the attack. This paper gives an overview of server-based and client-based phishing detection techniques. Besides, some prevention strategies were discussed to highlight the importance of bringing up the awareness and education to Internet users as an effective long term anti-phishing preventive approach.

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Dayakology Institute Case Study: The Multicultural Education Model of Forgiveness

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Abstract— The world of education is a powerful channel for overcoming social problems in society. Initiated by the Dayakology Institute, multicultural education emerged from the historical background of ethnic conflicts that occurred in West Kalimantan. It is hoped that in the future multicultural education can encourage young people to live in harmony and break down the stereotypical walls between ethnic groups. This research uses explorative qualitative approach by case studies, using the Phenomenology of Forgiveness theory by Hannah Arendt perspective and produces a Multicultural Education Model to see how education can be a tools for the process of individual forgiveness by the young generation of West Kalimantan.

Keywords: **Arendt Forgiveness, Multicultural Education Model, Case Study**

I. INTRODUCTION

Globally, there is a program initiated by the United Nations, namely the Sustainable Development Goals. The SDGs contain 17 goals and one of them in point 16 talks about the importance of harmonization in coexistence that results in peace, justice, and strong institutions in which discuss the importance of promoting a peaceful and inclusive society for sustainable development, providing equitable access for all and building effective, responsible and inclusive institutions at all social levels [1]

. Point 16 encourages all parties to participate in creating harmony in peace.

At the policy level of the Republic of Indonesia's government program, there is the Nawacita program to further discuss harmony and peace, namely efforts to strengthen multicultural education, which reads "Strengthening Diversity and strengthening Diversity education and creating a space for dialogue between citizens". All parties, in this case, the community as an individual plays an important role in maintaining mutual harmony. The harmony that occurs does not always go well. Ironically, ethnic conflict can occur due to personal problems involving two or more people who have been harboring dislikes, competition, loss, and other problems. [2].

Indonesia's history is inseparable from various types of conflicts over the past two decades. Various cases of conflict caused by multi-culture are increasing, both in terms of quality and in terms of quantity. Various conflict cases such as: in Aceh, Timika (Papua), Ambon (Maluku), Pontianak (West Kalimantan), Sampit-Mataram (West Nusa Tenggara) and Poso (Central Sulawesi) are examples of conflict cases caused by disputes between ethnic-religious communities, and/or between groups that occur in various regions in Indonesia [3].

Prayudi (2004: 47-48) outlines the historical record of the Dayak and Madura ethnic conflicts in Sampit, Central Kalimantan and spread to the West Kalimantan region as the first starting point for conflict between the two ethnic groups. Conflict between Dayak and Madura occurred at least thirteen times in the period 1950-1999 [4]. [5] Subro in his book "Suara Kami Buat Perdamaian" describes the 1997 conflict and broke out in 1999 so that there were around 48,000 residents displaced around Pontianak City and Pontianak Regency (currently Regency of Mempawah) due to ethnic conflict between Malays and Madurese in Sambas, West Kalimantan.

One way to promote sustainable peace requires action in the form of education that creates a climate of peace. [6] divides peace education programs from western perspectives into five types: international education, development education, environmental education, human rights education, and conflict resolution education. From these categories, conflict resolution education focuses primarily on the individual and interpersonal levels and seeks to develop skills and qualities related to peace, which in turn contribute to peace in the schools and affected communities [7].

In the United States, when schools were segregated during the 1960s and 1970s, colored students (minority students) experienced various forms of racism in schools that were all white so as to encourage African Americans start collaborating with other marginalized and colonized groups that race (including Mexican-Americans, Puerto Ricans, Asian-Americans, and Indian-Americans) to imagine and advocate inclusive school practices at levels ranging from curriculum, teacher expectations to learning, to school relations –home [8].

Whereas in Indonesia multicultural education develops as a forum for creating peace among the younger generation through the aspect of education. This multicultural education was introduced to pilot schools that were established in the area of the former conflict and the center of relocation of victims of ethnic conflict in the past. This study aims to review the individual forgiveness process that can occur in the younger generation from the perspective of peace education in the eastern region such as Indonesia, which is packaged in the form of multicultural education in the province of West Kalimantan to encourage young people to live in harmony amid the background of past ethnic conflicts ever happened in West Kalimantan, Indonesia.

II. THEORITICAL BASED

Human ability to think will be tested in three activities of human life, namely: activities, works, and actions realized by Hanna Arendt with the term Vita Activa. The purpose of this division is to formulate that with self-reflection, people dare to think, especially in dealing with every problem.

The ability to think only occurs in the ultimate human activity, where this term has the understanding that humans can live in diversity. Human ultimate activity will only be achieved, if accompanied by other activities, such as work and work. Humans will not become humans with ultimate ability, if not supported by people who live in the realm of lower activity than action activities.

Without action, humans will only be like robots, for that Arendt emphasizes that by acting and speaking, humans can show their self-existence, express their identities and display performance in unique shapes and sounds [9]. Then, [10] explains the uniqueness in a plurality society can be a tool to unite and understand differences. Freedom of speech in action requires the awareness of someone that in the reality of life is filled with ultim. which is understood to avoid misunderstanding in acting, so that thinking from the perspective of others becomes an important act in togetherness in differences.

Figure 1. Ethnic Conflict Forgiveness Model in West Kalimantan (Source: Fernando & Marta, 2019: 125)

The article entitled "Resolusi Konflik melalui Model Pengampunan Vita Activa Arendt dalam Komunikasi Generasi Muda Kalimantan Barat" [11] explains through the Ethical Conflict Forgiveness Model regarding the role of Vita Cotemplativa as a process that is a means of decreasing the stereotypes that develop in the community for the occurrence of the process forgiveness with the ultimate goal of creating justice for all the people. Vita Cotemplativa explained that humans can simply believe things that happen routinely with the perspective of common sense. The term contemplative vita even became the subject of conversation in the postmodern era.

[12] explains that Vita contemplativa is identical with theory, while in real life is not merely using theory, even theory must be linked to praxis. The problem that arises then is there is no balance in the use of theory and praxis, such as when we are accustomed to living rather than thinking or vice versa).

The analysis of this study considers the balance of theory and practice in Vita Contemplativa Arendt which is represented in multicultural education to bring public awareness in the process of forgiveness of past ethnic conflicts to the younger generation of West Kalimantan. Forgiving, as explained by Arendt, is the ability to redeem another of the difficulties of irreversibility is the inability to undo what [he] did. Arendt goes further by saying, forgiving serves to undo past actions (Arendt 1958: 237). This study aims to see how the construction of multicultural education in West Kalimantan to improve the process of forgiveness of young people for past ethnic conflicts.

This research was supported by the State of The Art to see the updates from previous studies, including:

Table 1. State of The Art

Title of Scientific Article	Author & Year	Research Gap
An Arendtian perspective on inclusive education: towards a reimagined vocabulary	Korsgaard, 2016	The four previous studies looked at from Arendt's perspective on inclusive education and the importance of the experience of individual stories, as well as the important position of multicultural education in Indonesia. This research wants to focus on the concept of forgiveness arendt through multicultural education in Indonesia.
Lasting impressions: Hannah Arendt's educational legacy	Gardiner, 2016	
Pendidikan Multikultural Untuk Membangun Bangsa Yang Nasionalis Religius	Ambarudin, 2016	
Pendidikan Multikultural Di Indonesia Sebuah Pandangan Konsepsional	Rosyada, 2014	

Source: Processed by Researchers, 2019

[13] illustrates the perspective of Hannah Arendt in providing a basis for re-imagining inclusive education and for the construction of future schools where there is

inclusiveness embedded between teachers and students. [14] For Arendt, narration is the basis for understanding the experiences experienced from stories that give us a deeper understanding of an individual.

Besides, in terms of previous research on multicultural education [15] Conceptually, many religions and beliefs in multicultural nuances are expected to bring harmonious relations, but in the implementation phase, there are still many gaps between expectations and realization because some people who are not bound exclusively are still in society multicultural. [16] provides an overview of conceptual views about multicultural education in Indonesia. All previous studies have dealt separately with Arendt's thinking about education and multicultural education, so from this study, the researcher wants to look deeply into the application of multicultural education in Indonesia using Arendt's perspective.

III. METHODOLOGY

Case study as a qualitative methodology is an exploration of the time and space limits of phenomena. As qualitative research, case studies require more than their authors who act as instruments in the investigation process. In the case study methodology, various methodological approaches can be used to explain the complexity of the problem being studied [17]

This research uses the case study research method. [18] explains that case studies can be used to answer research questions in the form of how (how) and why (why). He argued that both of these questions indicated the need for exploration of the problem to be answered through research. The second is related to the control of the behavior to be studied. Case studies are commonly used when the behavior of subjects to be studied cannot be manipulated. The third reason has to do with the focus on contemporary. Described by Yin that the case study focuses on examining phenomena that are quite contemporary. The data collected in this study uses in-depth-focused interviews with informants selected based on deep involvement in the process of introducing multicultural education.

The location of this research is in Pontianak City and Kubu Raya Regency, West Kalimantan Province. This research uses other sources of evidence such as documentation, archival notes, direct observation, participant observation. One of the most important sources for data in qualitative case study research is interviews conducted during the implementation of multicultural education learning sequences. The object of this research is the Institute of Dayakology Institute which has a multicultural education program for the young generation of West Kalimantan.

IV. DISCUSSION

The Dayakologi Institute was established in 1989 with the aim of becoming a research and development department and was legally recognized on May 21, 1991. The Dayakology Institute continues to sharpen itself in advocacy activities and scientific research on cultural progress in West Kalimantan. At present, the Dayalogi Institute works in collaboration with several ethnic groups to initiate local content subjects in an effort to prevent young people from being exposed to false perceptions about past conflicts.

In this case the Dayakologi Institute works closely with the West Kalimantan Provincial Education Office to get direct support from the government. This activity began since 1999 with eight pilot schools at the elementary school level spread across West Kalimantan and at this time teaching local content on multicultural education has expanded to junior high school level.

"If the transformation is indeed more about the issue of how we universally uphold the values of peace in Dayak people, one example is that we now bring it to education. Well, ID provides teaching materials for primary and middle school education. "Said Krissusandi (interview conducted on 12 January 2019 at 11.06 WIB)

Krissusandi Gunui, who is the Director of the Dayakologi Institute, said that today's young generation must know their own culture to be able to appreciate other cultures. At present the spread of multicultural local content education has a large target of educational institutions where the majority of students are homogeneous, such as schools containing students of ethnic descent who have had conflicts such as Dayak, Malay, Madurese, and Chinese.

Figure 2. Dayakology Institute Logo (source:dayakologi.id)

ANPRI (Alliance for Peace and Transformation) is present and initiated by several multi-ethnic based organizations such as the Dayakologi Institute (Dayak), Lembaga Gemawan (Malay), Community School Partners (Madura) and several other organizations. Together with ANPRI, the Dayakologi Institute requested assistance from fellow ethnic partners to conduct research on the culture of each ethnicity with the aim that schools with homogeneous students could understand other ethnic cultures so that they would accept differences.

So far, the available data is only about multicultural education taught in secondary education while there is not yet complete data for which elementary schools are taught this multicultural education. The pilot school area that teaches multicultural education was chosen through a historical track record of ethnic conflict and relocation of displaced victims so that in terms of quantity of students in the region the majority were homogeneous.

The seven schools that became a pilot in the development of multicultural education, namely:

Table 2. Pilot Schools that Implement Multicultural Education

Number	School Name (Middle School)	Etnic Base	Location
1.	Santo Fransiskus Asisi	Chinese	Pontianak City
2.	Haruniyah	Malay dan Bugis	
3.	MTs Nurul Alamiah	Madura	Wajok, Mempawah Regency
4.	MTs Nahdatul Atfal	Madura	Sui. Ambawang, Kubu Raya Regency
5.	Katolik Pahauman	Dayak	Pahauman, Landak Regency
6.	Don Bosco	Dayak	Menjalin, Landak Regency
7.	Gerpemi	Malay	Tebas, Sambas Regency

Source: Class VII Middle School Multicultural Teaching Materials

Regarding how to promote this multicultural local content learning product. The Dayaklogi Institute and ANPRI approach identity, which is to communicate with other ethnic groups first so that the admission process can be easily carried out, so there is a team formed from the beginning to make an approach that has so far reached around five to six districts in West Kalimantan. This is reinforced by Subro's statement as a reconciliation figure and coordinator of the cultural sector of the Madura Large Family Association of West Kalimantan province:

"The context of multicultural education, for example, because we entered the Madura community, Bang Julianto entered the Chinese and Dayakan communities, and Sambas friends entered the Malay community so maybe our knowledge was limited to that but if it was collected so much we shared our entry in schools homogeneous like schools in Islamic boarding schools that are predominantly Muslim or majority Madurese, there is a majority of Malays, there is a majority of Chinese, there is a lot of Dayak majority that occurs, so that after given their understanding they know, oh yes apparently so far what has been heard from parents may from close family, it is just a stereotype, you can imagine that homogeneous schools, pesantren schools or other religious schools were not given multicultural education so that the conditions of West Kalimantan were still traumatized by conflict. "Subro said (interview conducted 17 January 2019 hours 14.56 WIB)

Figure 3. Multicultural Education Socialization (source: dayakologi.id).

If you look at examples from western countries as America, Barry dan Lechner (1995) in [19] surveyed 73 attitudes of teachers about their awareness of multicultural teaching and learning. All participants completed orientation to educational courses, such as basic social study methods (17.8%) or media for children only (68.5%).

Besides, they experienced laboratory teaching in schools with a high proportion of African-American students. The study found that most of the questionnaire respondents understood and were aware of different problems in multicultural education and they hoped to have culturally diverse students in their classrooms. Although aware of the need for skills to work with a diverse student population, new teachers cannot decide how well their education programs prepare them to teach students with different religious and cultural backgrounds than themselves or communicate with the families of these students.

Thus, this becomes a very important challenge in finding the needs of qualified teaching staff as resources to deliver a message of peace to students in homogeneous schools. So far, for each provision of teaching staff trained through socialization or multicultural education workshops conducted by the Dayakology Institute and ANPRI team. As for the time spent every week, there is a slot of two hours to teach local content about multicultural education, then in terms of teaching materials, all will be fully supported by the Dayakologi Institute.

Formation of shared awareness is felt necessary, to encourage every human being to take action, especially living in an ultimatum. West Kalimantan and its ultimatum community have past ethnic conflicts that must be resolved at the root. Collaboration needs to be carried out by the government, the community, stakeholders, and every layer of the generation including the younger generation in completing the existing reconciliation movement. The West Kalimantan Children's Forum is not the only forum for this.

Indah (2015: 291) elaborates on Vita Contemplativa which is identical with theory, but in its journey, that theory must be balanced with existing practice. In this case, human action to raise awareness seems to raise questions about how to raise awareness of forgiveness.

Figure 4. Book Multicultural Education for Middle School (Source: Researcher's Documentation, 2018)

The Dayakologi Institute is the initiator of the existence of a local content curriculum that teaches Multicultural education in each chapter having an introduction to every ethnicity in West Kalimantan. At present the Dayakology Institute only targets schools with homogeneous students such as the St. Francis of Assisi Middle School and the Pahauman Catholic Middle School which have a majority of Dayak and Chinese students, while religiously based education such as the Tsanawiyah Madrasahs (MTs) are predominantly Malay and Madura

"This multicultural mulok education is indeed targeted for areas that are (prone to) conflict such as the Sambas ethnic group in Pontianak, where refugees from school homes are indeed victims. Therefore, this becomes an important basis for Dayakologi Institute, so then these schools including the government make this Dayakologi Institute for example, this once again we break the chain so that this does not become the next revenge, resentment arises, resurrect so on earlier that was by way of introduce other cultures to their culture and they know our culture instead like Dayak and Madura. Madurese know our culture and we know their culture, because that is filled with thoughts of stigma that are not good, so through books, we teach-we input-internalize positive stigmas that are nonviolent ". Krissusandi Gunui said (interview was conducted on 12 January 2019, 11.06 WIB)

The Sambas ethnic is a term used by the people of West Kalimantan to call the ethnic Malays from the Sambas Regency. Subro as a Madurese community leader also helped in the formation of this Multicultural education teaching material, so that the preparation was carried out by the Dayaklogi Institute team and ANPRI. Provision of Human Resources such as multicultural education teachers come from local teachers and are trained in depth how to use Mulitculture education teaching materials properly.

"We trained local teachers yesterday for teaching multicultural education, we from ANPRI team made the teaching materials, we trained the teachers, so we didn't need to, for example, bring in teachers from outside but the teachers inside only, there happened to be a slot at

least two hours at the school to enter local content which may be filled with any subject ". Subro said (interview conducted January 17, 2019, at 14.56 WIB)

Hardiman (2003: 25) reviews the Vita Contemplativa which is identical to the theory, while in social reality it is not only theory but the need for practices such as the act of awareness of forgiveness, then explained the theory that is not balanced with practice makes it easy for humans to be exposed to information that is not necessarily true, because what is used is common sense. With the existence of values, goals, and material regarding life in the state of the ultim which has been applied in society. Multicultural Education is expected to be present as an effort to avoid the young generation of West Kalimantan being exposed to existing stereotypes and to raise awareness about Ultim life which has grown into a pluralist society in West Kalimantan.

To cover a wider area of material on multicultural, it is poured through one of the online-based folk magazines called Kalimantan Review, which was initiated by the Dayaklogi Institute for the people of West Kalimantan in order to increase public literacy on various cultures with the aim of increasing cultural literacy in order to live in diversity and peace. . Currently, the Kalimantan Review magazine has adapted to become a website www.kalimantanreview.com.

Multicultural Education cannot stand on its own to encourage peace. As reconciliation goes on in voicing messages in West Kalimantan there are contributions from various parties such as children's forum organizations, schools, churches, and families. For members of the West Kalimantan Children's Forum joining the children's forum is not just about organizing and struggling about child protection, on the other hand, they can learn about differences and respect each other directly in the activities carried out in the children's forum. Farhana Fitria as a child of Madurese ethnic descent and a member of the children's forum said this:

"... studying at the Children's Forum met with many different tribes ... even though there are many conflicts there must be a way out like never conflicted for a long time, because we also tolerate each other and appreciate "said Farhana Fitria (interview conducted February 20, 2019, at 17:36 WIB)

Indah (2015: 296), reviewed Arendt's concept of forgiveness based on the teachings of the scriptures where there must be forgiveness of one another in this case in rural areas identical to the culture and values that exist in society are still maintained. Hilaria Nugil's figure as a Dayak ethnic descendant also felt this, so he said that religious values had been taught about forgiveness.

"If we have been Christian and Catholic, we must forgive. If for example from those who are of different faiths with us and for example making mistakes, we must of ourselves must be able to forgive because there is not one human

being who does not sin, there is not one person who has a clean life "Hilaria Nugil said (interview conducted March 1, 2019, at 19.32 WIB)

When someone makes a mistake, the task of each individual is to release forgiveness for the individual who made a mistake so that this becomes an ally that is worth doing, thereby raising awareness in each individual to live in diversity. In this case, the role of religion becomes the basis of the younger generation to understand the material to forgive and practice in daily life.

V. CONCLUSIONS

Regarding the whole of this research can be seen in the application of the model of forgiveness through multicultural education in Figure 5.

Multicultural education becomes a means to eradicate the stereotypical wall between ethnics which has been a gap to form homogeneity in environments such as schools. In Figure 5. The ultimate goal of investing in multicultural education is to increase awareness of the younger generation to allow the process of forgiving of past ethnic conflicts in West Kalimantan.
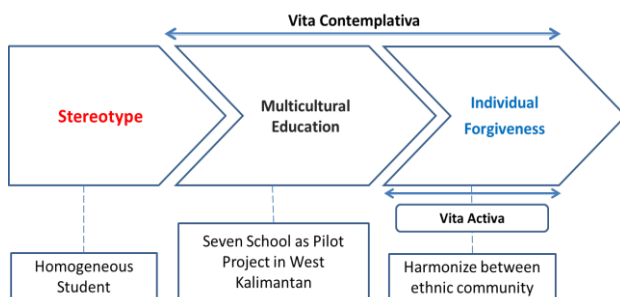
Figure 5. Model of Forgiveness through Multicultural Education (Source: Research Processed, 2019)

[20] outlines that Indonesia has adapted peace education and citizenship education in the 2013 national education curriculum, on the one hand, it is necessary to understand peace education from cross-cultural (local) to the global level. The message of peace wrapped in multicultural education encourages a harmonization process in ethnic societies.

West Kalimantan is attached to the history of ethnic conflict which is the concern of all levels of society. This is because the reconciliation process takes a long time. Local government participation is expected to adopt a multicultural curriculum system to be implemented in formal educational institutions with the aim of harmonious young generation in West Kalimantan and this multicultural education management can be a reference for conflict reconciliation processes in other regions, on a national and international scale.

VI. ACKNOWLEDGEMENTS

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Social Media Use among Creative Industry Practitioners Around the Globe: A Conceptual Framework

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Abstract— Frequent use of social media has influenced its usage among creative industry practitioners around the globe. Social media in the creative industry, especially among celebrities, is no longer a side tool, but has become a major tool used especially in their careers. Qualitative methods were used to explore the forms of social media use among celebrities. Data were gathered from various reviews of literature and sorted using the Atlas.Ti software. The findings were then framed using a conceptual framework.

Index Terms— Social Media, Creative Industry, Celebrity, Atlas.Ti

I. INTRODUCTION

In line with the modern life, the use of the Internet has expanded to many functions and one of it is a new medium of communication named social media. Social media is a platform for communication and interaction with individuals and institutions online regardless of time and place. Social media has been increasingly focused on providing better medium of communication, and as a result social media now has a wide range of uses for individuals, institutions, industries and even the country. According to article by [9], entertainment industry which is a part of creative industry is one of the seven industries that benefit the most from social media. Based on the Facebook post from September 16 to December 15, 2015, entertainment industry has contributed 63.2 percent compared to other industries. It is proved that social media are widely used by creative industries practitioners especially the celebrities as the main tool or the main medium of communication to expand their career. Thus, this writing will identify the social media usage among the celebrities and the effect on creative industry in Malaysia.

II. LITERATURE REVIEW

A. Overview of Internet

With the explosion of technological and communications currents in the millennial era, the Internet has become a part of everyday life among the general public. Article by [12] has described the definition of Internet briefly for public viewing. According to the article, the Internet is an Internet network that connects computers and electronic devices around the world to interact with one another.

While [22] also said that Internet comes from the words interconnected and network. Interconnected is a broad continuum and network is a computer network system connected to the communication system transmission line. Based on these two words, [22] concluded that the Internet is a large and extensive computer network and has a wealth of resources and information that connects its users from one country to another across the globe. Although the Internet has different definitions based on different understandings and studies, Internet essentially has the same meaning, which is the interaction between computers and computers and electronic devices that are located around the world to facilitate the process of unlimited communication.

The Internet was initially private to public as it was used only for United States government and military. A program called ARPANET under the auspices of the Advanced Research Projects Agency (ARPA) which was later converted to the Defense Advanced Research Projects Agency (DARPA) was a computer Internet network created in 1969. According [14] in his article, The Internet At 40: How Arpanet Laid the Foundations reported that Charley Kline and Bill Duvall were the first individuals to make an Internet connection between two computers located in two different places, which is the the University of California, Los Angeles and the Standford Research Institute (SRI). Unfortunately, the Internet network at that time could not be connected for a long time due to a malfunction of the system, and internetworking problem. However, the success of Kline and Duvall's Internet connection between the two computers has been the turning point for the start of a widely used Internet network today.

On August 27, 1976 in an excerpt of The Guardian newspaper, article by [32] stated that two DARPA engineers have come up with a protocol or regulation of computers around the world to communicate. Computer rules known as the Internet Protocol Suite or TCP / IPs are the language of computer mediation over the internet. "A simple but very flexible protocol" is a quote from the creators of TCP / IPs cited in this article to give an idea of their design that makes computers a communication tool.

Success after success was achieved after the TCP / IPs were introduced. Among these is that the Internet began to function after a test of sending electronic messages from a computer on a table to the Standford Research Institute (SRI) via a radio network was successful. In addition, they also successfully sent messages to Boston through the second ARPANET network.

This article also discusses the purpose of the Internet created for the convenience of the United States military, which has 800 databases worldwide. The existence of Internet has made it easier for soldiers to communicate with each other without spending large expenses and privately from the general public. Once the Internet network has proved to be important and useful to the United States military, it was finally introduced to the public until it triggered a phenomenon in the 1970s which shocked the ARPA scientists. Impressed by the willingness of the public to use the Internet despite the high costs, one of the ARPA scientists made a statement in this article, "Quite honestly if anyone would have said they could have imagined the Internet of today in those days, they're lying Willing people were to spend money to put themselves on the Internet. Everybody wanted to be there, that was absolutely startling to me: the clamor of wanting to be present in this new world." The public's desire to participate in the new technology caused the Internet to expand and has grown exponentially and widely until it spread to the Asia's in the 1980s including Malaysia.

B. Overview of Internet in Malaysia

According to [6] in his book entitled Internet in Malaysia and Vietnam, Internet was first introduced in Malaysia in 1983 by Dr. Mohamed Lah, an academician at the Universiti Malaya, Kuala Lumpur. According to him, Dr. Mohamed Lah has begun the idea of connecting Malaysia with the world through the internet. His idea was to create a RangKom or Malaysian Computer Network capable of producing mail and electronic forums. RangKom produced by Dr. Mohamed Lah had managed to dial a small Internet network to four countries, the United States, Australia, Netherlands and South Korea. This success had attracted several national public education institutions, such as Universiti Malaya (UM), Universiti Putra Malaysia (UPM), Universiti Sains Malaysia (USM) and Universiti Teknologi Malaysia (UiTM) to become RangKom users. In 1991, Dr. Mohamed Awang Lah had partnered with the Malaysian Institute of Microelectronic Systems or MIMOS to create a JARING or Joint Advanced Intergrated Networking program.

As indicated by an article in [20] in an article entitled Internet History Malaysia, the JARING system was propelled to build up a complete and incorporated correspondences system in Malaysia. Perceiving the significance of the web as a method for correspondence that could turn the nation into a better country, the administration made the JARING program one of the significant improvements extends in the sixth Malaysia Plan. The JARING project concentrating on and supporting instructive, research and business exercises has been connected to many research and scholarly organizations, government and private offices. [20] again stated that after three years, a developing system of JARING hubs has been introduced in 16 significant urban communities in Malaysia, particularly, Kuala Lumpur, Damansara, Shah Alam, Petaling Jaya, Bangi, Melaka, Seri Gading, Johor Bahru, Ipoh, Penang, Alor Setar, Kuantan, Kuala Terengganu, Kota Bharu, Kuching and Kota Kinabalu. The establishment of JARING hubs has given web access to nearby clients just as neighboring nations. Greatness for greatness was accomplished during the execution of the program until different concurrences with remote nations were marked for straightforward entry to the web both locally and abroad.

Dr. Mohamed Lah, also known as *'Bapa Internet Malaysia'* in his social media that rewrite in [20] stated that 1999 was a lucky year for Malaysia as the Internet connection in the country was ahead compared to other countries in the Asian region. This is due to the success of Dr. Mohamed Lah and MIMOS implementing the Ip-over-Fiber technology from Johor Bahru to Penang until it was recognized as the longest Ip-over-Fiber technology in the world.

However, in the study of [26] entitled Tracing the Diffusion of Internet in Malaysia: Then and Now, the start of the Internet network in Malaysia was said to began in 1995. This follows the emergence of a search engine and the first portal web company in Malaysia, Cari Internet. Cari Internet was founded by Liew Chew Keat in 1996, which provides trilingual Internet services such as Malay, English and Chinese. According to this study, the emergence of the company was the result of the government's incentive to expand the Internet by opening up the telecommunications market to private companies. Despite the emergence of many of the latest search engines and web portals from overseas and advanced technologies such as Google.com, Search.Com and Ask.com, Cari Internet has been listed as one of the best web portals in Malaysia.

Based on the two statements from these two different studies, the existence of the Internet in Malaysia remains unclear. But the rapid growth of the Internet has given Malaysia a reputation for having the most advanced Internet and technology compared to any other country in the Asian region in 1999 as stated in Dr. Mohamed Lah's writing has proved that the phenomenon of Internet explosion has also occurred in Malaysia resulting in many Internet services.

C. Overview of Social Media

The rise of the Internet as another medium today is one of the significant segments of culture in everyday life of a society of the country. Through this borderless innovation, all the data required is currently readily available. Article by [2] entitled Social Media Sites: Current Communication Trends stated web-based social networking systems have changed the manner in which we impart as they move

without limits or time limitations regardless of where we are. Human connections around the globe through electronic correspondence paying little mind to physical and social limits are portrayed as "death of separation", whose presence moves on the web or online through segments, for example, *Facebook*, *Twitter*, *Myspace*, and *Instagram*, changing the daily practice. in human life.

Social media is a medium of communication that allows people to interact with each other regardless of place and time. A study by [17] defined social media as "Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content." Social media is an application built to allow users to upload any kind of content such as pictures, songs, videos and more online. While [7] in their study defined social media as "web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system." In other words, social media is an online communication platform that allows its users to share information and personal profiles with other users of the same system.

Before social media, the first application created by Ray Tomlinson after Internet existence was e-mail in 1971. E-mail was often labeled as a 'killer application' due to the complexity of its process and its construction. E-mail allows users to write and send messages to other users through internet. Since then, Tomlinson's the computer engineers have implemented a variety of new formulas and methods for expanding e-mail to become a necessity today. E-mail is a priority for social media users. This is because, in order to access social media, users must have a valid e-mail address.

The success of this e-mail messaging system has made many people race to come up with a new application. After nearly 10 years of introducing e-mails, two university graduates have developed e-mails to shareable categorical messages. This category message is called Usenet. According to [15], these two students, Tom Truscott and Jim Ellis, created Usenet so that users could read and upload messages to individuals or groups at a time. After being proven sophisticated, web browsers like Yahoo! and Google has no choice but to use the Usenet system to appeal to Internet users. Soon, the application of the Instant Message or IM is a modern social media service. ICQ, AOL Instant Messenger (AIM) and Yahoo Messenger (YM) are some of the most popular instant messaging services of the 1990s. IM allows users to quickly send short messages to other users. In addition to messaging, users can also communicate with each other via voice and video calls.

Subsequently, Internet forums, personal websites and group chats became popular, replacing e-mail and Usenet because Internet was not fully accessible to the public. However, private Internet service providers (ISPs) that were introduced in the mid-1990s have provided thousands of home users with access to the Internet, especially social media. Free of charge and content are one of the main reasons a lot of people enjoy Internet forums, personal websites and group chat. Opinions and expressions can be heard so openly that makes people excitedly to communicate with each other through social media.

As indicated by [15], 1998 was the beginning of the era of blogging which is technically a journal written by Internet users online. Blog is an online journal that allows users to share diaries about personal matters such as daily life, hobbies, tips and chronological uploads. This means that the information uploaded by the users on the blog is organized in a chronological manner that makes it easier for other users to read the blog posts in chronological order. A study by [27] also briefly described blogs as reading, writing or editing journals online. While blogs can also upload images, voice and video clips to share with their readers, what distinguishes blogs and other social media such as IM and personal websites is that bloggers can upload unlimited entries and payments. In fact, bloggers can also share blog links through *URL* addresses that make it easy for blog readers to access. Therefore, the existence of a blog is a great opportunity for independent writers and Internet users to express their personal views and feelings.

Classmate.com created in 1995 is the first social site created by Randy Conrads. The classmates.com website allows users to reconnect with old-school friends around the United States. However, according to [7] study, SixDegrees.com launched in 1997 is known as the world's first social media. It has many functions that allow users to create profiles, list friends and grow social groups. Social media SixDegrees.com has managed to attract millions of Internet users, triggering a phenomenon that has created various social media outlets such as Friendster, MySpace and Facebook.

D. Overview of Social Media in Malaysia

Since Internet were introduced in Malaysia, it has grown rapidly that Internet users in 2018 increased to 25.08 million representing 79 percent of the Malaysian population. This is based on the Digital Report 2018 released by the Hootsuit and We Are Social, which was quoted in an Astro Awani article written by [18] on January 30, 2018. More shocking facts is 75 percent of them are users of social media services. As a result, Malaysia is ranked fifth in 2019 compared to ninth last year as the most active social site in the world.

According to [24] in his article in *Utusan* newspaper, Internet users in Malaysia spend an average of eight hours five minutes a day online and two hours 59 minutes are spent on social media. The influx of popular social media today such as Twitter, Instagram and Tumblr have not been able to beat Facebook as the most social media user in Malaysia since its introduction in this country. The aforementioned statistics suggest that social media is an

online communication platform that is popular among Malaysians.

In Malaysia, young generation such as school and university students are not the only user, it also used by the organizations, government agencies and national leaders. The findings of [28] study found that the countries of Malaysia, South Korea and Australia have actively promoted their social media on corporate websites.

According to the [8] report, Malaysian organizations and firms use social media for ease of corporate communication and marketing activities. This shows that organizations and firms in Malaysia are beginning to recognize the importance of social media and take it seriously to improve organizational outcomes as stated in the [31] study.

E. Uses of Social Media

An article written by [29] entitled How Celebrities Use Social Media has identified six forms of social media that celebrities use based on survey. The first form of social media use was to connect people through communication networks which was the initial purpose of social media. As stated by [33] in her journal, "Social media is a new forum that brings people to exchange ideas, connect with, relate to and mobilize for a cause, seek advice, and offer guidance." According to the statement, social media has broken down the walls of the communications gap and has become the gateway for connecting people around the world. Through social media, people can communicate with each other regardless of time and place. So do celebrities. Social media allow them to connect with the public, especially fans, colleagues, family and others without spending a lot of time and costs.

Market their movies, music and concerts are the next social media use among celebrities. Compared to celebrities who used traditional media such as newspapers, radio and television to market their works, their sales were not as good as the celebrities of this era. Traditional media has passive users that make it difficult to interact between the two parties compared to social media which makes it easy to interact and communicate at any time. A study by [34] conclude "The communication between consumers and celebrities was indirect; however, social media has made it possible for celebrities to provide information about themselves directly to consumers at any time."

The results of this next article are about using social media to strengthen their fan's loyalty. Fans also play an important role in celebrity careers because of their continued support to maintain the celebrity's popularity. Fans who follow celebrities accounts on social media will be able to find their news and activities easily and quickly. In fact, they can also interact directly with celebrities whether through comments, direct messages (DMs), live broadcasts and so on. Celebrities who respond to every question and encouragement from fans also show that they appreciate and care. A paper by [23] says "Whether a celebrity is fully aware of the audience is irrelevant, all that matters is that the audience believes that the celebrity cares about their opinions. When a celebrity reposts a follower's post, they are acknowledging their fan base. These interactions foster the relationship growth that celebrities are seeking. "The attention given by celebrities to social media fans can further strengthen their fans' loyalty. This unintentionally helped greatly enhance the careers of these celebrities.

Through [29] article, celebrities use social media as one medium to raise awareness for themselves. Again [23] stated in their study that the use of social media in particular Facebook is able to bring awareness to users through the perspective of others. Social media allows its users to share their daily life stories online especially with celebrities. Findings from [23] study shows that sharing a person's life story through social media will make the person more aware of others' perception of themselves. This causes the individual to strive to control his or her image in the online community. The form of social media usage among celebrities is also seen as enabling them to realize themselves when interacting with fans and the public. The attention and perspectives provided by fans and the general public on celebrities on social media have led to the celebrities being vigilant and trying to control their self-esteem and influence their careers.

Get feedback on their work is one of the uses of social media among the celebrities that Snow mentioned in his article. Paper by [19] stated that feedback is a way of communicating because it involves resources, namely, the sender and destination referring to the recipient. In this study, sources are social media users and destinations are celebrity social media accounts such as Facebook, Twitter and Instagram. Social media provides the space to respond via private message or comment room. Through the space on social media, celebrities get to know the feedback they receive from fans and the general public about work and other things. The feedback received will help celebrities improve the quality of their work and indirectly impact the creative industry.

Lastly, [29] article addresses celebrities using social media to express themselves. Through social media, celebrities are able to express themselves in a variety of ways and forms such as sharing pictures, videos and writing as described in [33]. Sharing celebrity self-expression on social media will attract more audiences and fans to support their careers. As more and more audiences are becoming interested and supportive of celebrities on social media, the creative industry will be affected. Audiences will support celebrities of their choice through social media by making purchases online, promoting the work of celebrities and more.

F. Overview of Creative Industry

A book by [25] entitled New Cluster Concepts Activities in Creative Industries defines the creative industry as an industry whose core products are the result of art work by musicians, painters, writers, actors, architects, designers or designers.

According to them, activities under the creative industry can also be associated with other industries such as the entertainment industry. As a result, the entertainment industry has its sub-branches such as publishing, radio and television, as well as entertainment and professional sports that are seen as affiliated with the creative industry for producing the same core product of the arts. The study also discusses some of the activities under the tourism industry that involve art and culture as well as their relationship with the creative industry. The tourism industry is one of the industries that help to boost the country's economy through the arrival of foreign tourists especially those who are interested in the culture and arts of Malaysia besides the local tourists.

Indirectly, the creative industry is also seen as helping the country's economy through this tourism industry. In addition to [25], the creative industry also offers careers for producing works of art such as musicians, actors, scriptwriters, painters, architects, and designers. For example, countries that known for their internationally recognized works of art such as Paris, Italy, America, Rome, England, Turkey, Brazil, and Germany are seen to help generate their economy through the creative industry. This shows that in the broader sense, the creative industry is indeed aiding and abetting the economy of a country including Malaysia.

Based on this, the study also discusses the importance of the creative industry internationally as mentioned above, namely the countries where the creative industry generates the national economy. Globally, the creative industry experienced rapid growth in the 21st century. The findings of this study show that London and New York are among the world's leading global hubs for the creative industry. In the United Kingdom, the creative industry is one of the fastest growing industries in the economy with the success of computer games and electronic publishing. It is not a surprise that people of United Kingdom especially London prefer to work in the creative industry than other industries. Similarly, in New York, it is known as a metropolis in art and culture compared to other cities in the United States. The success of these cities should be an example for the development of the creative industry in Malaysia. The creative industry in Malaysia especially in Kuala Lumpur is seen to have great potential to become like these cities based on the talent and works.

G. Overview of Creative Industry in Malaysia

A journal by [4] entitled Making Creative Industries Policy: The Malaysian Case has discussed the policy of creative industries in Malaysia since the establishment of the National Creative Industry Policy (DIKN). This study discussing on DIKN as a policy of creative industry in Malaysia. There are many creative industry policies around the world, but DIKN is interested in the United Kingdom Department of Culture, Media and Sports (DCMS) listing 13 sectors under the creative arts industry. In contrast, DIKN identifies 14 sectors and divides them into three categories, namely as Multimedia Creative Industry, Creative Arts Industry and Cultural Heritage Creative Industry. Under these three categories there are many specific branches.

According to this study, DIKN has been formulated as a policy document outlining ways to develop the creative industry in Malaysia. Among the policies outlined are to support market-based growth such as intellectual property ownership, expand training and career opportunities and develop overseas markets by exporting Malaysian-made cultural products. Since the introduction of DIKN, many programs and initiatives have been undertaken by the government to develop the creative industry in Malaysia through skills development and financing to creative industry agencies. The Ministry of Communications and Multimedia Malaysia (MCMM) and Performance Management and Implementation (PEMANDU), for example, have run several programs and schemes designed to encourage and express support for creative production and business. After PEMANDU was dissolved in 2017, other key agencies under the MCMM such as the National Film Development Corporation of Malaysia (FINAS), the Malaysian Digital Economic Cooperation (MDEC) and the Malaysian Communications and Multimedia Commission (MCMC) were given the highest regard by the government.

In 2016, the creative and cultural industry in Kuala Lumpur alone contributed Malaysia's 11.2 billion ringgit to the national economy, according to a report provided by the [10]. This shows that the government's efforts to develop the country's creative industry are beginning to show results.

H. Overview of Celebrity

According to [13], the definition of a celebrity is an individual who has a name and image that captures the attention, interest and income of the public. While [5] in his book said that the word celebrity comes from the Latin word, *celebren* that has meaning of fame and in a place filled with people. In fact, celebrities or *célèbre* in French also interpret celebrities as well-known. Based on this, [5] identifies the meaning of a celebrity as recognizable, prominent and attractive to the public or an individual who attains fame in the short term. Thus, it clearly shows that artists and celebrities are two different things.

Celebrities are often synonymous with the creative and entertainment industries but celebrities are made up of many fields and occupations. In fact, study [1] argues that through the history of each community and society there have been various celebrities, whether they are kings, religionists, or even criminals who demand the attention of the public. Therefore, [21] mentioned that there are many types of celebrities discussed in the study of [33] such as television and movie stars, sportsmen, politicians, artists, writers and scientists. A study by [11] also mentioned celebrity chefs, television reality show entertainers and star athletes are among the most popular types of celebrities today.

III. CONCEPTUAL FRAMEWORK

Conceptual framework was made based on literature review above. Article by [29] stated that the celebrities uses social media in six ways that can be seen in the figure below.

Figure 1: A Conceptual Framework of Social Media Use Among Creative Industry Practitioners Around the Globe
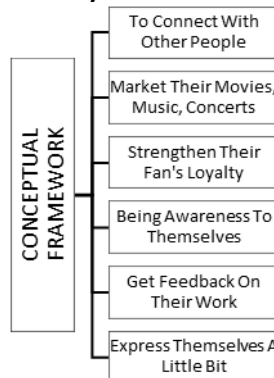
Based on figure 1, six uses of social media among the celebrities are to connect with people, market their movies, music and concerts, strengthen their fan's loyalty, being awareness to themselves, get feedback on their work and express themselves a little bit. These uses above was stated based on survey among the celebrities at Hollywood.

IV. CONCLUSION

Based on selected past academic writings as references, there is no doubt that creative industry practitioners especially celebrities use social media in many forms. Without realized, their forms of social media use have affected creative industry in many ways.

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Parents' Perspective on Childcare Safety and Security

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Abstract— Safe and secure care and learning environment has been one of parents concerned when they chose childcare institution for their children. Knowing that their children are in a safe place, enjoying playing and learning with their friends will make parents feel happy and have peace of mind while they are at work. Recent coverage on incidents happened in childcare institutions by the social media have brought attention to parents over their children's safety and security. With the increasing concern over the safety and security in childcare institution, this research determines to gain insight of parents' perspectives on safety and security and their knowledge on safety and security procedures provided by their children's childcare institutions. This qualitative research was conducted in two childcare institutions involving twenty parents in Selangor, Malaysia. Data was collected through interview, observation, and document analysis. Findings revealed that parents felt safe sending their children to their childcare institutions and they are aware and understand the safety and security procedures provided by their children's childcare institutions.

Index Terms— Childcare, Parents, Perceptions and Knowledge, Safety and Security.

I. INTRODUCTION

Childcare institution has become a necessity for a family in Malaysia due to the increasing percentage of women participation in the workforce [1] [2]. Statistics showed that there were 4,463 total numbers of registered childcare centres in 2016 [3]. Before parents decide on a childcare institution for their children, they have a tendency to consider a few factors that might affect their children's wellbeing and future achievement. Among it is the safety of their children [4] [1].

Children's injury cases in childcare institutions coverage by the social media have brought attention and causes uneasiness for working parents. A recent case involves a child who was severely scalded in chest and neck by hot water in the kitchen due to the negligence of the child caregiver [5]. In another case, an infant was drowned in a pail filled with water in the toilet, also due to the negligence of the child caregiver [6]. There are other injury cases that had not been reported occurred at the childcare institutions.

Much attention has been given to the research on childcare institutions' quality [7] [8]. However, there is less research specific on the issues of children safety. Therefore, this research is attempted to explore childcare institutions' safety and security aspects from the parents' perspectives.

II. PROCEDURE FOR PAPER SUBMISSION

Safety and security is defined as implementation of procedures by individuals or group to prevent misfortune that can cause injury or death. Without safety and security procedures in childcare institutions, parents will be concerned since young children can easily exposed to high chances on something that are harmful unintentionally. Injury experience by children can affect their health and can cause permanent disability to them. Therefore, safety and security are the most important aspects in childcare institutions.

Misfortune can happen at anywhere and at any time. Childcare institutions administrators should not assume that children know about danger and the risk they may face. According to [9], the objective of safety and security must be balanced with the objective of child development. Various aspects should be taken into consideration to ensure child safety such as building design, infrastructure design, selection of children's toys, and childcare institutions internal and external environment.

Safety of building and childcare institutions environment is one of the aspects that is important to ensure the quality level a childcare institution. According to [10], administrators needs to ensure that space design inside and outside childcare institution enable children to carry out activities comfortably and safely. Security door must be placed between activity areas and kitchen to avoid children from entering the kitchen. This is agreed by [11] that stated most parents prioritize more on safety characteristics in the terms of space design in childcare institutions so that it could provide comfort to children as well as to avoid the occurrence of any injuries towards children when carrying out learning activities. According to [12], physical environment that is safe and comfortable such as activity areas furniture, air flow and light influence the learning environment, empowering of idea, value, attitude and children's behaviour. This study implemented against 916 school children in Malacca.

III. METHODOLOGY

With the increasing concern over the safety and security in childcare institution, the objectives of this research are to

examine: 1) parents' perspectives on childcare institutions' safety and security, and 2) parents' knowledge on safety and security procedures provided by their children's childcare institutions. Results from this research will assist parents on selecting childcare institutions for their children. Furthermore, it will contribute in improving childcare institutions' Standard Operation Procedure (SOP) on safety and security that will ensure their childcare institutions' environment safe and appropriate for young children.

A. Setting and Sampling

This research was conducted in two childcare institutions (TASKA) in Selangor. The criterion applied in selecting childcare institutions for this research is registered with Department of Social Welfare (JKM). A total of twenty parents who enroll their children for least one year at these childcare institutions participated in this research. Fourteen of them are mothers and six are fathers who their age is between 25 to 42 years old. Most of them are working in either private sector or self-employed with household income per month between RM 2,500 - RM 10,000. They were convenient samplings. They have participated in a research conducted by JKM and UNITAR International University regarding childcare institution's quality. For confidentiality and anonymity, a pseudonym was given to all the participants to protect their identity as recommended by [13].

B. Data Collection and Data Analysis

Data was collected through interview, observation, and document analysis. A set of semi-structured interview protocol was prepared to facilitate the interviews. The interview was conducted at the respective childcare institutions for approximately 20 minutes and was audio-recorded with consent. Parents' responses were transcribed into text data manually using Microsoft Word as proposed by [14]. Since the interviews were conducted in Bahasa Malaysia, the transcript data were translated into English for data analysis. The transcript data were then reviewed for similarities and differences. Observation of the childcare institutions environment was done prior and after the interview for approximately 20 minutes. Childcare institutions' documents on safety and security were taken with permission. Both observation and documents were done as evidence and verification of the informations given by the parents during interviews as suggested by [15].

IV. RESULTS

Most of the parents in this research admitted that safety and security aspects are one of the main factors for them in deciding the childcare institutions for their children. They were looking for childcare institutions that can provide a safe, secure, and have pleasant environment for the wellbeing of their children. Furthermore, it makes they feel happy and able to have peace of mind while they working.

A. Parents' Perspectives on Childcare Institutions' Safety and Security

Parents in this research have several different understandings on the definition of childcare institutions' safety and security. Their opinions are influenced by their personal past experience and information that they gathered from the internet. As expressed by one of the parents: "In my opinion, a TASKA is safe and secure when it has procedures to avoid harm like accident or injury from happen to children". Another parent stated: "TASKA that safe and secure usually has policy and regulation regarding children's safety and security. I will ask about it during enquiry". One parent highlighted: "TASKA under JKM should be safe since JKM will check whether they meet the regulation or not before giving approval". One of the parents indicated: "Since this is the first time I enroll my daughter to TASKA, I search in the internet for safety and security checklist on what to look for when choosing a TASKA".

Parents were requested to describe what they are looking for in a childcare institution regarding safety and security. Some of them mentioned about the exterior of the childcare institutions. As described by one of the parents: "TASKA must have a proper fencing and the gate is always locked". Another parent stressed: "I prefer TASKA that has CCTV. They can monitor those go in and out of the TASKA as well as what happen if children have outdoor activity". One of the parents point out: "TASKA compound must be clean and the grass is cut. This showed that they take good care of the place".

Apart from the provision of the exterior of the childcare institutions premises' safety and security, parents also look at the physical infrastructure inside the childcare institutions. For example, the statement given by one of the parents: "Furniture in activity area must be arranged properly so that children will not bump into it". Another parent expressed: "A safe TASKA should have safety gate at the kitchen door to prevent children from entering the kitchen. There are cases where children scald by hot water". A few parents belief for safety and security, TASKA's openings such as doors and windows must have grill. This is to stop children from going outside and from outsiders to enter without being notice by the teachers. The provision of safety equipment is also one of the aspects parents looking for in a childcare institution. Parents concerned over the event of fire occur in the childcare institutions. As expressed by one of the parents: "All TASKA should have fire extinguisher. The teachers can use it to prevent fire from spreading before Bomba (Fire Department) come".

Several parents highlighted that they prefer childcare institutions that is registered with Department of Social Welfare. As highlighted by one of the parents' "I will check whether the TASKA has registered with JKM or not. TASKA

that registered with JKM should be safe because JKM has inspected the place to ensure they follow regulation". Another parent stated: "TASKA under JKM should follow the guideline set by JKM on teacher-children ratio. I assume

they have enough teachers to look after the children". One of the parents indicated: "TASKA that registered with JKM by right has sent their teachers to undergo some safety training as specified by JKM. So, they should be able to manage the children and secure their safety".

In parents' opinion, the designated childcare institutions participated in this research is safe and secure. This is based on their observation during enquiry and the time they spend with their children at the childcare institutions. As claimed by one of the parents: "During the visit, I checked the TASKA surrounding and the activity areas. I think this placed is safe". One parent disclosed: "This TASKA look safe and secure. They install CCTV all over the placed. All activities in and out of the TASKA can be monitored". Another parent admitted: "There are enough teachers for babies. I saw how they handle them. I am sure my daughter will be safe here". One of the parents stated: "This TASKA has registered with JKM and I think they follow the regulation. There's fire extinguisher over there. (It has) exit sign above the door. It should be safe." As explained by another parent: "I think this TASKA is safe for my son because it has a policy if parents cannot pick up their children, parents should inform the management. Teachers will release the child to authorize person only."

B. Parents' Knowledge on Safety and Security Procedures Provided by Their Children's Childcare Institutions

Parents in this research were found to be familiar with the safety and security procedures implemented by their children's childcare institutions. Most of the parents mentioned that the childcare institutions have provided them with parents' handbook on policy and regulations which contained the safety and security measures taken by the institutions. As expressed by one of the parents: "I was given a parents' handbook which contained policy and regulations of the TASKA. For safety and security purposes, only parents and authorized person can pick-up the children". Another parent stated: "TASKA will contact parents for verification if other person come to pick-up my child". During the research, a parents' handbook was requested from the childcare institutions for authentication.

The surrounding safety and security of the childcare institution premises were also mentioned by parents. Parents indicated that the childcare institution compounds are fenced and the gates are locked to prevent children from sneaking out without notice. As highlighted by one of the parents: "The main gate is always locked except if there are teachers outside waiting for the children during arrival or pick-up time". Another parent point out: "There will be two teachers at the gate in the morning (during children arrival) and in the evening (during pick-up) to ensure the safety of the children". Some of the parents

noticed that the childcare institution has installed CCTV at outside of the premise to monitor those who go in and out. Several of them also noticed that the childcare compounds are well taken care off such as no long grass and plants that could endanger their children. Another parent has mentioned about the drain around the childcare premises being cover: "I see this TASKA has cover all the drain and I asked why. The principals explained it is for the children's safety. I feel that is good". Observations at the childcare institutions during the research affirmed the parents' statements.

Parents in this research also point out about the safety and security measures taken inside of the childcare institutions. For example, the statement given by one of the parents: "The front door is always locked. You need to press the bell to communicate with the teachers inside before they open the door". Another parents point out: "This TASKA has security pin number. So only those who are authorized can enter inside". As stressed by one of the parents: "This TASKA has installed CCTV in all the rooms to monitor the children and the teachers". One of the parents indicated: "The activity areas are spacious and have adequate toys for everyone. Therefore, the children will not fight and hurt each other". Another parent added: "They have prepared appropriate toys that are suitable and safe according to the children age". As emphasized by another parent: "The children are isolated according to their age to prevent the older children from disturbing or injuring the small ones". One of the parents stated: "The furniture used in this TASKA are designed for children and are arrange in such a way will not cause danger to children. They even cover the table with table edge protectors". Some parents noticed that the kitchen and the staircase have safety gate to prevent children from entering. Several of them also mentioned that they noticed that the toilet and the sink are of children size and height which in their opinion will minimize the risk of the children from falling down and injuring themselves. Observation during the research confirmed these parents' statements. However, there are children who brought their own toys which cause uproar among the children and some of the table edge protectors were missing.

Apart from physical infrastructure of the childcare institutions, parents also mentioned about the provision of safety equipment such as fire extinguishing, exit sign, and first aid kits. As expressed by one of the parents: "I noticed they have fire extinguishing near the door. Last year the TASKA has fire drill training and let the children used the fire extinguishing". Another parents point out: "There are exit sign above the door. At least during emergency the children know where to go". One of the parents realized that the childcare institution has first aid kits: "One day when I pick up my son, I saw plaster on his hand. His teacher explained that my son fell down and she used the plaster from the first aid kits as requested by my son". Observation during the research supported these statements. Standard Operation Procedure (SOP) documents on safety and security of the childcare institutions were referred as well.

V. DISCUSSION AND CONCLUSION

Results of this research revealed that one of the factors that influenced parents in deciding the childcare institutions for their children is the safety and security aspects of the childcare institutions. The definitions of safety and security are influenced by parents' personal past experience and information they gathered from the internet. Parents interpret a safe and secure childcare institution as an institution registered with Department of Social Welfare and have policy and regulation that protect their children from injury or harm.

Three key themes emerged from the analysis on what parents are looking for in a childcare institution regarding safety and security which is: 1) the premises compound, 2) its indoor physical infrastructure, and 3) its human resources especially the teachers. They open up to premises compound that is well taken care of, have a proper fencing with locked gate, and install CCTV. Overall, parents chose the designated childcare institutions in this research because they trust the safety and security procedures provided by these childcare institutions. Parents are also aware and familiar with the safety and security procedures implemented by their children's childcare institutions since they have been enrolling their children for at least one year. Four key themes emerged from the analysis namely: 1) provision of parent's handbook regarding safety and security , 2) the premises compound safety and security, 3) the indoor physical infrastructure safety and security, and 4) provision of safety equipment.

Provision of parent's handbook during registration provides parents the safety and security procedures that the childcare institutions have; in addition to their personal observation of the premises compound and the indoor infrastructure during visit at the institutions. The indoor infrastructure such as doors and windows, activity areas, kitchen, furniture and safety equipment should be appropriate, adequate, and properly located to avoid any risks to the children. This indicated that parents' perspectives on childcare institutions' safety and security in this research is resonate with findings from research done by [16] and [4].

From the findings of this research, it can be concluded that parents are concerned about their children safety and security. They will choose childcare institutions that are free from danger or threat that may cause injury or harm to their children. All childcare institutions should register with Department of Social Welfare to gain parents' trust. Efforts and support from the stakeholders are needed to improve safety and security of childcare institutions for the benefit of the children.

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The Depiction of Social Realism in Yasmin Ahmad's Movies: Muallaf (2008) And Talentime (2009)

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Abstract— **Previous studies have claimed that elements of social realism are less emphasized in Malaysian films. Yasmin Ahmad's films such as Muallaf and Talentime are among those that have tried to incorporate elements of social realism in their narrative. However, not enough scientific studies have confirmed this. Thus, this study is conducted to identify the social realism in his two directive films. This study will be conducted using qualitative methods. The data collection process will take place in two stages. The first stage will involve data collected using the Coding Book. The second stage involves the use of ATLAS.ti software as a tool to facilitate researchers to process the built-in codes. The results of this study will be recorded into a Conceptual Framework.**

Keywords: *Social Realism, Yasmin Ahmad, Muallaf, Talentime*

I. INTRODUCTION

According to [2], 'Social Realism' describes a particular style approach and aims to reflect contemporary social life in many aspects. According to [11], social realism is not to be studied in terms of its existence but to be examined in terms of its presentation in a film. Other researchers such as [9], have classified the social realism in film into *narodnost, ideinost, partiinost and tipichnost*. Previous studies have claimed that elements of social realism are less emphasized in Malaysian films. Yasmin Ahmad's films such as Muallaf and Talentime are among those that have tried to incorporate elements of social realism in their narrative. However, not enough scientific studies have confirmed this.

II. PROBLEM STATEMENT

According to [7], Yasmin Ahmad's films are portrayed as a form of criticism and social commentary. As the most prolific filmmaker since the late P. Ramlee, her work and ideological priorities are uncommon. Yasmin has carefully exposes the taboo and hypocrisy of cinematic screens from the public, a feat that has never been achieved by any Malaysian filmmaker since the P. Ramlee time.

However [3], claims that Yasmin Ahmad films such as Muallaf and Talentime have tried to convey the elements of social realism but not enough scientific studies have confirmed them. Their research also suggests that social realism has long disappeared. However, no study has been conducted to explain why the elements of social realism are missing from films in Malaysia. According to [8] consider that elements of social realism are less emphasized in Malaysian films. This aspect needs to be studied further.

Thus, this study is conducted to identify the social realism in his two directive films. This study will be conducted using qualitative methods. The data collection process will take place in two stages. The first stage will involve data collected using the Coding Book. The second stage involves the use of ATLAS.ti software as a tool to facilitate researchers to process the built-in codes. The results of this study will be recorded into a Conceptual Framework.

III. OBJECTIVES

1. Analyze the existence of social realism elements (narodnost) in Muallaf (2008) and Talentime (2009).
2. Analyze the existence of social realism elements (ideinost) in Muallaf (2008) and Talentime (2009).
3. Analyze the existence of social realism elements (partiinost) in Muallaf (2008) and Talentime (2009).
4. Analyze the existence of social realism elements (tipichnost) in Muallaf (2008) and Talentime (2009).

IV. RESEARCH QUESTIONS

1. What are the elements of social realism (narodnost) found in the films Muallaf (2008) and Talentime (2009)?
2. What are the elements of social realism (ideinost) found in the films Muallaf (2008) and Talentime (2009)?
3. What are the elements of social realism (partiinost) found in the films Muallaf (2008) and Talentime (2009)?
4. What are the elements of social realism (tipichnost) found in the films Muallaf (2008) and Talentime (2009)?

IV. SOCIAL REALISM ELEMENTS IN FILM

According to Lenin, in [10], from his published work titled Party Organizations and Party Literature, there are three main ideas that he primarily emphasized in regards of a masterpiece writing - first, a particular written work must have a social function. Secondly, the piece should gain favourable impression from the public. Third, the work proposed must be an ideology implemented by a certain individual with a good social standing as a public figure.

In another study discussed by [4], issues that piques the interests of writers at that time around the 1930s were the issues of working class and events. These problems were also treated in accordance to the ideas of social realism and social interpretation based on the presentation of several directors' works in film. It is also treated according to the ideas of social realism and social interpretation in the interests of political parties in some works. This feature of art processing is in line with the principles of art according to the four social aspects that are outlined. Art should be related to the role of the working class and should be understood by everyone. The subject of daily reality and about ordinary life. The work must be presented in a realistic manner and support the purpose of the country and party. This feature of implementing art is in line with the principles of art outlined in the social realism ideology; which is on the subject of daily reality and about ordinary life. The work must be presented realistically in order to conform to the social realism presented.

Based on the above characteristics proposed by [10], together with the study conducted by [4], elements of social realism can be categorized into four elements, namely *narodnost, ideinost, partiinost, and tipichnost*. Suggestion of these elements are also supported by [9]. As stated by [9], 20th-century social realism in the Soviet Union informed the novel dimension with the birth of what critics call 'social realism', as it advocated socialism in literary expression.

V. NARODNOST ELEMENT OF SOCIAL REALISM PORTRAYAL IN THE FILM

According to [9] argues that narodnost is an overall element of a narrative and the main goal of a creator in raising social questions and therefore, he propose in looking at a social approach to solve the conflict. Narodnost was a problem that occurred at that time in the 18th and 19th centuries.Given the problems that arise, a film that is produced should be able to bring forward the image that it wants to convey.

According to [13] states that social realism can be categorized under this narodnost element in two ways. First, the filmmaker must aim to capture the experience of actual events. Second, filmmakers have specific arguments or messages that they need to convey in regards of the social world and to use realism conventions in order to express these messages or arguments.

In his paper, [12] posits that a background in a film is an element of social realism. This implementation of

background is also useful in building development of dramatic structure of a play from the beginning to end. As a drama that emphasizes on the realistic aspects, the natural elements of the film are also reflected in the acting and appreciation of the characters, the preparation of realistic backdrops, and in the usage of more realistic and natural lighting, costumes, and props. A powerful social realism film lies in its director's ability to translate reality into film realistically and to simultaneously manipulate the background into a world of reality that reflects all the turmoil and problems that society faces today.

VI. IDEINOST ELEMENT OF SOCIAL REALISM PORTRAYAL IN THE FILM

According to [5] claims that it is important that we look at the ideology as [1] explains it. He asserts that ideology is not an illusion but a view of social and cultural life. Ideology in this context is the fact that it is a real life experience. In short, ideinost is an ideology created by an individual in order to convince others to believe that said ideology.

Based on [5] also elaborate how ideology in film can reflects the social and cultural conditions of a society and has been structured so that it can be naturalized into society's norm and need not be questioned. For example, in the films that is used for this case study, the basic ideas of the partisan system is to put both women and men in their defined roles. The idea that men as powerful beings and women are weak has long been rooted in the ideological system of society and is increasingly reinforced by movies and other cultural products.

According to [5] argues that ideology is not necessarily false but that it is true in communicating messages in movies. Furthermore, according to [6], the dominant ideology or dominant idea in a society does not necessarily serve to conceal a state of dominance and subordination. Ideologies are used to lay down rules and ways for society to accept the true pattern of social relations in an effort for governments and state capitalists to continue the process of subordination and reproduction of existing social order.

VII. PARTIINOST ELEMENT OF SOCIAL REALISM PORTRAYAL IN THE FILM

According to [9], partiinost is an ideological platform that reflects the inequality of life at the time, and thus the socio-political development of the upper and lower classes. Partiinost is a separation between two classes, the upper and lower classes. In addition, this element also describes the separation between two groups within a place.

Moving on to [13], he claims that this partiinost element work closely with the working class, and this element is focused on them, where the working class will be politicized and in that era someone who does not work is despised. The film of social realism aims to show the impact on society and depict the problems face by the working class and the 'lower class' including being homeless, unemployed and helpless against social

inequality. Social realism creates a hypothesis that society, or collective life, is fraud, manipulative and practice embezzlement. Against such deception, manipulation and distortion, a film should be able to emphasize and show its characteristics without having to look or act worse. According to his study, when humans are influenced by the environment, then the environment is directly brought into the film to portray the real situation as it is outside the film. Its main purpose is to show the truth, it is hoped that the audience can understand the situation, psychology, form of society and what the character is playing in accordance to the creator wish.

According to [12], early adopters of social realism in film industry possesses the desire to create illusion of reality in film. It is quite extreme to say that social realism wants to make its viewers forget the fact that they are watching a drama. This is what social realism is all about: the convention of the fourth wall, where social realism attempt to bring real life into film.

VIII. TIPICHNOST ELEMENT OF SOCIAL REALISM PORTRAYAL IN THE FILM

The fourth element of social realism is tipichnost. According to [11], there is a "social character" in English films as a whole that raises themes in certain social contexts. This element means the character of the character created or the important character in a movie. This element wants to convey to the audience what is or will be. According to [9] describes tipichnost as an important artistic development or character in ordinary situations that gives meaning, partly proving the 'popular' and 'everyday' criteria for narodnost-enabled expression. Through the explanation of [9], these tipichnost and narodnost are in need of transmitting masks or communicating ideologies. In addition, this tipichnost also creates a character or adegen that will enable the narodnost element.

This quote from [13] again highlights many of the important social characters in the narrative of social realism films that is focused on the main character constantly battling hardship against the 'system' to reach its end. To this end, social realism is embedded in English culture with narrative themes that not only focus on social class but include poverty, family values, industrial practices, and new structures in society.

According to [13], social realism films usually represent real characters and locations. The common themes used in the films of social realism found in previous studies are social injustice, racial injustice, economic hardship, and caste differences. Many films produced in the 1980s consider race, ethnicity, sexuality, and class mobility narratives to convey a more British feel than was seen in English cinema decades earlier. Such films respond to the more complex national identities that have become a hallmark of the country. The themes and questions of social realism drama are themes related to everyday events. Problems facing society such as economic, sex, household, social and economic difficulties as well as human relationships and relationships.

Figure 1: Conceptual Framework of Social Realism Elements in Muallaf (2008) and Talentime (2009).
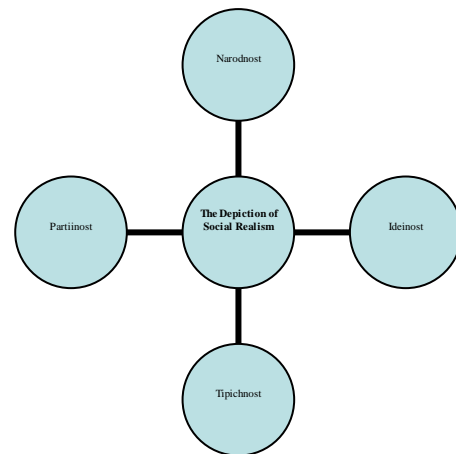
Figure 1

IX. METHODS

This study applies a qualitative approach to the data collection process. Content Analysis will be performed using the coding book as a research instrument. Only two films will be studied, Muallaf (2008) and Talentime (2009). These films are categorized in the codebook using the ATLAS.Ti software to explore the elements of social realism in Muallaf (2008) and Talentime (2009). The results of the study were recorded as a Conceptual Framework of Social Realism Elements in Muallaf (2008) and Talentime (2009).

Examples of coding books are as follows:

Objective:
Analyze the existence of social realism elements (*narodnost, ideinost, partiinost and tipichnost*) in Muallaf (2008) and Talentime (2009).

Minutes	Existence of Social Realism	Description

X. CONCLUSION

In a nutshell, this paper presents an overview of the main ideas of this study. Background of the study, problem statement, research objectives, research interests, research question and keyword definition related to social realism will be based on selected film directed by Yasmin Ahmad. This study will apply a qualitative approach to the data collection process. Content analysis will be performed using the coding book as a research instrument. This study also obtained references material from the library. Libraries are one of the most important sources in getting

information related to research. The results of this study will be recorded into a Conceptual Framework.

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Roles of Expectation Disconfirmation Theory (EDT) And Criticism Towards Uses and Gratification Theory (UGT) for Internet Research

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Abstract— This paper discusses the roles of Expectation Disconfirmation Theory (EDT) and criticized the Uses and Gratification Theory (UGT). It has discussed the benefits of both theories, however, argues that 1) UGT proposes over-simplification and limited direct relationships/measurements to continuance intention; 2) both theories exist independently from each other, whereas it will be academically beneficial for it to be combined; 3) UGT did not manage to inject the roles of expectations to its literature, leaving out the fact that gratification also involves a change in belief or behavior in order to fit in with a group; and 4) both theories has directly generalized and assumed that audience members are all in all, not passive consumers, whereas reality was; consumers are yielded to self or group satisfaction pressures, something which nearly all consumers bound all the time. Future research papers are encouraged to rebut these arguments

Index Terms— Expectation Disconfirmation Theory (EDT); Uses and Gratification Theory (UGT); Internet Research

I. INTRODUCTION

According to [29] and [34], Uses and Gratification Theory (UGT) is an approach to understanding why and how people actively search out particular media to fulfill particular needs. UGT is a group of people focused way to deal with comprehension mass correspondence. The driving inquiry of UGT is: Why did individuals utilize media and what did they utilize them for? UGT examined how clients purposely pick media that would fulfil given needs and permit one to improve information, unwinding, social communications/camaraderie, preoccupation, or escape. Thus, the theory was claimed to be as simplistic and non-realistic as it generalized users of technology as one dull pattern. Not surprising that UGT has received some critics due to that individuals do not have an active role in programme establishment, planning and creating content, thus leaving the idea of humans' expectations along the process of curating a UGC platform and was also claimed to propose oversimplification of relationships to continuance intention. UGT does not explain, however, the phenomenon of why some people's increased smartphone use frequency leads to addiction/ problematic use [28, 40], while others use smartphones productively.

II. THE EXPECTATION DISCONFIRMATION THEORY (EDT)

UGC also did not systematically considered the roles of motives underlying media use by users. Some recent studies that examined new media in the form of Web 2.0 found that the effects of gratifications on outcome variables such as intention and use are also still limited due to expectations set by users prior to usage [20, 30, 35]. The Expectation Disconfirmation Theory (EDT) best represents this situation. This theory allowed assessments on satisfaction and continuance intention through the dimension of expectations and perceived performance levels of users [15, 27, 26, 31].

Earlier researchers such as [4] and [27] have long emphasized the importance of explaining continuance intention of an information system (IS) usage in the literature using EDT. The EDT positively explains the behavioral process of individuals' continuance intention to use a technology medium and suggested that user satisfaction is the most important component in explaining the behavior of continued use [3]. The EDT suggested that the gratification level of a system which is determined by users' pre-use expectation of the system and post-use disconfirmation determines the intention to continue using an IS [15, 22]. Expectations are judgments about what will happen or what will be exposed in the future and play a role in enthusiasm, decision-making, emotional responding and predicting, and social communication [14]. EDT is a prominent theory from marketing that could predict and explain consumers' satisfaction with products or services [27, 32, 36].

EDT has been used to explain users' information technology satisfaction [5, 17, 37].

The theory suggested that users first form expectations or belief probabilities of attribute incidence. They then

form post-usage perceptions about performance and a contrast between initial expectations and performance known as disconfirmation of expectations. Earlier scholars [5, 27, 36] has also long suggested the role of expectations to be considered in the earlier part of the gratification and continuance intention process because; consumers will naturally form pre-perceptions about performance and a contrast between initial expectations and performance known as disconfirmation of expectations. In this study, these disconfirmations were represented by Expectations. Scholars such as [11] and [7] claimed that a person's expectations will eventually determine the usefulness and continuance intention of a particular media. This was supported by a much later study by [38]. They claimed that individual's specific technological expectations are the tool, which facilitated their technological gratification. Upon gratification, their participation will continue through non-goal-oriented actions through online or offline activities for entertainment, or technological interactions. There was even an increased expectation about the usefulness of electronic learning (e-learning) to complement traditional face-to-face learning in Malaysian schools [23]. The underlying assumption was that users, as active-media users, have expectations. They are value-oriented and that they play an effective role in selecting and using education channels to fulfil their learning needs. In other words, they might be satisfied by it but there is no assurance that they will continue using it. Expectation is a representation of perceived enjoyment. It is an intrinsic motivation that system use and was alleged to be pleasant and pleasurable in its own right [9, 39]. Its impact on system use has also been widely reviewed [16, 19, 25, 33]

III. Criticism Towards Uses and Gratification Theory (UGT)

A study by [25] explored intentions to use mobile chat services. The scholar used data from a survey of 684 mobile chat services users. Their results showed that expectation towards technology was a significant determinant of intention to use among female users in contrast with male users. A study by [19] examined intention to use web portal using data from a survey of 300 undergraduates majoring in management. They found that expectation towards an ease process of usage significantly influenced web portal use. Relatedly, [1] study the World Wide Web (WWW) usage for entertainment drives using data from a sample of 78 undergraduate business students and 84 postgraduate business students. They found that expectation towards the content provided significantly influences WWW use. On the contrary, [33] examined on line banking service using data from a sample of 268 online banking users. They found that expectation towards technology did not statistically significantly affect the usage of on-screen online banking. Similarly, [16] investigated computer handling using data from a sample of 450 users of 81 companies. They found that expectation towards the social enjoyment of usage has no statistically significant effects on the usage of data processing systems.

However, this paper argues that EDT itself disregarded potential changes in initial expectations following users' consumption gratification. EDT also disregarded consequences of these expectation changes on succeeding cognitive processes [4]. Pre-purchase expectations stereotypically were based on others' opinions or information from mass media. Whereas, post purchase expectations derived from the first-hand experience. To some, this appeared to be more genuine [10]. After such first-hand experience, expectations may upsurge if consumers confirmed the product or service was either functional or contains new benefits and features that were not part their initial expectation.

IV. CONCLUSION

Although EDT has been leveraged in patient satisfaction studies, it is vital to note that some scholars criticize research that employs theories of consumer behavior in the healthcare area. Thee criticism stems from the notion that market conditions in the US healthcare industry differ from markets that are traditionally studied in economically driven models [12]. At the same time, some scholars note that healthcare in various countries is gradually becoming commoditized [12, 21] and patients can be regarded as consumers who make choices about their healthcare [2]. Given these mounting shifts in healthcare, it becomes even more central to study patient expectations and skills. This is particularly because patient proficiencies and gratification are staple elements of the Triple Aim framework sought at guiding healthcare improvements [24]. Additionally, from a service standpoint, it is crucial to value what makes patients gratify with a specialized service. This prerequisite is better manifest when trying to apprehend the probability of carrying out telemedicine in rural areas. Surely, UGT and EDT have been used vigorously and independently in mass communications researches because of their ability to predict and explain consumers' satisfaction and continuance intention to use products or services. However, based on the reviews of literature, this paper believes that 1) UGT proposes over-simplification and limited direct relationships/measurements to continuance intention; 2) both theories exist independently from each other, whereas it will be academically beneficial for it to be combined; 3) UGT did not manage to inject the roles of expectations to its literature, leaving out the fact that gratification also involves a change in belief or behavior in order to fit in with a group; and 4) both theories has directly generalized and assumed that audience members are all in all, not passive consumers, whereas the reality was; consumers are yielded to self or group satisfaction pressures, something which nearly all consumers bound all the time.

Future researches are encouraged to rebut these arguments.

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Heritage Building Conservation: An Overview of Sultan Abu Bakar Museum Building

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Abstract— This research intends to identify the condition of the Sultan Abu Bakar Museum in Pekan, Pahang based on the Heritage Building's Conservation Guidelines issued by the National Heritage of Malaysia. The qualitative method is applied through coding and field research in order to investigate compliance of the Conservation Guidelines towards the preservation of the museum. It was found that the management of Sultan Abu Bakar Museum, Pahang Pekan as applied the Guidelines Conservation of Heritage Buildings (2012) in its conservation efforts. At the same time it shows that conservation of a building or a site is possible.

Index Terms—Heritage Building, Preservation, Building Conservation.

I. INTRODUCTION

In Malaysia, the responsibility for preservation work is placed under the National Heritage Department (JWN). The heritage classification is not only something that is passed down from generation to generation which includes customs, culture, areas, buildings, archival materials and printed material [10] but is more than that. As the world heritage is too large, The United Nations Educational, Scientific and Cultural Organization (UNESCO) specializes heritage in three component which is cultural monuments including architectural work, the cultural heritage of a building that comprises a group of isolated or isolated buildings and cultural heritage sites that include human or natural work [10]. A study by [6] explains the words of conservation which contain two main activities, which are repairs or preservation and which are the protection of building facade from being destroyed or altered without proper planning, and involve the preservation and maintenance of the heritage building from destruction.

To further enhance the functioning and duties of the field of conservation and preservation of heritage in Malaysia, the National Heritage Act 2005 (Act 645) is a special acts that deals with the preservation and conservation of national heritage, natural heritage, tangible and intangible cultural heritage, cultural heritage under water, treasures and related matter are implemented properly and efficiently [7]. The Heritage Building Conservation Guidelines is the process of implementing conservation and preservation work of museum [10]. These guidelines are in accordance with international guidelines issued by the UNESCO and the charters under the International Council on Monuments and Sites (ICOMOS).

In accordance with this, every activity and work related to the preservation of buildings or monuments must adhere to the principles and procedures established. The principles and procedures are divided into four sections, Part I: Introduction, Part II: Principles and Process of Conservation, Part III: Documentation Guidelines, and Part IV: Conservation Guidelines [10].

According to [3], Sultan Abu Bakar Museum established on November 30th, 1974, when the Pahang State Government Council reviewed a paper on the establishment of the first Pahang State Museum chaired by the Chairman of the Local Government Governance Committee. At the meeting of the Beram Palace building (*Istana Kota Beram*), Pahang town was selected as the official museum. The building of the Beram Palace which was originally the official residence of his Royal Highness the Sultan of Pahang, the late of Sultan Sir Abu Bakar Ri'ayatuddin Al Muadzam Shah Ibni the late of Sultan Abdullah Al Mu'tassim Billah during his announcement around 22nd June 1932 until May 7th, 1974. The building was selected after the Abu Bakar Palace, Pahang Town was built instead the Beram Palace building was abandoned. At the same time, the Beram Palace building was chosen because of the many events taking place within the strains of the building which was originally the official residence of the first British Resident of Pahang Darul Makmur, G.P. Rodger before being castle.

The selection of the Beram Palace Building is a good move but it must adhere to the concept of conservation which is the originality of the heritage conservation and must restore the building as it was. At the same time, it is contained in Section 114 of the National Heritage Act 2005 (Act 645) that offenses relating to the national heritage are not allowed to transfer, demolish, move, alter, alter, beautify, and add to the original structure of the building. This is in line with the principles of historic building preservation issued by the National Heritage Department through the Heritage Building Conservation Handbook (2012) to extend the building's age, respect the quality of the place, prioritize the originality of the work, do not disturb the layout of the building, the heart makes

encodings, sympathies in interpretation and use, reinforcement of the original structure and the risk of losing important or damaged parts. From this architectural style, one can recognize where they originate, the influence or impact of a colony and become more appreciative of the heritage that remains in their country [1]. Each of these historic buildings has its own uniqueness and can be seen from the look of its original art, building materials, placement and cultural landscape [12].

Therefore, a conservationist or conservator is required to provide a specific conservation method or procedure for each conservation area undertaken. Besides, the concept of conservation also needs to be emphasized for conservation methods. The concept of conservation is "authenticity in heritage conservation". In other words, the authenticity of the building or monument is emphasized because it is aesthetically pleasing while the process of restoring it is ethical. In the context of beauty preservation is not the key measure but rather how to restore the original structure of the building to its original position. It can be deduced that authenticity as a key aspect in the preservation of buildings or monuments. It is intended to preserve the authenticity of historical material but rather for the purpose of the country's cultural history and values.

II. PROBLEM STATEMENT

The National Heritage Act 2005 (Act 645) conforms the preservation and conservation to the originality of the monument or historic building. However, in Malaysia, it is unfortunate that the original design and structure of the monument or historic building is not a genuine origin but has been added to modernization. Hence, heritage buildings are under pressure and threat of demolition whereas homeowners are replacing building structures for the benefit of bringing foreign design to local life and climate patterns such as glass towers or glass use that do not reflect culture, life and daily activities of people [15]. Heritage buildings are often a tourist attraction and heritage buildings are variations on the image or image of a place so that they can distinguish the place, among the components of which the identity is physical structure and strong impact of meaning. The public should be aware that neglecting the importance and contribution of old buildings to the identity of the city will result in the loss of the architectural value that cannot be replaced [15]. Building façade, as an interface between inner and outer space, is mostly a matter of evaluation by visitors of historical districts. Therefore, it imposes important impact on the images of historical districts. The dimension of this impact is mostly reliant on the visual elements of historical building facades [4]. The question whether effort been implant to preserve the originality identity of the heritage building. That mark the research question and the statement of this problem is more of the Sultan Abu Bakar Museum Building, Pekan, Pahang, Darul Makmur.

III. RESEARCH OBJECTIVE

1) Identify the condition of the Sultan Abu Bakar Museum, Pekan, Pahang.
2) Identify the level of application of Heritage Building Conservation Guidelines (2012) by the management of the Sultan Abu Bakar Museum, Pekan, Pahang.

IV. RESEARCH QUESTION

1) What is the condition of the Sultan Abu Bakar Museum, Pekan, Pahang?
2) What is the level of application of Heritage Building Conservation Guidelines (2012) by the management of Sultan Abu Bakar Museum, Pekan, Pahang?

V. THEORY

The concept of preservation is particularly applicable in the context of conservation and preservation as it relates to the preservation of historic buildings.

Based on the principles of figure 1.0, the following framework is to study the nature of the conservation situation applied to the Sultan Abu Bakar Museum building, Pekan, Pahang.
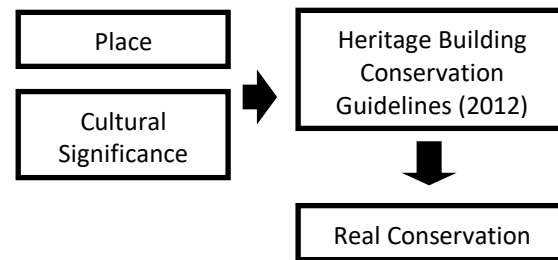
Figure 1.0: Framework of Study

The Sultan Abu Bakar Museum Building, Pahang is the site of the study.

VI. LITERATURE REVIEW

It is important that the original condition of the building to be seen as a contribution to the history. The architectural style or the original structure of the building one can recognize from their origin, the influence or impact of a colonial colony and at the same time appreciate the heritage of their country [12]. The historical significance of a heritage building can serve as strong evidence of a historical era or event. At the same time preserving the original structure of the building helps to create the image and identity of the historic heritage city [1]. Identity is a disorder that exists in the image or image of a place so that it differs from other places. While neglecting the preservation of the original structure. Neglect will result in loss of original identity and value of architectural heritage. This is because it is a city-like pattern of a city that is culturally significant and has disappeared [15]. Old buildings and monuments preserved in their original condition not only with individual privileges but has created beautiful visuals and images of a city [2].

Further preservation of the original structure also leads to the psychology of the historic building. It is because the

building is historic and leads to an undeniable nostalgic story. Through Penang Past and Future Magazine, the Lebuh Acheh Mosque Conservation article links two psychological approaches to why it is important to preserve the building, through sensitivity to its historical and aesthetic values as well as the emotional bond of its original occupants to the building [2]. Based on [13], the importance of nostalgia is related to a significant event that once occurred to a certain individual in the community toward the building

In other words, the original condition of the building and the monument must be preserved as it is a heritage value of the local culture (history and beliefs). Many of the historic buildings or monuments in the world have their own stories that tell of the events that happened and the effects of those events that prove the existence of civilization. Some of these buildings are still in use and are classified as living monuments such as religious buildings and palaces [6]. Buildings and monuments maintained to this day as factors in the development of civilization. These buildings and monuments are historical evidence and beliefs, including the construction of monuments such as the 'Sphnyx' have proven that the factor of belief has brought about the development of civilization. These buildings and monuments were built for the purpose of worship and royal tombs have been a solid proof of the survival of the civilization that requires preservation and preservation so that the effects of the history and the following evidence can be seen in the new generation [17].

The continuation of the preservation of the original condition of the building and the monument should be enabled by good legislation from some parties who can establish guidelines, deed or law to help maintain the original condition of the building and monument to continue to be current and future generations. According to [10], there are four parts to be followed in conservation work. The contents of these sections are as follows:

Part I   : Introduction
Part II : Principles and Processes of   Conservation
Part III : Documentation Guidelines
Part IV : Conservation Guidelines

Laws of Malaysia: (Act 645) The National Heritage Act 2005 (amendment to 2006) confirms the preservation and preservation of National Heritage, natural heritage, tangible cultural heritage, intangible cultural heritage , underwater cultural heritage, treasure trove and related matters.

This is because the refurbishment is not only focused on how to upgrade the shape of the heritage building but rather is a conservation and preservation effort to ensure that the buildings and monuments remain in the long run [8]. According to [15], the steps and patterns of implementation of preservation and conservation methods in Malaysia are divided into 6 aspects: the first step is to make a list of the buildings as heritage buildings, the second step is to identify the actions based on the quality of the building and its contribution to the appearance of the city, the third step is to move the area of conservation action involving the scope of the building and not limited to individual buildings, the fourth step is to develop a comprehensive preservation plan for identified and gazetted areas of conservation, the fifth step of providing heritage value building guidelines that include detailed ways of maintenance, rehabilitation (restoration), reconstruction and adaptation and the sixth step provides control guidelines for any development within the area of action specifically involving buildings new.

These can be found in the Guidelines for Conservation Areas and Heritage Buildings issued by the Municipal Council of Penang, Part V of the Guidelines for Conservation Areas and Heritage Buildings under Section 19 (2), stating that all development plans within the conservation area need to obtain a development permit. These permits apply only to conservation areas within Penang and development planning is necessary to protect and adhere to the elements within the conservation area. They include interior alterations of buildings and advanced materials that affect the exterior appearance of buildings such as doors, windows, roofs and facades [9].

VII.   RESEARCH METHODOLOGY

In this study, qualitative research approach was used and coding book and field study were done.

A. Field Research

Field research was conducted to obtain information, observations and real images of Sultan Abu Bakar Museum in Pekan, Pahang. Researchers began observing the original condition of the Sultan Abu Bakar Museum. Observations were made to answer the one and within the object of achieving the objective of one of the original buildings of the Sultan Abu Bakar Museum. A detailed field study conducted on the application and conservation of the Sultan Abu Bakar Museum according to the [10], issued by the National Heritage Department of Malaysia. The instrument is to answer objective (1), to identify the original state of affairs of the Sultan Abu Bakar Museum in Pekan, Pahang.

B. Interviews

Validation and support for the data, was obtained through implementation of the interview instrument. Interviews were conducted to gather more authentic and accurate data from building owners or officials of the Sultan Abu Bakar Museum. Semi-structured interviews were selected as the research instruments. This instrument is used to answer the objective (1), to identify the original state of the building of the Sultan Abu Bakar Museum and (2), to identify the application level of the Heritage Building Conservation Guidelines (2012) by the management of the Sultan Museum Abu Bakar.

C. Coding Book

The Coding Book used is divided into three sections, namely Coding Book 1, Coding Book 2 and Coding Book 3, organized according to the research objectives.

VIII. FINDING AND DISCUSSION

A. The Original Condition of Sultan Abu Bakar Museum

It was found that the condition was the same as it was built. A picture from the National Achieves Library, Kuala Lumpur and Sultan Abu Bakar Museum Library also validated that the façade of Kota Beram Palace still in authenticity but there were extensions being made.

B. Application of Heritage Building Conservation Guidelines (2012)

It was found that the Heritage Building Conservation Guidelines (2012) was entirely used by the management of Sultan Abu Bakar Museum, Pekan, Pahang. This can be seen in various parts of the museum such as façade of the building. Although the Sultan Abu Bakar Museum went a renovation in 2009, the guidelines were used during the process. This can be seen in the Proposed Report on Conservation Works of the Sultan Abu Bakar Museum, Pekan, Pahang [11].

IX. CONCLUSION

In Malaysia, the importance of restoring and maintaining buildings is often associated with donations as one of the major tourist attractions. This is evident through [15], which states that conservation and preservation are implemented for the development of the country's tourism industry. For example, many tour operators place historic buildings and places as one of the main lists in the itinerary of overseas or domestic tourists. Through [10], the actual conservation concept is explained in detail to refute the above statement. The concept of conservation is "authenticity in heritage conservation". According to the International Council on Monuments and Sites (ICOMOS), the Australian Branch through an agreement made in the Burra Charter two principles are stated: place and cultural significance which are the basis of conservation. Place means any site, area, building or other work with any relevant content in or around it. This is a general term for the maintenance of a monument or buildings and the whole area. Cultural significance means aesthetic, historical, scientific or social value for past, present and future generations [10].

According to informant [11], Assistant Curator of the Conservation and Conservation Unit, the National Heritage Department stated that not only history would be assessed but that the aesthetic, historical and scientific value of an area or building was among the elements emphasized in the clear Heritage Building Conservation Guidelines (2012) through Part II, in the items of conservation principles and processes that break down into four key areas namely identifying cultural significance, gathering information on factors affecting the future of a building or site, preparing action plans and managing buildings or site according to the action plan. The following two concepts and principles can be seen in detail in the strong connection between the concept of "authenticity in heritage conservation" with the principles of place and cultural significance for preserving and preserving a building or site. to protect and preserve the architectural heritage of the nation that is the identity of a developed nation.

This research has not only answered the objectives and questions of the study but has also revealed one thousand stories about the building of the Palace of Beram whether visually or historically. This study should inspire better preservation and maintenance of buildings in the near future.

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Of *Rajuk*, *Durhaka* and Demasculinization. Examining Class and Gender Inequality in Hussain Hanif's *Hang Jebat* (1961)

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Abstract— During the Golden Age of Malaysian cinema, Hussain Hanif was a prolific filmmaker who made 12 films within a period of five years. Beginning as a set extra and then editor, Hussain Hanif eventually made films that mostly questioned the powers that be by advocating the subject of rebellion and class injustice. Known as a rebel with modernist approaches, Hussain Haniff made films that contained themes of rebellion within its narratives. In 1961, Hussain Hanif directed his first film Hang Jebat that tells the story of how the warrior Hang Jebat stood up for his comrade Hang Tuah who was unjustly sent to the gallows. Hang Jebat in defying the orders of the Sultan and thinking that Hang Tuah had been executed, went into a fit of rage and as an act of rebellion ran amok while killing several villagers. In the Malay culture and Malay prubawara films, this treasonous act of rebellion known as "durhaka" is caused by an expression of "rajuk" – the sulk, or "merajuk" – the act of sulking, and occurs when a servant or warrior rebels against the acts of injustice of his master. While merajuk is often stereotyped as a feminine trait, in Hang Jebat, the act of merajuk can be understood as form of rebellion against feudalism and can be further attributed to understanding issues related to marginalisation and class oppression. This paper will therefore examine how the rajuk of Hang Jebat represents an act of rebellion that challenges class inequality and gender representations.

Keywords: **Malaysian cinema, rajuk, gender, patriarchy, stereotypes, rebellion, class, inequality**

I. INTRODUCTION

The *hikayat* is a Malay epic narrating the myths and legends with Islamic, Arabic and Persian influences. Written between the 14th and 17th centuries, the *hikayat* reflects on the splendours of the Malay kingdoms of that period (Norman Yusoff, 2013). The most famous amongst these is the *Hikayat Hang Tuah* (The Epic of Hang Tuah), which narrates the heroics and bravery of Hang Tuah, an admiral and close confidante of the Malaccan Sultan. In the Malay culture and literature, *Hikayat Hang Tuah* can be seen as a national epic, similar to how *Iliad* and *Odyssey* have been to the Greeks of old (Kassim Ahmad, 1966) and the narratives of Mahabharata and the Hellenic legends of ancient Greece and Egypt (Farish A. Noor, 2010). While Hang Tuah is portrayed as a character epitomising all of the qualities of a traditional Malay hero, the narrative of the *hikayat* is centralised around the conflict between Hang Tuah and his comrade Hang Jebat and their relationship with the Malacca Sultan (Van der Heide, 2002).

In *Hikayat Hang Tuah,* the narrative revolves around how Hang Tuah became the favourite of the Sultan after proving his loyalty and bravery by defeating a man who ran amok in the Malacca kingdom. Patih Karma Wijaya and other jealous officials however accused Hang Tuah of socializing with a palace courtesan. This act, which was deemed as "*durhaka*" or treason, caused Hang Tuah to be sentenced to the gallows. When Hang Jebat heard that Hang Tuah had been sentenced to death he ran amok. Armed with the Taming Sari keris (Malay dagger), no one was capable of stopping him. When the Sultan however discovered that Hang Tuah was actually still alive, he ordered for Hang Tuah to kill Hang Jebat (Kassim Ahmad, 1966).

In Malay literature and culture, Hang Tuah and Hang Jebat represent the embodiment of heroism and treason. Based on the *hikayat*, Hang Tuah as the hero represents the pinnacle of Malay heroism while Hang Jebat is essentially a rebel and revolutionary whose ideas were too radical for his own time (Kassim Ahmad, 1966). During the days of the *bangsawan* (Malay theatre), *Hikayat Hang Tuah* was popularly adapted and became the most frequent story for plays that attracted large audiences (Farish A. Noor 2010). In 1956, the film *Hang Tuah* was produced by the Shaw Brothers owned Malay Film Productions (MFP) and directed by Phani Majumdar. *Hang Tuah* became one of the early Malay films to be made in colour and was adapted from *The Adventures of Hang Tuah*, written by M. C. ff Sheppard who was to become an influential figure in Malay historical/cultural affairs (Van der Heide, 2002). Acknowledging that 'many details [were] imaginary', Sheppard confined his narrative to some of the major adventures of Hang Tuah, by using characters from the story from the *bangsawan* version (Van der Heide, 2002). The film however remained faithful to the original text by valorising Hang Tuah as a hero due to his undivided loyalty to the Sultan. The screenplay for the film was however loosely based on the *Hikayat Hang Tuah* and *Malay Annals* (Norman Yusoff, 2013). The film and *Hikayat Hang Tuah* then inspired other films such as *Tun Tijah* (1960, L. Krishnan) and Puteri Gunung Ledang in 1961 by S.

Roomai Noor and in 2005 by Saw Tiong Hin to be produced (Norman Yusoff, 2013).

In 1961, rival studios Cathay-Keris produced a film based on the *Hikayat Hang Tuah*. Directed by Hussain Haniff, the film *Hang Jebat* focused more on the character of Hang Jebat as an anti-hero due to his rebellious and anti-feudal qualities that deconstructs the classical representation of Malay masculinity. The film was based on the 1959 play of Ali Aziz, *Hang Jebat Menderhaka* (Hang Jebat Commits Treason), which was itself part of a broad re-interpretation of the Tuah/Jebat relationship (Van der Heide, William, 2002).

Unlike *Hang Tuah* directed by Majumdar, *Hang Jebat* appeared somewhat darker due to its emphasis on fighting and violence and the downplaying of music and romance. The film accentuates psychological realism and individual characterisation by focusing and exploring on the relationship between two male comrades (Norman Yusoff, 2013). The film also portrays the most explosive form of *rajuk* (sulking), which cannot be alleviated or reconciled. It was also the act of *rajuk* that led Hang Jebat to run amok and commit violence (Anuar Nor Arai, 2002).

II. *Rajuk* in the Malay Culture

Rajuk is a form of sulking that can be seen as a melodramatic emotional expression and is quite acceptable for a person to feel hurt by the tiniest slight (Norman Yusoff, 2013). While *rajuk* is a significant phenomenon that exists in the socio-political lives of Malay men and women, this disposition is often regarded as feminine. In reality however, in the Malay culture both men and women may express *rajuk* (Anuar Nor Arai 2002). The solution to this predicament is by attempting to *pujuk*, or to flatter with compliments and to caress with tender words (Marsden, 1984).

Within the Malay community, *rajuk* involves verbal and non-verbal communication that includes longing, lethargy, weakness, distortion, anger, hate, love, sorrow and separation (Mahdi Abas, 2010). *Rajuk* also refers to the showing of displeasure by refusing to speak, cooperate or mingle. *Rajuk* and *pujuk* are both important phenomenon in the social and political lives of the Malays as these acts not only allow them to respond instinctively to their surroundings within confrontational or non-confrontational situations (Anuar Nor Arai, 2002). *Rajuk* and *pujuk* also triggers spontaneous thoughts and feelings that can either be acceptable or unacceptable as *rajuk* and *pujuk* unconsciously act as an interplay of feelings that transcends the intellectuality of human. In the Malay society, the cultural-bound form of emotion caused by *rajuk* is one of the manifestations that would cause the individual to emotionally seek for internal solutions (Mahdi Abas, 2010).

This expression of *rajuk* can also be found in old Malay literary such as the *hikayat* and *pantun* (poems). In a romantic *pantun*, *rajuk* is expressed by a girl to the boy she is in love with and is considered one of the 18 steps or elements in love and courtship (Muhammad Haji Salleh,

2011). *Rajuk* is also present in old (and new) Malay films (Anuar Nor Arai, 2002). Serious forms of *rajuk* can also be seen in several family oriented *purba* melodramas, which were loosely adapted from didactic folktales. For example, *Batu Belah Batu Bertangkup* (1959) directed by Jamil Sulong revolves around the craving for fish roe by a single mother that was left unfulfilled as her hungry son finished off the roe. Feeling hurt, she expresses *rajuk* by running off into the deep jungle towards a man-eating boulder.

In old Malay films, a servant (traditional warrior) expresses *rajuk* towards his master, which is often the Sultan, when the former must confront the injustice of feudalism. This is present in *Hang Jebat*. *Rajuk* can also be attributed to socially marginalised or oppressed individuals who experience suppression and repression (Norman Yusoff, 2013; Anuar Nor Arai, 2002) that reflects on the character of Hang Jebat who has been used by the Sultan to fulfil his own interest. Many old Malay melodramatic films foreground *rajuk* in their depictions of 'the fictitious adventures of human relationships' to reflect a culturally familiar form of behaviour and to generate 'drama' in Malay films (Anuar Nor Arai, 2002). *Rajuk* can be seen as evident in culture-bound form of emotion that characterises the Malays and this emotive mode can also be found in Hussain Hanif's Hang Jebat.

III. The Synopsis of *Hang Jebat*

Hang Tuah is sentenced to death after being slandered by Patih Karma Wijaya. Sultan Mansur Shah who passes the sentence orders the Datuk Bendahara to execute the sentencing. The Sultan refuses to rescind his order despite the pleas from the Datuk Bendahara and Datuk Temenggung to not hastily punish Hang Tuah. Despite Hang Jebat trying to stop the execution, Hang Tuah insists that the Sultan's orders must be carried out.

Hang Jebat then conveys the news of Hang Tuah's death to his wife and promises to avenge his death. In a twist of events, the Sultan then appoints Hang Jebat as the new Dato Laksamana replacing Hang Tuah. The Taming Sari Keris that makes its user immortal and a symbol of bravery was also given to Hang Jebat. This seemed to present Hang Jebat with the opportunity to execute vengeance for the death of Hang Tuah. The appointment of Hang Jebat as Dato Laksamana also irked Patih Karma Wijaya who was eyeing for the position. Patih Karma Wijaya's hatred and anger worsened when Hang Jebat killed his nephew who was trying to rape Dang Baru. He then falsely accused Hang Jebat of kidnapping Dang Baru from the Datuk Bendahara's house.

With the Sultan away, Hang Jebat took advantage of his absence by inviting villagers to eat at and loot the palace. When the Sultan heard of this, he ordered the Datuk Bendehara to kill Hang Jebat. As Hang Tuah however could only defeat Hang Jebat, the Datuk Bendehara finally revealed that Hang Tuah is still alive. Upon learning this, the Sultan immediately pardoned Hang Tuah and ordered him to kill Hang Jebat. During the duel, Hang Tuah managed to wrest the Taming Sari Keris from Hang Jebat and managed to kill him.

The film opens with a sequence of the Sultan's foot on the people's heads. This opening sequence is an indication of how Hussain Hanif contests class differences between the palace institution that represents the upper classes/aristocrats and common people that are a representative of the working classes. Hussain Hanif thus attempts to contest class differences by showing how the common people have been oppressed by the upper classes. As such, the rebellious behaviour (*durhaka*) of Hang Jebat towards the Sultan and of leaving the palace is reflective of his political stand of that time and simultaneously represents his contestation of class differences.

The opening sequence also shows how the Sultan has been out of touch with the common people and discusses about political corruption. The first scene of the film showed the Sultan wanted Hang Tuah to be killed and this reflected his domination towards the common people as shown in his dialogue;

> *"Beta berkuasa untuk menghukum! dan berkuasa untukmengurus segalanya!"*

The dictatorship of the Sultan in his ruling can clearly be seen in the dialogue above and the order to kill Hang Tuah was not from the Sultan himself but was influenced by a palace official named Karma Wijaya who was jealous of Hang Tuah's position. This demonstrates how one individual controls the politics in the palace by currying favour and dominating the audience with the Sultan. The character of Karma Wijaya clearly represents act of corruption as he dominates the ear of the Sultan, thus causing other palace officials to lose their rights to voice out their concerns towards the decisions of the Sultan.

Hussain Hanif represents Hang Jebat's act of *rajuk* as their criticism towards class differences. The scene where Hang Jebat meets the Sultan shows how Hang Jebat is behaving in a character that remains full of *adab,* which is the act of respect towards one with higher position in an institution. In this case, Hang Jebat shows his respect towards the position of the Sultan, despite expressing his *rajuk* and protest towards the corrupt practices in the palace institution and class differences. This can be seen in the dialogue below:

> *"Ampun tuanku patik menghadap/ Oh barangkali kerana kehilangan Dang Baru agaknya, tuanku/ Benar, tuanku. Apa salahkah patik mempadukan kasih pada yang berhak/ Ataupun, mahukah tuanku patik bersifat yang ditegah/ Ampun tuanku adakah lain-lain perkara yang tuanku hendak titahkan kepada patik? / Kalau begitu patik mohon diri."*

Hussain Hanif uses the dialogue between Hang Jebat and the Sultan to represent how the Malays still display *adab* or their fullest respect towards their Sultan even in expressing their disappointment or disagreement towards the palace institution. The dialogue also showed that Hang Jebat constantly begs for forgiveness, for he humbly acknowledges that he is not worthy of speaking to the Sultan and is thus ready to be punished. When examined closely, the Hang Jebat character at this level starts to develop his *rajuk* and feelings of antifeudalism, due to a system that he feels is oppressing him.

Hang Jebat's *rajuk* was considered as an explosive *rajuk* because he is against the Sultan and the oppressive corruption in the feudal system. It has finally turned to bloodshed during his act of amok. This also happened because of the corruption within the political system of the palace caused by jealous officials who have manipulated the decisions of the Sultan. This resulted in Hang Jebat's *rajuk* that does not come with any form of *pujuk* (Mahdi Abas, 2010) for he had become inconsolable. Hang Jebat's *rajuk* was a reflection of him against the corrupt officials and corruption within the palace institution and made him change from a loyal servant to a rebel warrior. This act of Hang Jebat of standing up against injustice should actually see him as someone who is misunderstood, an antihero and not the antagonist.

In the film, Hang Jebat is however placed as the antagonist, as his *rajuk* clearly expresses that he wants to rid the palace of corruption caused by corrupt officers and contest class differences between the upper and working classes. Hang Jebat even during his *rajuk* with the Sultan places the needs of the people before his own and as antagonist should change into someone with selfish wants and demands. Hang Jebat however acts differently. In the scene when he invited the all the citizens or *rakyat* of Melaka to dine in the palace and gave them all the belongings from the palace, the citizens started to worship him. Hang Jebat however refuses them and said:

> *"Jangan, jangan sembah aku. Aku bukan gila disembah. Aku bukan Sultan Melaka yang mengagungkan pangkat dan kebesarannya. Aku Jebat, rakyat biasa. Pangkat aku untuk kepentingan rakyat. Bergerak aku untuk membuat jasa kepada rakyat. Dan aku rela mati untuk rakyat. Aku mahu keadilan. Keadilan! Keadilan!"*

In this scene, Hussain Hanif through the character of Hang Jebat discusses about the class differences between the upper and working classes. Hang Jebat refuses to be worshipped as a royalty but states that all he has done is for the benefit of the common folk. This can be further seen when Hang Jebat expresses his *rajuk* to the *rakyat* Melaka and that all he wanted for them was merely justice. The character of Hang Jebat also represents the oppressed *rakyat* living in a feudalistic system.

Hang Jebat's class contestation and fight against corruption in the palace can also be seen through Hang Jebat and Hang Tuah's fight in the palace. Although Hang Jebat has convinced Hang Tuah to rebel against the Sultan and his officials, Hang Tuah remains loyal to his Sultan. Hang Jebat's dialogue during this scene proved that he was an individual who was fighting against the Sultan's oppressive ways by stating:

> *"Sia-sia kau sebagai pahlawan, kepahlawanan engkau digunakan berbakti*

kepada raja yang zalim/ Kau dipergunakan sebagai perkakas untuk memuaskan nafsu raja/ Jangan kau pura-pura tak mengerti Tuah, perintah raja yang kau jalankan selama itu adakah memberi guna kepada negeri dan nama rakyat?"

The dialogue however demonstrates that Hang Tuah remains a loyal subject to the Sultan, which is in line with the loyalty of a Malay subject towards the royal institution. Although the return of Hang Tuah seems to bring the element of *pujuk* to Hang Jebat, it is no longer meaningful as Hang Jebat only wants to destroy the feudal system. Hang Jebat thus tries to convince Hang Tuah that the system only benefits the Sultan and his interests and not the common folk. However, Hang Tuah remains loyal and refuses to change. So are the *rakyat* who came to fight Hang Jebat. This therefore frustrates Hang Jebat as he understands that he is incapable of going against the might of the palace institution and loyalty of the *rakyat* towards the palace. This leads to Hang Jebat's *rajuk* and he goes amok and starts to kill anyone who stands in his way. In the end, while the narrative of the film shows how Hang Jebat attempts to challenge class differences and feudalism through his act of *rajuk*, he however remains incapable of doing so.

V. HANG JEBAT. THE DESTABILIZATION OF MASCULINITY AND THE WEEPING WARRIOR

From the beginning of the film, Hang Jebat demonstrated the elements of masculinity by being a rebellious warrior who often defies the orders of the Sultan. This can be seen in the scene where he took over the palace and disobeys the Sultan's order with the killing of the royal commanders. The masculine character of Hang Jebat however changes whenever Hang Tuah appears. This is when Hang Jebat tones down his masculine traits through his gestures and tone of voice and becomes attentive in his conversation with Hang Tuah. This is a complete opposite of his character when opposing the Sultan. It also can be seen as a representation of how Hang Jebat wants to express his *rajuk* towards someone he trusts through the elements of *pujuk*.

The *pujuk* (coaxing) element was however misinterpreted by Hang Jebat when Hang Tuah came to the palace to meet him. This is where he thought that Hang Tuah came with the same intention to go against the Sultan, but he had instead come to kill Hang Jebat as ordered by the Sultan. Hang Jebat was however happy with the presence of his best friend, thus making his antifeudal and masculine character to completely change. He even calls Hang Tuah with a respectful salutation "*abang*" (elder brother). But when the *pujuk* element was not obtained by Hang Jebat from Hang Tuah, this caused him to proceed with his explosive *rajuk* that led to the bloodshed between them. This scene was the first sign to prove that Hang Jebat has started to be infused with feminine elements in order to express his *rajuk* to Hang Tuah.

The act of *rajuk* is commonly regarded as a feminine characteristic. This feminine character however, is seen as one that attempts to destabilize the dominant patriarchal order in the film's narrative. As the act of *rajuk* is seen not only as a feminine characteristic but also one that attempts to destabilize masculinity and the patriarchal order, which is represented by the Sultan. Hang Jebat, who embodies this act of *rajuk* needs to be destroyed in order for proper order to be restored. In other words, Hang Jebat needs to be destroyed so that patriarchy is not challenged nor masculinity destabilised and so that proper social order and balance within society is restored.

In the film, the character Hang Jebat demonstrates how the act of *rajuk* has destabilised his masculinity and changed his character more towards one that is feminine. *Rajuk* has changed the psychology of Jebat's character to a passive and weak warrior character that needed help from Hang Tuah to oppose the Sultan. The changing of character is the result of *rajuk* expressed by Hang Jebat. This also has destabilisation Hang Jebat's masculinity and is mostly present in the final sequence of the film. This final sequence showed the conflict between Hang Jebat who goes against and Hang Tuah in defending the Sultan. This is viewed as a melodramatic act as Hang Jebat tried to express his *rajuk* to Hang Tuah.

Hang Jebat's *rajuk* was caused by the injustices of the feudal system and his dissatisfaction towards the oppression of the people. This has changed his character towards one where his masculinity has been destabilised. This is reflected in the last sequence of the film when he started to weep and kneel to Hang Tuah. The scene of Hang Jebat weeping for the first time in is closely related to the so-called "*menghina diri*" (self-humiliation) as one of the elements of *rajuk* that the character expressed. The crying of Hang Jebat for the first time has shattered the stereotypes of how a warrior must never show vulnerability.

In society, men are often taught to be masculine and to never make themselves vulnerable by disclosing weaknesses. That is the beginning of destabilization of Hang Jebat's masculinity which also leads to the demeanour of the character, is closely related to what is portrayed by women in many Malay melodrama films that conventionally stereotyped women as weak, passive and submissive within a male-dominant and Malay-centric culture (Lee, 2016). The representation of women with this form of stereotype can be seen in Hussain Haniff's camera work.

As seen throughout the film, Hussain Hanif's high-angle shots are only used for weak female characters such as Hang Tuah's wife. For instance, in the scene where Hang Tuah's wife argued about Hang Jebat's *durhaka* towards the Sultan, it shows that it was not because of his personal intention, but his *durhaka* was to defend the oppression towards Hang Tuah. During the same scene, Hang Tuah's wife knelt and cried to stop Hang Tuah from killing Hang Jebat as seen in her dialogue:

"menderhaka untuk mu abang, menderhaka untuk membelamu abang"

This scene captured his wife with high-angle shot as a representation to a weak and passive character and also a common stereotype towards women in film. The same shot with the same method acting was then used by Hussain Hanif to portray Hang Jebat as having feminine characteristics in the last sequence of the film.

This occurs when Hang Jebat expresses his *rajuk* towards Hang Tuah with the hope of rekindling their friendship. This scene was portrayed in a high-angle shot with Hang Jebat crying. From the scene, Hang Jebat clearly expressed himself in feminine characteristic, as he weeps to convince Hang Tuah about his *rajuk*. This strengthens the argument that the psychological of destabilization of Hang Jebat's character had simultaneously destabilised the warrior stereotypes to a weak and feminine character because of his *rajuk*.

This scene also showed how Hang Jebat expressing his "*ratapan*" (weeping) or "*menghina diri*" (humiliating) which can be seen when Hang Jebat was portrayed as a weeping weak warrior and made the below statement:

"Tuah, apalalah salahnya kalau kita bermaaf-maafan, marilah kita bersaudara seperti dahulu lagi Tuah"

The dialogue shows that Hang Jebat has reached a "surrender" level or "*menyerah*", which no longer wish to continue his *rajuk* that most likely linked with his opposition to the Sultan. Hang Jebat asks for reconciliation and for forgiveness. The scene also portrayed the feminine values in Hang Jebat as he knelt and cried with the hope of mending his friendship with Hang Tuah and was captured with high-angle camera shot to represent weakness in the character. The loss of and surrendering of the Taming Sari Keris, also represents Hang Jebat's loss of the phallic symbol and hence the surrendering of his masculinity to Hang Tuah. The surrendering of the Taming Sari Keris can also be seen as a symbolic surrender and castration of Hang Jebat's manhood and masculinity. This needed to done so that the threat posed by Hang Jebat towards the patriarchal order can be eliminated and so that order can be restored.

Although Hang Jebat intended to continue his explosive *rajuk* by emotionally killing people to express his frustration, the violent act only results to even destabilize the masculinity of the character. This can be seen when Hang Jebat came to meet Hang Tuah for the last time in a weakened state as he is crying. When Hang Jebat came to see Hang Tuah for the last time in vulnerability, he portrayed feminine characteristics that are full of *ratapan* and *rayuan* hoping that his *rajuk* (referring to his frustration to an oppressive system) will be noticed by Hang Tuah.

Without realizing it, his *rajuk* has destabilised his masculine character and transformed him into having feminine characteristics. His explosive *rajuk* however has been misunderstood solely as a violent act and finally led to his death after he was stabbed with Keris Taming Sari by

Hang Tuah. As such, the act of *rajuk* that embodies feminine characteristics that is seen as a threat that attempts to destabilise the dominant patriarchal order within society needed to be eliminated.

VI. Conclusion

The elements of *rajuk* and *pujuk* in the Malays culture seems to be more subtle in terms of how it is left to occupy the emotions and intellect of the individual which ultimately leads to various adverse effects. *Rajuk* not only affects the cognitivism of the character or the individual who experienced these elements but also causes the character to act differently.

This can be seen through the character of Hang Jebat after he heard that the Sultan had sentenced his best friend Hang Tuah to death. At this point, Hang Tuah shows the culture-bound symptom of *rajuk* that causes him to run amok and against the feudal system. It gets even worse when he was accused of kidnapping Dang Baru and it has triggered him to prolong his *rajuk* by disobeying the Sultan and express his antifeudal beliefs by killing several people in the palace before taking siege of the palace. Even when Hang Jebat's *rajuk* is seen as subtle and respectful, it affects the destabilization of his character without him knowing it.

Hang Jebat expresses the act of *meratap* through his crying in the last sequence of the film. This breaks the stereotypes of a Malay warrior, as he suddenly becomes the common characteristic of how Malay women characters have been stereotypes in the film as a weak and non-dominant character. This happens to Hang Jebat when he tried to express his *rajuk* and wanted to be *pujuk* by Hang Tuah, but it went the other way around after Hang Tuah wanted to kill him with the order of the Sultan.

It is common to find the elements of *rajuk* and *pujuk* in the narrative of Malay melodrama and *purbawara* films, as well as the contemporary Malay films and the only difference is how the characters express it in different ways. As *rajuk* is regarded as an important of cultural representation in the socio-political lives of Malays, *rajuk* can be recognised as one of the fundamental elements towards the representation of Malay culture and norm in Malay films.

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Rethinking Malaysian Learning Netizens Psychological and Intellectual Development

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Abstract— This paper invites netizens to rethinking of learning development through Dialogue. Implicitly Dialogue in social media invokes general public to the sociocultural and interaction relationship to psychological behavioral findings. Dialogue is a significant source of people's opinions; comments and thoughts are psychologically related to human's functions of perceptions, attention, sensory motor-operations, memory and cognitive. Communicating in social media i.e. Dialogue, or Talk with the use of microphone, keyboard by using media tools to voice-out netizens' opinions. Dialogue plays major contributions to human development and most importantly improves everyone's intellectual. Individually or in group, people chats, teaching and communicate, business conversations over face to face, teleconference, writings comment online are all representing the netizens. These "Dialogue" develop netizens social skills and communication learning skills for the betterment in the end. This paper argues netizens online comments for Facebook, Twitter, Instagram or as far as purchasing online and updates products, social status updates, reply comments and sharing ideas over many local issues. Interestingly netizens positively get involved with the topics which dedicated to a general public, a government leader, an administration to our government parties etc. Thus, do these conversations and Dialogue are developing netizens cognitive thinking and psychological development in a positive way? In summary this paper highlights scholars' findings and arguments over the Dialogue social interactions which is appears similar to these trends in Malaysia.

Keywords — Dialogue, communication, netizens, psychological and cognitive development, social learning, the higher psychological functions.

I. CATEGORIES AND SUBJECT DESCRIPTORS

This paper is categorized under the Psychological and Cognitive Development for new media social interactions. Social computing and social Web as a new medium of communication over the net to general public understanding.

II. THEORETICAL FRAMEWORK OF STUDY

In general terms, this paper is for Social Media theory to netizens development. This paper theoretically discourses over existing educational scholars' claims on Dialogue and human's social learning and development.

III. THE LITERATURE REVIEW

1. Dialogue is "scaffolding" social culture learning tools

Scholars claimed that Dialogue has always been the essential teaching tools in school. D. Wood, J. Bruner and G. Ross (1976) are three scholars' professionals in psychology and children's learning, they use the term 'scaffolding' for Dialogue type of teaching and learning approach writing about the context of mother and child interaction. Then, Bruner and Haste (1987) used the word 'scaffolding' to describe children's interaction as a critical role in the process of cognitive distribution (Wood, Bruner & Ross, 1976, pp.89-100)[7].

This view is closely aligned to the theory of the 'Zone of Proximal Development' (ZPD) by Vygotsky (1962)[8]. Vygotsky (1962) and Simon (1963; 1987) argue that ZPD is the gap between a child's existing knowledge and ways of solving problems or understanding unaided which can be achieved only with the guidance of the teacher or a 'more capable peer'[9]. Alexander claims that evidence has shown this concept is advantageous to the learner[10].

2. Dialogue, interaction and human's psychological learning development theory

The theory of children's learning development and the sociocultural factors contributing to their psychological and cognitive development were argued by Goswami

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[8] Vygotsky, L. S., 1962. *Thought and Language,* Cambridge, MA: MIT Press.

[9] Simon J., 1963. Vygotsky and the Vygotskians', *American Journal of Education*, Simon, B. and Simon, J. 1987. (ed) *Educational Psychology in the U.S.S.R.*: pp. 21-34. London: Routledge.

[10] Alexander, R. J., 2008. *Towards Dialogic Teaching — Rethinking Classroom Talk*, 4th edition, pp.11.

and Bryant (2007), Bruner and Haste (1987) and Vygotsky (1962). All argued that a child's cognitive development requires that it engages, through verbal communication with adults, other children and the wider culture[11]. Learning needs involvement and support of others especially for a specific cultural purpose. Learning is the engagement between people in a community. Learning is the interaction and role played by teachers, adults and parents. This statement relates to Vygotsky's theory of children's psychological learning development which emphasizes the use of social tools, social interaction, speech, play and development. Vygotsky points out the relationships of humans in their social-cultural context. Vygotsky emphasizes how human beings change themselves in the varied context of culture and history. Vygotsky argued that humans internalized the shared experience with their social group. In this context children were observed as being able to differentiate between good and bad, as well as evaluate positive and negative outcomes wisely. Here, human cognition has the capacity to externalize and internalize their own activities.

IV. THE HYPOTHESIS

1. Interaction and intermental processes of Dialogue

Thus, this paper argues the same theories could be applied to the netizens Dialogue in social media. The process is called the development of higher psychological functions, i.e.: attention, perception, sensory-motor operations and play (with tools/keyboard) that netizens communicating with. The Dialogue is the intermental process of interaction, communication and learning between the netizens and social apps. These processes then become the basis for the netizens exposure to speaking and writing elsewhere. Their comments such as discussion, interaction and arguments are then internalized as the basis for their intramental (psychological) reflection and logical reasoning. Intramental abilities such as thinking and reasoning exist within the netizens. Thus, learning and development are seen as both interpersonal and intrapersonal processes mediated by cultural tools such as the gadget, hand phone, iPad, notepad and laptops. Netizens learn and develop while social interaction and communication with others, at the same time they are able to think, reflect and giving reasons. An intra and extra-psychological reflections of netizens have developed significantly over the time of Interaction and intermental processes.

2. Dialogue and the Distributed Cognition and its relationship within sociocultural settings

Perkins and Salomon, (1979) scholars in Education and Learning Psychology, wrote about the Distributed Cognition theory. Distributed Cognition draws upon many fields of theoretical development. These include the internet and computer-mediated communication, cultural-historical -activity, sociocultural educational psychology and cognitive science and technological advances. By introducing the Distributed Cognition theory, Perkins and Salomon have articulated the notions of 'shared knowledge'. Netizens have distributed cognition along the line of socializing with others, Dialogue is distributed to other people through the use of tools when comments, sharing stories, sentiments over the economy and political agendas.

Thus, this paper claims that the processing of information is not just within one's head only but with many. Learners find connections between different ideas, fields of study and basic concepts in learning. For example, Distributed Cognition explains that fostering connections between one netizen to another is needed in choosing and addressing the point of what to learn, or being able to deal with the shifting nature of information. Learning involves many processes, people and methodology that one person learns from another person's conversation or action, speech or behaviour with or without guidance. Human learn from gadgets, technological devices, parents, teachers or adults. Learning can be happened from other things around them, not just people. In classrooms, children learn from teachers through guidance and lectures. Distributed cognition is concerned with how activities are facilitated by richer engagement between individuals. This knowledge are humans' metacognitive reflections for reasoning and producing outcomes. Technology, artefacts, environment and social interactions are the sociocultural structures that distribute individuals' cognition. For example, human cognition generates solution for outcomes in thinking and processing the related functions of living endeavours. Salomon (1997) in his book; *Distributed Cognitions: Psychological and Educational Considerations* asserts that learning forms the Zone of Proximal Development (ZPD)[12]. In adopting Vygotsky's theory of the ZPD, Salomon claims that learning stimulates different kinds of internal developmental processes. That said, the netizens achieve their own self developmental via interactions between netizens online. For example, we live in a world of people and things. People learn the good ones and avoid the bad ones, either things or people. People like to follow or imitate others. Likewise, netizens learn to live, at home and in society. Lessons, activities and experiences taught them psychologically. Human obtains sources from outside living and education and that give rise to experience. We cannot ignore the activities that are transmitted from many people around us because these activities and experiences are shared by many people naturally. Salomon argues that

[11] Goswami, U. and Bryant, P., 2007. *Primary Research Survey 2/1a, Children's Cognitive Development & Learning, Copyright© University of Cambridge; Vygotsky, L.S. 1962. Mind in Society: the development of higher psychological processes, Cambridge MA: Harvard University Press; Bruner, J. S. & Weinreich-Haste, H.,* 1987. *Making sense: The child's construction of the world,* pp. 21.

[12] Salomon, G., 1997. *Distributed Cognitions: Psychological and Educational Considerations,* Cambridge University Press.

experience does not happen in a vacuum, there are causes and outcomes outside of ourselves that give rise to experience and living.

He writes[13]:

"View of culture begins with the assumption that human thought is basically both social and public -that its natural habitat is the house yard, the marketplace, and the town square. "

(Salomon, 1997)

Simply put, Salomon describes that a culture is where people socialise by communicating between one another and thinking is shared when necessary.

3. Situated learning as contextualised learning

Laurillard (2002) argues that academic knowledge consists of descriptions of the world and these descriptions represent a particular way of experiencing the world. She claims that the natural environment affords learning and learning is essentially situated within the specific context. Thus, the psychology of an individual's learning is a situated cognitive process and thereby valuable. She mentioned Brown, et al.'s (1989a) arguments that knowledge has to be contextualised in such a way that we cannot separate knowledge to be learned from the situations in which it is used. Laurillard notes: "We have to use our knowledge in authentic activity, i.e.: genuine application of the knowledge, which allows us to build an increasingly rich understanding of the tool itself and how it operates"[14].

Hence, this paper visualises the theory of situated cognition makes the distinction in arguing that the environment of social media should emulate the netizen's learning. For example, Laurillard argues for the potential of transforming the learning experience with learning technologies. She stresses the use of media such as TV, and the Web as resources of interactive media within University learning. Television and film are two examples of mediums that situate learning for the viewers. Laurillard claims, these two mediums are extremely capable of conveying a way of experiencing the world. They provide a sensational experience through dynamic sound and vision and use a number of technical devices to manipulate that experience. The new media environment of social networking and interaction provide ample sensational experience with lively audio and video.

This, relates to Perkins and Salomon (1988), whose use of these devices they called 'supplantation', in the sense that they supplant a cognitive process[15]. Perkins and Salomon argue that individuals transfer learning from one to another and share similar characteristics between each other. In these processes, one context enhances (positive transfer) or one undermines (negative transfer) transfer to another context i.e. impacts on performances or materials[16]. For example, executing a task requires organization, planning and interaction with different people and artefacts. There are factors along the line towards the outcomes such as arranging task, people, venues, transportations etc. The planning to get people to be involved requires emails, calls, texting and working papers. These processes create sentiments.

4. Cultural-psychological development with the interactive technological social settings

In relating the above statements to the sociocultural settings of interaction, ZPD (zone of proximal development) and knowledge and learning, we should reflect on the notions of Vygotsky's developmental theory. The most distinctive effect of Vygotsky developmental theory has led to a question of how humans change in the context of cultural and historical development. How do humans apprehend about the varied contexts and active changes in themselves? ZPD happens to netizen as well, they change in the context of culture and history from one another. As netizens works online, they are experiencing others; problems and solutions. This has led to netizen's psychological learning which explains the notion of Vygotsky's theory. Vygotsky argued that humans in their development of higher functions, that is in the internalization of the processes of human cognition, have the capacity to externalize and share experiences with others about their understanding. Vygotsky calls the processes of interaction between the child and others an intermental psychological process. The process of internalization in an individual's psychological function includes their perception, attention, sensory-motor operations, memory and cognition. The intermental psychological process level becomes the basis for processes that subsequently go on within the child. Note that the words 'inter' and 'intra' describe two different processes that are linked. Vygotsky argues that discussion, interaction and argument become internalized as the basis for intramental psychological reflection and logical reasoning and claims that learning and development are both interpersonal and intrapersonal psychological processes that are interceded by cultural tools. Vygotsky argues[17]:

"Any function in the child's cultural development appears twice on two planes. First it appears on the social plane and then on the psychological plane. First it appears between people as an inter-psychological category and then within the child as an intra-psychological category... Internalization transforms the process itself and changes its structure and functions.

[13] Salomon, G., 1997. *Distributed Cognitions: Psychological and Educational Considerations,* Cambridge University Press.
[14] Ibid, pp. 14.
[15] Perkins, D. N. and Salomon, G., 1988. Teaching for transfer. *Educational Leadership:* pp. 22-26.

[16] Perkins, D. N. and Salomon, G., 1992. *Transfer of Learning; the International Encyclodaedia of Education*, 2 nd Edition Oxford, England: Pergamon Press.
[17] Cole, M., Steiner, V. J., Scribner, S. and Souberman, E., 1978. *L. S. Vygotsky: Mind in Society - The Development of Higher Psychological Processes*, Cambridge, Massachusetts and London, England: Harvard University Press.

Social relations or relations among people genetically underlie all higher functions and their relationships".

(Cole, et al., 1978, p.128)

Vera Steiner and Ellen Souberman wrote about Vygotsky in the Afterword for the book *L.S. Vygotsky: Mind in Society -The development of higher Psychological Processes.* They contend that Vygotsky meant socially mediated attention develops in the children more independently and voluntarily than instruction. Children's attention will be used to classify his or her surroundings. Children are able to reconstruct their perception and free themselves from the perceived structure. With the help of speech, the child is able to master his or her attention. He or she then creates new structural centres through it. This means, children initiate their movement in achieving their goals through speech. With speech, their hands and minds work along the lines of the activity or object, they perceive, they think and they speak to produce results. They mentioned K. Koffka's (1924) statement '… a child has the capability to determine the "centre of gravity" of the perceptual field, thus evaluating the importance of the elements within it and singling out new "figures" to select and widen their activities' (Koffka, 1924, n.d)[18]. A child is able to describe the meaning of a picture given to him or her. For example: a picture is comprised of many objects. A child is able to focus on the main object of the picture, he or she is also able to see the rest of the objects and create a story related to it.

Relating to this, Steiner and Souberman also quote Edward E. Berg. Berg claims that even though children needed lengthy nurturance and care taking, they are active in exploring in their own learning within the helpful contexts of the family and the community. Berg writes[19]:

"Just as the tools of labor change historically, so the tools of thinking change historically. And just as new tools of labor give rise to new social structures, new tools of thinking give rise to new mental structures. Traditionally, it was thought that such things as the family and the state always existed in more or less their present form. Likewise, one also tends to view the structure of the mind as something universal and eternal. To Vygotsky, however, both social structures and mental structures turn out to have very definite historical roots and are quite specific products of certain levels of tool development".

(Berg, pp. 45-46)

5. Socially distributed learning is everyday learning as a way of experiencing the world

Laurillard (2002) maintains that teaching has to go beyond the specific experience that the teacher has[20]. The teacher needs to offer the best representation which will allows the learners to apply knowledge in different situations. She further maintains that knowledge has to be abstracted. Knowledge has to be represented formally and usefully so that the learners can see the point of an academic education. Laurillard claims that teaching subjects helps learners go beyond their experience, to use and reflect on it. As such, learners are able to change their perspective on that particular knowledge and apply it. As a result, learners are able to understand the meaning of that knowledge that they have gained and change the way they experience the world. Laurillard further points to the role of the teachers and institutions as the second − order level of reflecting, experiencing and sharing the available resources and knowledge. She explains: "Teaching may use the analogy of situated learning of the world, but must adapt it to the learning of descriptions of the world". Laurillard is concerned about the everyday knowledge that learners learn and experience. This knowledge, she claims, is located around them significantly. Knowledge happens when experienced. For example, we learn something, we experience and we understand. Laurillard maintains that teaching is useful when we experience, we analyze and we share the experience and knowledge we have with others. On the relationship between psychology and education, Laurillard further claims that at present, cognitive psychology produces generalized principles and theories of learning. She indicates that the teacher must explain to the learners about what the subject means and its application to the real world. This can be done by relating his or her experience in teaching or personal life to the learners. Her arguments are in line with Roger Saljo's (1984) analysis of 'the written code' as a medium for learning. Saljo suggests 'observations on the problems of profiting from someone else's insight'[21]. As Saljo has put it:

"In scientific texts, new 'versions of the world', or fragments of such, are offered, and the act of learning through reading may thus be seen as containing an implicit commitment to transcend assumptions vis a vis reality for which we have a firm basis in terms of our own previous daily experiences. Our knowledge gained by personal experience and therefore 'true' in our everyday realm of life, may in our culture have to yield to an alternative mode of conceptualization that links with a scientific "version of the word""

(Saljo, 1984)

Laurillard mentions Gibbons, et al.'s codified 'mode 1' − that is formal knowledge of traditional disciplines and 'mode 2' − informal, implicit knowledge created by

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[18] Koffka, K., 1924. *The Growth of the Mind*, London: Routledge and Kegan Paul.

[19] Cole, M., Steiner, V. J., Scribner, S. and Souberman, E., 1978. *L. S. Vygotsky; Mind in Society - The Development of Higher Psychological Processes*, Cambridge, Massachusetts and London, England: Harvard University Press. Originally taken from Berg, E., "Vygotsky's Theory" pp. 45-46.

[20] Laurillard, D., 2002. *Rethinking University Teaching − A Framework for the effective use of learning technologies*, London: Routledge/Falmer.

[21] Saljo, R., 1984. 'Learning from reading', in F. Marton, D. J. Hounsell and N.J. Entwistle (Eds.), The Experience of Learning, Edinburgh: Scottish Academic Press.

communities in practice [22] . Gibbons argues that experiential knowledge is more valuable than formal knowledge. Laurillard contends that university teaching must address itself to experiential knowledge in order to maintain the way knowledge is actually used in society. Laurillard also mentions Brown and Duguid (1989), who reason that practical knowledge is highly contextualized, and the experiential knowledge is valued more than formal knowledge. Informal, experiential and situated knowledge, developed through communities of practice, becomes fully contextualised to the extent that it is no longer functional beyond that community[23]:

> *"The tasks undertaken by communities of practice develop particular, local, and highly specialized knowledge within the community... Communities develop their own distinct criteria for what counts as evidence... The division of labor produces the division of knowledge... Within communities, producing, warranting, and propagating knowledge is almost indivisible... Hence, the knowledge produced doesn't turn readily into something with exchange value or use value elsewhere."*

(Brown and Duguid, 1998, p. 40)

Thus, Laurillard concludes the argument against the primacy of formal knowledge by Gibbons, et al. and by Brown and Duguid. Laurillard comes full circle to an acknowledgement that without the process of DE contextualization and formalization, knowledge remains situated and incommunicable. By summarizing these two processes, Laurillard claims that academic knowledge must address both aspects; that is to create the situation that makes learners embrace the experience and formal knowledge of traditional disciplines. For Laurillard, teaching must emulate the success of everyday learning of real-world activity or situated knowledge.

V. CONCLUSION

The statements made by the scholars provide an explicit argument about human's social cultural learning and psychological development. netizen can respond in ways of distinguishing things, philosophy, emotion, and conversation. Cognitive development, as we understand, is the process of humans discovering how to learn; a term that scholars have identified as Distributed Cognition. Distributed Cognition is argued as being a form of human cognition that develops when interaction happens amongst people, environment, social tools and many more. These arguments on the netizen are in line with the scholars social-cultural theory. Human's psychological intermental and intramental levels occur within social interaction, speech and cognitive learning. The use of social media tools, playing games, educational materials

and responses. Sentiments; speech, dialogue and text are netizen's intellectual development that voicing educational social behaviour and networking. Historically speeches are rooted in their sociocultural and historical behaviour in the house yard, town square and community halls. Hence, new media has changed netizens way of conveying ideas and messages to the world. Netizens are socializing over online proposing their voices to be heard and executed for their living. Actually netizens in Malaysia has won for democracy and implementations of Malaysian new parliament in the PRU 14th in May 2018, that is chosen by the people for justice. Netizens and the government have been recognizing to this trend of online voices for the generation of governing political agendas. To sum up, sentiments, psychological learning and cognitive are embraced by humans for knowledge and everyday learning of the world. So, where is our part as the academic leaders?

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[13] Salomon, G., 1997. *Distributed Cognitions: Psychological and Educational Considerations,* Cambridge University Press.

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Editorials, Opinions and Elections: A Content Analysis of *Sin Chew Daily* before the 13th General Election

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Abstract— Editorials reflect the point of view of the press on issues related to politics, economic, society and culture, whilst opinion columns in the press represent individual author's views on any hot topic. This paper investigates how Sin Chew Daily as an ethnic press in Malaysia, responded to the State power during the democratic transition period before the 13th General Election (GE13). In the 12th General Election (GE12), the Barisan Nasional (BN) government led by the United Malays National Organization (UMNO) lost their much coveted two-thirds control of Parliament. This challenge was also led by the rise of civil society and popularity of the Internet, which provided new platforms for discussions and challenges. In response, the BN mobilized their state-owned or linked media apparatuses such as Utusan Malaysia to preserve power in the GE13. In contrast, Sin Chew Daily as the largest circulating Chinese ethnic press in Malaysia responded in a different manner towards the political discourses of both the ruling and opposition coalitions by providing a space for political discourse regardless of affiliation. The content analysis of the editorials and opinion columns of Sin Chew Daily that published one year before the GE13, namely from May 1, 2012 to April 30, 2013 examines two matters: Firstly, the quantity of editorial and opinion column concerning ruling and opposition parties and their leaders, and other local political issues; secondly, the tone or slant of the editorials and opinion columns about the ruling and opposition parties and their leaders, and editorials and opinion column concerning other local political issues.

Index Terms—democratic transition, 13th General Elections, Sin Chew Daily, editorial, opinion.

I. INTRODUCTION

During the general elections, editorials and opinion columns in a press provide different views and voices towards events or issues raised. Editorials generally represents the voices of the editorial board of the press whilst opinion columns reflect views of readers or the public in general. In the context of the 13th General Election (GE13) in Malaysia in 2013, an analysis of the editorials as well as the opinion columns is equally as important. This is because in the GE13, the editorials and the opinion columns provide the understanding of the different genres and ideological stand of a particular press. Mustafa K. Anuar and Lee (2018, p.32) pointed out that the readers' columns are politically and socially significant because the members of the public were expected to have "raised and discussed issues that confronted the society at that particular period of time".

Generally, opinion columns in a press reflects its author's personality and it depends on the ability of the author to express his/her views on any hot topic, whilst an editorial is "the official point of view of the newspaper" that expresses a stand of a newspaper on key issues in politics, economic, society and culture (Abdelouahhab Errami 2016, p.88). In other words, editorials represent the philosophy of the owner(s) of the press, report as a witness to historical events happening in the society and reflect the opinions of a press and its policies (Lim, 1995; Faure, 2006). In most of the presses, the editorials are found on the same page and at the same location in the dailies. Even written by a single editor, the editorials are seldom signed (Heidar Ahmadi & Esmaeil Safaei Asl, 2013; Van Dijk, 1995).

The above statement echoes the practice of *Sin Chew Daily* (SCD), the research sample of this study, where the two-page editorials and the opinion columns of the Chinese press are always placed towards the end of the national edition of the daily. It is named as the 'Opinion Corner' (言路版, *yanlu ban*). In SCD context, the editorials are written by a few of its senior writers appointed to be in-charge of the editorial columns on daily basis. On the other hand, the opinion columns of SCD mainly publish the articles contributed by its journalists, editors as well as invited writers.

The study on the editorials and opinion columns of SCD enables the researcher to further investigate the ideological stand of SCD in the process of the press production. It is important to understand the ideological stand of SCD before the elections as it indicates how the media responds to the state in the process of narrating its stand towards the issues raised. This study lies upon the political setting of the GE13 that witnessed a democratic transition with party-alternation or change of government that could take place alongside numerous civil movements that happened during the one-year period before the GE13.

The objective of this paper is to examine the representation in editorials and opinion columns of SCD of the ruling and opposition parties before the GE13. The

investigation into SCD's representation of the ruling and opposition in the two genres mentioned above contributes to the understanding of the relation of media (namely SCD) and the state (namely the ruling *Barisan Nasional* (BN, the National Front)/United Malays National Organization (UMNO) party-state power and the opposition *Pakatan Rakyat*'s (PR) power).

II. LITERATURE REVIEW

Malaysian Politics and Elections

The formation of mono-ethnic political parties such as the United Malays National Organization (UMNO) that represents the Malays, the Malaysian Chinese Association (MCA) that represents the Chinese and the Malaysian Indian Congress (MIC) that represents the Indians, all of which are ethnic-based, have shaped and contributed to the practice of the ethnic political system in Malaysia. UMNO is the largest Malay ethnic party in Malaysia that was established in 1946. UMNO enjoys the dominant power in the ruling political coalition, namely the *Barisan Nasional* (BN, the National Front). It was known as Alliance before 1974 and BN (after 1974) before the GE13 consisted of thirteen component parties across the Peninsular Malaysia and Sabah and Sarawak.[24] According to Ong (1998, p.12), UMNO, MCA and MIC are ethnic-based political parties that are "intolerant of each other most of the time". When they perceive the political issues from the perspective of ethnicity, "it often results in conflict".

Malaysia is a country with thirteen states and three Federal Territories that practices parliamentary democracy with a constitutional monarchy. The Parliament of Malaysia consists of two houses, namely *Dewan Negara* (Upper house/House of Senate) and *Dewan Rakyat* (Lower house/House of Representatives). The members or senators of the *Dewan Negara* are appointed by the YDPA on the advice of the Prime Minister. For the *Dewan Rakyat*, representatives are elected through a general election that must be conducted before the five-year terms ends whereby citizens who are 21 years old and above and are registered voters cast their votes (Nik Abdul

Rashid, 1983). A total of thirteen general elections had been conducted in Malaya and later Malaysia since independence in 1957. UMNO that was established in 1946 to protest the British proposal of the Malayan Union has developed and grown into a strong Malay party that not only leads the Malays but also other ethnic groups in Malaysia through the formation of the Alliance in 1955 and later the BN in 1973.[25] Throughout the years, BN has survived as a long-standing ruling coalition in Malaysia. According to Gomez and Kaur,

> All BN component parties are subservient to UMNO as they depend on UMNO, the Malay-based party, to win seats except for the dominant political party in Sarawak, namely *Parti Persaka Bumiputra Bersatu* (PBB, or United Traditional *Bumiputra* Party) (Gomez & Kaur, 2014; para 10-13).

This further strengthened UMNO's hegemonic position in Peninsular Malaysia for decades, as there appears to be no check and balances in BN's form of consociationalism. Gomez and Kaur further pointed out that though the elections in Malaysia are free, it is "marred by various types of malfeasance". For instance, the electoral system is deeply flawed due to significant gerrymandering[26] and the malapportionment [27] of constituencies (Gomez & Kaur, 2014; Lim, 2002, 2003).

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[24] The Alliance before 1974 was formed by UMNO, MCA and MIC. During the research period, the thirteen component parties in *Barisan Nasional* include UMNO, MCA, MIC, PBB, SUPP, GERAKAN, MYPP, LDP, PBRS, UPKO, PBS, SPDP and PRS. For further information, see Component Party *Barisan Nasional* (http://www.barisannasional.org.my/en/component-party).
However, in the 14th General Election (GE14) on 9 May 2018, BN was severely defeated by the opposition *Pakatan Harapan* led by the former Prime Minister Mahathir Mohamad. For the first time in Malaysia history, Malaysian and the world witnessed a change of regime and government of Malaysia at the Federal Government level. The current BN component parties had reduced from fourteen to three, namely the UMNO, MCA and MIC as the other component parties have left the coalition after the GE14.

[25] Under the Malayan Union plan, the *Sultans* were to cede their sovereignty to governors who would rule in the name of the British crown. The *Sultans* would only have power over religion and Malay customs while citizenship would be granted to all who were born in Malaya or had lived for ten of the previous fifteen years. Besides that, all citizens should enjoy equal rights in the new state and the government administrative post would be open to the immigrant races. Singapore was excluded from the Malayan Union because of its strategic and military importance to Britain as well as its large Chinese population, which was seen as a political threat to the Malays (Andaya & Andaya, 2001).

[26] Gerrymandering is a term derived from the name of Governor Elbridge Gerry (1744-1814) of Massachusetts who enacted a law in 1812 that defined a new state senatorial district ("Gerrymandering", n.d.). Gerrymandering is a practice of establishing a political advantage for a party over its opposing party through drawing the boundaries of electoral districts and it is criticized as it violates two principles of electoral apportionment, mainly compactness and equality of size of constituencies ("Gerrymandering", n.d). In practice, district boundaries are drawn to aid a particular party by strategically splitting a territory where an opposition party has the majority's support and integrating those pieces into surrounding districts where the opposition's supporters will be considered the minority (Ostwald, 2013)

[27] Malapportionment refers to "the discrepancy between the shares of legislative seats and the shares of the population held by geographical units" (Samuels & Synder, 2001). This is an electoral system that incorporates a bias in favor of some voters against others as votes of some citizens weigh more than the votes of other citizens (Samuels & Synder, 2001). In other words,

In the 12th General Election (GE12), however, the *Pakatan Rakyat* (PR) opposition coalition led by the *defacto* leader of *Parti Keadilan Rakyat* (PKR), Anwar Ibrahim (the former Deputy Prime Minister who was sacked by the former premier Mahathir Mohamad in 1998), together with Democratic Action Party (DAP) and PAS, managed to win administrative power in five states, namely Kelantan, Kedah, Penang, Perak and Selangor.[28] BN lost its two-third majority in parliament in this round of 'political tsunami' that changed the political landscape of Malaysia and weakened the BN government (Chin & Wong, 2009; Kuang, 2008). Kuang (2008) further noted that the GE12 ended the 51-year political hegemony of the BN ruling coalition.

The impact of the GE12 was huge on the GE13 as the power struggle continued between BN and PR. In the GE13, the BN government was not only challenged by the new voting trend of many young voters who aligned themselves with the opposition coalition but also challenged by the demands of the voters and civil society who called for a two-party system since the GE12 (Chin & Wong, 2009; Khoo, 2013). It was also an uphill task for BN to win back the non-Malay voters who aligned themselves with the opposition coalition since the GE12, despite the rise and challenges of the Internet media that is believed to provide "a free flow of information that play a key role in strengthening the democratic opposition" (Chin & Wong 2009, p.84).

Ideology and Opinions

Ideology is described as a vague, controversial term and an abstract system of evaluative beliefs (Bourdieu & Eagleton, 1994; Carvalho, 2000; Van Dijk, 1998, 2006b). Marx and Engels (1968) described it as 'false consciousness' (the inability to have awareness) that associate with their popular notion, namely the upper class or dominant group that control the means of production in controlling the mental of the lower class or subordinate group in the society. To Van Dijk (2006b), Marx and Engels's definition of ideology carries a negative connotation in comparison to its original meaning that denotes to a new discipline, namely a study of 'ideas', *idéologie*, when Antoine Destutt de Tracy (1754-1836) first introduced the term in 1796. One of the classical approaches to ideology is the work of Antonio Gramsci (1891-1937). According to Gramsci (1971), ideologies legitimize the power abuse of the dominant groups. When the dominated groups accept dominant ideologies as natural or commonsense, Gramsci named this as a form of ideological dominance (Van Dijk, 2006b).[29]

Generally, ideology is related to the reproduction of power, particularly in the study of politics and social sciences in the twentieth century (Carvalho, 2000; Fairclough, 1995a; Van Dijk, 2006b). However, Van Dijk (1998, 2006a) proposed that ideology should be defined within a multi-disciplinary framework, which includes social, cognitive and discursive components. According to Van Dijk (2006b, p.729), ideologies are associated with social groups, classes, casters, or communities, which represent their fundamental interests. It is complex and multi-disciplinary as it is not only from the social and political nature of the social groups but also form their social cognitive nature. Van Dijk noted that,

> An ideology is the foundation of the social representations shared by a social group. Depending on once's perspective, group membership of ethnics, these group ideas may be valued positively, negatively or not be valued at all (Van Dijk, 2006b, p. 729).

In other words, ideologies represent the major interest of a group (Van Dijk, 1995). Naturally, as Van Dijk (2006b) also pointed out politics is implicated in this field. Hence, to Van Dijk, elections, parliaments, political campaigns, propagandas, demonstrations etc. are extremely ideological.

In terms of opinion, Van Dijk (1995) defined it from a multi-disciplinary perspective as a special form of mental representation and related it with cognitive, society and discourse. To Van Dijk, opinions are formed within the social interaction contexts through text and talk. Van Dijk added that opinions are a type of belief that differ from knowledge as knowledge contains true justified beliefs, whereas opinions generally are beliefs about which we or others may disagree. The study of opinions is always through their expressions or formulation in discourse and they can be divided into personal opinions and socially shared opinions (Van Dijk 1996).

III. Methodology

In order to study how *Sin Chew Daily* (SCD) as a Chinese ethnic press responded to the state through its editorials and opinions columns, particularly its representation on the ruling and the opposition parties a year before the GE13, a content analysis had been conducted from May 1, 2012 to April 30, 2013 based on SCD's 'Opinion Corner' (言路版, *yanlu ban*) that located towards the end of SCD's national edition. The two-page 'Opinion Corner' that published on daily basis consisted of one editorial column written by the senior writers appointed by SCD and an average of twelve to thirteen opinion articles that generally contributed by SCD's editors, reporters and their invited political writers and individual commentators.

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the term explains the situation where the electoral district sends the same number of representatives to the parliament, but comprises quite a different number of voters and it violates the "one person, one vote" principle in democratic elections.

[28] The dismissal of Anwar Ibrahim as Deputy Prime Minister on 2 September 1998 led to the *Reformasi* movement, a movement that called for the end of corruption and cronyism of the Mahathir-led government and fought for economic equality, misconduct in government institutions (Ahmad Lutfi Othman, 1998)

[29] 'Ideology' has been discussed in detail in Chapter 1.

Some articles were contributed by individual writers or readers of SCD.

The content analysis of SCD's editorials and opinion columns are based on three themes, namely (1) *Barisan Nasional* (BN) and its leaders, (2) *Pakatan Rakyat* (PR) and its leaders and (3) Local politic issues. Each of the editorial and opinion column were analyzed based on the quantity of its publication, meaning how many editorial/opinion column related to the above three themes were published during the research period? The analysis on the highlights indicate the main issues discussed in the editorials and opinion columns, whilst the analysis on the tone/slant were divided into three categories, namley pro (i.e. support the issues discussed), neutral (i.e. did not support or oppose the issues discussed) and against (opposed the issue discussed).

The researcher created a coding sheet using Microsoft Excel 2013 that enabled the researcher to calculate the frequency and percentage of the editorials and opinion columns from each aspect of the analysis. The data were then translated into numerous tables.

IV. FINDINGS AND DISCUSSIONS

The Content Analysis of SCD's Editorials

The findings suggest that the most published editorials in SCD during the research period were the editorials related to local politics (25/40.4 percent) compared to BN and its leaders (1/1.6 percent) and PR and its leaders (1/1.6 percent).

The findings of the study on the slant or the tone of the editorials for both ruling and opposition political parties reveal that SCD was cautious when handling issues related to politics as majority of the editorials related to BN and its leaders and local politics were written in a neutral tone whilst the only editorial related to PR and its leaders was against the issue highlighted, namely the implementation of *Hudud* law proposed by the Islamic Party of Malaysia (PAS).

The analysis of the main highlights of the editorials show that the highlights of the editorials for the local political issues could be examined based on two periods, namely the pre- and the post-parliament dissolution in April 2013 to pave way to the GE13. Before parliament was dissolved in April 2013, the main concern of the editorials in SCD was issues such as the preparation of the ruling and opposition coalitions for the GE13. For instance, on 14 May 2012, in its editorial titled "*chaoye moquan cazhang yingdui daxuan*" (朝野摩拳擦掌应对大选, literally the ruling and opposition coalitions are preparing for the election), the SCD editorial discussed the preparations of both ruling and opposition coalitions towards the upcoming GE13.

The main highlights of SCD editorials after the dissolution of parliament in April 2013 included a comparison of both the manifestos of BN and PR through the editorial published on 9 April 2013, titled "*fenxi zhenwei, quanheng deishi*" (分析真伪、权衡得失, literally distinguish the true from the false, weigh the gain and the

loss). Other than that, SCD editorials also highlighted the importance of having a peaceful election, for example, the editorial titled "*chaoye xu ziwo kezhi*" (朝野须自我克制, literally self-control is a must for both ruling and opposition parties) published on 4 April 2013.

The main highlight of editorials related to BN and its leaders that published on 18 April 2013 was titled "*guozhen quanxin zitai ying daxuan*" (国阵全新姿态迎大选, literally *Barisan Nasional* and its brand-new outlook in facing the elections). In this editorial, SCD analyzed the BN's election strategies in appointing new faces as their candidates for the upcoming election.

In its editorial related to PR and its leaders published on 27 April 2013 titled "*zongjiao zhiguo bufu da ma guoqing*" (宗教治国不符大马国情, literally religious rule is irrelevant to Malaysian context), SCD urged the PR coalition to clarify their stands on the *Hudud* law proposed by PAS.

Summary and Discussion of the Editorials Analysis

The findings described the ideological position of SCD in handling issues related to local politics, the BN and its leaders, PR and its leaders. The focus of the editorials was very much based on the issues or events that happened during the research period. For example, editorials about the local politics were mainly focused on the preparations of both ruling and opposition coalitions in the upcoming GE13.

The content analysis of SCD editorials evidently shows that when facing state power, SCD played safe by providing fair discussions to all competing parties without supporting any one party. For instance, the selection of the topics or issues that generally share universal values such as harmony, fairness, clean elections and tolerance among ethnic groups are definitely less controversial and placed SCD in a safer position from being questioned by any political party.

Secondly, the editorials were carefully shaped according to SCD's agendas before the GE13, of trying not to offend either the ruling or opposition coalition. In the editorials related to local politics, no analytical analyses were found. A neutral tone in the editorials indicated that SCD had to respect the ruling and opposition state powers by not offending any party before the GE13. This is mainly because the political setting before the GE13 witnessed the emergence of the new opposition PR coalition that severely challenged the BN hegemony. Due to the fears of offending any power that could form the next Federal Government, it was safer for SCD to hold a 'neutral' stand and to 'sit on the fence'.

In a larger context, the power struggles between BN and PR before the GE13, the controls of media through the implementation of various media laws such as the Printing Presses and Publication Act (PPPA), Official Secrets Act (OSA) as well as the survival issues of the presses and the demands of different social groups in the multi-ethnic society in Malaysia, had forced the gatekeepers in SCD to be cautious about what to say, what to discuss and what to

publish through their editorials. This is because the editorials are in fact representing the stands of the press towards politics, economic, social, religious and cultural issues.

The Content Analysis of SCD's Opinion Columns

The content analysis indicates that most of the opinion columns published during the research period were related to local politics (463/42.8 percent), followed by PR and its leaders (78/7.2 percent) and BN and its leaders (40/3.7 percent).

More than half of the opinion columns related to local politics (58.2 percent) are found in the four months prior to the GE13, namely April 2013 (119/25.7 percent), March 2013 (68/14.7 percent), February 2013 (43/9.3 percent) and January 2013 (39/8.5 percent).

In terms of the slants/tones of the opinion columns, the content analysis shows that the majority of the opinion columns examined in this study was written in a neutral tone (namely, did not support or oppose the issues discussed). For instance, out of 463 opinion columns related to local politics, the majority (418/90.3 percent) were written in a neutral tone, 26 items or 5.6 percent were against the issues discussed while 19 items or 4.1 percent were pro the issues discussed. Out of 78 opinion columns related to PR and its leaders, 38 items or 48.7 percent were written in a neutral tone, 31 items or 39.7 percent were against the issues discussed while 9 items or 11.5 percent were pro the issues discussed. Similarly, out of 40 opinion columns related to BN and its leaders, more than half (23/57.5 percent) were written in a neutral tone, 11 items or 27.5 percent were against the issues discussed and 6 items or 15.0 percent were pro the issues discussed.

It is crucial to note that the main contributors to opinion columns were mainly the senior gatekeepers from SCD, namely the Deputy Editor-in-Chief, Tay Tian Yan (郑丁贤), Deputy Executive Editor-in-Chief, Lim Sue Goan (林瑞源) and Executive Editor, Lim Meng Hua (林明华). They contributed to the columns on a daily basis and wrote about issues related to Malaysian politics, Chinese education, cultures and others. Other reporters or gatekeepers from SCD were also appointed to write in the 'Opinion Corner' on a weekly basis.

Besides that, writers or commentators were invited by SCD to contribute articles on a weekly basis. These included politicians from both the ruling and opposition coalitions such as the former president of MCA Chua Soi Lek, DAP's Member of Parliament for Kluang, Liew Chin Tong, and PKR's Member of Parliament for Bayan Baru, Sim Tze Tzin. They were allocated a fixed column on a weekly basis. SCD readers contributed a smaller number of the articles and were published on a casual basis.

As mentioned above, the main contributors of the opinion columns in SCD's 'Opinion Corner' during the research period were mainly their three senior gatekeepers and SCD invited writers. These senior gatekeepers mainly commented on Malaysian politics and democratization in Malaysia as well as the political

strategies by the ruling and opposition political parties, such as UMNO, MCA, DAP and PKR before the GE13. For example, on 4 April 2013, Tay Tian Yan wrote: "*liangge luxian tu*" (两个路线图, literally the two roadmaps), which discussed the democratization in Malaysia by analyzing the two-party system that could be realized in GE13. On 26 April 2013, Lim Sue Goan also analyzed the challenges faced by PR, especially by Lim Kit Siang, the DAP veteran who announced to contest in the Gelang Patah constituency at Johor.

The most controversial writer among the three was Tay Tian Yan. His writings were welcomed by SCD readers, as well as the opposition parties because he was always critical of the BN government's policies through his criticism of affairs related to Malaysian ethnic politics, Chinese education issues, economic policy, and others. However, he was criticized by PR supporters for switching his support from PR to BN before the GE13. On the other hand, in the eyes of BN leaders, Tay Tian Yan was said to have switched his support from BN to PR.[30]

Examples of the opinion columns related to PR and its leaders found in April 2013 included an analysis on PR government in Selangor state by Lim Sue Goan (林瑞源) titled "*xue zhou zhengfu de you lie shi*" (雪州政府的优劣势, literally the strengths and weaknesses of Selangor state government), published on 1 April 2013. Other authors' writings included Liew Chin Tong's (刘镇东) article titled "*zhengzhi zuowei yizhong zhiye*" (政治作为一种志业, literally politics is a long life career) published on 30 March 2013 and Lim Meng Hua's (林明华) article titled "*lin ji xiang ying ding le?*" (林吉祥赢定了？literally Lim Kit Siang sure win?) published on 21 March 2013.

Examples of opinion columns related to BN and its leaders included the writings of Chong Lip Teck's (张立德) "*shui shi guozhen xue dachen houxuanren*" (谁是国阵雪大臣候选人？literally who is the BN *Menteri Besar* candidate for Selangor?) published on 19 April 2013.

Other writers were generally concerned about issues related to the GE13. For example on 31 March 2013, writer Zhang Qing Lu (张庆禄) urged members of the public to be a smart voter through his column titled "*zuo yige congming de xuanmin*" (做一个聪明的选民, literally be a smart voter).

Summary and Discussion of Opinion Columns

The content analysis of opinion columns in SCD shows that before the GE13, SCD carefully shaped its tone or stand on the issues related to local politics, BN and its leaders and PR and its leaders. The neutral tone found in most of its opinion columns during the research period could be explained from the perspective of the nature of

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[30] Many criticisms were thrown at Tay Tian Yan by PR supporters via online media.

SCD being a Chinese ethnic press in the context of a multi-ethnic nation in Malaysia. The fact that SCD needs to play its role in bridging the government, the civil society and the peoples, as well as to cater to the needs of its readers, namely the Chinese educated voters and the Chinese community in general, is undoubted.

Generally, the neutral tones indicate that the 'Opinion Corner' of SCD failed to create a discussion platform of the policies proposed by both the ruling and the opposition coalitions before the GE13. However, the 'Opinion Corner' of SCD allowed the different voices from both parties, which contested in the elections to propagate their political ideologies. For instance, the article by Chua Soi Lek attacked DAP and its political rival such as PAS' Islamic state but supported BN in general. Additionally, Chua Soi Lek, in his column on 22 February 2012, challenged DAP by questioning "*minzhu de xingdong dang?*" (民主的行动党？literally a democratic DAP?). On the other hand, Liew Chin Tong from DAP would always prorogate the benefit of changing the government. For example, he wrote "*laidao zhuanliedian*" (来到转捩点, literally it is now turning the point) on 1 September 2012.

The neutral tone also implies that there was no discussion platform to other issues such as advocate multi-ethnic politics in Malaysia. On top of that, by giving more articles on PR and its leaders (78 items) compared to BN and its leaders (40 items), SCD evidently acted 'cautiously' towards the new emerging opposition political power, namely PR, despite the fact that the press operated under the stress of BN's state power for decades through the control of media laws such as the PPPA, Defamation Act, OSA and so on.

V. CONCLUSION

The political settings during the research period, namely one year before the GE13, had created more room for party-alternation or change of the government in the Malaysian political landscape. The civil awareness towards a two-party system was also high at that time. On top of that, the emergence of Internet media had created a wider public sphere for debates and discussions on issues raised during the elections. Nevertheless, this did not help the Chinese ethnic press, SCD to create the discussion and debate platforms through its editorials and opinion columns.

The analysis on the editorials shows the 'cautious' attitude of SCD and the strategy to 'play safe' in issues raised before the GE13. Besides that for opinion columns, SCD selectively published the opinions of the writers it preferred by playing down the tone to a neutral stand in order to save itself from any political or social controversy.

In conclusion, SCD had failed to provide a more democratic platform for discussions and debates before the GE13. The findings clearly show SCD's stand in preserving its economic interests and giving more considerations to its own survival as it continues ignoring its roles as a watchdog in the democratic society during

the democratic transition period, namely one year before the GE13.

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Language Acquisition through Visual Storytelling

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Abstract— Language acquisition among children has been long studied and hundreds of techniques are proven effective for them to learn reading and listening. Bartolotti (2017) agrees that the most common technique is through the sound system, the phonology discipline. However, it is different from autism children who require special technique for them to acquire language understanding. According to Grandin (2002), most of the autism patients are visual thinkers and it means they learnt through visuals, pictures and videos. As pointed out by Kouyoumdjian (2012), words are abstract and rather difficult for the brain to retain, whereas visuals are concrete and easily remembered. This situation gives a new perspective for this research paper to establish a common understanding whereby normal children is also learn language from both, the sound and the visual as well. Ciccarelli (2018) supports that visual storytelling is more effective because our brain can retain images in mind up to 65% for three days compared to listening. This is one of the good objectives for this research to be conducted of how autism children acquire language using visual and at the same time produce a prototype of visual storytelling book that is suitable for both children with and without autism. This research will focus for only children two to seven years old only as this is the important early age to get the language acquisition. This module is novel in terms of its approaches and objectives to create more visual books that contains education and entertainment at the same time.

Index Terms— Language acquisition, autism children, visual storytelling, education

I. INTRODUCTION

Language development through storytelling has been proven effective through years of study around the world. Essential like sounds, colours and moving images are among the things used in enhancing digital storytelling to grab attention for young readers, children, is called visual storytelling. Visual storytelling such as book, ebook, applications through gadget and sort of, is believed to be an effective way for children at the early age as a tool to develop language acquisition.

By definition, visual storytelling might seem pretty straightforward; the art of communicating a series of messages using visual multimedia. The concept isn't new to our cultural landscape. In fact, the phrase 'A picture is worth a thousand words' is coined just after the turn of the 20th Century. But the concept of visual storytelling is more relevant now than ever, especially in light of our highly digital age in which there is a constant battle for consumers' attention.

This research looks back into language acquisition understanding which is first introduced by Skinner in 1957. He says that language development began with environmental influence at the early age. Skinner states that children learn language based on behaviorist reinforcement principles by associating words with meanings. For example, when a child cries and the mother gives a candy to sooth the child, this child will understand that he will get a candy if he cries. This idea of how cognitivism in learning language is later been criticized by Chomsky, a famous linguist. Chomsky proposed a universal grammar in order to build language understanding among children.

However, a decade later, a changing pattern in language acquisition among children is risen with new global education system. Finding a solid answer to the problem of language acquisition is far from being over. Learning language can derive from many areas at a different level with multiple conditions of children such as autistic spectrum disorders (ASD). Children with autism, it requires the skill of joint attention for developing communication and language skills. Because, if a dad is pointing to a picture of a dog, but the child is looking somewhere else, it will be more difficult for the child to learn the link between the picture of a dog and the word 'dog'. This situation shows that learning language through sound system or best called phonology system is less valid for ASD children.

Nonetheless, both children with or without autism is crucially in a need to acquire language as a medium of conversation. Learning through books, is always a common thing in education institutional. And after a few decades, researchers began to discover more understanding of how children acquire new knowledge, including for the autism children.

In this paper, we first discuss the mediums of language acquisition between sound systems and visual system. It has been a great debating to prove which system is the most effective one and the findings are beneficial to further on how autism children learn. Later on, this paper is intends to find a specific visual storytelling that is not only suitable for autism children but to the non-autism

children as well. It is an effort to minimise the gap between children with autism and normal children in order to acquire language.

II. PROBLEM STATEMENT

The most common technique for children in acquiring language according to Bartolotti (2017) is through the phonology discipline. It is where a child learns to understand meaning of words through pronunciation. However, the same technique may not be suitable to apply for all children, as phonology system is relatable with intelligence as stated by Cameron (2014) and it applies to some of the children who suffers autism as well. Grandin (2002) says autism patients used visual to obtain meaning and understanding such as through pictures and videos. Kouyoumdjian (2012) agrees that words are abstract and rather difficult for the brain to retain, whereas visuals are concrete and easily remembered. This situation shows that visual system is the answer for both circumstances in order to acquire language skill as Ciccarelli (2018) supports that visual storytelling is more effective because our brain can retain images in mind up to 65% for three days compared to listening.

From these researches, a simple conclusion can be made whereby comprehension through phonology system may not applicable to all normal children because intelligence in human development is not at the same rate. Some may read at the early age of 3 years old but some may only read at the age of 6 years old. Taking into consideration of how children with autistic disorders learn through visual to comprehend with meanings, this system is seen as the best solution for all children with different stage of intelligence to acquire language. There is no specific period for children to acquire language skills but as a parent or teacher, the least we can do is to enhance or develop their skill.

Combining the situation of autism children's level of language acquisition, it is like killing two birds with a stone. At this state, this paper is taking into consideration of Ciccarelli's finding in 2018 to propose a hypothesis that a visual storytelling is the most effective medium for all children at difference stage intelligence and children with autistic disorders, acquire language rather than phonology system. At the end of this research, a visual storytelling that beneficial for all children including for autism children, to acquire language skills will be produced. The authors of the accepted manuscripts will be given a copyright form and the form should accompany your final submission.

III. OBJECTIVES

The objectives of this research paper are:
i. To prove the most effective way in language acquisition comes from visual system
ii. To produce a prototype of visual storytelling system that can benefit all children.

This paper is purposely to state that visual storytelling is more effective in order to acquire language skills. In acquaintance of children who suffer from autism are also learning to read, speak and listen, it is an opportunity to reproduced a storytelling book that can benefit both children. At the end of the research, this paper is determined to produce a prototype of visual storytelling book that is educative yet entertaining.

IV. LITERATURE REVIEWS

Viewing learning and education for children involve a study through behaviorism and cognitivism. Behaviorism is a study of behavior in identifying its determinants, which assumes that behavior is governed by a finite set of physical laws. Whilst, cognitivism is a reaction to behaviorism. Cognitivism is a study of mental process through the scientific method and abstractions from behavior.

Burrhus Frederic Skinner is one of the most influential American psychologist in behaviorism develops the theory of operant conditioning in 1957. The idea of this theory suggests that behavior is determines by its consequences, reinforcements and/or punishments. Based from here, Skinner argues that children learn language through behaviorist reinforcement principles by associating words with meanings. As one of the pioneers of behaviorism, he accounted that language development is an environmental influences. A child will understand any particular word from the result of the action, such as when she or he is hungry and they cry, and the mother offers a meal by saying 'fried chicken', the child will say 'fried chicken' again when he is hungry. This is how Skinner's theory is simplifies regarding language acquisition through behaviorism.

On the other hands, cognitivist such as Noam Chomsky (1965) argued that children will never acquire the language learning based on words only. They need to learn a complete phrases in order to acquire language by introducing the theory of universal grammar. This theory proposes an idea of grammatical categories, such as a noun and verb category that facilitate the entire language development for children. For example, children instinctively know how to combine a noun (a boy) and o verb (to eat) into a meaningful correct phrase, 'A boy eats'. Chomsky's theory has inspired hundreds of scholars to investigate the nature of these assumed grammatical categories, where the research is still going on until now.

Researchers start to suggest this approach is having a problem from the perspective of universal grammar for early child knowledge of language. According to Ambridge & Lieven (2011), the opposing investigators argue for a more gradual developmental process in acquiring language. This is because there is an evidence shows that children are eventually sensitive to patterns in language which enables the acquisition process. An example for this gradual pattern learning is morphology acquisition. Morphemes are the smallest grammatical markers or units in language that alter words; singular and plural words. By acquiring this gradual pattern, then the child will manage to acquire sophisticated knowledge.

But this process is still seems too complicated for a child to acquire language, where James Bartolotti in 2017 comes with an extensive idea of phonology system in develops

language understanding. Phonology is a study of the sound patterns in a language and across languages. In another words, it is a categorical organisation of speech sounds in languages; how speech sounds are organised in the mind and used to convey meaning. Phonology can be related to many linguistic disciplines, including psycholinguistics, cognitive science, sociolinguistics and language acquisition.

Haig Kouyoumdjian long agreed from 2012 that words are abstract and rather difficult for the brain to retain, whereas visuals are concrete and more easily remembered. There are countless studies that have confirmed the power of visual imagery in learning. For instance, one study asked students to remember many groups of three words each, such as dog, bike, and street. Students who tried to remember the words by repeating them over and over again did poorly on recall. In comparison, students who made the effort to make visual associations with the three words, such as imagining a dog riding a bike down the street, had significantly better recall. Kouyoumdjian adds that the effective use of visuals can decrease learning time, improve comprehension, enhance retrieval, and increase retention.

Scientifically, Ciccarelli & White (2018) study supports Kouyoumdjian (2012) statements, states that visual understanding is more effective in helping students to retain meaning. From their study, a concrete image can remain in the adult's brain up to 3 days and the effectiveness of understanding increase to 65% compares to the sound system acquisition. This is called as neuron communication where each of the cells from the brain carries the messages and responsible to communicate with other nerve cells.

From there, this research stumble into Mary Temple Grandin's inspiring book, Thinking in Pictures (2006) explains about autism patients, including herself, manage to acquire understanding through pictures, images and visuals. According to Grandin, one of the most profound mysteries of autism is the remarkable ability to excel at visual spatial skills while performing so poorly at verbal skills. An autism disorders individual has a unique memory system. They store the information in their memory as it is a CD-ROM disc and whenever they recall something similar, they will replay the video in their imagination. The 'videos' in their memory are always specific with organize orders. The journey of Grandin has recorded through her book, influences the rest of this research paper to create a medium of visual storytelling, a storybook.

As we know that children are active participants in their acquisition of language. Their language patterns are learned in social contexts while they are interacting with other children and adults. Taylor & Kamen (2005) shows that studies continue to confirm that the development of vocabulary and syntactic complexity in language are more advanced in children who are frequently exposed to a variety of stories. Stories are interesting and imaginative, thus it can attract listeners and promoting communication. Mallan (1992) proves that storytelling contributes a positive effect in intellectual, social and emotional development of a child. As the child engage in storytelling, he or she will learn to listen, to participate in and understand narrative discourse and create a path to more sophisticated use of language. Brice (2004) confirms that storytelling process is a successful strategy to increase pragmatic oral skills, the ability to use language in specific contexts for specific purpose, leading to greater ability to write.

Murphy (2013) mentions that visual learning is about how we gather and process information from illustrations, graphs, symbols, photographs, icons and other visual strands. On the other hand, children is learning through seeing and seeing is believing. A visual storybook with less word is believed can train children to comprehend the story from multiple perspectives. The beauty of wordless storybook is that there is no right or wrong way to tell a story. But with the right guidance, it can be a great way for children to begin understanding the building blocks of a story – beginning, middle, and end. By stringing the elements on each adjacent page to form a coherent storyline, they are in fact learning how to sequence their stories.

The most obvious benefit is that visual storybooks promote creativity and imagination to a level that are not found in other forms of books. By removing the constraints of a set story, we are allowing readers to express themselves and experiment with new ideas. This also has an added benefit for engaging reluctant readers who are intimidated by text, especially to autism children. It can be conclude that the idea to implant the understanding of language skill is lies under the visual system and less reliable on the sounds system as phonology discipline.

V.   RESEARCH DESIGN

This paper is designed in terms of its objectives to create more visual books that contains education and entertainment at the same time. It is easy to find a visual storytelling book, but the contents usually aims for the entertainment part only. By this, good content is not just to deliver information or moral values, instead, how the approaches may reach the children understanding and next is to maintain the comprehension.

Approach of this paper is a qualitative method to find a mean of language acquisition understanding. The measurement of the data pro-longs into a second half method, using a prototype of a visual storytelling medium, run a test to a children with and without autism and finally a valid data can be analysed. This research is a designated proposal for a visual storytelling project.

The project will be used a combination of colours, textures and shapes that is commonly used through television, apps or gadgets into a visual storytelling book. The contents is originally composed to get a new perspective of a storybook that fit to all level of children including autism children. These ideas are specifically design to ensure the originality of the invention.

VI.   DATA ANALYSIS

Most of the storybooks in the market aim for the normal children with advanced words and pictures. It is common for children to enjoy adventure, fantasy or action stories.

Moreover, what if alongside with those excitement, children can sip a benefit of language skills as well. A specific technique of organization and allocation in the children books can change many consequences. In achieving the main goal of this paper, the visual storybook aims to all kind of children. By having a handbook of visual storytelling that is compatible for both children with and without autism, this project can be used to develop early child development in language skills.

A great potential is seen through this paper as it may help educators, especially autism's teacher to reach understanding of their students. As Brodeur, Stewart, and Dawkins (2018) state that autism children shows the distracting effects with slower reaction times in language acquisition, a normal teaching method using sounds and visual are not sufficient. The same situation can be seen in normal child situation with lower intelligence as well. In conjunction of this paper, a specific visual storybook may be the solution in between.

This project aims to use only visuals and colours in order to obtain the language skill among young children. This may seems almost impossible without a second upper hand to conduct the learning process. Yes, the answer is relies in this statement whereby to create the impact towards the socio, parents is required to tag along the learning process. Below, is the example of a serial visual storytelling Juliet & The Mystery of the Missing Letters written by Sam and Andy McKenna (2011) and illustrated by Jason Atherthon.

Fig. 1: Example of Normal Storybook

Fig. 1 above is one of the opening pages from the storybook. From the figure, there are two paragraphs of sentences at the right and left of the page explaining the whole scenario of Juliet is stranded at home during a rainy day. The problem with this visual storytelling is that someone need to read the situation from the paragraphs given instead of grasp the whole idea at the first glance. The illustration of Juliet's mother holding a cup of hot tea with a smiling face distracts the sad mood of Juliet who cannot go out and play.

This page is almost impossible for a child with autism to develop understanding of the story and to develop language skill through the long sentences. Based on Grandin (2002), the best visual for autism patient is a minimalize concept with a bright colour. A specific format

is requires which is using a predictable format so that the child can become familiar and comfortable with the learning program, and know what to expect.
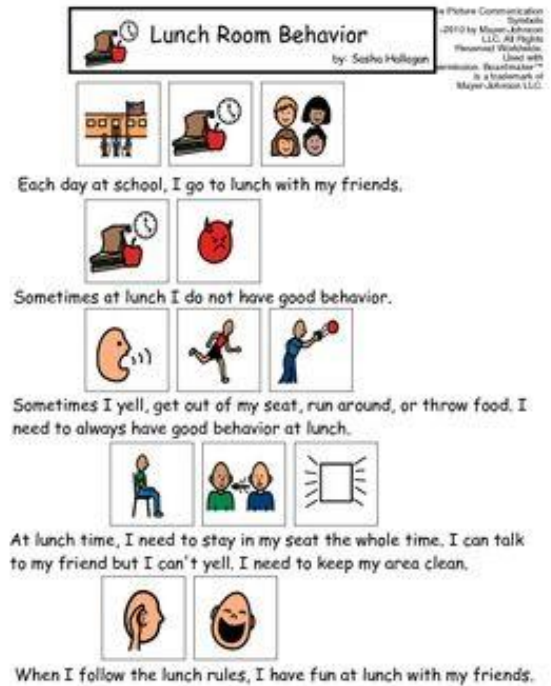
Fig. 2: Example of stories for Autistic Children

From Fig. 2, the visual is simple and common to what they will see and do in their everyday life. But one thing that is lacks in this figure is the creativity of the illustration and the used of shapes and colours. At the end of this paper, researchers will propose a prototype of a visual storybook that is suitable based on the lacking part in here.

It is proven by many researches that the bond between parent and a child creates unexplainable results. The fact that children nowadays attached to gadgets frequently is already a worrisome because it has no balance skills from psychomotor, cognitive and affective. However, through this visual storybook project, despite to tighten the relationship between parents and children, it is moreover to help children with lower intelligence to acquire language.

VII. CONCLUSION

After more than 60 years of research into child language development, the mechanism that enables children to learn syllabus, words, grammars and later to produce language is still remains an enigma. This paper is just an effort to fill in the gap of finding the closest solution for all children to acquire language, in entertaining medium, through visual storytelling. There are numerous electronic medium and hi-tech gadgets in the market, which provide educational apps, on-line storybooks and many more for our children. In consequences, this medium lacks with sensorimotor engagement whereby children mostly attracted to the gadgets is because of the sound effect and moving images, but not the contents.

Entertainment and education should come inline at the early age of cognitive development, including for autism children. This paper choose to focus of storybooks medium for early age, as it is the first approachment for every beginning of a child's life. On the other hand, children with autism have many strengths and it is important for parents and teachers to use the strength to support their growth and development.

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Kesesuaian Gaya Pembelajaran di Kalangan Pelajar Kejuruteraan Elektrik dan Instrumentasi dalam Era Revolusi Industri 4.0

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Abstrak— Gaya pembelajaran pelajar dalam era revolusi industri 4.0 seharusnya dapat menguasai bidang ilmu yang dipelajari agar seiring dengan perubahan semasa. Kajian ini menyasarkan kepada tiga objektif iaitu mengenal pasti gaya pembelajaran yang dominan di kalangan pelajar, mengenal pasti tahap pembelajaran dalam era revolusi industri 4.0 dan mengkaji hubungan kesesuaian gaya pembelajaran yang paling dominan dengan tahap pembelajaran dalam era revolusi industri 4.0. Pendekatan kuantitatif dalam kajian ini dengan menggunakan analisis secara deskriptif dan inferensi bagi 100 orang responden di kalangan pelajar semester satu program Diploma Kejuruteraan Elektrik dan Instrumentasi di Politeknik Tun Syed Nasir Syed Ismail. Dapatan kajian menunjukkan gaya pembelajaran Visual adalah paling dominan dan purata keseluruhan skor min berada pada tahap tinggi bagi pembelajaran era revolusi industri 4.0. Namun begitu, tiada hubungan yang signifikan di antara kesesuaian gaya pembelajaran yang paling dominan dengan tahap pembelajaran dalam era revolusi industri 4.0. Kesimpulannya, gaya pembelajaran pelajar menuntut kebijaksanaan menyesuaikan diri dengan pengajaran pensyarah agar menguasai prinsip 4C iaitu critical thinking, communication, collaboration dan creativity bagi mendepani cabaran dalam era revolusi industri 4.0.

Kata Kunci—Gaya Pembelajaran, Revolusi Industri 4.0.

I. PENGENALAN

Era revolusi industri 4.0 amat mempengaruhi trend terkini dalam dunia pendidikan samada di Malaysia atau di peringkat antarabangsa. Penyelidikan dalam bidang akademik yang berkaitan dengan revolusi industri 4.0 menyumbang peratusan yang agak tinggi. Situasi ini membuktikan keperluan kolaborasi antara pihak institut pengajian tinggi dan pihak industri dalam menyediakan sumber keperluan tenaga kerja yang dilatih bersesuaian dalam era revolusi industri 4.0 [1]. Perkembangan teknologi terbaru dalam era revolusi 4.0 merangkumi sistem siber secara fizikal, teknologi maklumat dan komunikasi, jaringan komunikasi, *big data* dan *cloud computing*, pemodelan, virtualisasi, simulasi dan peralatan yang telah diubahsuai agar memudahkan interaksi antara manusia dan komputer [2]. Manakala menurut [3], [4], era revolusi industri 4.0 lebih menumpukan kepada penggunaan data secara globalisasi, pembinaan robot genius, pemanduan secara kendiri serta neuro-teknologi otak dan pembaikian genetik.

Penyesuaian dan kemaskini kurikulum seharusnya selari dengan perubahan yang berlaku dalam era revolusi industri 4.0 agar graduan masih diberikan tawaran di alam pekerjaan kelak [4]. Sehubungan dengan itu, kurikulum yang digubal seharusnya dapat mencetuskan pengisian aktiviti pengajaran dan pembelajaran ke arah memperkasakan kemahiran-kemahiran yang diperlukan apabila menempuh alam pekerjaan dalam era industri revolusi 4.0. Berdasarkan dapatan [6], tujuh kemahiran yang dituntut oleh majikan dalam industri 4.0 iaitu kemahiran komunikasi, kemahiran pengurusan projek, kemahiran kepimpinan, kemahiran pemikiran secara kritikal, kemahiran teknikal, kemahiran kreatif dan kemahiran menyelesaikan masalah.

A. Latar Belakang Masalah

Gaya pembelajaran di kalangan pelajar khususnya di peringkat tertiari dapat membina kemahiran diri pelajar yang dituntut dalam era revolusi industri 4.0. Gaya pembelajaran seseorang itu adalah bebas mengikut kemampuan individu tersebut [7] dan gaya pembelajaran bukan faktor utama penentu kejayaan sebaliknya menerima dan memperbaiki kelemahan diri serta kebolehan menggunakan kekuatan diri [8]. Sekiranya pelajar tahu akan kekuatan dan kelemahan diri sendiri maka pelajar akan bersedia menempuh cabaran dalam pembelajaran era revolusi industri 4.0 secara tidak langsung membolehkan pensyarah bersedia mewujudkan strategi pembelajaran yang komprehensif [3]. Namun begitu, [9] menyatakan pensyarah hanya boleh menyediakan strategi dan menggalakkan pelajar mencuba dan memilih apa yang paling berkesan bagi mereka kerana hakikatnya sukar untuk membuat perubahan dalam gaya pembelajaran mereka.

Oleh yang demikian, pelajar yang dapat menguasai gaya pembelajaran yang bersesuaian dengan diri mereka berpotensi menguasai bidang yang diceburi dengan lebih efektif dan cemerlang dari segi akademik [10]. Dapatan kajian [11], menyatakan terdapat hubungan yang signifikan antara kemahiran komunikasi dengan pencapaian akademik pelajar. Ini bermakna pelajar yang menguasai gaya pembelajaran yang bersesuaian dengan diri mereka secara langsung meningkatkan prestasi akademik dan dapat mengasah kemahiran-kemahiran yang diperlukan oleh pihak majikan dalam era revolusi industri.

B. Pernyataan Masalah

Kesesuaian gaya pembelajaran pelajar amat mempengaruhi pencapaian akademik mereka, sekiranya tidak sesuai maka prestasi akademik mereka turut merosot [7],[8]. Situasi ini menggambarkan seolah-olah sesi pengajaran dan pembelajaran yang berlangsung tidak berkesan. Hakikatnya, amat sukar bagi pensyarah untuk menyesuaikan gaya pengajarannya dengan gaya pembelajaran setiap pelajar[9]. Namun begitu, menurut [8], gaya pembelajaran pelajar merupakan pemasalahan yang perlu dikenalpasti oleh pensyarah supaya segala perancangan dan pembelajaran dapat dilakukan dengan baik. Pernyataan ini disokong oleh [3] iaitu peranan pensyarah amat penting dalam situasi ini bagi memastikan pelajar memperolehi maklumat berkaitan kerjaya dalam era revolusi industri 4.0. Maka, pelajar perlu menyesuaikan gaya pembelajaran yang dapat meningkatkan prestasi akademik dan secara tidak langsung mengasah kemahiran-kemahiran yang diperlukan apabila bekerja kelak dalam industri 4.0. Perubahan cara kerja [3] dan pekerjaan dalam era revolusi 4.0 menuntut setiap orang mencari kemahiran yang selaras dengan kemajuan zaman bagi memenuhi pasaran kerja mengikut peredaran masa [6].

Maka, kajian ini perlu dijalankan bagi mengenal pasti gaya pembelajaran yang dominan, mengenal pasti tahap pembelajaran dalam era revolusi 4.0 dan mengkaji hubungan kesesuaian gaya pembelajaran yang paling dominan dengan tahap pembelajaran dalam era revolusi industri 4.0.

C. Objektif Kajian

Tiga objektif yang disasarkan dalam kajian ini iaitu:

i. mengenal pasti gaya pembelajaran yang dominan di kalangan pelajar kejuruteraan elektrik dan instrumentasi di PTSN

ii. mengenal pasti tahap pembelajaran dalam era revolusi industri 4.0 di kalangan pelajar kejuruteraan elektrik dan instrumentasi di PTSN

iii. Mengkaji hubungan kesesuaian gaya pembelajaran yang paling dominan dengan tahap pembelajaran dalam era revolusi industri 4.0 di kalangan pelajar kejuruteraan elektrik dan instrumentasi di PTSN

D. Hipotesis Kajian

Hipotesis nul $H_{0(1)}$:

Tidak terdapat hubungan yang signifikan di antara kesesuaian gaya pembelajaran yang paling dominan dengan tahap pembelajaran dalam era revolusi industri 4.0

E. Skop dan Batasan Kajian

Kajian ini hanya melibatkan seramai 129 pelajar semester satu yang mengikuti pengajian diploma kejuruteraan elektrik dan instrumentasi di PTSN. Generalisasi kajian adalah benar terhadap populasi sasaran sahaja dan pemilihan sampel kajian adalah berdasarkan baki tempoh pengajian yang masih panjang berbanding semester yang lain. Hasil dapatan kajian diharap dijadikan penambahbaikan terhadap strategi pengajaran dan pembelajaran di PTSN dalam mendepani era revolusi industri 4.0.

F. Kepentingan Kajian

Kajian ini amat penting dilaksanakan kerana gaya pembelajaran pelajar yang pelbagai menjurus kepada pembentukan kemahiran yang diperlukan dalam pasaran kerja pada era revolusi industri 4.0. Adaptasi elemen budaya inovasi dalam pembelajaran menerapkan gaya pembelajaran yang sesuai menyokong ke arah persediaan melahirkan sumber tenaga kerja yang kompeten selaras dengan peredaran semasa. Pensyarah menjadi tunjang utama merancang kaedah pengajaran yang pelbagai dalam membudayakan inovasi agar dapat menjana pemikiran pelajar dari segi kognitif, afektif dan psikomotor. Sehubungan itu, hasil kajian ini diharap menjadi panduan kepada pensyarah dalam mempelbagaikan strategi pengajaran yang berkesan agar memantapkan gaya pembelajaran pelajar bagi membina kekuatan diri sebagai bakal pekerja yang memenuhi permintaan majikan di era revolusi industri 4.0. Hasil dapatan kajian ini juga dapat membantu pihak pengurusan tertinggi PTSN menyediakan fasiliti dan insfrastruktur bagi membudayakan inovasi dalam pembelajaran untuk melahirkan graduan yang tinggi nilai kebolehpasaran kerja kelak.

G. Kerangka Konseptual Kajian

Tujuan kajian ini dijalankan bagi mengenal pasti gaya pembelajaran yang dominan di kalangan pelajar menggunakan indeks gaya pembelajaran (*Indeks Learning Styles-ILS*) yang dibina oleh M.Felder dan Soloman (1996), terdapat empat dimensi seperti dalam Rajah (a) yang merupakan pembolehubah tidak bersandar. Kerangka konseptual kajian ini juga diadaptasi daripada [4] dan [12] yang membentuk elemen pembelajaran dalam era revolusi industri 4.0 sebagai pembolehubah bersandar.

Rajah (a): Kerangka Konseptual Kajian
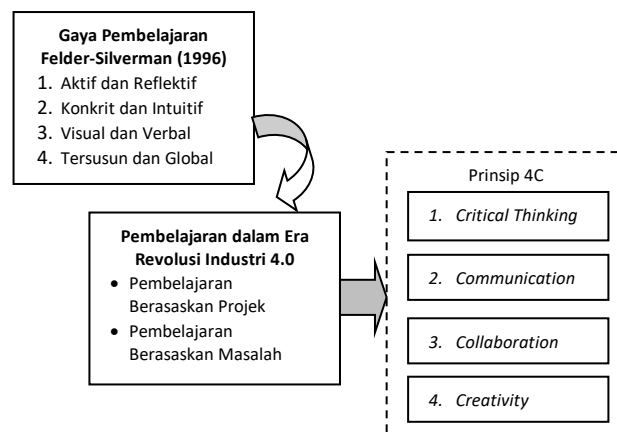
II. KAJIAN LITERATUR

A. Teori Gaya Pembelajaran

Pelbagai teori gaya pembelajaran dibincangkan oleh para ilmuan dan cendiakawan dalam dunia pendidikan agar dapat mencari pendekatan yang sesuai untuk diimplikasikan. Hakikatnya [9] menyatakan mustahil bagi guru untuk menyesuaikan dan memadankan gaya pengajaran mereka dengan gaya pembelajaran setiap pelajar. Seharusnya pelajar bijak menyesuaikan gaya pembelajaran mereka dengan gaya pengajaran guru kerana menurut Davis (1993) dalam [13] tiada satu pun gaya pembelajaran yang mempamerkan cara terbaik dan dapat meningkatkan prestasi dalam pembelajaran sekiranya dibuat perbandingan satu persatu di mana dalam kajiannya membincangkan 10 model gaya pembelajaran. Namun begitu, pernyataan ini bertentangan dengan [14] yakni pemilihan model gaya pembelajaran yang paling sesuai dengan tujuan pembelajaran yang mahu dicapai mampu meningkatkan hasil pembelajaran ke tahap paling maksimum.

B. Model Gaya Pembelajaran Felder-Silverman (1996)

[10], [12], [15], [16] dan [17] menyatakan model gaya pembelajaran Felder-Silverman (1996) memfokuskan secara spesifik kepada gaya pembelajaran pelajar-pelajar kejuruteraan. Justeru, kekuatan justifikasi pemilihan model gaya pembelajaran ini adalah bertepatan dengan sasaran kajian. Berdasarkan [14], model ini dikelaskan dalam model pemprosesan maklumat dan dihuraikan seperti dalam Jadual (i).

Jadual (i): Indeks Soal Selidik Gaya Pembelajaran Felder-Silverman

	Visual	Verbal
Dimensi Input	Lebih suka membaca, melihat imej, carta, gambarajah dan animasi.	Lebih suka mendengar apa yang diucapkan termasuk membaca perkataan bertulis dan mendengar suara hati.
	Aktif	**Reflektif**
Dimensi Pemprosesan	Lebih suka belajar dengan melakukan aktiviti dengan sendiri. Dengan ini proses belajar adalah secara langsung.	Lebih suka belajar secara mendengar, menonton dan memikir.
	Kepekaan	**Intuisi**
Dimensi Pengamatan	Membina pandangan daripada data dan eksperimen	Lebih suka kepada teori, model dan pentafsiran.
	Sequential	**Global**
Dimensi Kefahaman	Perlukan maklumat yang kecil untuk memahami	Pelajar ini memerlukan gambaran secara keseluruhan.	keseluruhan sebelum dipersembahkan bahagian yang kecil. Perlukan maklumat dalam konteks sebenar dan gambaran keseluruhan memperlihatkan kejelasan bahagian kecil.

Pemilihan model gaya pembelajaran ini juga mengambil kira soal selidiknya yang mempunyai aras bahasa yang mudah difahami, mudah diisi, mengambil masa yang sedikit dan mengawal penumpuan responden kepada subjek, iaitu gaya pembelajaran [7].

C. Kejuruteraan Elektrik dan Instrumentasi

Program Diploma Kejuruteraaan Elektrik dan Instrumentasi hanya ditawarkan di PTSN sahaja daripada 36 buah politeknik seluruh Malaysia dan berada di bawah pengurusan Jabatan Kejuruteraan Petrokimia. Pengambilan pertama pelajar bagi program ini bermula pada sesi Jun 2017 dan berada pada semester lima sewaktu kajian ini dijalankan. Sesi pengajian di politeknik terbahagi kepada dua sesi iaitu sesi Jun dan Disember setiap tahun. Pengambilan pelajar seterusnya bagi program ini adalah pada sesi Jun 2018 dan Jun 2019. Tempoh pengajian bagi program ini adalah selama tiga tahun iaitu enam semester. Lima semester pengajian berlangsung di dalam kampus dan semester terakhir iatu semeter enam, pelajar perlu menjalani latihan industri sebelum menamatkan pengajian. Keseluruhan pelajar program diploma kejuruteraan elektrik dan instrumentasi adalah seramai 186 orang. Sesi Jun 2019 merupakan sesi yang paling ramai mengikuti program ini berbanding dengan dua sesi sebelum ini.

D. Era Revolusi Industri 4.0

Ledakan revolusi industri 4.0 yang berorientasikan kebergantungan kerja terhadap robot [3] dikhuatiri menggantikan peranan sumber manusia di industri sekali gus cara kerja dan pekerjaan turut berubah[6]. Lantaran itu, transformasi dan anjakan paradigma ke arah gaya pembelajaran yang lebih fleksibel dan secara atas talian [4] juga memerlukan komitmen kolaborasi antara pihak institut pengajian tinggi dan industri dalam menyediakan bakal pekerja yang mempunyai kemahiran selaras dengan teknologi terkini [1], [2]. Teknologi terkini yang dimaksudkan termasuklah automosi, simulasi, analisis, *big data*, penggunaan robotik, *cloud* dan *Internet of Things (IoT)* [4]. Angela Merkel (2014) dalam [5] mendefinisikan industri 4.0 adalah transformasi komprehensif dari seluruh aspek produksi di industri melalui integrasi teknologi digital dan internet dengan industri konvensional. Istilah yang berbeza tetapi konsep yang sama dengan industri 4.0 digunakan di beberapa negara yang lain seperti *Smart Factories*, *Industrial Internet of Things*, *Smart Industry* atau *Advanced Manufacturing* [1].

Penggubalan kurikulum yang berteraskan pemindahan kemahiran yang menekankan kepada penggunaan alat teknologi moden dan *IoT* di peringkat politeknik merupakan usaha dalam menyediakan pelajar dalam era industri 4.0. Di samping itu, kolaborasi antara PTSN dan pihak industri dimeterai bagi memastikan kurikulum yang digunapakai relevan dengan teknologi terkini di industri agar mewujudkan *win-win situation* bagi kedua-dua pihak. Lantikan penasihat industri sebagai penyemak dalam penggubalan kurikulum bagi memastikan teori yang diajar seiring dengan keperluan di industri mengikut bidang kepakaran masing-masing. Selain itu, program latihan sangkutan industri pensyarah merupakan salah satu usaha pemindahan ilmu dan teknologi berdasarkan latihan yang dilalui oleh pensyarah di industri untuk dijadikan bahan serta sumber pengajaran. Secara tidak langsung, pensyarah dapat memperbaharui ilmu yang dipelajari sewaktu bergelar pelajar dengan teknologi terkini yang diamalkan di industri [18].

E. Pembelajaran dalam Era Revolusi Industri 4.0

Perancangan guru dalam proses pembelajaran memerlukan pemahaman yang mendalam tentang teori belajar. Impaknya, guru dapat memberi sokongan dan bantuan kepada pelajar sehingga mencapai prestasi yang cemerlang [19]. Namun begitu, [20] seorang pendidik seharusnya menjiwai konsep pembelajaran sepanjang hayat dalam memperbaharui pengetahuannya kerana kepantasan perkembangan sains dan teknologi. Pembelajaran merupakan fenomena utama yang melibatkan perkembangan dan pertumbuhan seseorang, kemajuan sesuatu bangsa dan membina peradaban ketamadunan mereka [15]. Model pembelajaran ideal dalam abad ke-21 berdasarkan pada pandangan [12] ialah pembelajaran berasaskan projek dan pembelajaran berasaskan masalah kerana melibatkan penguasaan prinsip 4C iaitu *critical thinking, communication, collaboration* dan *creativity* [4]. Kelebihan kedua-dua model pembelajaran ini ialah pelajar dapat belajar secara fakta jika dibandingkan pembelajaran tradisional yang hanya berorientasikan di dalam kelas. Hakikatnya, para pelajar sememangnya berminat dengan kaedah komunikasi dua hala dan penggunaan domain psikomotor. Pembelajaran yang berfokuskan hanya kepada domain kognitif dianggap kurang menarik dan membosankan kepada pelajar [21].

III. METODOLOGI KAJIAN

Kajian yang dijalankan adalah berbentuk tinjauan dengan kaedah kuantitatif menggunakan borang soal selidik.

A. Persampelan

Populasi kajian adalah seramai 128 orang pelajar semester satu bagi program Diploma Kejuruteraan Elektrik dan Instrumentasi di Politeknik Tun Syed Nasir Syed Ismail bagi sesi pengajian Jun 2019. Kaedah persampelan bertujuan digunakan dalam kajian ini kerana memilih responden yang mempunyai pengkhususan dalam bidang yang sama dan tidak dapat diperolehi daripada semua individu [22]. Populasi merupakan sampel bagi kajian ini

agar generalisasi yang lebih tepat dapat dihasilkan. Berdasarkan Jadual Penentuan Sampel Krejcie dan Morgan[23], sekiranya bilangan populasi seramai 130 orang maka bilangan sampelnya adalah seramai 97 orang.

B. Instrumen Kajian

Instrumen yang digunakan dalam kajian ini adalah borang soal selidik yang terbahagi kepada tiga bahagian iaitu bahagian A mengandungi maklumat demografi responden; jantina dan kelas, bahagian B pula terdiri daripada 44 item *Index Learning Style* (*ILS*) yang dibangunkan oleh Felder dan Silverman(1996) dan 20 item di bahagian C tentang pembelajaran dalam era revolusi industri 4.0. Pembinaan item pada bahagian C dibangunkan sendiri oleh penyelidik diadaptasi daripada item kajian yang lepas terhadap pembelajaran berasaskan projek[24] dan pembelajaran berasaskan masalah[25] berpandukan kepada prinsip 4C. Jadual (ii) menunjukkan pembahagian item yang dibina pada bahagian C.

Jadual (ii): Pembahagian item bahagian C berdasarkan prinsip 4C

Item	Prinsip 4C
1, 3, 10, 14, 16	Critical Thinking
5, 6, 7, 9, 19	Communication
8, 11, 12, 13, 20	Collaboration
2, 4, 15, 17,18	Creativity

Pemilihan jawapan pada item bahagian C diukur menggunakan skala *Likert* lima tahap (1-Sangat Tidak Setuju, 2-Tidak Setuju, 3-Tidak Pasti, 4-Setuju, 5-Sangat Setuju). Intepretasi skor min adalah seperti dalam Jadual (iii) seperti yang dinyatakan oleh [25] bersumberkan kepada Abdul Ghafar (2003).

Jadual (iii): Intepretasi Skor Min

Skor Min	Intepretasi
1.00 - 1.50	Sangat Rendah
1.51 – 2.50	Rendah
2.51 – 3.50	Sederhana
3.51 – 4.50	Tinggi
4.51 – 5.00	Sangat Tinggi

C. Kajian Rintis

Keperluan menjalankan kajian rintis adalah sebagai menguji instrumen yang digunakan berkualiti dari segi kesahan dan kebolehpercayaan[26]. 10 orang pelajar dipilih untuk kajian rintis yang tidak terlibat dengan kajian sebenar. [27] dan [28] menyatakan 10 orang memadai untuk kajian rintis dan berkesan untuk tujuan awal perbincangan tentang ujian yang dilakukan.

Nilai alfa Cronbach bagi kajian rintis ini adalah 0.87 bagi item di bahagian C, nilai ini berada pada tahap kebolehpercayaan yang tinggi kerana seperti yang dinyatakan [3], nilai alpha Cronbach mencapai 0.8 maka ketekalan dalaman item yang dibina adalah baik dan

diterima bagi kajian yang sebenar. Instrumen di bahagian B terbukti kesahan dan kebolehpercayaannya dengan merujuk kajian lepas [29], [30] dan [31].

IV. DAPATAN DAN PERBINCANGAN

Dapatan kajian ini berdasarkan kepada 100 borang soal selidik yang lengkap diisi oleh responden, bilangan ini mencukupi merujuk kepada [23].Hasil analisis bahagian A menggunakan data kekerapan dan peratus seperti dalam Jadual (iv) dan Jadual (v).

Jadual (iv): Taburan Responden Berdasarkan Jantina

Jantina	Bilangan	Peratus(%)
Lelaki	77	77
Perempuan	23	23
Jumlah	100	100

Majoriti responden berdasarkan Jadual (iv) adalah lelaki seramai 77 orang dan perempuan pula seramai 23 orang dengan peratusan sebanyak 77% dan 23% masing-masing. Manakala, taburan responden mengikut kelas seperti yang ditunjukkan dalam Jadual (v) bagi pelajar semester satu program Diploma Kejuruteraan Elektrik dan Instrumentasi atau singkatannya DEI yang terbahagi kepada empat kelas A, B, C dan D. Responden yang paling ramai bilangannya adalah daripada kelas DEI 1A iaitu 27 orang mewakili 27% manakala yang paling sedikit kelas DEI 1C seramai 23 orang dengan peratusannya 23%. Kelas kedua pula adalah DEI ID seramai 26 orang dan peratusannya sebanyak 26% diikuti kelas DEI 1B seramai 24 orang mewakili 24%.

Jadual (v): Taburan Responden Berdasarkan Kelas

Kelas	Bilangan	Peratus(%)
DEI 1A	27	27
DEI 1B	24	24
DEI 1C	23	23
DEI 1D	26	26
Jumlah	100	100

Analisis data bagi bahagian B pula dibantu oleh alat pemudahcara laman web *ILS* yang dibangunkan oleh [32]. Keputusan yang dijana oleh laman web ini adalah secara individu terhadap empat dimensi gaya pembelajaran yang dominan oleh responden. Oleh yang demikian, alat ini digunakan sebanyak 100 kali dan jawapan diterjemahkan dalam nombor bagi mengenal pasti gaya pembelajaran responden [33]. Keputusan yang diperolehi dianalisis mengunakan kaedah statistik dalam bentuk kekerapan dan peratus bagi mencapai objektif pertama kajian seperti dalam Jadual (vi). Berdasarkan hasil dapatan kajian mendapati gaya pembelajaran dominan dalam dimensi input ialah Visual seramai 85 orang mewakili 85%. Keputusan ini menyamai kajian [10] dan [33], responden terdiri daripada pelajar kejuruteraan dan vokasional masing-masing. Kajian [34] memperolehi keputusan yang sama walaupun responden terdiri daripada pelajar jurusan bahasa. Ciri-ciri pelajar yang memiliki gaya pembelajaran visual seperti yang dinyatakan oleh [14] diperkukuhkan lagi

dengan dapatan kajian oleh [7] dan [8] iaitu mereka lebih mudah mengingati maklumat yang dilihat daripada yang didengari. Selain itu, pelajar yang cenderung ke arah gaya pembelajaran visual lebih sesuai diterapkan dengan kaedah pembelajaran *learning by observing and picturing* [35]. Gaya pembelajaran aktif mendominasi dalam dimensi pemprosesan iaitu seramai 64 orang bersamaan 64%. Dapatan ini bertentangan dengan analisis [34] dengan mencadangkan pelajar kejuruteraan perlu belajar secara aktif. Pelajar yang cenderung dengan gaya pembelajaran aktif adalah seorang individu yang suka bekerja dalam kumpulan [8] dan memberikan pendapat dalam sesi perbincangan [7]. Pelajar bercirikan konkrit mendominasi gaya pembelajaran persepsi iaitu seramai 60 iaitu 60%, dapatan yang sama dengan [10] tetapi berbeza dengan [33] . Golongan pelajar ini lebih suka mengaitkan pembelajaran dengan fakta dan situasi kehidupan sebenar [8] dan seseorang yang realistik [7]. Manakala, seramai 54 pelajar dengan peratusan yang sama mendominasi gaya pembelajaran global berbeza dengan dapatan [10] dan [33]. Gaya pembelajaran ini memahami sesuatu pembelajaran secara keseluruhan dan secara spontan berdasarkan maklumat yang dikumpul.

Jadual (vi): Gaya Pembelajaran yang Dominan Mengikut Dimensi

Dimensi	Gaya Pembelajaran	Kekerapan	Peratus (%)	Peratus Kumulatif (%)
Pemprosesan	Aktif	64	64	64
	Reflektif	36	36	100
Persepsi	Konkrit	60	60	60
	Intuitif	40	40	100
Input	Visual	85	85	85
	Verbal	15	15	100
Pemahaman	Tersusun	46	46	46
	Global	54	54	100

Berdasarkan Jadual (vii) yang dianalis menggunakan analisis deskriptif untuk menentukan skor min bagi setiap item mendapati purata keseluruhan skor min ialah 4.11 berada pada tahap tinggi. Hasil dapatan ini menunjukkan tahap pembelajaran dalam era revolusi industri 4.0 yang berpandukan kepada prinsip 4C adalah tinggi. Fakta ini disokong oleh dapatan [24], pelajar yang dihasilkan melalui pembelajaran ini mewujudkan satu ikatan yang kuat untuk penglibatan pelajar secara menyeluruh dan rasa kebertanggungjawaban terhadap kumpulan tugasan. Sekiranya usaha pembelajaran ini berterusan dapat memberikan kesan yang positif terhadap matlamatnya. Begitu juga dengan dapatan [25], pelajar yang dihasilkan mampu mewujudkan komunikasi dua hala bersama pensyarah dalam menyelesaikan tugasan. Perbincangan dalam kumpulan kecil dapat mencetuskan idea yang bernas dalam menyempurnakan tugasan sekaligus memupuk sikap kerjasama. Pembelajaran dalam era revolusi industri 4.0 menghasilkan pelajar yang mempunyai kelebihan dari segi kepelbagaian ketrampilan dalam mendepani abad ke 21 berbanding pembelajaran secara tradisional [12].

Jadual (vii): Tahap Pembelajaran Dalam Era Revolusi Industri 4.0

Bil	Item	Min	Tahap
1	Saya dapat menjawab soalan berkaitan topik dengan baik.	3.79	Tinggi
2	Saya yakin apabila menggunakan komputer untuk menyediakan tugasan.	4.08	Tinggi
3	Saya yakin apabila menggunakan internet untuk menyediakan tugasan.	4.29	Tinggi
4	Saya selesa apabila menggunakan komputer untuk menyediakan tugasan.	4.21	Tinggi
5	Saya suka dibimbing oleh pensyarah semasa belajar.	4.26	Tinggi
6	Saya selalu menjalankan proses pembelajaran dengan : a)Menghadiri kelas teori	4.10	Tinggi
7	b)Menghadiri kuliah pensyarah	4.28	Tinggi
8	c)Menjalankan kerja amalli dalam bengkel	4.31	Tinggi
9	d)Melibatkan diri dalam aktiviti pembelajaran	4.26	Tinggi
10	e)Membaca buku / modul pembelajaran secara individu	3.82	Tinggi
11	Saya membuat perbincangan dalam kumpulan.	4.12	Tinggi
12	Saya bekerjasama dalam kumpulan untuk menyiapkan tugasan yang diberikan oleh pensyarah.	4.22	Tinggi
13	Saya menggalakkan rakan-rakan mengamalkan sikap bekerjasama dalam kumpulan.	4.38	Tinggi
14	Saya menggunakan kemahiran generik dalam proses pembelajaran.	4.02	Tinggi
15	Saya dapat mencari jalan penyelesaian untuk menyelesaikan masalah yang telah diwujudkan oleh pensyarah.	4.09	Tinggi
16	Saya mahir untuk menyelesaikan masalah yang diberikan oleh pensyarah.	3.84	Tinggi
17	Saya mahir untuk berfikir secara kritis dan kreatif.	3.92	Tinggi
18	Saya berkebolehan belajar secara aktif di dalam kelas.	3.90	Tinggi
19	Saya mampu menerangkan hasil pencarian maklumat melalui internet kepada rakan-rakan.	3.99	Tinggi
20	Saya yakin bekerja dalam kumpulan dapat menghasilkan penyelesaian yang lebih baik.	4.24	Tinggi
	Purata keseluruhan	**4.11**	**Tinggi**

Analisis bagi mencapai objektif yang ketiga setelah gaya pembelajaran yang paling dominan dikenal pasti iatu Visual, data dianalisis secara berasingan dan lebih mendalam. Setiap gaya pembelajaran mempunyai kekuatannya tersendiri dan setiap orang mempunyai satu gaya pembelajaran yang dominan [36]. Markah diperolehi pelajar hasil daripada analisis bahagian B dibahagikan kepada lima tahap kesesuaian yang diadaptasi daripada [7] seperti dalam Jadual (viii).

Jadual (viii): Interpretasi Markah

Markah	Interpretasi
1 hingga 2	Sangat Kabur (1)
3 hingga 4	Kabur (2)
5 hingga 7	Sederhana (3)
8 hingga 9	Jelas (4)
10 hingga 11	Sangat Jelas (5)

Kesesuaian dalam kajian ini sebagai indikator kecenderungan pelajar dalam memiliki ciri gaya pembelajaran dalam satu dimensi. Semakin tinggi markah bermakna ciri gaya pembelajaran yang dimiliki oleh pelajar jelas kesesuaiannya bagi dimensi tersebut dan amat sukar untuk belajar dalam persekitaran pembelajaran yang tidak disukai [7].

Jadual (ix) menunjukkan hasil analisis statistik inferensi menggunakan kolerasi di antara kesesuaian gaya pembelajaran yang paling dominan dengan tahap pembelajaran dalam era revolusi industri 4.0 adalah sangat lemah, pekali kolerasi r(.14) = .899, p>.05. Hubungan kolerasi ini adalah tidak signifikan, di mana nilai p>.05 (p=.899). Maka, hipotesis nul diterima iaitu tidak terdapat hubungan yang signifikan di antara kesesuaian gaya pembelajaran yang paling dominan dengan tahap pembelajaran dalam era revolusi industri 4.0. Hasil dapatan ini menjelaskan bahawa kepelbagaian gaya pembelajaran seseorang membolehkan mereka menyesuaikan diri dalam persekitaran semasa. Ringkasnya, pembelajaran dalam era revolusi industri 4.0 tiada kaitan dengan gaya pembelajaran yang didominasi oleh setiap individu. Fakta ini diperkukuhkan lagi oleh [13] iaitu tiada satu pun gaya pembelajaran yang mempamerkan cara terbaik dan dapat meningkatkan prestasi dalam pembelajaran sekiranya dibuat perbandingan satu persatu sebaliknya pelajarlah perlu bijak menyesuaikan diri dengan pengajaran gurunya [9]. Penguasaan prinsip 4C iaitu *critical thinking, communication, collaboration dan creativity* [4] amat dituntut sekiranya pelajar ingin mendepani cabaran apabila bekerja dalam revolusi industri 4.0 kelak.

Jadual (ix): Nilai Kolerasi Kesesuaian Gaya Pembelajaran yang Paling Dominan dengan Tahap Pembelajaran Dalam Era Revolusi Industri 4.0

Kesesuaian Gaya Pembelajaran yang Paling Dominan(**VISUAL**) Pembelajaran Dalam Era Revolusi Industri 4.0	r = .14 sig = 0.899 N=85

V.   KESIMPULAN

Secara kesimpulannya, kesesuaian gaya pembelajaran pelajar seharusnya bergantung kepada setiap individu dalam mengenali potensi diri dari segi kekuatan dan kelemahan. Kebijaksanaan pelajar dalam menyesuaikan gaya pembelajaran dengan kaedah penyampaian pengajaran pensyarah merupakan strategi yang berkesan dalam menguasai prinsip 4C. Sekiranya, pelajar mampu menyesuaikan diri dalam pembelajaran era revolusi industri 4.0 dengan gaya pembelajaran kendiri ianya merupakan fasa persediaan bagi mempersiapkan diri sebagai pekerja yang menjadi rebutan majikan dalam era revolusi industri 4.0.

VI.   IMPLIKASI DAPATAN KAJIAN

Hasil dapatan kajian ini diharap dapat memberikan implikasi kepada para pensyarah khususnya yang mengajar pelajar semester satu bagi program DEI di PTSN dalam merancang pengajaran dan pembelajaran(PdP) yang lebih berkesan. Sekiranya berhasil akan melahirkan pelajar yang mampu menguasai prinsip 4C dan meningkatkan kebolehpasaran kerja sekaligus meningkatkan peratusan *graduate employability* PTSN. Situasi ini menaikkan imej pelajar lulusan teknikal dan vokasional di Malaysia dan menjadi pilihan utama untuk melanjutkan pengajian di Politeknik Malaysia.

VII.   CADANGAN

Pendidik seharusnya berusaha menguasai pelbagai teknik dan kaedah pengajaran sebagai pembelajaran sepanjang hayat dan kekal kompeten dalam melaksanakan tugas untuk mendepani cabaran era revolusi industri 4.0. Institusi pendidikan pula perlu memainkan peranan dalam menyediakan kemudahan dan insfrakstuktur yang menyokong keberkesanan pdp. Selain itu, menyediakan kursus dan latihan pembangunan diri untuk pendidik memperbaharui kemahiran serta ilmu yang terkini.

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Media Framing: A Quantitative Study of Cover Page for Harian Metro and Sinar Harian on Malaysia's PRU14

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Abstract - People use media as a platform to transmit and receive information world-wide as well as the authority. There are three categories for media; first - it is the internet whereby people use the platform to seek for information, second, it is the print media which involve with printed material and lastly, it is the mediated communication which involve with technology such as radio and television. This paper attempts to explore the differences of two newspapers to promote PRU14. Thus, the pre-test and post-test experimental study was conducted on selected local newspaper in Malaysia, Sinar Harian and Harian Metro for 30 days before and 30 days after the PRU14 on 9ᵗʰ May 2018. It is also to highlight the objectives of this research which the first objective is to identify the format used for cover page of Sinar Harian and Harian Metro to promote Malaysia's PRU14 on 9th May 2018, second objective is to study the concept of framing news on the public's behavior and perception on Malaysia's PRU14 on 9ᵗʰ May 2018 and third objective is to explore the effectiveness of news framing in Malaysia –PRU14 on 9ᵗʰ May 2018. The effectiveness of cover page is to acknowledge and provide a balances information for the society. As a conclusion, it is an eye-opener for the society to evaluate and adopt with the information given as it could change the future of Malaysia's system and increase the number of voters during the PRU14.

Index Terms - Print Media, Front Page, PRU14, Media Framing

I. INTRODUCTION

The existence of television could influence a huge number of viewers through their mind and behaviors. People use television not just for entertainment but to seek for information from different channels and programs. Unfortunately, media practitioners nowadays didn't use the platform efficiently because the objective is just to promote their organization and the products. They tend to use a sensational element to attract viewers. According to Littau (2015) stated that, "using a second-level agenda setting as a theoretical framework, the results of this mixed-methods study show that negative portrayals of television news on these satire news shows make salient certain negative attributes that match viewers' perceptions of credibility".

Radio - A platform to provide information verbally as it could attract certain number of people when they listen to the radio. Although, it didn't have images or graphics, but listeners could simply convey the information generally as it was taken from the printed media or social media. The existence of radio helps to create awareness to the public as well as to educate the public on important issues of the day.

Print media - A traditional way to inform the readers on certain issues and it takes a few days before it could be published. Readers could visualize the scenario through the given pictures and stories. Previously, this medium was famous because majority of the public depends on printed media compare to the electronic medium as they could not afford to have a gadget. Printed media also is one of important tools to inform the public on the current issues not just through Malaysia but world-wide.

Internet - A telecommunications network that uses telephones lines, cable, satellites and wireless connections to connect computers with another devices World Wide Web. It helps to send and receive all kinds of information such as text, graphics and voice, video and computer programs. It became an important medium for everyone to complete their daily tasks. It provides different online services to us such as website which we can view with web browser, email which a method to send and receive online messages and social media which a space that allow people to share comments, photos and videos Worldwide. Nevertheless, according to Nicholson, Nugroho, & Rangaswamy (2016), "media can be transformative in human development; the ways in which social media may be used in order to raise the capabilities of people to better and more effectively improve their livelihoods as well as to exercise their civil and political rights".

In conclusion, there are four types of medium that can be used to seek information, entertainment and others. These mediums may be plentiful for us depending on our interest towards certain issue or topic but now, people

prone to use the internet because it's everywhere and can be used anytime we want. But, for this research the highlighted medium is the print media which being used by media practitioner to influence the public on PRU14 on 9th May 2018.

Problem Statement - The first problem statement is the different format used by journalists to highlight and create awareness to the public. It is also to promote the organization and increase the profit as well as to create awareness to the public. Although, they were provided with rules and regulation on reporting but due to the ownership system in Malaysia, they must provide good story to enhance and maintain the reputation of the government which is also can be classified as bias reporting. It is also to help them to increase the number of voters before the PRU14 begun on 9th May 2018.

The second problem statement is the strength and weakness of both print media, Sinar Harian and Harian Metro in order to promote and create awareness of PRU14. It is to examine the usage of medium by journalist to influence the public's mind and behavior through headlines, stories and pictures given which is also to help gather voters and followers before the PRU14.

The third problem statement is the ownership between the government and the media. The government controls the presses and the publishing enterprises throughout Malaysia which is also supported by Adanan & PM Dr Ismail Sualman (2018) stated that, "this phenomenon plays an important role in changing the public perception towards the credibility of political leaders in the world".

Therefore, this section is to emphasize that Harian Metro and Sinar Harian have different objectives with different group of people, the story given by the journalist could enhance and maintain the reputation of the government and the guidelines given for reporting is to help the journalists to provide sufficient and accurate information to the public rather than just to create awareness as well as to increase the profit of the organization.

A. Significant of Study

When we talk about ownership of media, people with power or well-known person could control not just the material but also the other platforms such as television, radio and even the internet. Media companies need to ensure that the content given to the public is to influence and promote the goodness of the ruling party compare the opposition parties such as Barisan Nasional, PAS and others. This is also supported by Scott (2017), stated that "with the rise of social media, many companies now provide social media monitoring software that the government can use to sift through the vast amount of data created by social media". Although, the content might not be genuine but if the platform is own by the ruling party media practitioner do not have the right to obligate the orders.

As journalist, the person who provides information on newspaper, magazines or news website also have the right and power to promote justice. The content of news need to be aligned with the standards and ethics given by the bureaucracy to promote the company and to highlight the important news rather than just to enhance the crowd or profit for own self.

Each company has different objectives and goals, but the government have the right to control the content that is given to the public. According to Hazra(2009), "working as a journalist, one should be well conversant with all legal clutches as to avert the generation of complicacy as well as to keep the organization 'trouble-free' any way". Although, both newspapers are the gatekeeper for the state, but they didn't have the ability to publish uninformative information as they are directly obligate with the policies.

II. LITERATURE REVIEW

A. Sinar Harian and Harian Metro

The selected print media was chosen is to explore the differences of reporting and ways to influence the public based on the content published. Harian Metro was established on 25th March 1991 and it is a daily newspaper in tabloid format. This paper suitable for young people who were looking for entertainment, shopping news, lifestyle features and current news with exciting editorial presentation whereby Sinar Harian known as a daily light newspaper in compact format and was established on 31 March 2006 which is occasionally organizes for politician and public figures.

The front page of newspaper is whereby the editors showcase what they believe to be most important stories of the day. By reviewing the headlines and images given, public could choose what they want to learn more about. According to Shaw (2015), "choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping political reality". News that is published as a cover page may change the behavior and perception of public because readers learn not only about a given issue but also how much importance to attach to that issue from the amount of information given and its position on specific column especially political issues.

B. Political Parties

Politics are organized to control over human community, either it is the ruling parties or opposition parties. The existence of these parties is to control the activities and movement of citizens which is also agreed by Ahmad Husairi & Dr Mohammad Yaacob (2014) stated that, "realizing this fact, political parties in Malaysia have fought hard in order to win the hearts and minds of the people". In order to influence the public, they need media to create

awareness on certain issue such as on GST, SST and others. Although, both elements are important in transmit information to the public, but they have the power to choose and evaluate the accurateness of the issues from different medium and platform.

Media helps politicians to convince the public that they are capable to handle problems, giving speeches and daily activities with citizen. On the other hand, print media have both advantages and disadvantages as a marketing tool for politicians. According to Smith(2011), "no matter how politicians use social media in their campaigns, it will continue to be an important part of the campaign process". The advantages are newspaper provide good coverage nationally and locally, relatively cost-effective, convey a significant amount of information and readers have the ability to refer back the information at a later date whereby the disadvantages are newspaper short of lifespan which media practitioner need to execute the information based on time given to ensure impact, it is not updated as social media and public have the ability to choose what they want to learn more about.

In conclusion, media is one of the powerful tools in influencing the viewers. It may contribute to negative perception and behavior for both parties if the usage of medium was wrongly used. Thus, the theory involves with this issue is agenda setting theory – media as main source of information for the public and framing theory which involve with media – to generate information to the public.

III. METHODOLOGY

This section will be discussing on the methodology used to evaluate the results. It is also to highlight the first objective which to identify the format used for cover page of Sinar Harian and Harian Metro to promote Malaysia's PRU14 on 9th May 2018 through pie chart, second objective is to study the concept of framing news on the public's behavior and perception on Malaysia's PRU14 on 9th May 2018 as well as the usage of news value to make comparison both newspaper through clustered column chart and third objective is to explore the effectiveness of news framing in Malaysia – PRU14 on 9th May 2018 depending on the themes appointed through clustered column chart.

A. Method of Data Collection

The method of data collection for this research is the quantitative study and the news value. Meanwhile, Fade (2004), "has described interpretive phenomenology study as a way of examining individual discussion information." Whereby news value was chosen because according to O'Neill & Harcup (2017), "they are also used by public relations professionals and others to obtain maximum news coverage of events." Lewis, Zamith and Hermida (2013), "discussed that the usage of the new and traditional content analysis method helped in defining more accurate data based on the keywords. McCusker and Gunaydin (2014), "indicated that the methods that will be used are basically" based on the research title which is media framing: a quantitative study on cover page for Harian Metro and Sinar Harian towards Malaysia's PRU14. Therefore, the quantitative study selected because the

materials are valid from both print media, Harian Metro and Sinar Harian as well as the information given through the front cover.

B. Research Instrument

The sample selection procedure is through front page of 30 days before and after the PRU14 from two printed materials, Harian Metro and Sinar Harian. The data will be examined based the research question which is to identify the format used for cover page of Sinar Harian and Harian Metro to promote Malaysia's PRU14 on 9th May 2018 through pie chart, to study the concept of framing news on the public's behavior and perception on Malaysia's PRU14 on 9th May 2018 as well as the usage of news value to make comparison both newspaper through bar chart and to explore the effectiveness of news framing in Malaysia –PRU14 on 9th May 2018. The first research question will be analyzed through format used such as date, Islamic date, nameplate, issue number, price, edition, social media, headline, sub-headline, citation, spoke person, additional information, jump line, reposition of images and the links to the subject matter. The second research question will be analyzed through on the news value given such as timeline, proximity, prominence, uniqueness, impact and conflict. The third research question will be analyzed through theme given such as politic, education, economy, automotive, entertainment, sports and individual.

C. Data Analysis Procedure

The result is based on the comparison of front cover between Harian Metro and Sinar Harian for 30 days before and after the PRU14 on 9th May 2018. The selected format, news value and themes will be the guidelines to generate the result. Basically, the calculation for the pie chart is as per mentioned below and the percentage is rounded to the nearest 1 decimal places.

Calculation for Harian Metro

Headline / Total Item X 100% = Percentage
12 Items (Headline) / 223 Items (Total Item) X 100% = 6%
(Rounded to 1 Decimal Places)

Calculation for Sinar Harian

Social Media / Total Item X 100% = Percentage
84 Items (Social Media) / 522 Items (Total Item) X 100% = 6%
(Rounded to 1 Decimal Places)

4.1 Research Question 1 - Harian Metro and Sinar Harian – April 2018

Table 1: RO1 - April 2018 (Page 1)

Newspaper	Headline	Sub-Headline	Citation	Spoke Person	Jump Line
Harian Metro	6%	3%	2%	0%	43%
Total (HM)	14 items	7 items	4 items	0 item	98 items
Sinar Harian	12%	5%	9%	8%	13%
Total (SH)	63 items	25 items	49 items	41 items	68 items

Table 2: RO1 – April 2018 (Page 2)

Newspaper	Reposition	Link	Social Media	Additional Information
Harian Metro	25%	7%	0%	14%
Total (HM)	58 items	16 items	0 item	33 items
Sinar Harian	27%	4%	17%	6%
Total (SH)	139 items	19 items	88 items	33 items

The above chart shows that Sinar Harian provides more information compare to Harian Metro. 13% with 33 items of jump line for political issue this month that involve with PRU14's stories and 27% with 139 images used for front cover every day. The usage of image is to attract the readers and to highlight the person involve on the certain issue. Besides that, the selection of images is general such as the environment of prominence people, voters and events. Only 12% with 63 items were given a headline and 5% is the sub-headline which to lead the readers the angle of the stories in that paper. Headline and sub-headline are an important element in a newspaper to direct readers on important issue compare to the additional information 6% with 33 items of extra information because it is to enhance the content of the stories. Only 9% for citation and 8% for spoke person, the name and position are not important to state in the front cover unless it is vital whereby the link is 4% with 19 items and 17% with 88 items for social media such as Facebook, Twitter, Instagram and YouTube Channel.

4.2 Research Question 1 - Harian Metro and Sinar Harian – May 2018

Table 3: RO1 – May 2018(Page 1)

Newspaper	Headline	Sub-Headline	Citation	Spoke Person	Jump Line
Harian Metro	22%	4%	3%	2%	37%
Total (HM)	120 items	24 items	14 items	12 items	205 items
Sinar Harian	12%	5%	4%	5%	13%
Total (SH)	85 items	33 items	26 items	36 items	93 items

Table 4: RO1 – May 2018(Page 2)

Newspaper	Reposition	Link	Social Media	Additional Information
Harian Metro	15%	2%	0%	15%
Total (HM)	84 items	9 items	0 item	85 items
Sinar Harian	25%	1%	17%	18%
Total (SH)	179 items	7 items	124 items	125 items

The above chart shows that Sinar Harian provides more information compare to Harian Metro. 13% with 93 items of jump line for political issue this month that involve with PRU14's stories and 25% with 179 images used for front cover every day. The usage of image is to attract the readers and to highlight the person involve on the certain issue. Besides that, the selection of images is general such as the environment of prominence people, voters and events. Only 12% with 85 items were given a headline and 5% with 33 items is the sub-headline which to lead the readers the angle of the stories in that paper. Headline and sub-headline are an important element in a newspaper to direct readers on important issue compare to the additional information 18% with 125 items of extra information because it is to enhance the content of the stories. Only 4% for citation and 5% for spoke person, the name and position are not important to state in the front cover unless it is vital whereby the link is 1% with 7 items and 17% with 124 items for social media such as Facebook, Twitter, Instagram and YouTube Channel.

4.3 Research Question 1 - Harian Metro and Sinar Harian – June 2018

Table 5: RO1 – June 2018(Page 1)

Newspaper	Headline	Sub-Headline	Citation	Spoke Person	Jump Line
Harian Metro	34%	3%	3%	5%	33%
Total (HM)	25 items	2 items	2 items	4 items	24 items
Sinar Harian	16%	8%	5%	5%	17%
Total (SH)	36 items	17 items	10 items	10 items	37 items

Table 6: RO1 – June 2018(Page 2)

Newspaper	Reposition	Link	Social Media	Additional Information
Harian Metro	21%	0%	0%	1%
Total (HM)	15 items	0 item	0 item	1 item
Sinar Harian	22%	0%	16%	11%
Total (SH)	47 items	0 item	36 items	24 items

The above chart shows that Sinar Harian provides more information compare to Harian Metro. 17% with 37 items of jump line for political issue this month that involve with PRU14's stories and 22% with 47 images used for front cover every day. The usage of image is to attract the readers and to highlight the person involve on the certain issue. Besides that, the selection of images is general such as the environment of prominence people, voters and events. Only 16% with 36 items were given a headline and 17% is the sub-headline which to lead the readers the

angle of the stories in that paper. Headline and sub-headline are an important element in a newspaper to direct readers on important issue compare to the additional information 11% with 24 items of extra information because it is to enhance the content of the stories. Only 5% for citation and 5% for spoke person, the name and position are not important to state in the front cover unless it is vital whereby the link is 0% with and 16% with 36 items for social media such as Facebook, Twitter, Instagram and YouTube Channel.

4.4 Research Question 2 - Harian Metro and Sinar Harian – April 2018
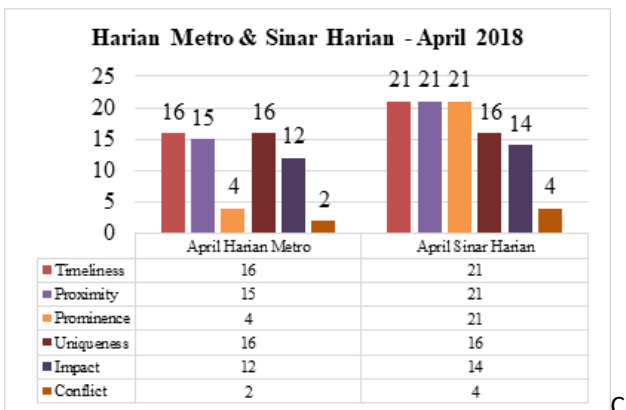
lustered Bar Chart 1: News Value for April 2018

The above chart shows that both Sinar Harian and Harian Metro is timeliness because the authors provide information that is relevant to the event. People tend to seek for further information before they could decide. The second value is the proximity which Sinar Harian provide more angle to the readers compare to Harian Metro. This is because Sinar Harian is designed to organize for politicians and public figures regardless of viewpoint. The third value is prominence which associated with public figure and its position. The third value is the countless of prominence such as Menteri Sumber Manusia, Datuk Seri Richard Riot Jaem, Presiden Pas, Datuk Seri Abdul Hadi Awang and others compare to Harian Metro such as KJ, TOK PA, HADI and others. The fourth value is the uniqueness which both newspapers have that involve with additional information based on pointers, statements or extra column such as PRU14#jomundi for Harian Matro, PRU14#kuasarakyat, KERUSI PANAS and INFO PRU Tanpa henti pru.sinarharian.com.my #PRU14 #KUASARAKYAT for Sinar Harian. The fifth value is the impact which associated with the information related to the public through pointers given in conjunction to persuade the citizen to increase voters before the PRU14. Sinar Harian provide more persuasive messages to the readers compare to the Harian Metro which could help to increase voters. The last value is the conflict which Sinar Harian portray a negative element in front of the cover just to enhance awareness among public compare to Harian Metro which only highlight the issue though headlines.

4.5 Research Question 2 - Harian Metro and Sinar Harian – May 2018
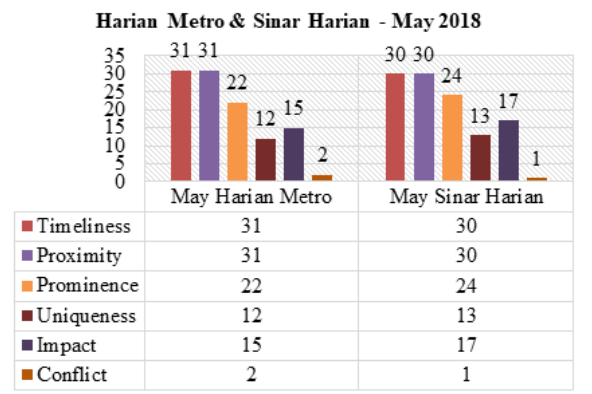
Clustered Bar Chart 2: News Value for May 2018

The above chart shows that both Sinar Harian and Harian Metro is timeliness because the authors provide information that is relevant to the event. People tend to seek for further information before they could decide. The second value is the proximity which Harian Metro provide more stories to the readers compare to Sinar Harian. Although, Sinar Harian is designed to organize for politicians and public figures but Harian Metro is a daily newspaper in tabloid format which makes the information simple and understandable. The third value is prominence which associated with public figure and its position. The third value is the countless of prominence such as Pengarah Strategi Pemuda Pas, Syahir Sulaiman, Naib Presiden Amanah, Datuk Dr Muhajid Yusof Rawa and many others compare to Harian Metro such as KJ, Azmin, Syed Saddiq and others. The fourth value is the uniqueness which both newspapers have that involve with additional information based on pointers, statements or extra column such as PRU14#jomundi for Harian Matro, PRU14#kuasarakyat, KERUSI PANAS and INFO PRU Tanpa henti pru.sinarharian.com.my #PRU14 #KUASARAKYAT for Sinar Harian. The fifth value is the impact which associated with the information related to the public through pointers given in conjunction to persuade the citizen to increase voters before the PRU14. Sinar Harian provide more persuasive messages to the readers compare to the Harian Metro which could help to increase voters. The last value is the conflict which Sinar Harian portray a negative element in front of the cover just to enhance awareness among public through front cover on 08th May 2018 titled HADI NASIHAT TUN M.

4.6 Research Question 2 - Harian Metro and Sinar Harian – June 2018

Harian Metro & Sinar Harian - June 2018

	June Harian Metro	June Sinar Harian
Timeliness	5	9
Proximity	6	9
Prominence	7	9
Uniqueness	1	3
Impact	3	7
Conflict	2	3

Clustered Bar Chart 3: News Value for June 2018

The above chart shows that both Sinar Harian and Harian Metro is timeliness because the authors provide information that is relevant to the event. People tend to seek for further information before they could decide. The second value is the proximity which Sinar Harian provide more angle to the readers compare to Harian Metro. This is because Sinar Harian is designed to organize for politicians and public figures regardless of viewpoint. The third value is prominence which associated with public figure and its position. The third value is the countless of prominence such as Presiden LPKPM, Datuk Seri Dr Saharuddin Awang Yahya, Pensyarah Kanan UPM, Dr Ahmed Razman Abdul Latiff and many others by Sinar Harian compare to Harian Metro such as Musa Aman, Jamal Yunos and others. The fourth value is the uniqueness which Sinar Harian provide additional information based on pointers, statements or extra column such as PRU14#kuasarakyat, KERUSI PANAS and INFO PRU Tanpa henti pru.sinarharian.com.my #PRU14 #KUASARAKYAT. The fifth value is the impact which associated with the information related to the public through pointers given in conjunction to persuade the citizen to increase voters before the PRU14 by both newspapers. Based on the information above, it proven that Sinar Harian provide more persuasive messages to the readers compare to the Harian Metro which could help to increase voters. The last value is the conflict which Sinar Harian portray a negative element in front of the cover just to enhance awareness among public compare to Harian Metro which only highlight the issue though headlines.

4.7 Research Question 3 - Harian Metro and Sinar Harian – April 2018

Harian Metro & Sinar Harian - April 2018

	April Harian Metro	April Sinar Harian
Politics	27	51
Education	4	1
Economy	3	2
Automative	5	2
Entertainment	2	2
Sports	1	0
Individual	9	0

Clustered Bar Chart 4: Themes for April 2018

The above chart shows that both Sinar Harian and Harian Metro have several themes to be highlighted for this month issue. The themes are politics, education, economy, automotive, sports and individual. The first theme is the politic which associated with PRU14 and the inside stories of politicians each party such as Barisan Nasional, Pakatan Harapan, MCA, MIC, Pas and others. Sinar Harian provide more information to the readers compare to Harian Metro to convince the voter before the PRU14 on 9th May 2018. The second theme is education which being highlighted by Harian Metro to the readers that they are entitled to receive PTPTN or free education from the government if they succeeded during the PRU14. The third theme is economy which the government will support small businesses such as 'MYAPPRENTICESHIP' and 'DREBAR TEKSI' if Barisan Nasional win. The third theme is automotive industry which the government conducted a 'KEMPEN BALIK RAYA KONGSI KERETA' and 'LESEN MOTOSIKAL B2 LEBIH MURAH' that being used by Harian Metro compare to Sinar Harian to attract readers. The fourth theme is the entertainment industry which Harian Metro used artist to promote the general election compare to Sinar Harian through statement. The fifth theme is the sports industry which highlighted by Harian Metro stated that 'AHLI SUKAN DALAM POLITIK' to inform the readers that politics in Malaysia is environmentally friendly. Lastly, it is the individual theme which Sinar Harian targeted youngster to increase the number of voters, the government highlighted several benefits that they will receive if they vote for Barisan Nasional compare to Harian Metro.
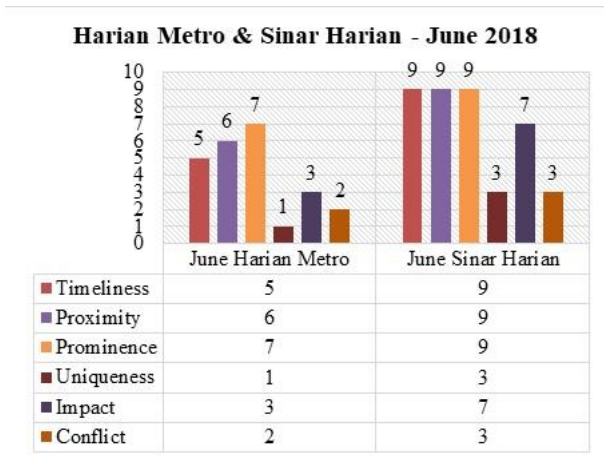
4.8 Research Question 3 - Harian Metro and Sinar Harian – May 2018

Clustered Bar Chart 5: Themes for May 2018

The above chart shows that both Sinar Harian and Harian Metro have several themes to be highlighted for this month issue. The themes are politics, economy, automotive and individual. The first theme is the politic which associated with PRU14 and the inside stories of politicians each party such as Barisan Nasional, Pakatan Harapan, MCA, MIC, Pas and others. Harian Metro provide more information to the readers compare to Berita Harian to convince the voter. Although, the government has changed from Barisan Nasional to Pakatan Harapan the stories of politic will not be ended as both newspapers are important to update the readers on what is happening in Malaysia. The second theme is economy which the government will support and encourage small businesses through the statement given on 14th May 2018 – 'Kerajaan Mesra Perniagaan' by Sinar Harian. The third theme is automotive industry highlighted by both newspaper which the government reduce the rate or abolish the usage of Tol during 'Hari Raya Aidilfitri'. The fourth theme is the entertainment industry which Harian Metro used artist to promote the PRU14 compare to Sinar Harian through statement. The fifth theme is the individual which Sinar Harian and Harian Metro provide information to convince the voters before the election. Although, Barisan Nasional mislaid the election but Pakatan Harapan is trying their very best to execute the said 'Menifesto' and benefit to the voters as promised. In addition, after the election on 9th May 2018 and changes of government form Barisan Nasional to Pakatan Harapan, Sinar Harian and Harian Metro do not have the ability to report news for opposition party without approval as they are designed to organize for politicians and public figures from ruling party.
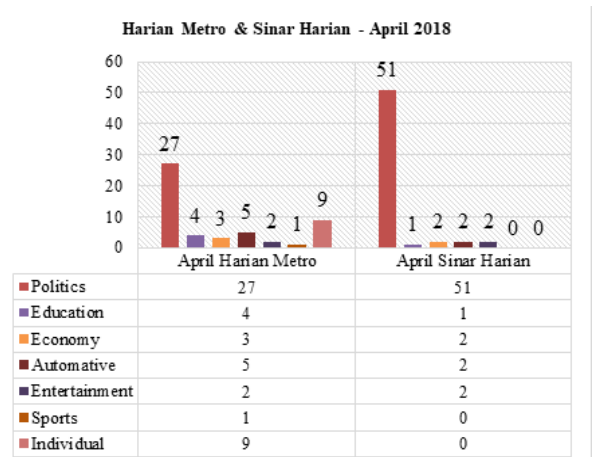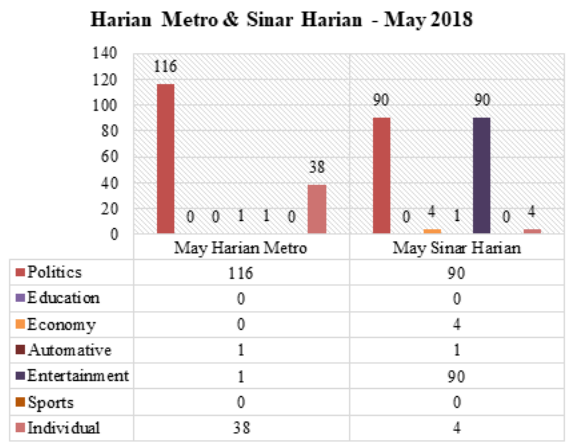
4.9 Research Question 3 - Harian Metro and Sinar Harian – June 2018
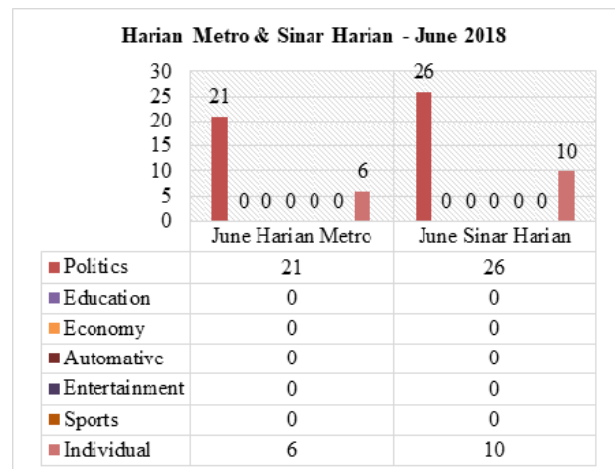
Clustered Bar Chart 6: Themes for June 2018

The above chart shows that both Sinar Harian and Harian Metro have several themes to be highlighted for this month issue. The themes are politics and individual. The first theme is the politic which associated with PRU14 and the inside stories of politicians each party such as Barisan Nasional, Pakatan Harapan, MCA, MIC, Pas and others. Sinar Harian provide more information to the readers compare to Harian Metro as to follow up the issue of 1MDB, misunderstanding among parties and politicians, crisis, GST and others. The issue might not be discussed by the previous government as to convince the voters that they are capable to handle issues but when the government change the angle of story might be different from the original version or maybe the truth is reveal as to prove that Barisan Nasional was unethical and being honest to the people. The second theme is individual which Sinar Harian and Harian Metro provide information on topics that the readers need to know such as through front cover on 02nd June 2018 – RAHSIA FAIL MERAH from Sinar Harian and 06th June 2018 – 5 JAM DI SPRM, Isteri bekas Perdana Menteri, Datin Seri Rosmah Mansor dipanggil ke Ibu pejabat SPRM, Putrajaya untuk membantu kes SRC International from Harian Metro. Readers have the right to know because they choose the government that can manage the country internationally and locally. News that is published as a cover page may change the behavior and perception of public because readers learn not only about a given issue but also how much importance to attach to that issue from the amount of information given and its position on specific column especially political issues.

5.1 Research Question 1 – The format use by Print Media as a tool for Politician and Public Figure

Both Sinar Harian and Harian Metro being control by the government indirectly although one may emphasize on entertainment, shopping news, lifestyle features and current news with exciting editorial presentation in a tabloid format and one may emphasize to organize for politicians and public figures in Malaysia in a compact format. Some may report a heavy story, but these papers involve with light and limited information given by both newspaper to the readers. Based on the above findings and discussion it seems that, the content of newspaper must be pro to the government regardless the changes of government. Specifically, print media is a platform for the government to feed the readers with issues that they need to know rather than what they should know. Although, the control seems to be aimed at minimizing disruptive influence, the interpretation of the government, the maintenance and enforcement of these restrictions have resulted in the silence of various political speeches.

5.2 Research Question 2 – The usage of media framing by the Government in Malaysia

The current hierarchy and structure do not come from nothing but deliberately created by powerful groups to enable them to retain their power. Based on the previous history, the powerful man does not wish to lose the power and will resist the challenge, even if the challenge is accepted as a change of further democratize society. The changes can be made if the government use media professionally and ethically as the public are depending on print media to get the latest information. The desire to utilize media for downgrading the opposition party is one of an unethically practices when it comes to politics. But, based on this research it shows that media in Malaysia being bias because the content is created by the government to influence and convince the public to increase the number of voters before the Election Day on 9th May 2018. Although, the government is change from Barisan Nasional to Pakatan Harapan the culture remains as the government have the power to control over the content even though to report unethically activities of former Prime Minister or party.

5.3 Research Question 3 – The Effectiveness News Framing through Media Ownership in Malaysia

As stated above, the ownership of the media will not work very well with the current circle of media owners in Malaysia - who in many cases are closely related to politicians and political parties, both ruling coalition and opposition. The concentration of ownership and the concentration of media in the hands of politically linked companies and individuals has become norm in Malaysia. The practice of ownership by irresponsible party to control media is unethical because media does not have the ability to report genuinely as are designed for politician and public figures to enhance the credibility of ruling party compare to report for both ruling and opposition to the readers. Thus, it is important to enhance the usage of media for each sector in Malaysia so that everyone is update on latest news. In Malaysia, authors and Publication Company were given guidelines to report accordingly as it could change the mind and behavior on certain group of people to make decision. To be a democratic country one must not utilize the media from personal good or to jeopardize others with negative influence.

IV. CONCLUSION

Media control can be associated with media being control by the state. The highlighted issue will be published on the front page of each newspaper and commonly it involves with political agenda. The usage of extra elements is only too high-up the stories and to create awareness amongst readers. Whereby, 'media framing' also can be categorized as media control because the content in media are given by the state and with the help of media, it manage to change the ruling party in Malaysia from Barisan Nasional to Pakatan Harapan through Pilihan Raya Umum 14 – PRU14 on 9th May 2018. Basically, the use of media not just to inform and update but also works to control the mind and behavior of individual. Other than, collecting data from single source, this research can be analyzed through mixed mode of qualitative and quantitative research – which the result can be seen from the selections of newspaper and the reasons for the selected medium as well as additional data from 3 months before and after the Pilihan Raya Umum – PRU14.

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The Acceptance of Using Online Learning Material Towards School Students and Teachers

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Abstract - The advancement of technology in this century has construct the grant people among ministers, teachers, parents as well as entrepreneurs to take this opportunity to cultivate learning process using technology. There are debates among scholars in proving the use online learning in schools to educate students to become better learners. This study surveyed two groups of educators and school students respectively to understand more about the acceptance of using online learning in schools. Therefore, students and educators who are using this material in school discuss their techniques in developing a strategy, making the most of online discussions, and how to use it or lose it. The participants in this study also describe how they make asking questions useful to their learning, stay motivated, and what online techniques were the most useful. This study aims to explore and analyze the acceptance of online learning material among schools' students and teachers. This pre-test post-test experimental study was conducted on school teachers who experiencing several methods of teaching in order to provide precise response in this study.

Index Terms - advancement of technology; online learning; school students

I. INTRODUCTION

Online learning is a learning system that is using internet or technology to gain information and knowledge. According to Nguyen (2015) the fast pace of internet made online learning become realistic and community especially teachers and educators are interested of using it to improve the outcomes of student's performance in education [1]. In other words, online learning is a form of distance education or distance learning [2].

Schools in Malaysia slowly transform education system in teaching and learning from traditional method to modern method which is online learning. However, online learning in Malaysia still need students to attend school like usual and teachers will teach and guide students to gain knowledge. The used of online learning gives teachers and students the chance to manage their time better during class and also encouraging independent learning.

As a student responded to online learning material by stating, it is more self-guided so they can spend more time on the concepts that they need help with and less on concepts that they can pick up quickly. Learners who are able to hone in on their self- regulated learning skills frequently utilized time management, reviewed material regularly, sought help from professors or peers, meet deadlines, and had the skill of understanding in order to reflect upon their own learning. The benefit of flexibility in online learning cannot be overstated due to its prevalence in reasons why students are attracted to it.

There are a number of drawbacks and potential issues that students may face while participating in an online learning. When gaging the academic rigor or lack thereof an online course, it is critically important to recognize the diverse varieties of formats that online education can be delivered in and the ever-growing population of students. In regard to education, the online learning marketplace reflects the diversity of education organization itself.

For the result, online learning in Malaysia will not let students make excuses for not attend schools yet, students still need guidance from teachers to obtain proper knowledge. Different people as mentioned by Tsai (2016) have different level of understanding thus, to ensure the learning process is effective, students need teachers to give accurate direction of gaining knowledge [3]. Tsai added, in this century the demand of technology has develop higher number of online programs and gives more attention to the design of instructional environments to enhance students' learning.

There always have two side of coin same goes to online learning and traditional learning. Therefore, the traits of online learning and traditional learning give different impact such as maturity of the students, examination results, learning styles and etc (Steven, 2015) [4]. This relationship can be bias because different people prefer different approach of learning method hence, it is important to understand every approach to make sure the delivery of knowledge is not wasted.

Due to the issue of education system that faced by Malaysia, there are several alternative methods have

been introduced by non-profit organization (NGO) to educate school students to learn subjects via technology which is internet. The technology is too fast day by day and it can cause downside effects towards school students hence, this alternative method of education needs a right strategy to make sure they experience and interact with the web appropriately.

Most of it is focusing on the effectiveness of online learning which means students do not need to be physically in classroom therefore, students just need to

have internet to learn and to gain knowledge. Consequently, for this research will study on online learning materials that been used in schools and how teachers guide students to make sure that this method gives virtuous effect. So, online learning is to improvised learning method to eliminate barriers of time and challenge traditional notions of teaching and learning.

Traditionally, learning process require students to attend school with the purpose of having direct interaction with teachers. Nonetheless the presence of computers and communication technologies make learning process become easier [5]. Therefore, the usage of online learning in school stretch several issues in terms of students' performance.

In an era of growing demands for performance improvement towards school students, there are several innovations have designed to fulfil the needs. Needless to say, the introduction of online learning material in school is one of the innovations to expand students' performance. Nevertheless, how far online learning material can affect students' performance?

II. LITERATURE REVIEW

A. Online Learning

Research has found out that online learning gives positive impact towards school students because the element in online learning such as videos, quizzes, animation, sounds and music construct better understanding for students and also it is easily blended for young generation [6]. The creativity in animation provided in online learning will build school students to easily memorize the knowledge they have learned compared to the way students learn in face-to-face approach of learning. Besides that, online learning is user friendly and safe energy for teachers as well as it imparts teachers to become more productive in teaching. Asserts that time consuming raise teachers' performance in providing guidance on using online learning material in school and also giving them to manage of their connection with media as well as encouraging leaner reflection.

The global access to the Internet grows briskly therefore the online learning materials turn out to be a platform to gain knowledge. Other than its beneficiaries the online learning empowering, online learning empowering educational space experiences enable students enhance their learning skills and revolutionizes online learning through meaningful education. This platform creates pictorial and energizing environment that also develop teacher's enthusiasm and competences teaching as well.

B. Importance of Strategies and Facilities for Teachers

The online learning material make user easily to access the preferable content of knowledge however without proper strategies of using this material will make students be too selective and only have desire on their requirements. Moreover, the online learning technology should give students to explore and interact with their mind to become creative [7]. Upon from guidelines needed in strategies of using online learning material in schools, the diversity of teaching likewise need to practice by teachers

to generate great young mind [8]. However online learning material already enhance teaching strategies for teachers, it is important to have a mixture of course design and tactics for students [9]. The use of online learning material need to be instruct especially by teachers as they have credibility of teaching technique. Apart from that, teachers need to have dynamic technique of teaching along with determination to conduct interactive communication with students to create responsive environment during teaching session [10].

C. Quality of Education by Applying Online Learning Material

Academic disappointment is not just baffling to students and their folks; its effect are consistently grave on the general public regarding deficiency of labour in all circles of the economy and governmental issues [11]. In educational institutions, achievement is estimated by scholastic execution, or how well students manage their examinations; how they adapt to or achieve various assignments given to them by their teachers, and the limit to which students, teachers, or organization has accomplished their instructive objectives [12]. As a result of education, academic performance refers to the volume to be achieved when students has tried what has been instructed to identify the content of educational programs, latent science, and then rely on thinking ability. Likewise alluded to as education accomplishment or instructive working, scholarly

execution of students, particularly at the optional school level, is not just an evaluation to the viability or generally of schools however a noteworthy determinant of things to come of adolescents specifically and countries when all is said in done.

D. Learning Theory

Learning theory is meant to explain and help researcher understand how people learn. It involves multiple disciplines, including psychology, sociology, neuroscience, and of course, education. In the learning theory, researcher able to relate online learning material with behaviorism and cognitivism. As its name implies, behaviorism focuses on how people behave. It evolved from a positivist worldview related to cause and effect. In simple terms, action produces reaction. In education, behaviorism examines how students behave while learning. Behaviorism focuses on observing how students respond to certain stimuli that, when repeated, can be evaluated, quantified, and eventually controlled for each individual. Content is one of the primary drivers in learning process and there are many ways in which content can be delivered and presented. While much of what is taught is delivered linguistically for example, teacher speaks while students listen or teacher writes and students write. Certain subject areas, such as science, are highly dependent upon the use of visual simulations to demonstrate processes and systems.

III. METHODOLOGY

Interpretive social science method is being used in this research which aimed at producing an understanding of the context of the information system, and the process whereby the information system influences and is

influenced by the context. It studies the meaning of actions that occur, both in face-to-face interactions and in the wider society surrounding the immediate scene of action [13].

Using the interpretive paradigm in this study, it enables researcher to obtain informants' insight on the topic of reliability of online learning material towards school students and teacher which this is subjective issue. Therefore, this research aims to focus fully on their experience of using online learning material in education.

The study used qualitative research approach as the researcher wanted to explore deeper into the acceptance of using online learning material towards school students and teacher. Qualitative research provides an in depth interview to gain more

comprehensive information. This method will help researcher to gain a better understanding of school students and teachers' thoughts, experience and feedback of using online learning material.

The research design is an overall strategy used in research to accommodate various aspects of the study in a comprehensive and relevant manner. The research design is the basis of the study and helps in obtaining data before the researcher analyze it.

In order to understand how online learning material is accepted to use in school, this research study is designed to be in a qualitative research. Through this study, qualitative research is primary data which emphasizes on the nature of socially constructed reality, how researcher understand what is being studied and problems arising throughout the study [14]. Throughout this methodology, it helps researcher to understand better phenomena, conditions and circumstances and why it happened that way.

The reason why researcher uses qualitative research is because it is easier to plan, design and conduct. In addition, qualitative date will provide more exposure on views, personal opinions and judgements. The study on the acceptance of using online learning material towards school students and teacher will be conducted in Selangor area where the informants are applicable at this area. The selected informants will be interviewed in order the researcher to get the answers based on the research questions given which to achieve research objectives. In-depth interview will be conduct in two focus groups as this research need answers from the group of students and group of educators.

Furthermore, the question can be informal approach where it can create comfort situation between the researcher and informants. By conducting interview in focus group, the answer given by the informants will be more thoughtful and easier for researcher to obtain better findings. For data sampling, this research used purposive sampling method in order to collect data from the sampling informants. By using this technique, researchers choose the members of population to participate in the study based on their judgement.

Interpretive social science method will be use in this research which aimed at producing an understanding context of the information system, and the process whereby the information system influences and is influenced by the context. In this research, the actions that occur both in face-to-face interactions and in the wider society surrounding the immediate scene of action [15]. By applying interpretive paradigm in the study, it allows researcher to obtain informants' thoughts as it is more subjective and specific. The interview sessions between researcher and two focus group of informants are recorded and transcribed verbatim so that they can be guaranteed, fair and provide evidence of what and not to say.

This research has two focus groups, one group represent educators and another group represent school students. Shows as table below:

Interviewee Gender Age Occupation

F1 M 68 Educator F2 F 50 Educator F3 M 24 Educator F4 F 16 Student F5 M 17 Student F6 F 17 Student

IV. FINDINGS AND DISCUSSION

Learning structure is the first theme that researcher able to develop from the interview sessions. To ensure learning process deliver efficiently, the education system have to reach the requirement such as an organized structure. In this study, researcher is able to come out with theme about learning structure to answer first research question.

Learning structure include pragmatic skills and habitual practices that support effective learning and influenced by environment conditioning from teachers to school students. The online learning material is one of the new structures in academic to improve better education process. Researcher concludes that all participants understand about online learning material in schools and they stated that it is a new method of learning process in school and using internet.

F1 mentioned that:

"When we talk about the word school it means that learn in school but using new method which is internet. Online learning is one of the tools to grab especially school students' attention to learn in better ways..."

People always feel online learning is about distance learning however when it includes the word "school" the online learning material tranquil face-to- face learning between teachers and students to ensure this process reliable. The online learning is

support material for teacher to seize students' interest and to enjoy learning environment.

As for F2 and F4 stated that:

"Online learning material is a new method for teachers and students to use in schools" (F2)

"The learning process is the same but we are using computers in class" (F4)

Each approach offers benefits and drawbacks; with no one emerging as the dominant or superior model but to find the approach that best suits the institution's strengths and diminishes its challenges. For school structure, online learning only apply internet in the learning process and just to stretch additional knowledge as a reference for teachers and students during in class and outside of the class.

Technically through the findings, online learning materials in schools utilize the use of internet or accessible to technology in subjects to make sure students obtain better outcome in education. It is also leverage academic strength and traditional approach stagnant as before to prevent the changing of direction of school structure.

In learning process, it needs interaction as a guiding principle to have engagement between teachers and students. To have an effective learning process, teachers and students need to have connection such as discussion, positive arguments or response. Whether a response challenges or builds on their comment, it prompts them to think much more deeply about it. Both teachers and students need to realize that their contribution has influenced the conversation.

From the findings, it can be concluded that both groups of participants prefer using online learning material as today the technology become important. Moreover, participants expressed that online learning material give better understanding in learning session because of the interactive from online learning to have animation and images as well as easy to access additional information.

F2, F3 and F5 mentioned that:

"We already use online learning material in schools because it is easy to explore and students are easy to understand" (F2)

"Our aim is to make sure students feel happy every time come to class and by using online learning, it grabs students' attention" (F3)

"I love online learning because it easy to understand"(4)

During the interview session, participant has stated that teacher act as a facilitator and the role not only to teach student but need to guide student to grasp right path in learning process. Online learning is easy to understand and reliable because it makes teachers and students effective. It will keep whole team up-to-date with a few clicks meaning that teacher able to teach and create course once and share it with students in group and then check their progress later.

In addition, online learning materials provide valuable assets to make users easy. Because it is an innovation that considers the work of a mediator, people think that it is easy to interact with the different students on the web and see the trade, participate in discourses and participate in rallies. Their network with their teachers was also improved due to the timeliness and online help provided by teachers. This causes them to get help when they need and complete homework and work on schedule.

Other than that, from this question researcher found out that participants respond about easy to access useful resource after using online learning material. The reason of that is because online learning materials have no limitation for students and teachers to explore additional information.

F3 and F5 stated that:

"In class, I use mix method during learning session. The online learning has explained the subject and I as teacher will explain further to the students therefore, it makes students have better understanding" (F3)

"It feels like we are watching tv and all the videos give many examples" (F5)

Online learning material takes into consideration a significantly more compelling proficient advancement experience. Despite the fact that in schools internet learning use blend strategy, students can work through online material at their own pace. The subject comprise of an incredible wide range of learning positions as assignments and sight and sound substance, for example, video, content, and so forth.

This type of learning pursues that suggestions of participant's on learning since it gives students a lot of time to process, draw in with one another, practice, or do their own exploration. It is not necessarily the case that meeting up in a gathering can't fill in as an integral asset for adapting however researcher consider it to be an apparatus in the tool stash instead of the most important thing in the world of educating and learning.

Online learning material has gone to be a standout amongst the best methods of teachers for students who show enthusiasm for proceeding with training and education. It gives additional edge to the individuals who wish to improve their subject aptitudes. It is additionally a well-established certainty that when school students are keen on what they are realizing, they increase better maintenance capacities and do some amazing things in that specific subject. Same way, if student picks up a chance to utilize innovation to the best of his favourable position, he additionally emerges well with his improved learning abilities. Further, online learning material demonstrates the door to more students' cooperation, better interface with teachers and ample accessibility of assets with greater profitability in the learning procedure.

From the findings, researcher found out that online learning material able to offer time consume during learning process. As a result, teachers can focus only on students and teaching. Moreover, online learning materials provide frequent assessment to students to reduce distractions and obtain more information.

F1 and F5 mentioned that:

"Online learning material able to reduce distraction during learning process and it is also make teachers and students explore new knowledge together"(F1)

"It feels like I am learning from home because we are watching videos and it is easier to understand. If using books 100 percent, it is hard to imagine certain examples given by teacher"(F5)

It is not exaggerated that fun learning assumes a crucial job in online learning material, commitment and learning results. Many people misjudge of the capability of fun learning or think of it as not fitting for teaching purposes. Be that as it may, fun learning is not tied in with giving students a chance to play around. It is tied in with drawing in, spurring and

motivating them to learn. It is demonstrated that giving students a short and loosening up break during exercises will lift blood stream, send oxygen to the mind and help teachers hold better learning process.

Therefore, it is important to give students an excessively fresh and genuine environment in the class. The facts

demonstrate that the education organization feel gives students better spotlight on what they are examining. Nonetheless, genuine condition ought to be considered in learning mentality as opposed to the class condition. In this manner, making an engaging virtual study hall with genuine learning frame of mind is conceivable.

There are different points to illuminate the class. It could be as straightforward as demonstrating students an engaging vivified video or including diverting educator joke in exercise. Be that as it may, it likewise could be as academic as isolating students into little online gatherings and giving them a chance to have some good times of collaboration, discourse and even challenge against different gatherings. Engaged students feel progressively connected with towards the online subject. This upgrades their online encounters and urges them to find out additional.

From the interview sessions, participant's response positively towards the engagement between teachers and school students using the online learning material. It is because the online learning able to give teachers to manage their time properly therefore teacher can focus to their students. Furthermore, it helps teacher to interact with students to make sure students are not take online learning material for granted. Teachers also able to monitor student's activity using this technology.

F1, F2 and F6 stated that:

"Yes of course people will question about the technology can harm children if we don't observe them but teachers have been trained properly. Teachers act as facilitator to students thus, teachers will make sure students use online learning material properly and will make sure students gain knowledge in better ways" (F1)

"Teachers are not only doing teaching in class but we have other tasks to do such as admin work. As online learning have been introduce in our school, teachers are able to use this material to interact with students

effectively because we can trace and monitor students"(F2)

"Teachers always look and check us during learning session and they will always want us to go back with better input"(F6)

There are a huge number of diversions for students to jump on the Internet. Diversion is a standout amongst the most factors adding to the high dropout rates of online learning material. The reasons why students lose their concentration while learning on the web could be their very own poise, exhausting taking in encounters and intriguing allurement from the Internet.

Hence, teachers need to utilize their capacity to make learning session additionally enticing. For instance, in the event that they like watching YouTube, show them a connecting with and instructive video. Recordings have numerous possibilities in online instruction. It envisions everything and enables understudies to see much better. In the event that students like computer game, make online subject intuitive, for example, gamified learning. It is difficult and requires time and exertion however discharge much positive learning results.

From the findings, researcher conclude that the online technology not only provide better material in curriculum but it also helps teacher to monitor students to prevent students from access inappropriate website. Moreover, teachers able to control the system during learning session in class using.

F1, F3 and F4 stated that:

"Actually technology provides tools to make our life easier some goes to academic purposes. We can obtain all the information easily so teachers do not have to worry about it"(F1)

"Actually we do not need to worry about students using online learning material in class because we as a teacher, we can control this system to make sure students can access academic websites only"(F3)

"We are unable to access other than academic website"(F4)

While the smart classroom infrastructure is improving students' experience towards learning, it

also distracts them in multiple ways. If students have access to any device with internet in the classroom, they can easily yield to tempting diversions, such as playing video games, browsing websites not related to the class content, or installing unnecessary applications that pose virus/malware threats.

Thus, there are ways for teachers to monitor what information the students are consuming through their machines in a digital classroom environment. The advancement of technologies helps teachers to eliminate distractions in the class and focus more on teaching.

From the findings, researcher concludes that online learning materials not only improve learning process but it helps students to develop potential skills. As online learning material is flexible, and convenience, it helps students to match their skill to face significant challenges.

F1, F2, and F5 mentioned that:

"I love to see students become more creative, proactive during learning session in class" "these young generations are our future and I know all of them has their own potential. All I can say; online learning material helps students to become more bold and fearless to grow better"(F1)

"Maybe because of the animation and images that they use, I become more creative in solving solution"(F2)

"Online learning gives me opportunity to use my imagination to think outside the box"(F5)

Persistence is perhaps the biggest key to success in online learning. Students who succeed are those who are willing to tolerate technical problems, seek help when needed, work daily on every class, and persist through challenges. Throughout their education, children are taught to retain and digest information in a certain way. Precedence is given to listening and absorbing rather than thinking critically. Effective online learning strategies can change this mindset by helping them develop deeper learning skills.

These skills allow students to approach problem-solving and decision-making tasks with innovation and creativity. They increase their ability to spot flaws in existing concepts and discover ways to adapt and improve them. Teachers must adopt strategies that strengthen deeper learning.

V. CONCLUSION

Education can become transformative when teachers and students synthesize information across subjects and experiences, critically weigh significantly different perspectives, and incorporate various inquiries. Educators are able to construct such possibilities by fostering critical learning spaces, in which students are encouraged to increase their capacities of analysis, imagination, critical synthesis, creative expression, self-awareness, and intentionality. It is becoming increasingly common at many schools, offering hybrid/blended courses combining online material with face-to-face teaching. From this research, the finding shows that traditional classroom, it is common for only a small percentage of students to participate in discussion. In an online environment, teachers as well as students can structure their discussions so that everyone contributes.

For all the time, energy, and money we put into books, technology, and curriculum, it is easy to forget about the importance of school facilities play in student learning. The spaces that provided for students to learn in create an environment that is conducive or not conducive to deep learning. And while it might feel that as teachers cannot impact physical classroom too much, we can have a greater impact than we may think.

Being competent and well-performing teacher is one of the most important resources in any educational institution. The teacher is considered the professional agent and the most directly responsible person in the process of learning as he is the one in charge of making and helping students learn and benefit or suffer from the quality of his teaching. Given this, the teacher and the quality of his teaching are always under discussion and receive prevalent importance in education.

In this research, researcher concludes that teacher is at risk when it comes to the fact that they may encounter a situation whereby our educational systems fail to educate and form excellent learners. As a result of such concerns, there is usually a persistent need in education to assure effective teaching for students at all levels especially by using online learning material. Lack of professional training and professional development of teachers can be a key source for any dissatisfaction in the quality of their teaching to form competent students with the necessary knowledge and skills in the different subject matters by using this material.

One of the goals information technology applications in education reform is to improve

student learning outcomes. In this research, researcher found out that the online learning material gives learning activities including interaction between teachers and students. These activities effectively support the learning process of students and teachers. The result of using online learning material in school is a factor affecting students to have better result. There is a positive influence in the direction of time spent on using online learning material.

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Wattpad as a Platform for Writing Community: A Conceptual Framework

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Abstract— Wattpad is an online reading and writing platform. Its existence complements the production of reading material or books that are no longer limited to paper but has extended across the continent with the advent of technology. Qualitatively, this paper discussed on the role, influence and potential of Wattpad towards creative writing. Data were gathered from various reviews of literature and sorted using the Atlas.Ti software. Findings were then framed using a conceptual framework.

Index Terms—Wattpad, Creative Writing, Atlas.Ti

I. INTRODUCTION

Technology has rapidly evolved which resulted in what we have nowadays. Smartphones, iPads, computers, laptops are the replacement for books, people choose light and small gadget to communicate, reading, find entertainment and much more--- which brings up concerns such as, 'is writing still relevant?', 'will this creative industry and talent become extinct?' Thus, we discover Wattpad, an alternative way to read and write. Wattpad is an application or more known as a user generated content-based platform. In the beginning, this application was free and gradually has been developed into a paid application. Nevertheless, it is still at some degree an application that allow users to read and write for free. Therefore, does Wattpad actually functions as a platform for writing community? This paper will analyze the role, influence and potential of Wattpad as a platform for writing community and the result will be presented as conceptual framework at the end of this paper.

II. LITERATURE REVIEW

A. Wattpad--- a community for readers and writers.

As [1] stated in her paper, Allen Lau the co-founder and CEO of Wattpad said that Wattpad is the biggest community for both readers and writers. This platform, according to Allen is a place for amateur writers to begin their writing journey. Notable professional writers take advantage of this platform as well, such as Margaret Atwood and Paulo Coelho.

According to [1], Wattpad has served over 10 million users, where one million is from the United Kingdom and about six million of its readers are writers from this platform. Moreover, about 2.5 billion seconds are spent at Wattpad for reading purposes and up to 24 languages are covered in this application. This shows how Wattpad is able to become a writing community for its users as this platform's creative content were updated in daily basis and checking it up had become a norm in the user's lives.

A study by [2] discusses how many writers and readers are using this platform for writing online and sharing their creative content. From this article, about 32 million people have visited Wattpad and about 9 billion seconds were spent there. "The readers are people who crave stories". This particular line indicate the importance of the readers towards building writers' growth and career. The feedback and comments from the readers help writers to shape their story.

Wattpad is no longer simple a writing-based application. Whenever "Wattpad" is searched on YouTube, a lot of videos and songs come up. This is because Wattpad does not just encourage writing but other creative talents, too. Writers can make short videos about their stories and upload them on Wattpad and YouTube to generate interest in their written works.

Besides that, [2] stated that he is the proof that people still read. The Internet helps people read and write with more ease and freedom. There are a lot of writers that have succeeded in publishing their books traditionally through Wattpad. This shows how Wattpad acts as a community for its users. It can be communication tools, a place to hang out with similar minded people and escape reality by reading and share your imagination to others by writing it.

While Wattpad can be many things, but primarily its main role is to serve as a community that connects both readers and writers. Like any other application, Wattpad also function as a medium of communication. [3] also had analyzed the range of comments on Wattpad. According to [3], this technology has made communication easier and it can happen anywhere at any time. This can create a bigger role for readers; they no longer go online to simply read but also can give feedback about the storyline of the story they are currently interested on, hence becoming a coach on how to improve their writings for some of the writers. This study focuses on how comments can effect a content.

A study by [3] has used two theories which are "Second Generation Cognitive Literary Study (Kukkonen and Caacciolo, 2014)" and "Transactional Reader Response Theory (Iser and Rosenbalt, 1978)". Observations on how readers react after reading in Wattpad can be seen in [3].

B. The Influence of Wattpad: Gadget and digital generation.

A study by [4] deals with the issues on culture on how the students have been exposed to other cultures than

their own and how these students become confused about creating their own identity. Based in Indonesia, this paper pointed out that Wattpad actually can solve this problem.

While using Wattpad, the problem can be controlled by reading their own country's literary works. In these works; such as short stories, novels, poems and other works by Indonesian writers, implementation of their own national culture that has been included in the works. So, by reading works by their own national writers, they can gain understanding and be faithful to their own culture even though they are still exposed to other cultures. This will help to find their own identity and at the same time, to respect other cultures.

However, adults or the educated individuals need to observe and guide these young students as they use Wattpad. As readers know, Wattpad is a platform that has many genre and classification of stories that sometimes are not suitable for students in certain age range. In [4] paper stated how the result of their study shows Wattpad is a good platform to spread their own culture in literature and fiction. With this platform, Indonesia's beautiful culture will be known to others. At the same time, this will remind the student about their own home and culture.

Wattpad does not just influence people in writing and reading but also in spreading the culture. This makes writers responsible for representing of their own culture and country in their writing.

According to [5], informative technology can affect the reading and writing culture. Internet and computers have helped reading and writing become easier than in the past. Children from IT generation are not the type that read books. Their handphones, smartphones, laptops, and televisions are always beside them which means, if they read, they will use the gadget that they have. This reduces space and time as the data or information that they need for reading are in one gadget.

Using gadgets and the Internet, multiple reading can be done at the same time. Even if the readers do not have enough time, they can bookmark the pages they are interested in, shut down their gadgets to continue reading it later. Not everyone has the time to go to libraries or bookstores, so with the Internet and smartphones, reading becomes more flexible and easier to access for everyone.

Research by [5] also encourages electronic publishing. Not only to increase the number of creative works but also to increase the number of writers and their written works. According to [5], to encourage society to be successful and up-to-date, reading is a requirement and must be done in a lifelong period and the act of writing must always be polished to increase the quality of society.

According to [6], their research has evaluated readers' reasons for choosing Wattpad. The reasons includes surrounding influences, interest in literature, social media, being bored, free application and convenience. [6] also analyze this topic through "Learning Satisfaction" and "Emotional Satisfaction".

Many elements influence readers to choose Wattpad. As Wattpad has all the reasons that [6] seeks, [6] concluded that Wattpad also has universal quality. [6] also conducted qualitative method through an interview and collecting sample from Wattpad readers from Laguna, Santo Tomas and Tanauan City.

This research shows the majority of the Wattpad readers are female and school students that are influenced by their friends. Meanwhile, the readers keep using this application as it gives satisfaction and peace to them as well as a place for them to cultivate their imagination. But this can evolve to addiction as they keep reading on Wattpad to escape the reality. Besides that, Wattpad a good writing and reading platform for users if they use it wisely.

According to [7], we become less focused and out attention becomes shorter as the technology develops. The reason to this factor were the existence of Snapchat, Instagram, emoji, meme and so on. But with the existence of Wattpad, the reader can read at their own time and space without having to worry about their focus or lack thereof. As Wattpad is a convenient application to its users, number of its users always increases. From [7], about 45 million readers, ranged from age 13 to 34 years old have spent about 15 billion minutes for reading and writing on this platform. And more than 300 thousand story been uploaded on Wattpad.

Wattpad is also a great platform for famous big brand such as Target, AT&T, Cola-Cola and GE. These brands have been taking advantage of Wattpad in order to encourage the writers to put their brands in featured e-novel and influence the readers to buy it. They also create short stories writing competition and much more. Similarly, Sour Patch Kids also use Wattpad to organize a competition; write up a short love story that ends with a sentence provides by the brand. Wattpad gives space for promoting, as the writers write stories and include the items that they want to promote. In just within 30 minutes that will generate give millions of income.

This shows that Wattpad has the power to influence through writing and how it can act as a writing community. As a writing community, not only Wattpad has the power to influence people to read and write but also has the power to manage the income of the big brand.

"Writers can earn cash with in-story ads on Wattpad" written in an article by [8]. This article described how these writers can generate income by adding ads in their stories. Writers will earn money when the readers read their stories as the ads will pop up between chapters or parts while they are reading.

A study from [9] stated that even though this platform has about 40 million readers, it still not considered as a threat towards the traditional publishers. Moreover, this platform has collaboration in finding talents or potential stories with big publishers like Simon & Schuster, HarperCollins, and Sourcebooks. Many of these publisher's writers come from Wattpad. Wattpad also helped writers find their place in the traditional publication. It does not only assist in maintaining the culture of reading or writing but also keeping literature alive and keep producing more literature.

Moreover, [10] has discussed the fact that many author is currently negotiating authority and influence on

Wattpad. It stated that, a publication is not limited to a publishing company but nowadays even the writers can print out their own stories and sell it directly to readers. This shows that writers have their own commercial value. The more followers or readers following the writer's work the more independent the writer can be in term of creating their own content. Using Wattpad, many writers created their own fan-base. With it, writers can sell their works in hard copy or even sell it online without any problem without even publishing the book through any publishing company. Writers are now able to independently publish their works to books or e-books, which are made easier with the existence of Wattpad.

A study by [11] has recorded the experiences of writers using Wattpad for their writing activities. Arumi Ekowati decided to use Wattpad as a platform for her to express her ideas and to interact with her readers. She found out that writing in Wattpad has more peaceful ambience, and are able motivate her as the readers keep encouraged her and ask for more content. But Arumi will not publish her story in Wattpad if she doesn't have the confidence that her story can be completed and will be published. Fisra Afriyanti, who is an ex-user of Wattpad that now uses her own blog to write. She agreed that Wattpad has helped her in building her fan-base. Therefore [11] has concluded that Wattpad has helped to expand writing skill of professional writers and for new writers, it has serve as a platform to explore, experiment and a place that will introduce them to the writing world.

Another research from [12] has garnered opinions from publishing companies towards current technology. This research also investigates what happened to the company as the result of technology advancement. Some of the company have to use technology to expand their book range, do the promotion, publish e-book besides selling books, and emulate digital printing to meet order demands, using the technology to analyze and planned book sale and lastly distribute product using multiple lines.

These facts shows that Wattpad have influence on the publishing company. Wattpad also acts as promoting tools for the publishing company that uses it. Some of the company has strategy to put up to 10 chapters from a book then sell it as book or e-books; which is a big strategy for these company as the demand for books are not as much as in the past.

Meanwhile, [13] has discussed the impact of technology towards reading comprehension that was from past research. The past research already touched on the subject of memory and text to show the impact of technology on memory and reading comprehension part of literature. In this paper, the presentation doesn't have any effect on the understanding of narrative or text that been read.

Furthermore, the readers aren't affected even when they read using other platforms. Thus, the research stated that reading can be done nether in whichever medium that readers choose.

A study by [14] has discussed the future of books and analyzed the difference in sales, library and book borrowing, issues on LCDs, E-Paper, publisher and digital vs. print and much more. Even though the paper is more in depth about the negativity on digital usage rather than books itself, where digital can make eyesight worsened gradually and not stimulating the brain. But what's clear is, using digital daily have become a habit in person's life. In America, mostly publisher or publication has agreed that e-book is a great potential for their industry. A study by [15] has covered the issues of Internet influence towards newspaper reading. This research has concluded that technological development has a great influence on reading culture among high school teachers at Kigumo Sub-County. Facebook and WhatsApp are the most used by teachers. A study by [16] explained how to expand ways of reading which is now increasing with digital use. This research has touched the topic of economy, psychology, culture and much more.

C. Wattpad's Potential

A study by [17,18] has analyzed the readers' responses towards writers' works. The study stated there are two types of reader, the ones that give positive feedback and the ones that give negative feedback. This research focused on teenagers that write as a hobby on Wattpad. Indeed, there were interactions between both the writers and readers. There were feedbacks on grammar, some praises, helps in correcting the spelling and much more. Therefore, this platform has become a place to learn, especially for writers. There are also lots of professional writers and publication that read on this platform and give some advice to the novice writers. A study by 19] found active involvement of middle school students in Turkey on writing on Wattpad. This research finds that students are more likely to read and writing outside of school using Wattpad application. Students feel freer to write and read without any surveillance. They also give more attention to what they are writing on as this platform has a comment system and follower system, and also a rating system.

The reason why the student is not as proactive in writing at school as writing on Wattpad, it is because the school has rules that tends to limit their imagination and creativity. Even though this research founded negative result for writing in school, but at least the students write and read using Wattpad. Companies such as Wattpad is planning to produce movies taken from Wattpad [20].

III. CONCEPTUAL FRAMEWORK

From the literature review above, a conceptual framework was created.

Figure 1: Roles of Wattpad as Writing Community
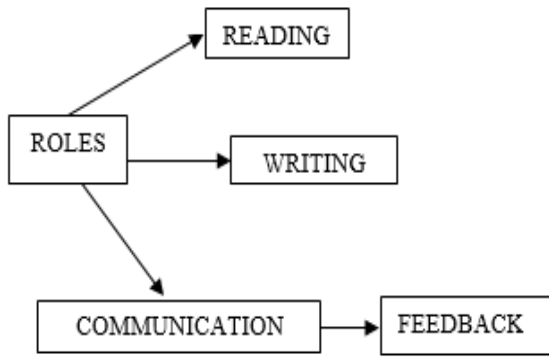
Based on figure 1, it can be seen Wattpad roles are divided into three aspects which are reading, writing and communication. Communication then brought up to the feedback that happens between writers and readers.

Whilst for Wattpad Influence, it can be seen in the figure below.

Figure 2: Influence of Wattpad as Writing Community.
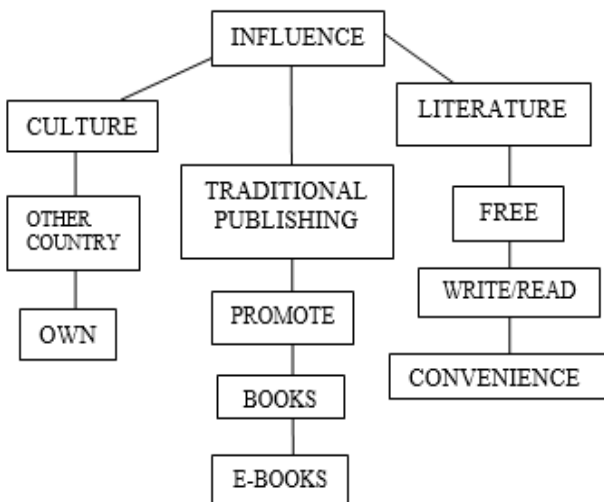
As for figure 2, Wattpad's influence can be divided into three main parts, which are culture, traditional publishing and literature. For culture, Wattpad can influence users to take note of other country's cultures and at the same time for the users to make their own culture known. Meanwhile, for traditional publishing, it main influences are to promote their product which is the books and also e-books.

Lastly, for literature, these influences are the most important part that shows Wattpad as a writing platform, which are free, as the readers or users can use this platform freely without paying. Secondly, Wattpad influence users to write and read as it was free. Last but not least, the convenience, as Wattpad is an application that is easy to use and up to user's expectation.

Lastly, for Wattpad Potential it can be seen as the figure below.

Figure 3: Potential of Wattpad as Writing Community
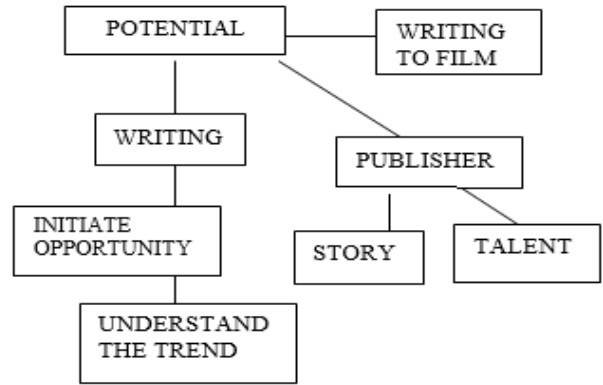
The last figure, shown that Wattpad has its own potential as a writing community. Divided into three parts, Wattpad has the potential to turn writing into film material, which will help the writing industry to expand further. Secondly, to cultivate possible potential for writing, as it will help writers initiate the opportunity to be known and to make their writing better when they are conscious of new trends, as readers make the trends changes every day. With this platform writers can understand the trends easier.

The third potential is for the publishers, publishers can use this platform to find talented writers and from there publish good books/stories that already have their fan base.

IV. CONCLUSION

In conclusion, Wattpad has many good points and proven to be a writing platform for the writing community. Even though there some negative view on how it can be an addiction but in some others way, we can see that writing and reading will never end with this kind of platform. Wattpad has all the facilities for writing, which also indicated how it can be a functional writing platform.

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The Common Psychological Determinant Factor of Depression and Stress among Undergraduate Students

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Abstract— The demands of living nowadays causing a rising number people being diagnosed with depression, anxiety or other mental health problems. A survey done by National Health and Morbidity in 2015 finds that the prevalence of mental health problems among adults in Malaysia has increased from 10.7% in 1996, to 11.2% in 2006, to 29.2% in 2015 (MIASA, 2017). These mental health problems share similar symptoms, like nervousness, irritability, insomnia and problems concentrating, but each has its own causes. One in 10 individuals in 2011 to one in five in 2016 cases reported are among Malaysian students (Bernama, 2016). These results reveal a worsening state of mental health problems especially among students in Malaysia that must be addressed. Therefore, a preliminary study was conducted among students in one of the private college. The Depression, Anxiety and Stress Scale 21 (DASS-21) inventory was used to measure the students' mental health based on three elements which are depression, anxiety and stress. The results will show that there are students having moderate to very severe level of depression, anxiety and moderate to severe level of stress. This finding is alarming in terms of increased risk for psychiatric morbidity because it indicates the amount of burden students have to bear in the current situation. Therefore, initiation of stress management programs such as expanding counselling activities (Harun, 2018), providing adequate facilities and resources should be highly prioritized by authorities. Interview sessions are suggested to explore in depth on these issues.

Index Terms— Psychology, Depression, Mental Health, Stress.

I. INTRODUCTION

Nowadays, many people misunderstood the true meaning of being healthy as they thought that being healthy should be physically great and free from any illness. However, as stated from World Health Organization (WHO) in 2014, mental health is best describe as a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life (Harun, 2015), can work productively and fruitfully, and is able to make a contribution to her or his community. Thus, mental health is part of health and it is an irreplaceable aspect of health.

In addition, identifying depression and stress levels are considered as important indicators for mental health. These two emotional disorders can lead to negative outcomes, such as impaired normal functioning, burnout, and health problems. Failure to detect and address it will unfortunately lead to increased psychological morbidity with undesirable impacts all through their professions and lives. As for psychological determinant factor, the psychological factors are the factors that talk about the psychology of an individual that drive his actions to seek satisfaction (Alias,2011). Some of the important psychological factors includes motivation, perception, learning, as well as attitude and beliefs. In terms of theory, psychological determinant can be found in Psychoanalytic Theory by Sigmund Freud.

The theory composed the idea of personality that consist of three different elements which is Id, Ego, and Superego. The Id is the aspect of personality that is driven by internal and basic drives and needs. These are typically instinctual, such as hunger, and thirst. Due to the instinctual quality of the id, it is impulsive and often unaware of implications of actions. Meanwhile, ego is driven by the reality principle. Ego works to balance the id and superego, by trying to achieve the id's drive in the most realistic ways. The Superego is driven by the morality principle. It acts in connection with the morality of higher thought and action. Instead of instinctively acting like the id, the superego works to act in socially acceptable ways.

A survey has been done by National Health and Morbidity (2015) finds that the prevalence of mental health problems among adults in Malaysia has increased from 10.7% in 1996, to 11.2% in 2006, to 29.2% in 2015. It is also reported that 1 in 10 individuals in 2011 to 1 in 5 individuals in 2016 cases reported are among Malaysian students. University students are a special group of people that are enduring a critical transition period. At this age are moving from adolescence stage to adulthood whereby it can be one of the most stressful times in a person's life. A research conducted in Malaysia among undergraduate students showed that the prevalence of moderate to extremely severe level of depression (13.9% to 29.3%) and stress (12.9% to 21.6%) (Gan, Mohd Nasir, Shariff & Azizi, 2013; AlAni, Radeef & Ghazi, 2015). Therefore, addressing these issues is vital to improve the mental health status among undergraduate students. The issues in mental health has been uprising following the increase in prevalence of mental health problems (Harun, 2015). Thus, several problem statements are identified from previous researches and surveys conducted in relation to address

this issue into improvement. High prevalence in young generation. Previous surveys revealing that mental health problems until now still showing incensement, as well as more cases involving universities student. Severity of depression among the depressors. Most of the cases reported shows that the individuals involved are in critical level of severity whilst these conditions are actually preventable and curable. Public awareness on this issue are still not in the safe level where people are more concerning on spreading news but less action in prevention methods.

II. LITERATURE REVIEW

University students are potentially in contributing for the country in future, this group's health being is taken importantly to ensure their good productivity and influences towards themselves, family, country, and more. A big number of studies have been conducted worldwide regarding the prevalence of depression among college students. A study involving undergraduate students from University of Malaya, Malaysia has shown that there is significant proportion of depressed subjects (Islam, Low, Tong, Yuen, & Abdullah, 2018). Though some studies found most of students had adequate mental health, Suleiman et al. (2017) reported that there is also previous study with first year college student showing 50% depressive symptomology and they are prone to experience elevation in the depression and anxiety levels throughout the study years.

Studies in regard of college students' depression level are conducted to manage the current increasing prevalence in those matters. Several previous studies had been done to investigate and correlate the prevalence of mental health issues with their determinant factors as well as the major implications. The psychological distress among university students have adverse effect on student's health, development, educational attainment, quality of life, and also the deteriorating influence on their family and institutions (Damota, Mekuria, & Bitew, 2019). (Islam et al., 2018) had also reported that higher attention is needed for those students in second year, living off campus, from lower economic status, with sleeping problem, and with PTSD.

On the other hand, students in all three involved faculties showed equal presence of depression and no differences were seen on the basis of years of study (Suleiman et al., 2017). Nevertheless, there are various studies agreed upon the basis of multiple determinant factors that influence college students to have higher risk in having depression and stress as supported with the most recent study by Othman, Ahmad, Morr, & Ritvo (2019) revealing high prevalence of depression, anxiety and stress among students as well as identified the significant factors covering the ecologic perspective of personal, interpersonal, family, social and others. Students' motivation, studies burden, attribution styles and proper study facilities should be taken account as well so

interventions can be designed in the efforts of reducing the increasing mental health issues (Suleiman et al., 2017)

III. METHODOLOGY

This study was conducted among 30 undergraduate students in one of the private institution in Kuantan. The Depression, Anxiety, and Stress Scale 21 (DAS-21) inventory was used to measure the student's mental health based on three elements which are depression, anxiety, and stress. As for this study, it will be solely focus only on anxiety and stress. Self-administered questionnaires consist of 2 sections which is demographic data and Dass-21 questions. Demographic data consists of 5 questions based on personal details: gender, age, education background, current semester and financial support and another 3 questions will have added. The DASS-21 is a 21 item self-report questionnaire devised to measure and assesses the severity of a range of symptoms common to depression, anxiety and stress. The DASS-21 will be conducted online which will provide the score once the students complete all the questions. DASS-21 was used because it is well established, easy to use and reliable, based on Cronbach's alpha scores (0.91 for depression, 0.84 for anxiety and 0.90 for stress) in the normative sample.

IV. RESULT

Based on the survey conducted, we divided the results into four groups that may contribute to the score of DASS-21. This group is divided solely based on the number of students that score above normal which is in mild and extremely severe in both Depression and Stress score.

The first group is for gender which consist male and female. The number of student for Depression is 2 for male and 8 for female. As for Stress, there is none for male and 11 for female.

The second group is divided in terms of age. The age of participant include in this survey is between 18 to 21 years old and 22 to 29 years old. As for the age 18 to 21 years old, both number of students that score above normal for Depression and Stress is 8 students while the age group of 22 to 29 years old, is 2 students for Depression and Stress is 3 students.

The third group is divided among semester. For semester 1 to semester 3 the number of students that score above normal for Depression is 9 students while for Stress is 8 students. Another semester is including students in semester 4 until semester 7 that score Depression above normal is 1 student and 3 students for Stress.

The fourth group is divided among financial support. For the student whom are sponsored, the total student that score above normal is 3 people for Depression and the Stress is 11 people. The student whom are self-support have total of 2 people for Depression and none scored for Stress.

Number of Students with DASS21 Score Above Normal
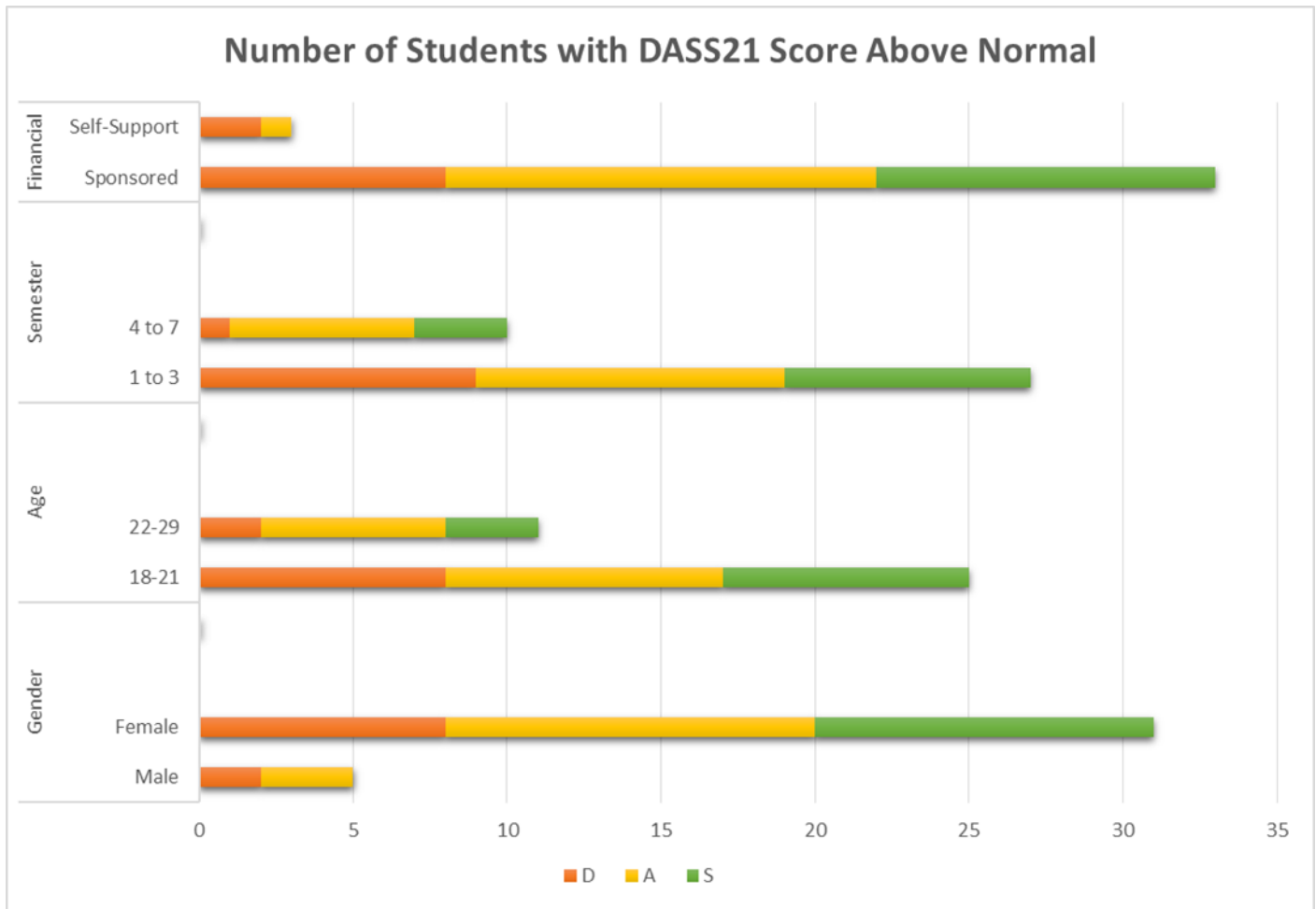
Based on the survey conducted, we found some connection between financial supports that including monthly expenditure and current semester may have an affect towards the score in DASS-21. This is because some students might find it difficult when they have to manage their money accordingly. Some might think that this financial issues will burden them. Based on the result for financial support found that sponsored students have the highest number for stress. Apart from that, the current semester they are in might also be the factor of the score of DASS-21 become mild and extremely severe for some students. For example, the highest number of students that score above normal for depression is from students in semester 1 until semester 3. These survey also have some damaged form that cannot be used in analyzing data. Additionally, this research is conducted only for 30 students. Thus, the result cannot be applied as a general to be referred.

This result of this research is focus solely on the score of DASS-21. The reason of we choose to use DASS-21 is based on some reasons. There are two types of DASS which is DASS-42 and DASS-21. The full DASS-42 gives somewhat more reliable scores, and more information about specific symptoms, but the DASS-21 has the advantage of taking only half the time to administer. There are several published studies showing that the DASS-21 has the same factor structure and gives similar results to the full DASS.

In general, the full DASS-42 is often preferable for clinical work, and the DASS-21 is often best for research purposes. Other than that, DASS-21 also available online that makes the survey can be complete in short period of time. The disadvantages of using DASS is simply because it can only be use and valid for short period of time. This DASS-21 does not indicate that some people have the mental health issues, however, the result can be used as a prevention from mental health problems. The exact cause of depression and stress is unknown. It may be caused by a combination of genetic, biological, environmental, and psychological factors. In general, about 1 out of every 6 adults will have depression at some time in their life. Anyone can get depressed, and depression can happen at any age and in any type of person. However, the most range of age that may affected by depression and stress might happen is between teenagers and adolescence. Hence, this research focus on that range of age. Overall, these results might help to better understand the phenomenon of emotional instability among undergraduates. Early recognition of depression, anxiety and stress level and problems are essential as to offer treatment to those who are affected. Interview sessions are suggested to explore in depth on these issues. Sponsor and financial support acknowledgments are placed in the unnumbered footnote on the first page.

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Language Assessment Literacy of Malaysian School English Teachers

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Abstract— The idea that assessment is essential in teaching and learning process is not new. In the recent years, most educational systems in the world have experienced or are experiencing a shift from focus on summative to formative assessment. Malaysia is one of the countries that has recently started making major changes in its educational system including the way assessment is practiced at schools. However, very few studies are available on how teacher training programmes train future English language teachers on principles and practice of assessment. The present study investigated language assessment literacy of 48 Malaysian school English language teachers. Quantitative method was applied in collecting and analysing the data. More specifically, survey method and a questionnaire adopted from Fulcher (2012) was used by the researchers to elicit the data. Descriptive method was used to analyse the data. The results of analysis showed that 44 (92%) of teachers indicated that they were somewhat prepared in developing useful language tests. Furthermore, the findings also presented several language assessment trainings needed by the teachers. These findings are expected to have important implications and recommendations for better development of language assessment literacy in the context of Malaysia.

Index Terms— Assessment, ESL teachers, English language teaching, Language Assessment Literacy

I. INTRODUCTION

Assessment has become even more important in recent times because of the use of high stakes tests in determining one's success i.e. passing a level programme, finding a job or getting a citizenship [1]–[4]. Needless to say, a test can definitely affect one's future. Not only assessment helps students to learn but also it helps teachers to monitor the students' progress in the learning process and to reflect on their teaching methods.

Recent development in the field of assessment has led to a renewed interest in the way students should be assessed and evaluated. Malaysia is one of the countries that has recently started making major changes in its educational system including the way assessment is supposed to be practiced at schools. In October 2011, the Ministry of Education (MOE) launched a comprehensive review of the education system in Malaysia in order to develop a new National Education Blueprint [5]. The decision was made in the context of raising international education standards, the Government's aspiration of better preparing

Malaysians' children for the needs of the 21st century, and increased public and parental expectations of education policy.

Over the course of 15 months (October 2011 to December 2012), the Ministry drew on many sources of input, from education experts at UNESCO, World Bank, Organisation for Economic Cooperation and Development (OECD), and six local universities, to principals, teachers, parents, students, and other members of the public from every state in Malaysia. The result of that effort produced the current Malaysia Education Blueprint that evaluates the performance of current Malaysia's education system with considerations of historical starting points against international benchmarks [5]. The Blueprint also offers a vision of the education system and student aspirations that Malaysia both needs and deserves, and suggests eleven strategic and operational shifts that would be required to achieve that vision. In the process, MOE has also introduced the National Education Assessment System (SPPN) which leads to the implementation of Subject-Based Assessment (SBA): a catalyst for education transformation. SBA, according to Fook and Sidhu [6], "can be formative throughout the teaching-learning or summative at the end of it". SBA has indeed revolutionised school assessment to be more flexible and reliable which aids teachers to identify the students' strengths and limitations. SBA promotes regular and on-going formative evaluation; hence, it can be seen as a paradigm shift in the teaching and learning of English in Malaysian schools. It can also be seen as a move to re-align the appraisal of students with an integrated learning experience. It is certainly a bold step forward in the right direction that gears education to the needs of the 21st century. What is required now is a constant and close monitoring process in order to ensure that well-laid plans do not go awry. Through SBA, teachers are given the autonomy to "determine the output to be assessed, plan, construct the assessment instrument, record, analyse and report the

assessment output which ends with following up" [7]. Clearly, the responsibilities placed on teachers are great.

Along with this implementation of SBA, however, there is an increasing concern over teachers' knowledge of language assessment. Research has found that teachers' practice of SBA is still at the average level and found to lack in the practice of effective classroom assessment [6]-[9]. Language teachers should be aware of the effects given upon the institutions as well as the students; thus, the importance of developing teachers' assessment literacy should certainly be given undivided focus and attention.

It is without a doubt that language assessment literacy especially in Malaysian context is still in its infancy. Most researches conducted on the level of knowledge of language assessment was not focusing on the point of view of ESL teachers; thus, this study focuses entirely on Malaysian school English teachers. This study would therefore, try to provide some feedback concerning the language assessment literacy of Malaysia school English language teachers. Consequently, the aim of the research is to investigate language assessment literacy of a group of Malaysian school English language teachers. The research sought to answer the following questions:

1. What is the self-perceived level of English language teachers on their current knowledge and understanding of assessment?
2. What are the assessment training needs of the Malaysian school English language teachers?

II. LITERATURE REVIEW

Over the past century, the world has seen the transformation of assessment in education. It is often mentioned that the modern language testing was developed by Robert Lado. Additionally, the current movement of language assessment that is practiced by scholars, academics and commercial enterprises has greatly been encouraged by Lado's Language Testing that was published in the 1960's.

Assessment, not only in English language education setting but also across most fields of study, is considered as one of the crucial elements in determining the quality of teaching and [10]. With many definitions given to describe 'assessment', it can be defined that assessment is a systematic process of defining, selecting, designing, collecting, analysing, interpreting, and using information to increase the students' learning and development. Assessment is definitely a systematic process that requires planning, developing, delivering, processing and evaluating. According to Jones and Saville [11], it is important for teachers to have the knowledge of the assessment cycle because it controls the quality of the assessment. A study conducted by Klenowski [12] shows that assessment affects both students and teachers in terms of their competency and motivation to learn. Mavrommatis [13] found that assessment acts as a controlling mechanism that manages class behavior as well as attention. Furthermore, assessment practices

conducted by teachers positively impact on students' achievement goals [14].

It is noted that Stiggins [15]-[16] introduces the term of assessment literacy. In his work, Stiggins [17] claimed that there are five main characteristics of assessment literacy which are knowing what to assess, understanding the reason of assessment, having the familiarity with the available means of assessing, being an expert to produce assessment, and being able to prevent problems before it arises. Malone [18] explains that language teachers who are proficient in LAL are able to design and select appropriate assessment, know the impact of standardised tests, and make connections between teaching approaches and assessment practices. Likewise, Pill and Harding [19] explain that an individual who is competent in LAL must acquire the knowledge of understanding, evaluating, creating and analysing any test.

Indeed, the nature of Language Assessment Literacy (LAL) is a unique complex entity. Inbar-Lourie [20] explains "Language assessment literacy is a multilayered entity, and defining it presents a major challenge." LAL encompasses the ability to critically appraise and interpret the discourse that characterises various forces in internal and external assessment [21]-[22] with special reference to language teaching. Assessment literacy among educators is in fact an overlooked ingredient in educator effectiveness.

According to Fulcher [4], teachers' assessment literacy should be taken seriously because of the impact it can give to the overall learning process and students' achievement; thus, the importance of assessment literacy among teachers cannot be understated. Moreover, according to Stiggins [23], assessment is indeed one of the most important aspects of effective learning process and without it, "good teaching is impossible". Mertler [24] explained that knowing the right way to evaluate the students, influences everything that teachers do. Furthermore, a teacher who has good knowledge in teaching a language is not necessarily good in evaluating the students as well [25]. Therefore, it is undeniably necessary for language teachers to have good level of assessment literacy.

With all the pressure and responsibilities given to language teachers, one could question: "Are teachers well-prepared?", "Are they equipped with knowledge in conducting a valid and reliable language assessment to the student?", and most importantly, "Are they testing what it purports to be tested?" We know that a good assessment is able to give a 'snapshot' of what the students have learned; thus, are the teachers ready? No doubt that the implementation of SBA is a great step to offer a positive impact to students' learning and growth [9] [26]. However, the reliability, validity and accuracy are still the main concern [27] [7]. To date there have been several researches conducted to investigate teachers' readiness in assessment. In Majid's study [27] which involved 40 English teachers revealed that teachers were concerned about their level of subject-based assessment. Similarly, Suah and Ong [28] revealed that a majority of Malaysian teachers' assessment literacy were at less than satisfactory. Based on the survey they had conducted on

3866 primary and secondary school teachers in Malaysia, they found that teachers did not receive sufficient formal training in language assessment during their teacher training programme. Later in 2016, Arsaythamby, Rosidah and Rozalina [7] gave a survey to 49 English language teachers to gauge their assessment practice. The researchers discovered that the teachers' level of SBA was still average. All researches mentioned that Malaysian English teachers were at the average level of LAL. However, teachers' level of assessment literacy could be improved if trainings were given to them [7] [29].

III. METHOD

A. Study Design

The approach of the study is quantitative in nature. This study used a survey method, and Fulcher's questionnaire [4] was adopted to elicit data. Specifically, this research employed a cross-sectional survey which the information was collected from a sample that had been drawn from a predetermined population. The information was collected at just one point in time.

B. Population and Sample

The population of the study was Malaysian school English language teachers, and the target population was full-time English language teachers teaching in secondary schools in Melaka. Using non-probability sampling, specifically purposive sampling, the subjects were identified. The sample was English language teachers teaching in secondary in Melaka. This type of sampling involves selecting a sample that the researchers believe to be representative of a given population. The researchers examined a select group of subjects, who are the English language teachers with at least five years' experience teaching English to secondary school students in Melaka.

Thus, the study consisted of 48 English language teachers who are teaching in Melaka public secondary school. As mentioned previously, the subjects were selected based on purposive sampling which rests on the assumption that since one wants to discover, understand and gain insight on a particular aspect; therefore, "one needs to select a sample from which one can learn the most," [30].

C. Instruments

This study adopted a questionnaire that was developed, piloted and analysed by Fulcher [4]. The questionnaire was initially developed to gather information on language assessment training needed by language teacher as well as to design new teaching materials on language assessment. According to Fulcher [4], the four factors (Test Design and Development, Large-Scale Standardised Testing, Classroom testing and Washback, Validity and Reliability) presented in the questionnaire were broad but were able to cover the educational materials for learners studying language testing. Generally, the questionnaire included two types of variants which were closed and open ended items. Table 1 summarised the purpose of the selecting the instrument as well as relating it to the research questions.

In order to suit the purpose of this study, several changes were made. This was to better fit the respondents of the study which in Malaysian education context. First, the researchers included several new items in the questionnaire so that the research was able to serve the purpose of the study as well as to gain better understanding of language teacher's perceived assessment literacy. Thus, several new items were included in order to gauge English teacher's perceived level of LAL. Hence, the instrument consists of 26 items using a five Point Likert scale ranging from 1 (Very Dissatisfied) to 5 (Very Satisfied).

According to Creswell [31], pilot study is a necessary procedure when an instrument had gone through several changes. This helps to determine that the individuals in the same sample are capable of completing the survey and that they can understand the questions. Hence, a pilot study was conducted to ten volunteered participants. They were Malaysian English language secondary school teachers who had more than ten years teaching experience in Malaysian secondary schools. The participants in the pilot study provided written comments directly on the survey, and the researchers modified or changed the questionnaire to reflect those concerns. As mentioned by Creswell [31], since the participants provided feedback on the questionnaire, the researchers had to exclude them from the final sample for this study.

Table 1
Relating Research Questions to Method of Data Collection

Research Question 1: What is the self-perceived level of English language teachers' on their current knowledge and understanding of assessment?	
Method	Survey
Instrument	Questionnaire
Aim	To gather information about the perceived level of English language teachers' satisfaction on their current knowledge of language assessment
Analysis	Statistical analysis
Research Question 2: What are the assessment training needs of the Malaysian school English language teachers?	
Method	Survey
Instrument	Questionnaire
Aim	To gather information about the assessment training needs by the English teachers
Analysis	Content analysis

To measure the reliability of the questionnaire, the items were measured using Cronbach's alpha. Items are said to be reliable or have internal consistency if Cronbach's alpha value is more than 0.7 or higher. The researchers computed the items to four variables, and the reliability test was conducted. Result showed that the overall Cronbach's alpha was .905 which indicated a high level of reliability. The alpha value is high (>.70). Therefore, the four items are consistent and reliable for analysis.

Table 2

Cronbach's Alpha value for Four LAL Factors

Factors	Cronbach's Alpha	Total Items
1. Test Design and Development	.838	8
2. Large Scale Standardised Testing	.900	9
3. Classroom testing and Washback	.821	7
4. Validity and Reliability	.822	2

Based on the pilot study conducted, the participants stated that some of the questions were unclear. They stated that the words used were vague or imprecise. The researchers, then, identified the unclear or vague words and replaced them with words understood by the participants of the pilot study. Moreover, the participants also mentioned that some questions included jargon which was unfamiliar to them. In response to this comment, the researchers eliminated the jargon and replaced them with words familiar. Thus, the questionnaire was revised based on the comments given by the respondents.

D. Data Collection and Analysis

The study applied the three-phase survey administration procedure suggested by Creswell [31]. The first stage was to pre-notify participants that they would receive a questionnaire. After obtaining approval, the researcher set a date for the questionnaire to be distributed to each individual participant.

The second stage was to meet the participants. Each questionnaire was attached with a letter that clearly explained the purposes of the study and how to return the questionnaires. In addition, teachers were informed about the importance of completing the questionnaires, the confidentiality of their responses and that the data would only be utilised for the purpose of this study. The survey required approximately 15 minutes to complete.

To analyse the data gathered from the questionnaire, two methods were used: descriptive statistics and content analysis. To carry out the descriptive statistical analysis on the closed-response items, Statistical Package for Social Sciences (SPSS) version 25 for Windows Vista Home Premium was used in this study. Descriptive statistics was utilised in order to identify the central tendencies which were obtained from each individual questionnaire and Likert scales. To analyse the open-ended items in the questionnaire, a content analysis has been identified to be an appropriate method [32]. This method was used to identify meaning or trends embedded in the questionnaire.

IV. RESULTS

This section outlines the language assessment literacy of a group of Malaysian school English language teachers: (i) the Four Factors; (ii) LAL training needs.

A. Demographic Information

The total number of respondents of the study was 48 secondary school English language teachers teaching in Melaka. Table 3 below shows the demographics of the respondents of the study.

As displayed in Table 3, out of 48 respondents, 31.3% were male teachers and 68.8% were female teachers and majority of the respondents had more than ten years of experience teaching English in public secondary school with the total of 62.5%. Meanwhile, 37.5% of the respondents stated to have 5-10 years of teaching experience in teaching English.

In terms of the age of the respondents, majority of them were at the age of 41-45 years old with the total of 45.8% of the sample study. In response to their highest education level, majority of the respondents (68.8%) had their BA degree. Moreover, majority (81.3%) of them informed that Malay language was regarded as their first language. In response to their experience in taking up language assessment training, most of them (72.9%) acknowledged that they had taken a course; conversely, 27.1% responded that they did not experience taking a language assessment training.

Table 3
Demographics of the Respondents (n=48)

	Frequency (f)	Percentage (%)
Gender		
Male	15	31.3
Female	33	68.8
Teaching Experience		
5-10 years	18	37.5
More than 10 years	30	62.5
Age (years old)		
26-30	4	8.3
31-35	12	25.0
36-40	7	14.6
41-45	22	45.8
46-50	1	2.1
51-55	2	4.2
Education Level		
BA degree	33	68.8
MA degree	14	29.2
Doctorate	1	2.1
First Language		
Malay	39	81.3
Chinese	3	6.3
Tamil	6	12.5
Language Assessment Training		
Yes	35	72.9
No	13	27.1

B. Four LAL Factors

To determine the lowest to the highest rank of perceived LAL among the respondents, all items were computed to its main factors. The findings were grouped based on the sub-construct which shown in Table 4. The results showed that the highest level of perceived LAL among the respondents was Factor 3 (M=3.86; SD=.041) followed by Factor 4 (M=3.63; SD=.515), Factor 1 (M=3.65; SD= .472) and Factor 2 (M=3.41; SD=.386).

Table 4
Mean score for LAL Factors

Factors of LAL	Mean	Sum	Standard Deviation	Rank
Factor 1	3.65	175.25	.472	3
Factor 2	3.41	163.89	.386	4
Factor 3	3.86	185.29	.411	1
Factor 4	3.73	179.00	.515	2

Based on the findings, Factor 2 which is large scale standardised test received the lowest mean which implies that there is a need to give more attention on the stated factor. This finding is similar to Popham [2] who promoted the need for large scale tests trainings. Furthermore, Popham [2] suggested that most teachers were "unfamiliar with how large scale tests are constructed". He also reported that this is a major concern since "their professionalism is frequently measured against students' performance on such tools".

C. Overall Perceived LAL

Based on the responses on the respondents' overall perception towards their LAL, 92% (44) of them stated that they were somewhat prepared. 4% (2) were to be much unprepared whilst 2% (1) stated somewhat unprepared. Surprisingly, 2% (1) indicated to be very prepared.

D. Language Assessment Needs

To understand the language assessment needs of the respondents, an open-response item was placed before the closed-ended questions. Based on the responses, two main factors were identified: test items constructions and test analysis. The respondents (75%) mentioned that they wanted to better comprehend on how to construct better test items such as applying the HOTs (Higher Order Thinking) in their test items as well as to align their questions to CEFR. Moreover, some respondents (25%) stated the importance of understanding statistical analysis to analyse tests results.

Gathered from the responses, all respondents (100%) acknowledged the importance of having more training courses on language assessment. The respondents mentioned that a refresher course should be given to teachers in order to develop their knowledge on language assessment. Other suggestion was to have a course on language assessment twice a year.

Some of the specific topics on language assessment pointed out by the respondents were on marking open-ended response such as essay writing and assessment related jargons. One of the respondents mentioned that,

"The assessment-related jargons are difficult to understand, especially when you learnt about them more than 20 years".

V. DISCUSSION

One of the more significant findings to emerge from this study is that majority of the teachers (92%) were reported to be 'Somewhat Prepared' in their overall knowledge and understanding of language assessment. They responded positively towards their level on language assessment. This finding gives a good impression that teachers are confident in developing and assessing their student's. The finding of the results also showed that majority of the respondents had positive outlook on their level of language assessment.

Patterns also emerge where respondents reported to be very satisfied in describing grading procedure to students at the beginning of instructions and applying ethical considerations in testing. Other skills such as use of statistics, interpreting and analysing scores, and formative assessment were identified as areas of lower skill.

In general, Factor 2 which is 'Large Scale Standardised Test' received the lowest mean (3.41) amongst the other factors mentioned. The finding is quite disturbing knowing the fact that the consequences may be fatal to students.

All respondents of the study reported to be very interested in having courses in improving their language assessment skills. Based on the opened-response items in the questionnaire, the respondents suggested including a variety of specific courses on language assessment, and most responses were specifically addressed on the course to improve their items construction that promotes HOTS as well as marking tests that related to opened-responses such as essay writing.

The result of this finding indicates that majority of the respondents were satisfied with their knowledge in language assessment. This finding contradicts to other study conducted in Malaysian context where they reported that teachers' level of LAL was still at the average level [33] [27], [28], [7].

The finding is aligned to the report from the Education Ministry of Malaysia which stated that the intervention programmes to improve English programme has been successful [34] A study conducted by the Cambridge Evaluation [34] also showed that students' performance in English language has greatly improved in comparison to 2013's assessment. The study also found that 50 per cent of English language teachers in Malaysia received CEFR C1 level. Thus, based on the finding, the teachers responded to be somewhat prepared in assessing their students which showed positive reaction to their perceived LAL.

VI. CONCLUSION

This study indicates that the level of language assessment of teachers is generally positive. Furthermore, the responses gathered from the survey conducted to 48 teachers in this study show that teachers were qualified to develop useful language tests.

Even though the results show a positive outcome, several suggestions were deduced based on the comments on teachers' needs on language assessment skills. First, in national level, more trainings should be given to school teachers to ensure the knowledge on assessment will be further developed. Ministry of Education (MoE) should consider providing trainings for teachers to develop their skills in assessment methods and procedures. It should be mentioned that the effort to actualise assessment literacy reform among the school teachers will not happen in a single or sporadic workshop. It is a long-term process to be followed. Hence, teachers' assessment literacy can only be enhanced through high-quality, comprehensive, and ongoing professional development. Professional development of assessment literacy should be part of the daily practice of teachers. It should no longer be seen as an ad hoc event that happens only on a few days of the workshop or briefing.

Second, teachers need to see assessment as central to classroom practices and crucial for helping students learn. Teachers should change their old beliefs and update their assessment practices from time-to-time. They also need to collaborate actively through school professional development communities.

To gain better understanding of teachers' level of LAL, few suggestions should be considered. First, it should be noted that the findings derived from the analysis of the data were at the opinions of English language teacher towards their LAL. The researchers would like to recommend future researchers to gauge the level of teacher's language assessment through tests and observations.

Second, with regard to the questionnaire, it is noted that the items were 'bundled together" [4]. With four factors being analysed, it is best for the questions to be systematically separated to better element in assessing language assessment level among teachers. Items in the questionnaire too should also provide more on Malaysian education setting.

Third, a higher number of participants could yield better responses. Future research could also look at responses given to not only from school teachers' perspectives but also from educators in tertiary level. Thus, a greater number of respondents may provide better input on LAL as a whole.

Assessment is undeniably an important part in the aspect of education: a powerful tool. Present-day educators and researchers are of the opinion that the assessment given to students should be meaningful, reflective and learner-centered so that not only students but also teachers can benefit from it. Moreover, significance of assessment literacy among teachers is important due to their increasingly central role in the assessment process. The fact of the matter is the use of language assessments in class particularly needs to be fully understood by the practitioners. Failure in understanding the appropriate methods, the reliability and validity of constructing and assessing, may present detrimental effects on the students. Thus, teachers need to subconsciously aware of their level of assessment knowledge as the methods and selections of assessment will definitely impact the future of an individual that is to the student as well as the stakeholders.

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Strategi Komunikasi: Kartun Dalam Akhbar
Communication Strategy: Cartoon in Newspaper

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Abstrak— Kartun tidak hanya dilihat sebagai suatu saluran media untuk memberi hiburan kepada masyarakat. Ini kerana kartun memainkan peranan penting sebagai medium penyampai maklumat yang sangat berkesan kepada semua golongan. Mesej dalam kartun disampaikan sama ada melalui penggunaan bahasa dan ilustrasi atau ilustrasi semata-mata daripada seorang kartunis. Paparan ilustrasi dengan penggunaan bahasa dalam kartun di akhbar secara tidak langsung membawa isu semasa dalam pelbagai aspek. Malah melalui ilustrasi ini dapat membantu merangsang idea dan kematangan seseorang dalam menilai suatu mesej. Tujuan kajian ini adalah untuk meneliti strategi komunikasi melalui kartun dan menghuraikan penggunaan bahasa dalam kartun. Hal yang demikian, terdapat dua kaedah strategi komunikasi yang digunakan dalam kartun iaitu kaedah langsung dan kaedah tak langsung. Kajian dijalankan secara kualitatif melalui pendekatan deskriptif. Data kajian diambil dan dikumpulkan daripada kartun yang diterbitkan dalam ruangan rencana oleh kartunis Maro yang memberi gambaran tentang situasi semasa politik negara di Mingguan Malaysia pada setiap hari Ahad untuk keluaran selama 2 bulan iaitu bulan Julai dan Ogos pada tahun 2019. Analisis data dilakukan melalui dua pendekatan startegi komunikasi yang dikemukakan oleh Asmah Hj Omar iaitu melalui kaedah tak langsung dan kaedah langsung. Hasil kajian terhadap strategi komunikasi melalui kartun dalam akhbar jelas menunjukkan bahawa terdapat kepelbagaian strategi komunikasi yang digunakan melalui penggunaan bahasa demi memastikan mesej yang disampaikan dapat difahami oleh semua pihak. Kaedah tidak langsung melalui orang perantaraan menjadi satu strategi komunikasi yang utama dalam penyampaian penceritaan melalui kartun.

Kata Kunci: kartun, ilustrasi, penggunaan bahasa, strategi komunikasi

I. PENGENALAN

Ilustrasi kartun boleh memberi mesej yang pelbagai. Ini kerana interpretasi seorang kartunis mungkin berbeza dengan interpretasi pembaca. Interpretasi pembaca terhadap ilustrasi seorang kartunis mungkin berbeza dengan maksud yang ingin disampaikan. Oleh yang demikian, menurut Rohani Embong et al. (2016) tujuan kartun adalah untuk membawa penceritaan atau pengkisahan suatu penceritaan yang selalu disampaikan melalui kartun editorial. Kartun dihasilkan sebagai memberi penceritaan tentang suatu perkara sama ada lahir daripada kartunis sendiri atau dari persekitaran. Interpretasi makna dalam sesuatu ilustrasi secara eksplisit membuat penelitian terhadap unsur-unsur bahasa. Ini sudah pasti melibatkan pemahaman makna dalam ilustrasi tersebut melalui konteks tertentu. Bahkan implikatur kepada interpretasi makna ini dapat mengenal pasti tujuan komunikatif sesuatu ilustrasi dalam sesuatu peristiwa bahasa. Seiringan dengan itu seperti yang dinyatakan oleh Sato Hirobumi (1997) bahawa untuk menyatakan sesuatu fikiran dalam wacana, pihak penyampai maklumat dikehendaki menggunakan fungsi penyampaian maklumat dengan seberkesan mungkin supaya pihak penerimanya dapat memahami apakah yang sebenarnya dimaksudkan oleh penyampai itu, bukan sahaja dari segi struktur ayat tetapi juga dari segi konteks situasi ujaran. Maka ini memerlukan kepada tumpuan untuk membuat interpretasi makna bagi setiap ujaran yang disampaikan oleh pemeran dalam suatu ilustrasi untuk setiap kegiatan bahasa. Ini dapat diperhatikan bahawa bahasa dari segi bentuk dan fungsi dalam suatu ilustrasi kartun menjadi komunikasi antara kartunis dan pembaca. Bahkan keberkesanan komunikasi ini mempunyai pertalian dengan komuniti wacana.

Menurut Muliyadi Mahamood (2004) kartun di Tanah Melayu telah mula diterbitkan sebelum merdeka iaitu awal tahun 1930an iaitu melalui penerbitan kartun editorial dalam akhbar-akhbar seperti Warta Jenaka, Majlis dan Utusan Zaman yang kebanyakannya adalah kiriman daripada pembaca berkisar tentang isu sosial dan politik negara pada masa tersebut. Berbeza dengan situasi pada

hari ini kartun telah diterbitkan melalui pelbagai media seperti media sosial.

II. KARTUN

Terdapat beberapa jenis kartun yang diterbitkan dalam media massa sama ada dalam majalah, suratkhabar atau media sosial. Berikut adalah dua jenis kartun iaitu;
1. Kartun humor (gag cartoon) adalah kartun yang yang membawa unsur humor yang telah difahami oleh masyarakat dan juga sebagai menyindir tentang isu-isu semasa.
2. Kartun politik (political cartoon) adalah kartun menggambarkan isu politik yang berlaku dalam suatu masyarakat dan negara iaitu dengan disampaikan secara humor atau serius.

III. Strategi Komunikasi

Dalam mewujudkan suatu perbincangan interaktif strategi komunikasi antara pameran sangat perlu untuk memastikan perbincangan tersebut dapat mencapai matlamat. Bahkan strategi komunikasi perlu dikaitkan dengan ciri konteks budaya dan persekitaran masyarakat tersebut. Begitu juga dalam ilustrasi kartun oleh seorang kartunis mempunyai strategi komunikasi demi memastikan mesej yang ingin disampaikan dapat difaham oleh pembaca.

Mengikut Asmah Haji Omar (1997) strategi komunikasi merupakan cara-cara yang digunakan dalam suatu peristiwa bahasa dalam mendapatkan maklumat, mendapatkan penjelasan yang lebih lanjut, memastikan komunikasi berterusan dan seterusnya. Justeru, strategi komunikasi dengan memberi penekanan terhadap penggunaan bahasa dapat deperhatikan melalui dua kaedah iaitu kaedah langsung dan kaedah tak langsung. Dalam kaedah langsung perkongsian maklumat disampaikan secara terus terang tanpa berselindung. Namun demikian, dalam kaedah tak langsung strategi komunikasi yang diujarkan atau dipaparkan adalah secara berselindung sebagaimana menurut Ab. Razak Ab Karim (2006) kaedah ini adalah sebagai landasan untuk menyampaikan mesej atau penceritaan yang sebenar. Terdapat empat strategi komunikasi dalam kaedah tak langsung seperti yang dinyatakan oleh Asmah Haji Omar (1992) iaitu beating about the bush, imagery (kiasan), contracdicting (hal yang sebaliknya), dan surrogate (orang perantaraan). Justeru, lakuan bahasa yang menjadi platform penting dalam memberi ketepatan kepada strategi komunikasi yang digunakan dapat mencapai komunikasi berkesan melalui proses sosial yang berurutan dan berulang.

IV. METODOLOGI

Metodologi kajian yang digunakan adalah kajian kualitatif melalui pendekatan deskriptif. Data kajian yang dikumpulkan merupakan data dari karya ilustrasi kartunis Maro yang diterbitkan dalam Mingguan Malaysia dalam ruangan rencana yang membawa tema Malaysia Kita. Terdapat 5 ilustrasi yang digunakan sebagai data dalam kajian ini, yang bertarikh seperti berikut;

1. Ilustrasi 1 - Mingguan Malaysia, 14 Julai 2019
2. Ilustrasi 2 - Mingguan Malaysia, 21 Julai 2019
3. Ilustrasi 3 - Mingguan Malaysia, 4 Ogos 2019
4. Ilustrasi 4 - Mingguan Malaysia, 18 Ogos 2019
5. Ilustrasi 5 - Mingguan Malaysia, 25 Ogos 2019

Dalam kajian ini data dari ilustrasi 1, 2 dan 3 berkisar kepada isu politik di Malaysia. Manakala ilustrai 4 dan 5 berkaitan dengan isu sosial yang menceritakan tentang sikap masyarakat Malaysia. Analisis data dilakukan dengan mengenal pasti strategi yang digunakan oleh Maro dalam menyampaikan penceritaannya melalui kartun. Berdasarkan penelitian terhadap penggunaan bahasa dalam kartun ini dikenal pasti strategi komunikasi yang diujarkan dalam suatu ilustrasi iaitu dengan menggunakan pendekatan oleh Asmah Haji Omar (1992).

V. STRATEGI KOMUNIKASI KARTUN DALAM AKHBAR

Perbincangan tentang strategi komunikasi yang digunakan oleh seorang kartunis melalui ilustrasinya diperhatikan melalui ujaran yang disampaikan dalam kartun tersebut.

Ilustrasi 1: Mingguan Malaysia, 14 Julai 2019

Dalam ilustrasi 1 di atas, dapat diperhatikan wajah-wajah pemimpin parti-parti politik. Gambaran pemimpin parti yang berbeza ini diperjelaskan oleh kartunis mengikut warna pakaian yang dipakai sebagai mewakili parti yang di pimpin oleh para pemimpin parti.

Penceritaan melalui ilustrasi ini dapat diperhatikan dari mesej yang ingin disampaikan daripada setiap pemimpin parti melalui ujaran yang diujarkan sebagai gambaran seorang pemimpin yang membawa impian atau objektif parti pimpinan mereka. Kartunis melalui penggunaan bahasa telah memberi gambaran bahawa setiap pemimpin parti telah mengujarkan kata-kata yang bersemangat iaitu dengan mensasarkan orang Melayu agar sama-sama bersatu. Namun terdapat pemimpin yang tidak tahu halu tuju yang perlu di bawa dalam mengetuai suatu parti yang telah di pilih oleh rakyat.

Ilustrasi 2: 21 Julai 2019

Dalam ilustrasi 2 di atas dapat diperhatikan kartunis memberi perkongsian tentang kedudukan Datuk Seri Anuar Ibrahim yang telah dijanjikan jawatan sebagai perdana Menteri untuk menggantikan Tun Dr Mahatir Muhammad setelah Tun bersedia melepaskan jawatan tertinggi negara tersebut. Penyampaian kartunis dalam memberi sindiran tentang kedudukan Anwar Ibrahim yang masih samar setelah menunggu hampir 2 tahun.

Ilustrasi 4: 18 Ogos 2019

Berdasarkan ilustrasi 4 di atas, dapat diperhatikan tentang gambaran sinis yang diberikan terhadap sikap masyarakat yang tidak sensitif terhadap suatu perkara seperti perlembagaan negara. Individu sedemikian amat mudah dan bebas dalam menghina perkara yang telah termaktub dalam perlembagaan. Malah isu sedemikian menjadi satu medium untuk mereka meraih glamor dari masyakat.

Namun demikian, atas keprihatian pihak tertentu terhadap penghinaan yang diujarkan oleh individu tersebut seperti berkaitan tentang orang Melayu, agama Islam, kedudukan Raja-Raja Melayu dan sebagainya maka laporan polis dilakukan. Individu berkenaan dengan mudah hanya memohon maaf.

Ilustrasi 3: 4 Ogos 2019

Berdasarkan pemerhatian terhadap ilustrasi 3 di atas, dalam latar fizikal yang digambarkan oleh kartunis di sebuah warung. Ini juga dapat dilihat dalam latar suasana tidak formal terdapat dua orang pemeran yang sedang minum di warung sambal berbual tentang isu semasa. Daripada ujaran dua orang pemeran ini jelas bahawa perbualan meraka adalah berkisar tentang kedudukan Perdana Menteri Malaysia sekarang iaitu Tun Dr Mahatir Muhamad. Dalam ujaran tersebut secara bersahaja pemeran menyatakan bahawa Tun M akan memegang jawatan Perdana Menteri untuk tempoh 5 tahun lagi walaupun dinyatakan hanya dalam tempoh dua – tiga tahun lagi.

Ilustrasi 5: 25 Ogos 2019

Berdasarkan ilustrasi 5 di atas pula, dapat diperhatikan dalam latar suasana untuk meraikan hari kemerdekaan masyarakat berbilang bangsa masing-masing sibuk untuk sama-sama mengibarkan bendera Malaysia. Semua bangsa meletakkan kedudukan mereka di bawah satu bendera Jalur Gemilang. Masing-Namun demikian berdasarkan ilustrasi ini dapat dilihat ada sindiran yang ingin disampaikan kepada individu dan pihak tertentu yang secara sengaja memperlekehkan kedudukan bendera kita. Malah ada pihak tertentu telah dengan sengaja memasang bendera secara terbalik. Ini dapat dijelaskan dari ujaran dalam ilustrasi 5 iaitu "Takpelah sebut terbelit, janji jangan pasang terbalik". Pengucapan ujaran ini adalah satu bentuk sindiran kepada pihak yang dituju yang disampaikan melalui medium perantaraan.

KESIMPULAN

Penggunaan bahasa sebagai strategi komunikasi dalam suatu peristiwa bahasa seperti kartun memerlukan penelitian yang teliti. Ini kerana terdapat ilustrasi yang menyampaikan penceritaan secara terus terang dan ada juga sebaliknya. Berdasarkan ilustrasi yang telah diteliti didapati penggunaan bahasa secara sindiran melalui medium perantaan ini kerap digunakan oleh kartunis sebagai perkongsian maklumat atau penceritaan.

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Acceptance and Attitude toward LGBT Community among Resident's College University Students

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Abstract—The aim of this study is to see the acceptance and attitude of the students of in one of the resident college university in Malaysia toward LGBT community. This study was conducted toward 120 resident college university students based on random sampling method. The instruments used were adaptation from Heterosexual Attitudes Toward Homosexuals and Acceptance and Attitude Questionnaire with Cronbach alpha 0.842. Data collected were analyzed using Statistical Package for Social Science (SPSS) version 23. The analysis used correlation and t-test. Results showed there are significant relationship between acceptance and gender, attitude and gender and significant relationship between acceptance and attitude among resident students. Therefore, it's suggested in future, a larger sample study involving students, adolescents and children to obtain more comprehensive results.

Index Terms—LGBT, Acceptance, Attitude, Community, College resident university student

I. INTRODUCTION

Lesbian, Gay, Bisexual, and Transgender (LGBT) issues have been rising since long time ago. Involving numerous controversial either related to personal rights or among this special groups. One of the events is Stonewall Riots accident in New York on June 1969. The accident has been seen as the first resistance of gay and lesbian movement and after this accident happened, this minority group keep rising day by day even majority group are against to seek their justice and social demand.

II. STATEMENT OF PROBLEM

Islam is an official religion that have been practiced in Malaysia and stated in Federal Constitution of Malaysia which shows the contradiction with LGBT concept. (Mohd Izzat Amsyar et al, 2018). Because of that, LGBT community and their lifestyle cannot be accepted in Malaysia (Kamal, 2015). Thus, Malaysia have their own principle in order to reject the rights that have been demanded by LGBT standers which also has been supported by Muslim and non-Muslim NGOs. In Malaysia, Lesbian and Gay is still involving with prejudice and ignorance. There a case where transsexual have been arrested and gay cannot be a cop (Asyraf, 2016). This shows that there are negative acceptance and attitude from government about this minority group. Therefore, this research is to identify the differences in acceptance and attitude among university students towards LGBT minority groups in society.

III. RESEARCH OBJECTIVE

i. To identify the relationship of acceptance and attitudes of USIM students toward LGBT community among resident college university students
ii. To identify the significant differences on acceptance toward LGBT among resident college university students based on gender

iii. To identify the significant differences on attitude toward LGBT among resident college university students based on gender

IV. LITERATURE REVIEW

i. Acceptance towards LGBT Community

Acceptance is part of belonging which become very important since it is a central of human needs. People will be more motivated in order to achieve satisfaction in social interactions if they achieve the need of belonging. The need of belonging oriented by approaching positive social outcomes which include acceptance and intimacy (Schoch, Nikitin, & Freund, 2015). As an addition, ethnic and religious also influenced the acceptance of lesbian and gay especially for certain ethnic and religious with minority community such as in United States. There are opinion differences about lesbian and gay according to geographic regions which involving rural and urban areas. Thus, the opinion differences also influenced by racial groups and religious communities (Collier, Horn, Bos, & Sandfort, 2015). Therefore, this research shows that in terms of acceptance toward homosexuals, ethnic, religious, geographic regions, racial group and religious communities influence the acceptance toward homosexuals.
Nassr et. al. (2017) stated there are some cases shows that, lesbian and gay do perceive acceptance and friendliness after coming out as their sexual orientation. These acceptance and negative reactions are based on social context on how they see about being expose in sexual orientation.

ii. Attitudes toward LGBT community

Attitude is "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor" (McLeod, 2009). Attitudes toward homosexuality (gay and lesbian) are different according to the place around the world. Looking at many European countries, the attitude among Europeans are open-minded. But, in Eastern Europe (including Poland), there are low wish about agreement of freedom for gay and lesbian to live freely. This is according to traditional societies who are stricter in controlling sexuality and stress on religious concept of morality. In Western countries, there are rising in context of individual right and self-fulfillment rather than tradition and religious authority. According to research in Western countries, religiosity become the main causes of unfavorable attitudes toward gay and lesbian. Other than that, the vital predictors are education which people with lower education are less favorable, age which older people tend to be less favorable, and gender which men are less favorable than women. (Röder & Lubbers, 2015). This is relate with what have been mentioned in the literature by (Stedman, 2002) that understanding the cognitive is important than to understanding the attitude. In another research by (Lewis, 2011), mentioned that,

female and younger are more have positive attitudes toward LGBT people.

V. METHODOLOGY

i. Population and Sample of Study

The population of this study are 180 residents college students in Malaysia and based on Fraenkel and Wallen (2006) 120 samples are chosen based on random sampling method consists 60 male and 60 female students.

ii. Reliability of Instrument

A set of adapted questionnaires Heterosexual Attitudes Towards Homosexuality (HATH) Scale developed by Knud S. Larsen, Michael Reed and Susan Hoffman (1980) which using Likert scale to measure it which (1= Strongly agree, 5= strongly disagree). This instrument consist twenty items with ten items should be reversed in scoring. HATH have item measuring peer attitudes, parental tolerance, dependency and childhood trauma. The reliability of HATH is .92. The construct are the thoughts and feeling toward LGBT community, and, LGBTs lifestyle. After several changes, the reliability Cronbach alpha is 0.863. Mean while The Acceptance and Action Questionnaire – Stigma (AAQ-S) developed by Michael E. Levin, Jason B. Luoma, Jason Lillis, Steven C. Hayes, and Roger Vilardaga (2014). The instrument consists twenty-one items which actually from a pool which actually consists forty-three items. The pool was developed as to assess the various aspects of psychological flexibility with stigmatizing thoughts. The aspects that involved are "awareness of stigmatizing thoughts, cognitive fusion/diffusion with stigmatizing thoughts, experiential avoidance/acceptance stigmatizing thoughts, distinguishing people from one's stigmatizing thoughts about them, and stigmatizing thoughts as barrier to valued/effective action". It using Likert-scale with 7 options from 1 (never true) to 7 (always true). The reliability coefficient is .84. Both instruments, Heterosexual Attitudes Toward Homosexuals and Acceptance and Attitude Questionnaire, the degree of reliability Cronbach alpha for the instrument was 0.842.

VI. FINDINGS

Correlation between Acceptance and Attitude toward LGBT Community among Residents College Students

Table 1: Correlation between Acceptance and Attitude toward LGBT Community

		Acceptance	*Attitude*
Acceptance	Pearson correlation	1	.133
	Sig. (2-tailed)		.147
	N	120	120
Attitude	Pearson correlation	.133	1
	Sig. (2-tailed)	.147	
	N	120	120

Significant on level $p < 0.05$

Table 1 shows that the strength of the relationship between acceptance and attitude toward LGBT community among resident college university students. The results show the relationship between attitude and acceptance toward LGBT community is $r = .133$, this shows that there is positive correlation but weak between acceptance and attitude toward LGBT community among resident college university students. But, the significance value obtained is $p = .147$ (> 0.05). Due to high significance value obtained, the test result rejects the hypothesis which mentioned that there is significant relationship between attitude and acceptance. This is reason for a weak relationship between acceptance and attitude.

Analysis of Acceptance and Attitude toward LGBT Community based on Gender

Table 2: Analysis of Acceptance toward LGBT community based on gender

	Mean	SD	SIG	t	DF	SIG.(2tailed)
Male (n=60)	64.5167	6.55483				
n=60	64.5167	6.55483	.792	.282	118	.778
Female n=60	64.1837	6.37923				

Significant on level *p* < 0.05

Based on table 2 show the differences in acceptance toward LGBT community based on gender inference analyzed using t-test. Based on table 2 are available for the t ratio acceptance of male and female is t = .282 and significance value is p = .778.The significant value obtained is greater than 0.05 (p>0 0.05). Therefore, the result is insignificant and the hypothesis has been rejected. There were no significant differences in acceptance toward LGBT according to gender. For this study sample *(n=120)*, mean score between male and female did not show big differences. Thus, the mean score for male showed that (*M*=64.5167, *SD*=6.55483) while female (*M*=64.1837, *SD*=6.37923). This suggest that acceptance toward LGBT community among resident college university students based on gender are equal.

Result for final objective show the differences in attitude toward LGBT community based on gender inference analyzed using t-test. Based on table 3 are available for the t ratio attitude of male and female is t = -2.994 and significance value is p = .004. The significant value obtained is lower than 0.05 (p<0 0.05). Therefore, the result is significant and the hypothesis has been rejected. There were significant shows in the table above, but there is no differences in attitude toward LGBT according to gender. For this study sample *(n=120)*, mean score between male and female did not show big differences. Thus, the mean score for male showed that (*M*=54.5667, *SD*=10.97048) while female (*M*=59.4500, *SD*=6.26917). This suggest that attitude toward LGBT community among resident college university students based on gender are slightly equal.

VII. DISCUSSION

i. Acceptance Towards LGBT Community

Van der Star and Richard Bränström (2015) stated there are many Europe countries which have majority people who support discrimination and inequality toward sexual minorities. In France and United Kingdom, the issue of equal marriage for sexual minorities have been political debate. But, it is legal for equal marriage in several countries like Belgium, the Netherlands, Spain. Thus, they have this freedom for many years already. In Russia, there are many non-government organizations express that the 'anti-propaganda' law by their government is actually violates human rights such as the freedom of expression, assembly and privacy. Therefore, acceptance toward LGBT community is based on place or environment on how they see through LGBT community who want to expose their real self. Therefore, reactions toward LGBT community can be influenced by the acceptance and it according to the place.

Acceptance from community toward LGBT children, are starting from their parents (As & For, 2014). Acceptance by parents will lead to openness and comfort with sexual orientation among youth. But, not all parents can negotiate their acceptance toward their children as they also have their own beliefs and values. They also have their own expectations toward their child according to their stand (belief and values) all this time (Bregman, Malik, Page, Makynen, & Lindahl, 2013). Thus, coming out is psychological decision that is very important for an individual. It becomes a barrier to do coming out when an individual afraid for negative feedback that he or she will receive. Coming out also a stressor when it actually can provoke family's values, expectations and boundaries. In a research, lesbians tend to coming out about their sexual orientation to their friends before their family. The shame and stigma toward homosexuality and the observation about many mental distress among lesbian, have hold them from telling about their sexual orientation to their family. Another research about self-acceptance among lesbians and gays in Sweden, shows that, they still see their sexual orientation as deviant and shameful. Although the process of making coming out is difficult because of various reactions such as shock, denial, anger, scolding, depression and acceptance, but they become closer to their parents after that. (Perrin-Wallqvist & Lindblom, 2015). Therefore, family is an important and influencing factor in order to encourage the LGBT community to expose their sexual orientation and identity. Hence, from family, it will lead them to be braver to face environment according to what they want. But, as family have their own stand based on their religion or culture, it influences LGBT community to think the future if they expose their real self to their family.

ii. Attitude Towards LGBT Community

Collier et al. (2015) stated about factors that related to attitude toward gay and lesbian. Education level, religious heritage, urbanization has become the factors that influence the attitude toward gays and lesbians. There are also addition factors which are economic development and

income quality that become factors of attitude toward homosexuality. In United States, the attitude toward homosexuality are more positive among people who have belief that, individuals are born as that way which as lesbian or gay. And cannot be denied that, religious background is also affect attitude toward homosexuality community. Various religions bring up different policies and teaching about homosexuality. Besides of religions factor, public policy also influencing the attitude toward homosexual community. In European countries, they are being more accepted and got greater rights and protections such as protection from being discriminate, having adoption right and legal marriage (Collier et al., 2015). Röder & Lubbers (2015), involving 1056 migrant response in Ireland and 874 migrant response in Netherland indicates that religions do effect attitude toward homosexuality. In a research in China, by Cao et al. (2010), it also mentioned people who live in thriving cities tend to be more tolerant to homosexuals. Thus, this research also mentioned about female and youngsters are being more tolerant. While, research in the context of universities, students are more open-minded, receiving new thoughts and opinions, promote positive perceptions and attitudes toward homosexuality to public. According to this research, there are efforts to remove prejudice attitude toward homosexuals and create human attitude which can accept abnormality behaviour which is related to human homosexuality.

VII. CONCLUSION

As a conclusion, there is a correlation between acceptance and positive attitude but weak correlation. From the aspect of acceptance and attitude of LGBT community from gender aspect also does not show significant difference. This shows that communities accept the LGBT minority groups in society regardless of gender. Society generally, accepts minority groups well and without prejudice in society.

Conflicts of interest: None

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A Conceptual Paper on the Antecedents of Satisfaction on Migration to IPTV among Malaysians

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Abstract - Internet protocol TV (IPTV) is being rapidly developed around the world and has emerged as a multi service network for carrying broadband services. This new media technology is capable of receiving and retrieving multimedia stream encoded as a series of internet protocol packets. It's also a managed communication service that supports triple or quadruple play applications, such as television, video, audio, text, graphics and data signals being delivered over IP-based networks. This conceptual paper describes on usage satisfaction which influences the disconfirmation level of service usage among existing satellite TV subscribers. The theoretical framework which will be utilized in this study is an integrated model of Unified Theory of Acceptance and Use of Technology (UTAUT) and Expectation Confirmation Model (ECM) that determines the antecedents that will influence the intention to migrate to IPTV among existing satellite TV subscribers in Malaysia.

Index Terms— Internet, IPTV, technology continuance, Video on Demand (VOD)

I. INTRODUCTION

IPTV is defined as a broadcast or on-demand video service that makes use of the Internet Protocol (IP) by streaming the signal to end user equipment that is known as Set Top Box, which can be connected to television. This involves the use of point-to-point networking infrastructure and the support of broadcast video using multicasting techniques.

This new media technology is capable of receiving and retrieving a video stream encoded as a series of internet protocol packets. In other words it uses the Internet and broadband access networks to deliver content rather than traditional Radio Frequency (RF) broadcast, satellite signal, and cable television (CATV) formats. As such, IPTV advances the way in which subscribers' interaction with entertainment sources and media. Another typical advantage with this new technology is that its' subscribers will be able to be flexible with their television watching habits, as it provides "search and watch" privileges on the content subscribers want, at any time. The next section will briefly touch on the background of IPTV and its implications in terms of practical and knowledge contribution.

II. IPTV ADOPTION

IPTV is becoming famous among television viewers in receiving their television programs. Separate, closed networks and independent transmission are the superior characteristics of IPTV, compared to the conventional content delivery method. This enables a more customized, less congested and higher quality interactive among users.

Recent research by O'Neill (2009) reveals that Asia will have 22 million IPTV household subscribers by 2013. This prediction further discloses that China will lead the penetration of IPTV in the world, with 10 million of household subscribers. Based on the current scenario, Hong Kong already has the highest number of IPTV penetration in the world and Korea are expected to cover 25 percent of the entire Korean household. India, a country which always depended on satellite services is also fast developing its IPTV prospective.

In September 2008, Malaysian local telecommunication company, TM signed a Public-Private Partnership (PPP) Agreement with the Government of Malaysia to roll-out High-Speed Broadband (HSBB) network that supports IPTV services. Infrastructure will be rolled out over a period of 10 years with the Government investing RM2.4 billion, and TM investing RM8.9 billion (totaling US$3 billion) to provide high speed broadband access to over 1.3 million premises by 2012, where the initial implementation phase of will cover institutions of higher learning, key industrial and economics zone and development projects by the Malaysia government (Television Asia Plus, 2009). In March 2010, the next-generation (HSBB) service is launched and since then some 300 users from the participating areas in HSBB trials have registered to become IPTV subscribers and interested customers are encouraged to pre-register on the TM website (Digital TV Business, Technology & Market Research News, 2010).

An interesting fact to commemorate this is that the survey conducted by MCMC in 2009 on Broadband Internet penetration survey predicted that in 2010, Malaysian household Internet penetration rate will reach 34.2 percent. An earlier survey by two years done on Customer Satisfaction Index of residential segment subscribers of satellite TV (Astro), revealed that amongst the issues that contributed to dissatisfaction among existing Astro subscribers are service quality, subscription charges, network readiness, customer service and ease of bill payment. This survey highlighted that the CSI was only 3.55 out of scale of 10. This poor rating on subscriber satisfaction indicates that confirmation of expectation plays a substantial role in the continuance of existing service subscription.

From a theoretical perspective, satisfaction is determined to a significant extent by the disconfirmation or confirmation of consumer expectations (Bearden and Oliver, 1985; Cornwell et al., 1991). This phenomenon is further explained by Peyrot and Doris (1994) that consumers form pre-purchase expectations regarding a product and will form evaluation of this product in the post purchase stage.

With the identification of the satisfaction predictors and its' corresponding dimensions, policy makers, telecommunication firms and IPTV content developers are able to develop the right strategies and initiatives in order to influence of IPTV migration among the satellite TV subscribers in Malaysia.

III. ELEMENTS OF IPTV

Based on recent articles on IPTV, service planning, provisioning and attributes should focus on information related and content providing services as users nowadays regard special functionality and value-added services were important; as they demand an increased level of user control when considering the adoption of IPTV.

This section describes the elements of IPTV such as home networking, consumer applications, broadband access network and policies that regulate the rollout of IPTV.

a)   Home Networking

With the dawn of the convergence of digital era, homes are becoming smarter, services are becoming more complex, devices more different and numerous and users more demanding. Industry experts have been pointing to trends like time shifting, place shifting, multitasking (such as doing instant messaging and web surfing while watching TV) as evidence that the TV audience is undergoing a dramatic shift in consumption behavior. Integration of home-networking systems and services with IPTV platform are becoming increasingly popular as it can provide diversified and individualized integration service, such as information, communication, managing work matters, education, and security

and others. As an enabler, Home-Automation System & Services (HASS) are integrated with IPTV Services & Systems (IPTVSS) to control various devices for the home networking usage; that allows convergence at network and user interface level.

In 2000, a pilot project on the Internet home in one public housing unit in Singapore was done , where one young IT-literate couple were selected to be first tenants of the Internet home (Tee, 2000; Ng, 2000). The survey findings suggests that majority of condominium homebuyers would like to live in the Internet home, accepting the new living concept, as this would enhance the quality of life with its general usefulness of the applications that were deemed to bring convenience to homeowners and their families. This could be due to Internet access as being an important aspect of their daily lives and reliance on Internet usage to carry out daily tasks such as emails, chatting, video conferencing, Internet phone, e-commerce and others. With this initial acceptance of home networking using Internet platform, the prospects for IPTV adoption among household looks promising.

b)   Consumer application

Traditional broadcasting is essentially a linear service, where a broadcaster has full control over the range of content and timing that is pushed to viewers. This is different with converged service where converged media provides the opportunity to offer not only the standard linear broadcast service, but also non-linear on-demand content that is selected and pulled by the viewer with the option for two-way interactivity. In the broader sense, IPTV comprises consumer applications such as the live IPTV video service (live television), the video-on-demand service (VoD), which allows users to listen to audio or view video content when they want; the personal video-recording service (PVR), which allows users to record and time shift their video content.

Hence, VOD service was selected as the most significant element in IPTV model design. Through VOD service, a subscriber can access any contents and information, and use it their way by the help of the set-top box which is designed to recommend programs according to the analyzed preferences of service users.

Another application instance is viewing the Live TV, which is similar to the services that are provided by broadcast, satellite and cable television with the option at which users can create their own personalized content and share it with other users in the network.

Voice over Internet Protocol (VOIP) deduces the corresponding value-added services technology with widespread Internet usage and global IP interconnection of the environment. Thus it provides better voice service than traditional telephony business with cost-economical voice transmission and traffic management such as video conferencing, e-commerce, fax forwarding and storage of information.

Distance Education is greatly supported by online courses that are made available to the learner and they include audio and video, real-time and non-real-time, through combining the network of computer, multimedia and telecommunications technology. IPTV fully complies with the distance education requirement; since it provides good application support for long distance based software that results in high bandwidth consumption.

The high-definition image that characterizes IPTV allows for high-resolution peer to peer (P2P) games and interactivity in a network environment. Users who were once passive downloader are transformed in becoming content producers and publishers as they often distribute, retrieve and share multimedia contents; such as network games.

c) Broadband Access Network

With the emergence of broadband infrastructures and networks that are based on different technologies, intelligent broadband home network architectures are developed to ensure efficient and effective management of

network resources for IPTV applications. Generally, IPTV rides on broadband network infrastructure and make use of the television terminal and be able to provide television programs that include variety of digital media services. Its signal transmission technology can be divided into 2 main segments, namely Wired and Wireless access. As for wired technology, Ethernet, Power line, Fixed Copper and Fiber Optical are its examples. On the other hand, Wireless Local Area Network (WLAN), Ultra-wide Band (UWB) and Millimeter Wave (MMW) are some instances of wireless technology. The access network, which is the last mile connectivity, contains the broadband servers which are responsible for maintaining user policy management, such as authentication, policy enforcement, subscription information and data traffic aggregation from the remote equipment.

d) Policy and regulation

As new technologies are developed; several other functionalities will emerge such as development of e-business to complement the IPTV based online games. It will also facilitate the ultimate in targeted personalized advertising where viewers see adverts and contents tailored to their specific profiles and interests. Smart partnership between content developer and IPTV provider can be established in order to attract more broadband users to adopt IPTV for their household. An instance of such partnership is prevalent in India, where Bharat Sanchar Nigam Ltd (BSNL), in association with Smart Digivision Pvt Ltd, has launched the Interactive personalized television and video services. This partnership is very successful that they are even extending this 3 G age service, named MyWay IPTV to India's neighbor country, Ahmedabed.

Another instance of this smart partnership is that America Online has launched localized portals in Taiwan and Hong Kong and plans on further expansion in Asia-Pacific. The sites include features such as local news and entertainment updates as well as free email, a Chinese-language instant messaging program and a search engine powered by Google.

Exclusive content being the key driver of IPTV growth, it has proved in Hong Kong with its purchase of the rights to the English Premier League, which was a huge boost to subscription growth.

In terms of supporting the infrastructure deployment initiative via partnership, PCCW has initiated a free Wi-fi service on ferries running between certain islands in Hong Kong. This initiative is further extended by providing broadband backhaul and security support in order to provide free access at universities and public housing estates, as a mean to support its governments wireless broadband access program.

IV. SATISFACTION THEORIES IN TECHNOLOGY ADOPTION

The study of adoption/acceptance, adaptations, and usage of information technology (IT) is considered to be one of the most mature areas of research within the IS discipline (Benbasat & Zmud, 1999; Hu et al., 1999; Venkatesh et al., 2003). Consequently, over time, a number of theories and models have been adopted from diverse disciplines such as social psychology, sociology, and marketing, and have been modified, developed, and validated by IS researchers in order to understand and predict technology adoption and usage (Benbasat & Zmud, 1999; Venkatesh et al., 2003). With regard to this, Technology Acceptance Model (TAM) which has been widely used in study of technology acceptance behavior mainly offers a basic framework to explain the influence of external variables towards behavioral intentions. Venkatesh et al (2003) did a review on relevant studies over the years, and found the models that were evidenced based in the past differ from one another which have all been verified in each field and category separately. Many other different theories have used different constructs for what can seem to be the same phenomenon. This undermines the possibility of different research streams to combine results and findings and ultimately sub-optimize research.

As a result, all the relevant eight models in adoption studies; The Theory of Reasoned Action, the Theory of Planned Behaviour, the Technology Acceptance Model, Motivational Model, Combined TAM and TPB (CTAMTPB), the Model of PC Utilization, Innovation Diffusion Theory and the Social Cognitive Theory are combined to address the new framework for Unified Theory of Acceptance and Use of Technology (UTAUT). According to the UTAUT, intention to use the technology can be determined by

these antecedents, namely: performance expectancy, effort expectancy and social influence and, as a consequence, intention to use is to exert influence on actual behavior toward technology adoption with facilitating conditions (Venkatesh et al., 2003). In this model, four moderators are used to study the effect of variables on the intention to adopt IPTV which are age, gender, experience and voluntariness of use.

Specifically, performance expectancy measures how much people perceive a system, such usage of a technology, is useful in achieving their goals in terms of job performance. The concept of performance expectancy, including perceived usefulness, has been considered the most powerful tool for explaining the intention to use the system regardless of the types of environments, be it mandatory or voluntarily.

The other predictor which has been prevalently employed throughout technology adoption researches is effort expectancy, which explains how much people feel comfortable and find it easy to adopt and employ the system for their task accomplishments.

Satisfaction often plays a mediating role between customer confirmation of service quality and the creation of behavioural intentions (Cronin et al., 2000; Cronin & Taylor, 1992; Colgate & Norris, 2001). Furthermore, the notion of a mediating relationship presumes the existence of a third variable between the independent and dependent variable (Chumpitaz & Paparoidamis, 2004).

Recently, there has been an increase in research concerned with post adoption or "continued usage" (e.g. Bhattacherjee & Premkumar, 2004; Ahuja & Thatcher, 2005; Hsu et al., 2006) rather than the concept of "acceptance" (e.g. technology acceptance model, TAM). One of the most fruitful areas of continued usage research has focused on the repurchase or reuse intention or behavior in IT related usage.

Brevik, (2005) suggested that UTAUT would profit from including cognitive aspects within cognitive dissonance theory (CDT) better to explain changes in attitudes and beliefs over time. If this is accomplished, the UTAUT will truly be a unifying theory and this research is performed towards that accomplishment. Following this suggestion, UTAUT model has been integrated with Expectation Confirmation Model (ECM); in order to study the antecedents that influence the continuance of satellite TV usage by examining the post purchase confirmation on the satisfaction of satellite TV usage among existing TV viewers. This discussion may subsequently led to the development of a conceptual model for this study and ends with a list of propositions to be tested for a vigorous findings to be revealed from the field research that may be conducted.

V. FORTHCOMING DEVELOPMENT IN IPTV

The key to enhance the growth of IPTV is focused on the broadband home network architecture design that uses combination of both wired and wireless technologies. Using such architecture in the broadband home network is more feasible in the new digital home environment.

As user may want to consume IPTV application at their convenience, it changes the content delivery method to be uni-cast rather than broadcast mode. In this New Generation Network (NGN) platform, Internet Protocol (IP) which is the key enabler to build dynamic network, has to assume that different subscribers are sustained for different service at all times, including peak hours. Apart from that, intelligent network can be built to better utilize network resources and this saves telecommunication operators to re-engineer the network design from time to time.

Since IPTV is experiencing accelerated growth rates and more interactive multimedia applications are made available, thus a quality management solution need to be in place to support this industry. By having such system, telecommunication operators may track and identify service quality problems right from the user end till the central equipment and the backhaul carrying the IPTV traffic. This improves the quality of the customer experience while lowering mean time to repair and thus controlling costs of maintenance.

Fundamentally, capability improvement and exponentially reducing cost of technology has been an immense support for media convergence. Most Asian countries have begun deploying the 3G and fiber networks in order to cater for IPTV advancement. Researches on video compression techniques augmentation and methodologies should be empowered to deliver quality video content to be delivered at significantly lower data rate, thus improving the overall efficiency of IPTV transmission.

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Language Use and Choice in Organisations: A Theoretical Framework

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Abstract

This paper aims to review three complementary theoretical frameworks that are used to examine language use and choice in the workplace domain. They are, Fishman's (1972) concept of who speaks what language to whom, Adler and Towne's (1999) Transactional Process Model and Giles and Coupland's (1991) Communication Accommodation Theory which are used to examine and explore the complex and dynamic language practices of the managers and employees in workplace communication. Organisations are constantly searching for ways to improve language and communication among employees in the workplace. This paper seeks to provide a deep understanding in this complex phenomenon involved in language use and choice in organisations in Malaysia.

Keywords: language use and choice, workplace communication, organisation.

I. INTRODUCTION

Communication and language are essential elements in any organisation and are also critical to the success of the organisation. This is because organisations need to be able to control, organise, manage and coordinate their employees, and these activities require an appropriate level of communication in order to ensure optimal performance within an organisation. In the last few decades, many countries have embraced globalisation and with that the dimensions of the workplace have undergone drastic changes. Soros (2002) views globalisation as "the development of global financial markets, the growth of transnational corporations, and their increasing domination over national economies." One of the consequences of globalisation is that the domestic workplace has now become more versatile and diverse as it deals with foreign recruitment, mergers and international partnerships which add to the language diversity experienced by employees working in most organisations throughout the world (Louhiala-Salminen, 2002).

Fishman's (1972) concept of who speaks what language to whom, Transactional Process Model (Adler and Towne, 1999), and Giles and Coupland's (1991) communication accommodation theory are used to examine and explore the complex and dynamic language practices of the managers and employees in workplace communication. This paper will provide an overview of the theoretical

perspectives and the relevant literature related to the speaker's language use and choice.

II. DISCUSSION

Language use and choice phenomenon is a dynamic issue that encompasses many factors, and many theoretical perspectives and is worthwhile to study. It is difficult to research this area of language use and choice with the use of only one theoretical viewpoint. Therefore, a theoretical framework based mainly on the theory of domain by Fishman (1971), R. B. Adler and N. Towne (1999) Transactional Process Model and Giles and Coupland (1991) Communication Accommodation Theory can be used to explain the language use and choice phenomenon where it can help the researcher to draw insights into the communicative practices in the multilingual workplaces.

Domain Analysis

Language choice has been analysed by scholars from different approaches but the discussion in this thesis will be framed around Fishman's domain analysis (1971). This domain analysis, in simple terms, refers to "who speaks what language to whom and when". In studying language choice and use, Fishman (1971) poses the question of "who speaks what language to whom and when." The first part of the question (who?) is answered by limiting the subject to employees. The other two parts of Fishman's question are answered in the context of languages that are used to communicate with others in the business setting of the organisation. In addition, Fishman (1972, p. 82) defines domain as,

> "…. A socio-cultural construct abstracted from topics of communication, relationships and interactions between communicators and locales of communication in accord with the institutions of society…."

Fishman identified five types of domains which are family, friendship, religion, employment and education. He states that domains refer to a cluster of specific variables or characteristics which will then structure the speaker's language choice. The following table (Table 1) describes six different domains which can be described in many communities throughout the world.

Domain	Addressee	Setting	Topic	Variety/ Code/ Language
Family	Parent	Home	Planning a family party	Guarani
Friendship	Friend	Café	Funny anecdote	Guarani
Religion	Priest	Church	Choosing a Sunday liturgy	Spanish
Education	Teacher	Primary School	Telling a story	Guarani
Education	Lecturer	University	Solving a Maths problem	Spanish
Administration	Official	Office	Getting an important license	Spanish

According to Holmes (2001), domain is a concept which is very general and suitable to be used to capture broad generalisations about any speech community. She states that by identifying the language or code that is used in a particular domain, it helps to make it very explicit what language is used when. Next, it provides a clearer picture to make comparisons between different speech communities (or organisations). However, the domain-based approach allows for only one choice of language for each domain as seen in Table 2 above.

However, it needs to be understood that domains are after all just a summary because there are other factors within each domain that might influence language choice. Holmes (2001) postulates that "within any domain, individual interactions may not be 'typical' in the sense in which 'typical' is used in the domain concept. In addition, there are three very important social factors which determine the choice of language used – participants, setting and topic. For example, father and son (participants) talking about the child's friends (topic) in the kitchen (location/setting), would be classified as the family domain, and this domain would require a specific language code or variety to be used in comparison to the workplace domain between an interviewer and interviewee. Fasold (1984) postulates that there is a relationship between domain analysis and diglossia. He explains that in a community with diglossia, the High language is used in more formal domains while the Low language is dominant in the family domain for instance.

Fishman's domain analysis has also influenced a lot of research on language choice. One such research was that undertaken by Greenfield (1972) who carried out a study on the Puerto Rican community in New York City. The findings show that Spanish was regularly used in the more personal domains such as family and friendship, while English was the normal choice in domains where a status difference between participants was involved, such as in religion, education and employment.

Furthermore, Hohenthal (1999) carried out a study which was an adaptation of Parasher's study which was conducted in two cities in India. Hohenthal studied 30

highly educated participants, while Parasher carried out a survey among 350 educated Indians. It is interesting to note that both the studies reported similar findings to those found in Greenfield's (1972) study. Other studies that report similar trends are Dattamajumdar (2005) and Lawson & Sachdev (2004). The authors in these studies report that English dominated the public domains like school, workplace, friendship and also at social functions, however the various ethnic languages are predominantly used in the more private domains like interactions with family and relatives.

Platt (1975) carried out a research on domain analysis in Singapore. The study shows that Mandarin, Malay and the various Indian languages are classified as having a high status generally occurring on the domains of education, media, government whereas, in the religious domain, Malay was the code of choice.

Despite the fact that Greenfield (1972) is considered by many as confirmation of the theoretical validity of the domain concept, these views are flawed because these studies do not provide a satisfactory account and the parameters on how domains ought to be identified (Ihemere, 2007). In addition, Fishman does not give or explain any form of taxonomy or principles for delimiting the domains. In fact, Fishman (1972) suggests that the selection of domains requires an in depth inside knowledge of the communicative behaviour and the sociocultural needs and features of the speech community. Indeed, this suggests that the same domain may not be equally significant to the different speech communities or even to all members of the same domain.

Limitation of the Domain Concept

However, the domain concept is unable to adequately explain language use and choice in multilingual settings for several reasons. Fasold (1984) states that the domain concept is not able to provide a satisfactory account for the use of language and choice especially in multilingual situations because social psychologists emphasised the psychological situations that interlocutors occupy whereby personal needs like language proficiency and social group needs, such as identity projections and rejections are deemed important.

In addition, Ihemere (2007) asserts that the domain concept is a rigid and inflexible method of explaining the use of language in the workplace. Therefore, it has to be used in combination with the Transactional Process Model and Accommodation Theory to provide the micro perspective to explain individual's language use and choice in a multilingual workplace domain in a more implicit and practical way.

A study conducted by Shankar (2004) confirms Ihemere's stance on using the domain method on its own. Shankar (2004) studied language maintenance and shift among the Tamil Iyer community in Malaysia, and the findings showed that the level of language proficiency of the different generations were varied. Therefore, no

specific language was used all the time especially when the speakers in the study had a linguistic repertoire of various languages and these languages were used for different reasons.

Saxena (2002) postulated that the findings from quantitative approach which is used in domain analysis many not be relevant as it may be manipulated by the researcher. Thus, qualitative methods should also be used to support the quantitative findings to ensure validity of the findings.

The Transactional Process Model

This section discusses the theory of human communication in a multilingual setting. In the context of this study, preference is given to using the transactional view of the communication process together with the use of domain analysis and communication accommodation theory because it can provide a comprehensive theory-model that can aid the researcher to draw insights into the linguistic practices of English and other languages in the workplace domain.

The Transactional Process Model (Adler & Towne, 1999) that explains that communication is a form of transaction where the sending and receiving of information between speakers is simultaneous and done in a cooperative fashion. It means that each individual is both the sender and receiver and thus, both are responsible for the effectiveness of communication. In fact, both speakers are referred to as communicators in the communication process (Wood, 2004). In the Transactional Process model, communication is seen as an on-going two-way communication process be it oral or written.

Another important element of the transactional model is that the speakers share what is called a common field of experience. The field of experience includes elements like past experiences, culture, gender and religious background. Each individual's field of experience is like a frame of reference brought into every conversation that they have with a friend, employee, colleague or employer. There are times when this field of experience will overlap and there are times that it might not because both speakers may not have anything in common. When this happens, it will cause difficulties, and they will not be able to understand each other which might lead to miscommunication (West & Turner,2010)

Wood (1998) points out that the transactional process model is prevalent in the research conducted by interpersonal communication scholars in human communication because it "is always tied to what came before and always anticipates what may come later". Moreover, Wood (1998) believes that miscommunication occurs in our daily life because individuals are not aware that communication is just like a transaction where meaning is negotiated. Wood (1998) believes that language does not occur in a vacuum but is tied to what came before and in anticipation to what is going be said later. Miscommunication also occurs in communication because individuals are unaware of the process in transactional communication. Wood (1998) postulates

that, "the dynamic quality of communication keeps it open to reason. If someone misunderstands our words and non-verbal behaviour, we can say or do something to clarify our meaning. If we don't understand another person's communication, we can look or show our confusion or ask questions to discover what the other person meant."

This model also recognises that noise can also interfere in the communication process between the communicators. Noise can impede understanding in communication and this can be attributed to the different fields of experience and factors that can be attributed to the interlocutors involved in the conversation, like gender, age, attitude, moods, culture and even language. According to Devito, (2000) noise can change in the process of communication over time.

In addition, West and Turner (2010) point out that the communicators are both accountable for the effectiveness of the communication that they are involved in. Indeed, this model states that communication is a transaction, as the communicators do not just simply send meaning to each other, rather meaning is enhanced together. The word "transactional" means that meaning is obtained by "cooperation" and both the sender and receiver are responsible for the effectiveness of the communication process. In addition, meanings are influenced by our cultural background, experiences, moods and relationships with the interlocutors.

The interaction in the virtual environment has many similarities with the communication that occurs in the workplace domain. Thayalan and Shanthi (2011) studied the interactive practices of bloggers when they network socially. These practices were examined from the transactional view of communication that states communication is affected by the speaker's perception, experience and also attitude. The study found that bloggers adopted many strategies or tactics which indicate that they share a common background or an in-group membership in order to narrow down the social distance among blog participants. These strategies used by the bloggers are common across the board for all communicators partaking in an interaction. Thus, in accordance to this, for a workplace setting, the following variables can help us to understand the language use and choice practices that occur among employees:

   i. The participants in the interaction
   ii. The setting of the interaction
   iii. The topic of interaction
   iv. The role of perception towards English

Communication Accommodation Theory

Giles and Coupland (1991)'s communication accommodation theory is within the relational paradigm. The communication accommodation theory is a branch of the social psychological theory concerned with analysing language choice in interactions because it provides explanations on why speakers vary in their choice of language in communication. The communication

accommodation theory plays a significant role in explaining language choice among the employees investigated. There are two main strategies that are used in this theory; convergence and divergence.

When people speak to each other and change their speech to suit that of the addressee, this is referred to as convergence. The change can be standard accent, faster rate, stylistic and even gestures to accommodate others. In a study conducted by Coupland (1980) who investigated how June who worked in a travel agency in Cardiff changed her pronunciation to match or accommodate that of her clients. This was done because she had two sets of clients, where one group would speak using Standard English, while the other group would use the local variety of English which is Cardiff English. June would pronounce the words like better and matter based on how her clients pronounced them when speaking to her. Some of the reasons put forward to explain why speech convergence occurs is that it creates affinity or a common linguistic identity among speakers (Schiffman, 1997).

Another important study looking at convergence was a study conducted by Trudgill (2004) in Norwich. He realised that his speech while he was interviewing matched the speech of the interviewees who came from different social backgrounds. This was also true of another study conducted by Eisikovits (1987) who had similar findings in her interviews with Sydney adolescents. She observes that "the female informants in this study clearly showed a far greater identification with the female interviewer than the males (Eisikovits ,1987).

Nair-Venugopal (2000) in her study which looked at language choice and communication in Malaysian business organisations identified that in a particular training session, the trainer changed his language of instruction from English to Bahasa Malaysia as the trainees had requested for the use of Bahasa Malaysia. This shows that trainer was converging to the needs of the trainees as they lacked the language competence and were thus unable to follow his training sessions which were conducted in English.

On the other hand, divergence occurs when the speaker wants to accentuate the differences in speech with the other interlocutors by maintaining his or her style or moving in the opposite direction of the addressee's conversational style.

Littlejohn and Foss (2008) provide an example of a friend who was born and brought up in Germany. Even though she had not lived in Germany for 50 years, she still spoke and maintained a distinct German accent in her speech. According to her, it is because she wants to maintain her German ethnic identity. According to Meyerhoff (2011) the German lady's reaction in maintaining her German accent is because she wants to accentuate her pride in being a German.

Conclusion

Finally, this paper has discussed the three theoretical constructs which are used to establish the theoretical framework. It is clear that the Transactional Process Model, Fishman's Domain Analysis and the Communication Accommodation Theory are pertinent to explain the language use and choice phenomenon in the workplace. To sum up, the theoretical perspective to examine language use and choice in organisations can be depicted in Figure 1.
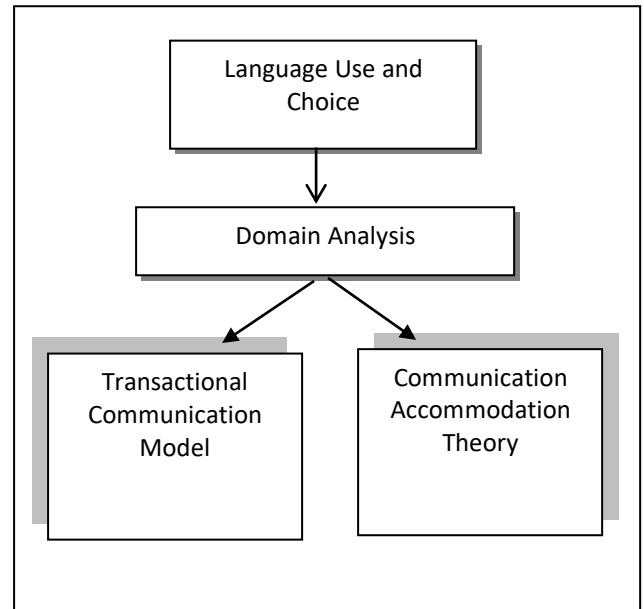
Figure 2: Theoretical Perspective

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Translation of Culture-Specific Items in Bengali Poems: Challenges and Possible Solutions

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Abstract— The translation of poems has always been more complicated than the translation of other texts. The reason for this is due to the diversity among cultures, and differences in languages. Every geographical region of the world has its own ethnicities and cultural features, relating to its own way of communication. Poets of all languages use many culture-specific items in their writings to express their thoughts and ideas. Since there are some cultural concepts and cultural phenomena that are present in one language but not present in another. The problem of how to render culture-specific items (CSI's) implied in the source text (ST) and finding the appropriate equivalence conveying these cultural aspects successfully in the target language (TL) can be the most challenging task for the translator. This study attempts at exploring the problems involved in transferring culture-specific items in translation of Bengali poems into English and find out the most preferable translation procedures that can be applied to make the translated versions acceptable and accessible to the target readers. In conducting the study, Newmark's (1988) classification of cultural elements and the translation procedures suggested by Vinay & Darbelnet (1995) has been used to analyze the data. The findings reveal that the most dominant translation procedure was 'Borrowing' as the translator attempted to retain the same image in the target language. Though the attempt of the translator is highly appreciated, there are some discrepancies which could be avoided by adopting more effective strategies. Thus, this study also aims to determine possible solutions for preserving the culture in the target language in a more impactful manner.

Index Terms— culture, culture-specific items, poetry, translation procedures.

I. INTRODUCTION

Translation is not only a fundamental act of cognition and creation but a way of transcending barriers, such as, linguistic geographical and cultural. Literary translation comes as a result of the interaction of culture, ideology and human life style and is one of the most remarkable challenges that can be found in a literary system due to its distinctive nature and the variation in the cultural environment between source and target language. It is believed that, people of given culture look at things from their own perspective. It is pointed that "when cultures are similar, there is less difficulty in translating. This is because both languages will probably have terms that are equivalent for the various aspects of the culture. When the cultures are very different, it is often difficult to find equivalent lexical items" [4]. Newmark (1988,

p.84) highlights the difficulties in translating cultural elements and justifies his claim by saying that "frequently where there is a cultural focus, there is a translation problem due to the cultural 'gap' or 'distance' between the source and the target language'.

Since the translation of cultural-specific items (CSI) especially in literary works is considered as one of the most challenging and problematic tasks for translators, the focus of this study is on the types of translation procedures that have been employed in translating the CSI's in Bengali poems into English.

II. DEFINITIONS OF CULTURE-SPECIFIC ITEM (CSI)

The concept of culture is essential to understand the implication of culture-specific items. Culture is defined as "a complex of beliefs, attitudes, values, and rules which a group of people share" [4]. According Nida, culture is "the totality of beliefs and practices of a society"[8]. Culture is "the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression" [7]. Regarding this concept, different scholars give different definitions. A renowned Spanish translation theorist defined CSI's as 'some items appearing in the source text which do not have equivalent items in the target reader's cultural system, or these items have different textual status with those in the target reader's cultural system" [1]. While according to [2], "The source language word may express a concept which is totally unknown in the target culture. The concept in question may be in abstract or concrete; it may relate to religious belief, a social custom, or a type of food. Such concepts are often referred to as culture-specific".

III. CATEGORIZATIONS OF CULTURE-SPECIFIC ITEMS

There are different cultural categories from different scholars such as, katan (19990, Thriveni (2001), and Pavlovic and Poslek (2003). In this study, the researcher analysed the CSI's based on Newmark's (1988) cultural categories. Newmark offers an applicable model of categorizing cultural words in his book *A Textbook of Translation*. He has proposed five categories in which most cultural elements can be classified relatively, these are : 1) Ecology: Flora, fauna, hills, winds, plains; 2) Material culture (artefacts): food, clothes, houses and towns, transport; 3) Social culture – work and leisure, 4) Organizations, customs, activities, procedures, concepts, and 5) Gestures and habits [7].

IV. VINAY AND DARBELNET'S (1995) TRANSLATION PROCEDURE

The classical taxonomy of translation procedures dates back to 1958 and is the work of two French scholars named Vinay and Darbelnet, who introduced a systemic approach about translation procedures on the level of the lexis, structures, and message. Vinay and Darbelnet have presented an applicable and practical methodology that can be adopted by translators during the process of translation. Following their comparative stylistic analysis of French and English, translation procedures were classified into two method covering seven procedures. Those are "(i) direct translation, covering borrowing, *calque* and literal translation, and (ii) oblique translation which is transposition, modulation, equivalence and adaptation" [9].

I) Direct translation procedures

Direct translation represents the translation of texts in which the translator is able to choose among three different procedures: borrowing, calque and literal translation.

a) Borrowing

It is considered as the simplest translation procedure that can be used in order to produce a stylistic effect. Normally translators tend to use some foreign terms to present the flavor of the SL culture into the translation. (use of the word 'computer'). Furthermore, borrowings can be used when the source text discusses some unknown concepts to the target readers. This can be more obvious while discussing some ethical or ideological beliefs in a foreign society.

b) Calque

A calque can be defined as a special type of borrowing, in which an expression from another language is borrowed, but then translated literally into the TL. The result of that can be either a lexical or a structural calque.

c) Literal Translation

Literal translation is also known as word-for-word translation, in which a SL text is directly transferred into a grammatically and semantically proper target language text. This procedure of translation is most common when translating between languages of the same family.

II) Oblique Translation Procedures

Vinay and Darbelnet (1995) point to the occurrence of structural and metalinguistic differences among languages. Then, they argue that due to such differences, certain stylistic effects cannot be achieved without altering the lexis or the syntactic order in the target language. In order to convey the meaning of the source text in such cases, the translators need to employ more complex translation procedures. It is believed that the oblique translation procedures help the translator to apply a strict control over trustworthiness of their produced text.

a) Transposition

The use of transposition implies the replacement of a word class with another without affecting the meaning of the original message.

b) Modulation

Modulation has to do mainly with the variation of the form of the message that can be gained by modifying the point of view. This type of change is needed when literal or transposed translation results are inappropriate in the TL.

c) Equivalence

This procedure is commonly used in translating situations which can be introduced by two texts using completely different stylistic and structural methods. Proverbs among languages are considered as perfect examples of equivalences.

d) Adaptation

The method in translation can be applied in those occasions when the situation that is being meant by the source language message is unidentified in the target language culture. Therefore, the translator in those cases need to produce an equivalent situation in the TL. In practice, these procedures can be applied either on their own or associated with two or more of the other methods. Vinay and Darbelnet (1995) states that, in case a literal translation cannot be used, using oblique translation is a must.

V. THE PROBLEM OF TRANSLATING BENGALI CULTURE-SPECIFIC TERMS

One of the problems of a translator working with Bengali's poems will face is translating the semantically rich cultural bound terms. The obstacles are caused in communication due to problems with the interpretation of word meanings. Lexical incompatibility between SL and TL give rise to slips, hesitations and even pauses, due to the interpreter's struggle with difficult jargon terms. To mitigate semantic constraints, the interpreter should be familiar with the speaker's topic and/or register. Because once one understands the meaning, the syntax follows naturally and automatically [9].

There are several Bengali terms which do not have an equivalence in English and has several connotations. Because of different cultural connotations, literal translations are often unwieldy and do not work. For example, The Bengali term 'আঁচল' (*anchal*) does not have an equivalent word in English and it has several connotations. It is technically, the loose end of a sari (a long-unstitched cloth worn by the women of Indian subcontinent. Its length ranges from 4.5 meters to 8 meters in length) that a woman throws over her shoulder. But it also means the protection that mother gives her child when she wraps him or her in her *anchal*. In India and Bangladesh, it is used for several purposes. While a modern woman might throw the *anchal* over her shoulder, an older woman or a newly married woman would use the *anchal* to cover her head like a veil and a village girl or ladies would use it to keep important things such as keys, money etc.

Another example is 'অঞ্জলি (Anjali')'. It has several different meanings in Bengali. According to Bangla Academy Bengali-English Dictionary, 'অঞ্জলি (Anjali)' has several different connotations i.e. i) hands cupped together as a token of respect, ii) offering before an idol, oblation iii) worship, adoration, devotion iv) hand full. While translating the word 'অঞ্জলি (Anjali')', the translator

has to understand the meaning of the word according to the context and then translate it in TT. For example:

1) **ST:** তাজা ফুল ফলে অঞ্জলি পুরে
   বেড়ায় ধরণী প্রতি ঘরে ঘুরে, (ফরিয়াদ, p.95)

   TT: With palm-full of flowers and fruits
   The world walks door to door! ('A Complaint to God', p.94)

2) **ST:** অশ্রু-রেবা-কূলে মোর স্মৃতি-তর্পণ,
   তোমারে অঞ্জলি করি' করিনু অর্পণ! **(গোকুল নাগ, p.98)**

   TT: Recall me with the memories
   That I offered you as offerings
   On the bank of weeping *Reva!* ('The Graceful Young Man', p.104)

3) **ST:** সম্ভ্রমে-নত এই ধরা নেবে অঞ্জলি পাতি মোদের দান। **(যৌবন জল তরঙ্গ, p.208)**

   TT: The bow'd-down world will accept
   Our palm-full of offerings with respect. ('The Wave of the Youth', p.237)

Each extract above has the word ''অঞ্জলি (Anjali)' and has been used with different meaning. In the first example, the word 'অঞ্জলি (Anjali)' has been used as 'hand full'. The poet says, 'With palm-full of flowers and fruit /The world walks door to door'. In the second example, ''অঞ্জলি (Anjali)' means 'offering something to show devotion'. Therefore, a translator face difficulty in transferring such type of cultural word with different connotations.

VI. MATERIALS AND METHOD

The required data was collected by analyzing fifty poems of Kazi Nazrul Islam from the book titled *Sanchita* (1994). The English translation of the poems were taken from the book titled *Sanchita: Selected Poems and Lyrics of Poet Kazi Nazrul Islam* (2015). The poems of Kazi Nazrul Islam were chosen as the sample because he is the national poet of Bangladesh and his poems contain a lot of culture-specific items. Therefore, this study focuses on the CSI's in both Bengali and English version of the poems. The method of collecting data of this study was done through library research. The poems were read thoroughly, and CSI's were marked and highlighted. All the available data were classified and categorized according Newmark's (1988) cultural categories. Later, the data has been analyzed based on Vinay and Darvelnet's (1995) suggested translation procedures. Finally, the findings of this study are presented descriptively.

VI. FINDINGS AND DISCUSSION

From the reading of the selected fifty poems of Kazi Nazrul Islam, there were altogether 123 samples identified as cultural words. These words have been classified based on Newmark's cultural categories. "Material culture' and 'Social culture' are the most frequent found CSI's in this study. Few examples of Bengali cultural specific terms are listed below:
1) Ecology: *Jamuna, chaiti, falguni, rangan, shuli*
2) Material Culture: a) Food: *Gurmuri, shirnee, golamjam, sherbet;* b) Clothes: *Peshwaj, dhuti, sari,*

anchal, lungi, piran; and c) Houses and towns: *shish-mohal, rangmohal, ghat,*
3) Social Culture (work and leisure): *dilruba, murja, jari, hambira, hindol*
4) Organization, customs, activities: *Swaraj, shaontal, zakat, rakhi, Garo*

Table 1 given below shows the results obtained in the translation of cultural specific items from Bengali into English. Vinay and Darbelnet's (1995) procedure 'Borrowing' seems to be the most frequently used translation procedure by the translator in translating the CSI's from Bengali to English with a total number of 73 instances (59.34 %). This is followed by the procedure 'Literal translation' with 21 instances (17.07%) and 'Adaptation' with 13 instances (10.56%).

Table 1: The Translation Procedures Used in Translating CSI's

No.	Vinay and Darbelnet's Translation Procedures	Frequency	%
1	Borrowing	73	59.34
2	Calque	0	0
3	Literal translation	21	17.07
4	Transposition	0	0
5	Modulation	5	4.06
6	Equivalence	11	8.94
7	Adaptation	13	10.56
	Total	**123**	**100**

The Analysis of the Translation of CSI's in Bengali Poems

The following example demonstrate the analysis of translations of culture-specific terms:

Example: 1

Source Text (Bengali)	Target Text (English)
কাশফুল সম শুভ্র ধবল রাশ রাশ শ্বেত মেঘে ('বর্ষা বিদায়' p. 200) **Back Translation:** [*as white as Kashful in the white clouds*]	In the patches of clouds as white as flowers of *catkin*. ('The Departure of Monsoon', p.229)

The term 'কাশফুল' (kashful) is a 'species of tall grass with soft downy white flowers'. This perennial grass is found in the Indian subcontinent and deeply associated with Durga Puja (Hindu religious festival). While translating the line, the translator replaced the image of 'কাশফুল' (kashful)' with 'flowers of catkin'. A catkin is a long, slim, cylindrical flower hanging like short pieces of string from the branches of trees in the spring. Both ''কাশফুল' (kashful)' and 'catkin' have similar features such as white, long and thin, and usually wind –pollinated. Though the translator follows the same structure as the source language, but the translator has replaced SL image (কাশফুল' kashful') with a TL image (catkin) to produce similar response in the target text. The translator employed the procedure' adaptation' to transfer the term in TT. The overall sense has been given in English translation by keeping the spirit and essence of ST intact into TT. The underlying connotation of source expression is effectively conveyed, and closest target readers' response is expected with dynamic equivalence effect.

Example: 2

Source Text (Bengali)	Target Text (English)
মেঘের সাথে কাঁদবে তুমি, আমার চাতকী! **BT:** [*you cry with the clouds, my chatoki*]	With clouds criest thou, O *my crest' d cuckoo*! ('My Secret Lover', p.140)

In the above Bengali text, the term 'চাতকী (chatoki)' means a type of female bird renowned in poetic imagination as taking no other drink except rain-water, and which being always thirsty, longs very much for rains. According to Indian mythology, it has a beak atop its head, and it waits for rains to quench its thirst and only drinks raindrops. This bird is widely mentioned in Bengali poems and the writers often uses as a metaphor for deep yarning for something.

While translating the sentence, the translator has replaced 'চাতকী (*chatoki*)' with another image, which is, 'crest' d cuckoo'. Thus 'equivalence' procedure of 'oblique translation' is applied in this case. The translator achieves communicative equivalence but the impact on the target text readers cannot be the same due to the difference in the cultural settings of ST and TT. However, using a standard equivalent in the TL can raise the level of satisfaction with target language readers.

Example: 3

Source Text (Bengali)	Target Text (English)
তুমি আমার বকুল যূথী – মাটির তারা-ফুল (এ মোর অহংকার, p. 197) [**BT:** *You are my Bokul Juthi- star flower of soil*.]	Thou art my *bokul juthi*, a clay star-flower ('Tis My Pride', p.225)

In the above example, the terms 'বকুল (Bokul)' and 'যূথী(Juthi)' 'বকুল (bokul)' are the names of flowers found in tropical forest in South Asia and Southeast Asia. It has got significance in Bengali culture and literature. These plants are grown mainly as an ornamental plant for its fragrant and beautiful flowers and it also holds a religious importance. These flowers are used in many religious occasions as offerings to gods and garlands made from "Juthi" are adorned by women during special occasions. To translate the sentence, the translator applied "borrowing" of Vinay and Darbelnet's (1995) translation procedure. However, the image in TT is not understandable to the TT reader to target readers and the right meaning has been not been a communicated.

Example: 4

Source Text (Bengali)	Target Text (English)
লিকপিক করে ক্ষীণ কাঁকাল, পেশোয়াজ কাঁপে টালমাটাল, (নওরোজ, p.175) **BT:** [*Swaying the thin waist, peswaz shivers frenziedly*]	The thin waist dazzles frenziedly shudders the *peswaz*. ('The Persian New Year's Day', p.193)

'পেশোয়াজ (peswaz)' is special form of clothing designed for Muslim court ladies. A 'Peshwaz' consisted of two parts, a tight-fitted full-sleeved bodice with length reaching the waist and a well-flared skirt descending the ankles. Historically, it is strongly identified with the Mughal era and is cited as a garment of value in cultural references pertaining to the era. Here, the poet personified the term 'পেশোয়াজ (peswaz)'. In the poem, the poet giving a description of a female dancer. While dancing, the swaying movement of waist dazzles the people around her and with that movement, her 'peswaz' shudders everyone. It is not the 'peswaz, but the female dancer who quivers the people around. In the TT, the term is translated through 'borrowing. The underlying meaning of source expression is not effectively conveyed here. The TT readers will obviously fail to grasp the correct cultural association in the ST. A reader who is not familiar and aware of the writer's culture cannot understand the real meaning behind this culture-bound expression and may mistakenly perceive the image used in the ST [5]. Thus, to avoid misunderstanding, the translator can provide some additional information for the cultural word.

Example: 5

Source Text (Bengali)	Target Text (English)
শুনিতেছি আজো আমি প্রাতে উঠিয়াই 'আয় আয়' কাঁদিতেছে তেমনি সানাই (দারিদ্র্য,p.137) **BT:** [*This morning again I heard* *'come, come' crying of same sahnai.*]	To this day waking up first in the morn I hear The crying of *sahnai* - 'Come here, come here'! ('Poverty', p.150)

'সানাই (sahnai)' is a kind of wooden flute. It is a 'double reeded flute played by blowing air from the mouth. It touches the heart as it creates long sustained mournful lamenting melodic tone when a tearful bride departs her parental home after the wedding ceremonies' [6].

In the English translated version *'sahnai'*, which is directly transferred by borrowing the SL word and the translator g translator gave a detailed description in the glossary as the term is unfamiliar in the receptor language. Thus, this addition of notes in the glossary facilitates the target language readers in understanding culture-specific item in the sentence.

Example: 6

Source Text (Bengali)	Target Text (English)
হারাম তারা এ- মুশায়েরায়! (আয় বেহেশতে কে যাবি আয় , p.172) **BT:**[*haram they are in this mushaira*]	Guests unwanted They're in *a poetry-reading gathering*! ('Who Wants to Go to Heaven', p.190)

'মুশায়েরা (mushaira)' is a poetic symposium or an event where poets gather to perform their works usually in the presence of the king and his ministers. The poets would gather to read their compositions crafted in accordance to a strict metrical pattern known as 'shayari'.

It is a greatly admired and esteemed part of the culture of Pakistan, India and Bangladesh. It was thought by the legends of early India that these self-composed poems should be recited in a gathering of minds with adequate understanding of the language, so that they may enjoy, criticize, and ultimately appreciate what was recited. Here

the translator omitted the name 'মুশায়েরা (mushaira)' but transferred the meaning by translating as 'poetry-reading gathering'. The translator thus considers that TT English-speaking readers do not share the same cultural background as the ST reader and will not be aware of this traditional cultural practice. Through 'modulation' procedure, the translator brings the SL text towards the readers in order to achieve formal equivalence effect.

VII. CONCLUSION

Translation is always fraught with difficulties –even for a person who knows both source and target language perfectly. Translators, whose command of English was enviable, found a variety of difficulties in translating CSI's in Bengali poems. There are no ready-made and set solutions to this difficulty of translating from Bengali to English. The responsibility is upon the translators to recognize the cultural-specific aspects in the text; they also decide on what needs to be integrated into the translation. Thus, the translators need to bear in mind the source culture while identifying the references and the terms that cannot be simply be literally transferred from the source language into the target language for cultural reasons. Therefore, for translating literary works, having a good command of more than one language is not enough for translator, additionally, he/she needs to have sound knowledge of both source and target language culture and the wide range of strategies suggested by translation theorists. After analyzing the data of this study, the researcher suggests using the Bengali term and explain what it is the first time one uses it. Though there are some translators who do not approve of using source language terms, but it is better to use them than to create absurdities. The translators can also adopt the procedures like 'adaptation' and 'literal translation' as these procedures enhances the readability of the TT, eases the receptor's understanding of ST's ideas and culture, and thus connect different language users all over the world.

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Representation of Socio-Cultural Language Aspects Written on Pakistani Vehicles: A Critical Discourse Analysis

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Abstract— Linguistically, the word language has shifted into 'Discourse' which is a social phenomenon not only to express the thoughts but to reflect the mind-sets and contexts of a specific community. The core concept of this study is to analyze the slogans written on Pakistani automobiles and to know the logic behind social and cultural affiliations of these slogans. Pakistani culture of the art of making pictures and written phrases, poetic verses, and imperative sentences on the vehicles is famous all over the world. The study has analyzed writings addressing the social issues on vehicles which normally look trivial. They exhibit not only a personal approach towards life but also moral thoughts that compel humans to think. Three Dimensional Model of Critical Discourse Analysis by N. Fairclough (2001) is used as theoretical framework which investigates the study at three levels; lexical, syntactic patterns, and interpretations and social practices. This paper tries to bring forth the digressive features presented in texts on the vehicles and the hidden ideologies rooted in them. It evaluates the different socio-cultural characteristics and identities which are exhibit by such writings on the vehicles. The discourses written on the vehicles are characterized into different categories; life's mission statements, loud messages, mind baffling, everyday life annoyances, and provoking statements. Twenty images and pictures have been taken/captured from vehicles as a sample of this study. The results reveal the existence of mind-sets behind these discourses. They are used to highlight social issues which Pakistan is facing being a developing country in the world, i.e. load shedding, crimes, and poverty. Few are personal, as loss of love and hopelessness towards life. Some catch the attention in the form of political affiliations including the commitment to die for the country and religion. In short, the study discloses the strong bond of vehicles and people using them to convey the messages in society which can bring harmony among public.

Index Terms— Critical Discourse Analysis, Culture and Society, Ideologies, Three Dimensional Model.

I. INTRODUCTION

The purpose of researching the linguistic aspects through CDA of using phrases/lines/quotes on vehicles in Pakistani culture is to delve into the mind-sets and the ideologies behind these writings. Pakistan is famous for the quotes and arts on vehicles which in turn is one among its attractive aspects. The current study is an attempt to unknot the ideologies that are depicting and conveying through writings on vehicles and how art representing Pakistani traditional variants of heritage.

Such slogans/phrases on the vehicles deliver a pragmatic aspect of language by revealing a background allowing people to deduce meaning from them. Mills (1997) opines that widespread elements exist playing a role in the comprehension and contribution to the meaning of these writings. Hajer (1995) says that discourse is social connections involving society and people. People are categorized over the discourses as to what type of values, practices and attitudes they belong.

In Pakistani society, cars, apart from being an asset, serve as means of depicting social and cultural affiliations. Caring about their vehicles like a family member in terms of appearance, they associate various names with their vehicles, for example, jet, rocket and power horse etc. The decoration of automobiles with slogans from different regions exhibits representation of culture. There are different type of quotations, phrases, chunks, poetic verses, warnings, way of advertising some special thing and stickers are displayed that express the socio-cultural and political closeness of people. Showcasing the pedigree of being a *Chaudhry, Jutt, Kashmiri and Waraich* (Urdu words for casts) is a common trend as well. Automobiles serve as means of transportation alongside representing ideologies embedded in the writings over them. Certain slogans are depicted by pasting stickers over the vehicles pertaining to social, political, military and sports contexts. Conveying the comic situations, these banners, phrases, slogans and quotes on the vehicles act as appealing and enchanting aspect of automobile art. The exciting nature of the slogans and verses on the automobiles make them less vague and appear attractive. At times, they render some information. One other dimension of these writings is the communication of religious ideologies also. The variant and attractive slogans on the vehicles manifest the art in Pakistan.

This study is significant in terms of portrayal of socio-cultural ideologies by writings on vehicles thus leading unaware masses to comprehend the politically, socially, culturally and religiously relevant aspects of daily life. It is significant for future researchers in terms of the

aesthetic and emphatic pleasures of vehicles' writings. Furthermore, it will try to increase the interpretation of society and cultural values. Apart from being a status symbol, the writings on automobiles communicate our cultural and traditional values. The written messages on vehicles could be associated to the representation of socio-cultural depiction of interpretational meanings.

Research Objectives:
- To explore the intrinsic discourse elements at work in the written messages on Pakistani vehicles.
- To discover the basic socio- cultural ideologies disseminated by such texts on vehicles.
- To recognise the regional diversity in coating with writings on Pakistani vehicles.

Research Questions:
- What discursive elements have been used in the writings on Pakistani vehicles?
- What are the embedded ideologies behind these quotations/phrases?
- What socio-cultural identities are communicated by such texts on vehicles?
-

Literature Review
Carling (2004) is of the view that any spoken or written medium should communicate a specific message pertaining to any theme through a concise linguistic interpretation. Willing (2008) defines discourse as a distinct way of language categorization. Studies relevant to discourse analyze conversations in spoken or written alongside pondering over the cultural and social backgrounds where they are generated. The absence of cultural and social affiliations means no production of discourse as language is an integral part of the society. The primary function of language is to communicate sensibly. Van Dijk (1995) says that ideologies attain and retain positions according to the messages they carry. Ideologies might vary among individuals based on the construction of communication in the form of discourse.

Ideologies differ in distinct parameters having a link with the word selection and society turning studies of discourse into an attempt of understanding the various ideologies. Fee and Fairclough (1992) explains discourse a systematic concept in the production and function of texts with the ways these texts are interpreted socially and culturally. The discourse generated in the context of automobiles deposit a repository of knowledge about people's trends, ethics, ideas and social perception, henceforth, exhibiting power, support, harmony, resistance, love and affiliation. Jamal. J. Elias (Wikipedia), is the one who discusses the interpretation of writings on vehicles the first time. According to him these trucks/vehicles define central idea underlying written discourse on vehicles. He additionally clarifies the connection between the writings and their religious, regional, and socio-cultural dimensions. His influenced was Bourdieu in the analysis of writing with expressing an interlink of culture and society. One among Bourdieu's core points was the role of historical idea in relation to societal meaning.

Jamal's analysis of color distinction deployed by decorators and owners in the identification and affirmation of social and religious identities paves the clue for further analysis. As the previous researchers focused on the decoration trends rather than the writings carrying ideologies, this study has tried to cover the gap. The vehicle decoration became in vogue in the 1960's due to the low influx of automobiles in the country. Initially, this art comprised pictures, drawings, flowers and other graffiti's counted as entertainment for the drivers of those vehicles. With time passing by, the norm changed in terms of presenting pictures of sportsmen, flags, and historical identities on the vehicles showing the decorators' asthetic sense and attempt to communicate meaning. This art, being attractive in itself, enhanced the capturing of people's attention as well. Due to changes in this idea over the period of time, vehicle decoration became unavoidable leading to representation of cultural identity and tourists' attraction. Apart from conveying linguistic elements, the art on automobiles depicted feelings of amusement, sadness, love and beauty.

People related with this art of vehicle decoration use significant quotes, phrases, ideas, and pictures which portray our social thinking and cultural values. This art is perceived as manifestation of our traditions showing the workers' association with cultural norms and values. Complexity apart, it is called the art of people due to its expression of the mainstream thinking and everyday life of people. Portraying religious ideologies, questions for power, conveying feelings of people, asking for the poor's help, and capturing attention towards social issues entitle it as the art of people. This art also renders amusement to its practitioners. The focus of this research has been on the writings on automobiles as representative of cultural and social ideological markers.

Theoretical Framework
Fairclough's Three Dimensional (2001) which is also emphasized by Janks (1997) for the analysis of various discourses has been used as a theoretical framework. It has three key elements. Message is the first element termed as text, second in what ways these texts are inferred and last is the socio-cultural aspects presented in the text. The initial level discusses the core construction of analysis; either written or oral. Second level focuses on the creators of the discourse and subsequently the receivers of this discourse i.e. common people. It also discusses the agents, nature, and use of discourse produced. The last level concerns with what type of practices in relation to society and culture the text is carrying and how they are interpreted. It further explains the matters relevant to power relations, ideologies, identities, and cultures embodied in and explained by these discourses.

Research Methodology
The research methodology used is qualitative in nature which explores the analysis of the written slogan/phrases/quotations on the vehicles. The direct population is the vehicles moving on the Pakistani roads. The data has been captured from vehicles in the form of

written discourses. Due to time constraints, a small data has been interpreted. The sample technique adopted is non-probability sampling. The written data was selected on the basis of three major languages that are used in the country, for instance, a couple of English written slogans have been taken which is the official language of the country, few in Punjabi which is one of the regional languages spoken in Pakistan and represents majority of population as well as nearer to Urdu language in terms of understanding, and many of the slogans selected for this study are in Urdu that is the national language of the country.

Procedure

Sample has been collected from different vehicles through taking pictures and images. Total 20 images/pictures have been used to interpret the data. There are different types of written discourses in the vehicles i.e., slogans, verses, signs, images, stickers, quotations, chunks and phrases etc. Data has been analysed through the use of textual, linguistic and contextual features associated in such writings. The written data collected from the vehicles has been categorized on the basis of discourse written on them. The study applies Fairclough's model (2001) on how and what different ideologies have been conveyed through the phrases written on vehicles. Written discourse on vehicles have been characterized into five categories.

- **Life's Mission Statements**

Such messages deliver the life's statements in a humorous way. It is just a way to inform others that what their future plans are. Such statements are expressed impressively than another serious issue of life. In such statements, the language is used in a hilarious way just to convey such ideologies in mild tone. See appendix A where the literal translation has been done for the understanding of the readers.

- **Loud messages**

Such messages point out the seriousness of the issues that are present in the society. See the appendix B for examples. Such lines/statements are again in hilarious way without affecting the true essence of the message. The vocabulary is very appealing and charming which gain the attention of the readers. Pakistani is facing many issues and one of them is load shedding which is quite frequently used in the writings of vehicles. Nowadays, without electricity a simple life cannot be imagined and it is a way to address the government that they should consider the problems of the common people. Most of the times, the phrases are written in hilarious way so the message can also be conveyed in a mild way and people can laugh as well. They do not take hard the bitter realities of life. Inflation is another very serious issues which was also address by such writings on vehicles.

- **Mind Baffling**

Appendix C messages are mind perplexing and can relate in all type of circumstances. These are funny in tone, sad, or straightforward etc. in a hilarious tone, at the back of truck it is written that keep the distance maintain otherwise you may fall in love. Fall in love can have two interpretations; one with the truck and another with the driver of the truck. It also means that closeness with anyone make you fall in love. It is a type of figure of speech which is personification. In another images, it was written that with one smile you can have my heart as I am selling it with the price of smile. It refers towards the value of love and how people ridicule and treated as product.

- **Every Life Annoyances**

In appendix D the phrases that are used elucidate that people even express their sentiments, feelings and problems of life by such messages. Mostly, they espouse the poetic expressions to show their feelings and emotions. On the other hand, they also use some hilarious statements as well just to express the feelings. The harsh realities of life are addressed in such beautifully by the use of language in compact way. In one of the images, ironically, they try to show the association between love and salary as a person with less salary has no right to love because loving someone requires more expenses as well. Furthermore, in another phrase feelings about the common Pakistani issues of load shedding is expressed and betrayal in love are associated in a poetic way. Such phrases also point out towards people's materialistic approach even in love and they fall in love with the money and not with the person.

- **Provoking Statements and Messages**

These messages are for readers to think as they are thought provoking and pointing towards the seriousness of the issue in a unique way. See the appendix E which refers the couplets mostly at the back of trucks which is also a type of vehicles consist of nouns and verbs. The first picture tells the cruelty of the people and points out that in this world majority of people are selfish who enjoy and remain with you till you have wealth. As your money finishes, they leave you. Moreover, in another couplet is pointing out the blood relations that even they are not sincere if you need their help. The unfortunate dilemma of the modern time is that people become very materialistic and only consider their benefits first and then anyone else.

Conclusion

The written language on these vehicles reveals a context and allows people to infer meanings from them. It is important to ponder that every piece of writing involves a specific meaning which associate itself with any genre of writing. Such writings written on the Pakistani vehicles depict social and cultural contexts along with showing hidden ideologies that are conveyed through these slogans. The analysis of sub categories showed that not a single piece of text was without any message and purpose. People highlighted their ideologies and social issues which are deep rooted in an under developing and challenging society. Majority of the slogans depict the thought provoking messages in a humorous/satirical way to highlight the issues which have created mess in the society in the form of religious rigidity (in certain ways), political issues, and basic life challenges and problems of common man. Currently, Pakistani people are facing issues, i.e., load shedding, inflation, poverty, and religious extremism etc. which are shown on these vehicles. The language has been

used very artistically to depict such serious issues in fewest possible words to the people. The addition of humour and satire is not to enrage people but to point out the problems in lighter tone. In short, Pakistani people express their beliefs and ideologies through vehicles' writings which itself is quite unique thus becoming a source to spread and highlight the crucial issues so as to create awareness among people.

Appendix A: Life's Mission Statements

English Translation of image: (When I will grow old, I will become Corolla, a type of car) which means that this vehicle which is called auto-rickshaw, the driver tries to tell about his wish of having a big vehicle.

English Translation of image: (When I will grow old, I will become Bus) again this type of vehicle is small and the driver wishes to have a bus.

English Translation of image: (When I get committed to something then I even do not listen to myself) it is a type of satire about the stubborn people living in society. It has another slogan which means "Mother's prayer is the ultimate guarantee of entering into Heaven."

Appendix B: Loud messages

English Translation of image: (Satire on the poor governance of government as people are badly suffering from the basic needs of life, i.e., load shedding)

English Translation of image: (It is a stair that use the horn slowly as the Nation is sleeping which means people are not serious to change the destiny of their country)

English Translation of image: (Wishing the greetings of Happy Independence Day to the entire Nation except the WAPDA, Water and Power Development Authority which is a government institution for proving electricity, as they are not giving electricity to people and they are suffering.)

Appendix C: Mind Baffling

English Translation of image: (Maintain the distance otherwise I will fall in love with you)

English Translation of image: (Say YES and take away my heart, O my lover)

English Translation of image: (Finding the missing one that "I MISS MY MISS")

Appendix D: Everyday Life Annoyances

English Translation of image: (I really love you but my income is less so don't judge me by money)

English Translation of image: (I miss my lover which is the biggest problem/issue of my life but load shedding is also equally painful like a lover.)

English Translation of image: (Polite message to close the car's door gently)

Appendix E: Provoking Statements and Messages

English Translation of image: (If you have money, the world is yours and if you do not have, none will bother you.)
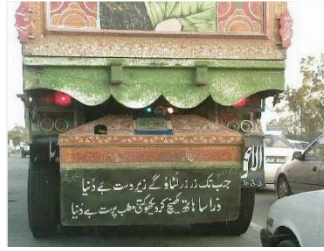
English Translation of image: (I am missing you as wine is prohibited in my religion so I am taking 'Lassi' (a local non-alcoholic drink) which is equal to trying to forget the lover.)

English Translation of image: (A satire on blood relations by pointing out one of the Prophet's life (Prophet Joseph) whose step-brothers sold him in the market thus telling that blood relations are fake.)
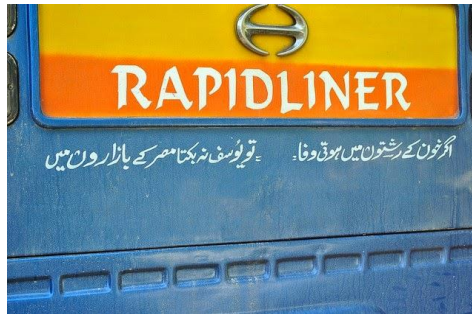
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Sokongan Yang Diterima Dan Diperlukan Oleh Ibu Bekerjaya: Satu Analisis Tematik

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Abstract— Wanita hari ini perlu menjalankan peranan seperti lelaki iaitu mencari nafkah untuk menyara keluarga dalam masa yang sama sebagai seorang ibu kepada anak-anak dan isteri kepada suami. Peranan wanita yang semakin bertambah memberi kesan kepada perkembangan kekeluargaan masa kini di Malaysia. Kajian ini bertujuan untuk meneroka sokongan sosial yang diterima dan diperlukan oleh wanita bekerjaya di Selangor. Sebelas informan dari sekitar negeri Selangor telah terlibat dalam kajian ini melalui temu bual mendalam. Soalan temu bual telah dibina secara separa berstruktur. Informan kajian dipilih melalui kaedah persampelan bertujuan. Seterusnya, data telah dianalisis berdasarkan analisis tematik. Hasil kajian mendapati informan memerlukan pelbagai bentuk sokongan iaitu daripada segi penjagaan anak, emosi, informasi, jaringan dan kewangan. Bentuk-bentuk sokongan ini akan dapat meningkatkan kesejahteraan emosi mereka di tempat kerja juga di rumah. Namun, informan hanya menerima sebahagian sahaja sokongan sosial yang diperlukan seperti sokongan penjagaan anak dan jaringan sosial. Kebanyakan informan melaporkan kurang menerima sokongan kewangan daripada suami. Informan mengakui menghadapi tekanan dan kepenatan dalam mengurus rumah tangga dan kerjaya. Namun, ia boleh diringankan jika orang terdekat prihatin dan mengambil peduli. Dapatan kajian boleh menjadi sumber rujukan pihak yang berkaitan untuk membantu ibu bekerjaya mencapai kualiti hidup serta kesejahteraan emosi yang lebih baik.

Kata kunci: ibu bekerjaya, kesejahteraan emosi, konflik peranan, sokongan sosial

I. PENGENALAN

Kewujudan wanita dwi- peranan atau ibu bekerjaya dalam negara membangun sudah menjadi fenomena biasa. Tambahan lagi, dengan kemajuan yang semakin dikecapi, maka banyak perkara yang perlu dikorbankan. Wanita pada hari ini perlu menjalankan peranan seperti lelaki iaitu mencari nafkah untuk menyara keluarga dalam masa yang sama sebagai seorang ibu kepada anak-anak, dan isteri kepada suami. Justeru, peranan wanita kini yang semakin bertambah memberi kesan kepada perkembangan institusi kekeluargaan masa kini di Malaysia. Wanita perlu mengimbangi antara kerjaya dan tugas hakiki sebagai ibu dan isteri di rumah. Terdapat pelbagai faktor penyumbang ke arah kesejahteraan emosi wanita kini. Konflik peranan di antara kerjaya dan keluarga (Work-Family Conflict) ini telah menjadi isu yang kerap dibincangkan kerana ketidakseimbangan peranan di antara kerjaya dan keluarga akan menyumbang kepada tekanan sehingga mengganggu kedua-duanya (prestasi kerjaya dan kesejahteraan keluarga) [1].

Salah satu faktor yang dikenal pasti dapat mengurangkan konflik di antara pekerjaan dan keluarga adalah sokongan sosial. Sokongan sosial adalah kesediaan membantu dan meningkatkan kualiti hubungan tersebut [2]. Sokongan sosial dibahagikan kepada dua aspek iaitu sokongan organisasi dan sokongan keluarga [3]. Sokongan sosial organisasi, selalunya datang daripada rakan sepejabat dan penyelia, manakala sokongan sosial peribadi datang daripada pasangan, ibu bapa, anak, keluarga atau keluarga kawan-kawan. Walaupun begitu, Barling [4] dan Aryee [5], mendapati bahawa sokongan daripada suami dapat mengurangkan konflik peranan kerjaya-keluarga yang dialami wanita bekerjaya.

Sokongan sosial dipercayai memberi kesan positif kepada peranan wanita di tempat kerja dalam meningkatkan kepuasan kerja dan mewujudkan keseimbangan dalam peranan di rumah dan tempat kerja [6]. Tambahan lagi, wanita dwi- peranan perlu terus menguruskan pekerjaan dan keluarga mereka kerana masyarakat tetap menuntut wanita untuk terus melaksanakan perannanya secara penuh sebagai pengurus rumah tangga walaupun dalam masa yang sama bekerja seperti lelaki. Dalam erti kata lain, penambahan peranan dan tanggungjawab wanita untuk bekerja mencari nafkah di luar rumah tidak diikuti dengan pembahagian peranan yang adil dalam pengurusan rumah tangga [7][8]. Justeru, sokongan sosial amat diperlukan untuk kesejahteraan emosi wanita dwi peranan ini.

Kajian di Korea Selatan meneliti sama ada polisi mesra keluarga (cuti penjagaan kanak-kanak, penjagaan kanak-kanak di tempat kerja, dan waktu kerja yang fleksibel) dan sokongan sosial di tempat kerja (penyelia dan sokongan rakan sekerja) berkaitan dengan tekanan keibubapaan di kalangan ibu yang bekerja dengan jadual kerja yang tidak tetap. Kajian tersebut juga menganalisa organisasi yang suportif terhadap keluarga (family supportive organisation) sebagai moderator di antara polisi mesra keluarga dan tekanan keibubapaan. Responden adalah 223 orang ibu bekerja yang mempunyai jadual kerja tidak tetap dengan sekurang-kurangnya satu atau lebih anak-anak di bawah umur enam tahun. Dapatan

kajian menunjukkan bahawa penjagaan kanak-kanak di tempat kerja, waktu yang fleksibel, dan sokongan penyelia dikaitkan secara negatif dengan tekanan keibubapaan.

Selain itu, ibu yang bekerja dengan persepsi sokongan organisasi terhadap keluarga yang rendah melaporkan tahap tekanan keibubapaan yang tinggi. Dapatan penyelidik ini menunjukkan persepsi organisasi yang menyokong keluarga yang lebih baik adalah faktor yang boleh mengurangkan tekanan pekerja wanita apabila mereka tidak dapat menggunakan sepenuhnya dasar mesra keluarga [9]. Kajian ini menunjukkan kepentingan sokongan sosial untuk membantu wanita dwi peranan ini. Ia membantu dalam mengurangkan konflik kerjaya-keluarga yang dihadapi sebahagian besar wanita.

Marcinkus et al. pula mendapati bahawa wanita biasanya menerima lebih banyak sokongan sosial peribadi daripada sokongan sosial berasaskan kerja. Mereka juga mendedahkan bahawa sokongan sosial berasaskan pekerjaan mempunyai perkaitan positif dengan kepuasan kerja, komitmen organisasi dan pencapaian kerjaya. Sokongan sosial peribadi juga mempunyai perkaitan dengan kepuasan pekerjaan dan komitmen organisasi. [10]. Kajian ini disokong oleh Imran Malik yang mengkaji responden di organisasi di Pakistan di sektor swasta dan awam. Kajiannya menunjukkan bahawa sokongan sosial menjadi moderator kepada pencapaian pekerja dan kepuasan pekerjaan [10]. Pendek kata, kajian membuktikan bahawa untuk mencapai keseimbangan dalam pekerjaan dan keluarga, wanita bekerjaya sangat memerlukan sokongan sosial daripada keluarga dan organisasi.

Kajian terdahulu juga mendapati terdapat pelbagai bentuk sokongan sosial yang diperlukan oleh wanita bekerjaya. Analisis yang khusus perlu dilakukan untuk mengenalpasti bentuk sokongan sosial yang diperlukan dan telah diterima oleh wanita bekerjaya di Malaysia. Justeru, kajian ini akan meneroka bentuk sokongan sosial yang diterima dan diperlukan oleh wanita bekerjaya di Selangor. Dapatan kajian akan menjadi garis panduan dan sumber rujukan bagi pihak-pihak berkaitan untuk membantu wanita bekerjaya mencapai kesejahteraan emosi dan kualiti hidup yang lebih baik.

II. METODOLOGI

A. Lokasi kajian

Lokasi kajian adalah di sekitar negeri Selangor di mana informan bekerja di jabatan kerajaan, syarikat swasta, berniaga sepenuh masa atau terikat dengan peraturan pekerjaan dengan mana-mana syarikat dibawah Suruhanjaya Syarikat Malaysia. Selangor dipilih kerana ia merupakan antara negeri yang pesat membangun di Malaysia sekaligus membuka peluang pekerjaan yang pesat sama ada di sektor kerajaan mahupun swasta. Kos sara hidup di Selangor juga semakin meningkat menyebabkan pada hari ini, wanita juga perlu bekerja untuk membantu suami menyara keluarga.

B. Subjek Kajian

Seramai sebelas (11) orang informan telah terlibat secara langsung dengan kajian ini. Kesemua informan adalah wanita bekerjaya dalam lingkungan umur 20 hingga 40 tahun. Informan menetap di beberapa daerah di Selangor, termasuklah daerah Hulu Langat, Kuala Langat, Gombak dan Shah Alam.

Mereka bekerja di sektor swasta, kerajaan atau menjalankan perniagaan sendiri dan mempunyai bilangan anak minimum seramai dua orang. Informan memegang jawatan yang berbeza bermula daripada jawatan yang paling rendah (pekerja pembersihan) hinggalah kepada jawatan yang tertinggi sebagai pengurus di sektor swasta dan timbalan pengarah di sektor kerajaan.

C. Prosedur Kajian

Temu bual dijalankan dengan menetapkan temu janji bersama informan dan memberikan borang kebenaran temu bual yang menerangkan tentang kajian dan etika kerahsiaan yang digunakan. Terdapat sepuluh (10) soalan utama yang ditanyakan semasa temu bual dan soalan tambahan akan ditanyakan sekiranya wujud sesuatu perkara atau isu baharu yang dianggap sebagai penting yang timbul semasa sesi temu bual.

Sesi temu bual mendalam ini mengambil masa secara purata dua (2) jam. Informan diberikan ruang dan masa yang cukup bagi menjelaskan pengalaman yang dilalui, persepsi mereka terhadap sokongan sosial yang diterima dan masih diperlukan serta masalah atau cabaran yang dilalui sebagai wanita bekerjaya. Pendekatan yang digunakan adalah pendekatan fenomenologi, di mana informan menyuarakan perasaan dan pengalaman mereka secara bebas, dalam bahasa mereka sendiri.

D. Analisis data

Seterusnya, data telah dianalisis menggunakan Analisis Tematik (AT). AT adalah satu kaedah "mengenal pasti, menganalisis dan melaporkan corak (tema) dalam data". Ia digambarkan sebagai kaedah deskriptif yang mengurangkan data dengan cara yang fleksibel yang diamalkan dengan kaedah analisis data yang berbeza. Data seterusnya disahkan melalui pemeriksaan ahli (members' check). Tema yang dibina akan ditunjukkan kepada informan yang ditemubual. Informan akan mengesahkan sama ada tema dan interpretasi yang dilakukan ke atas data tersebut tepat, kurang tepat atau tidak tepat. Tema akan dibetulkan sekiranya informan tidak bersetuju atau interpretasi yang dilakukan kurang tepat.

III. DAPATAN DAN PERBINCANGAN KAJIAN

Sokongan sosial merupakan salah satu elemen yang boleh mengukuhkan kesejahteraan emosi ibu bekerjaya. Walau pun mereka telah terbiasa mengurus kedua-dua aspek, iaitu kerjaya dan keluarga dalam masa yang sama, mereka masih memerlukan sokongan sosial daripada keluarga, komuniti dan mungkin juga majikan. Lima bentuk sokongan sosial yang sangat diperlukan oleh ibu bekerjaya ialah: i) sokongan penjagaan anak ii) sokongan emosi iii)

sokongan informasi iv) sokongan jaringan v) sokongan kewangan

i. Sokongan penjagaan anak

Dalam kajian ini, pengkaji bertanyakan bagaimana anak-anak wanita dwi-peranan dijaga ketika mereka keluar bekerja. Pengkaji mendapati terdapat informan yang menghantar anak-anak mereka di bawah pengawasan pengasuh manakala ada yang dijaga sendiri oleh suami atau ahli keluarga yang terdekat.

Pengasuh

Pengkaji mendapati 5 daripada 11 informan menghantar anak-anak mereka untuk dijaga oleh pengasuh. Kadangkala wanita juga berasa risau apabila anaknya di bawah pengawasan pengasuh sepertimana yang dinyatakan oleh informan ke-4:

Saya hantar pengasuh 3 orang tu sekali satu tempat, hantar nak ke sekolah pastu pengasuh 3 orang, pastu terus pegi kerja sama, so takdelah berbezakan, ya memang risau setiap hari, kita percaya jugalah dengan pengasuh tu, setakat ni kalau ada apa-apa kita kan call, biasa dia bagi maklumat, dia tunjuklah baby dah tidur.

Informan yang menghantar anak kepada pengasuh tentunya ada sesikit kegusaran dan kerisauan. Tambahan lagi, jika anak yang dihantar masih kecil dan kadang kala pula kurang sihat. Informan melaporkan bahawa mereka kerap menghubungi pengasuh untuk mendapat maklumat mengenai keadaan anak mereka. Mereka sentiasa memantau kesihatan dan keselamatan anak-anak walau pun sedang sibuk dengan urusan kerja. Namun begitu, bagi wanita yang telah selesa dan tidak mempunyai sebarang masalah dengan pengasuh, mereka bersifat lebih tenang dan kurang risau. Sepertimana yang dinyatakan oleh informan ke-8:

Alhamdulillah saya dapat satu tempat yang saya boleh letak anak-anak saya, 4 orang anak dalam satu tempat yang sama, daripada yang kecik lagi, daripada dia baby lagi, lepas tu abang-abang dia pun dari tadika lagi kat situ, lepas tu yang tadika tu transit tengahari kat situ, jadi memang saya letak kat sana lah, kiranya walau cuti sekolah pun diorang akan duduk kat situ lah, walaupun diorang tak pegi sekolah kan, diorang akan stay kat situ jadi saya tiada masalah lah.

Jelas bahawa apabila wanita bekerjaya telah mempunyai keyakinan yang tinggi dengan kredibiliti pengasuh, mereka tidak akan risau dan ragu-ragu lagi. Justeru, mereka akan dapat memberi fokus kepada kerjaya sebaik sahaja menghantar anak ke rumah pengasuh. Malah, rumah pengasuh seolah-olah sudah menjadi rumah kedua anak-anak mereka. Anak-anak akan turut dihantar ke sana semasa cuti sekolah. Selain daripada itu, pengkaji juga mendapati jarak rumah pengasuh dari rumah wanita juga memainkan peranan yang penting untuk menghantar anak-anak. Terdapat informan yang hanya menghantar anak-anaknya ke sebelah rumah sahaja sepertimana yang dinyatakan oleh informan ke-7, "Orang sebelah yang mengasuh, yang lain-lain besar dah sekolah dah semua".

Sebelum ini terdapat juga kes di mana rumah pengasuh terletak jauh dari tempat tinggal informan. Namun, informan telah berpindah ke tempat baharu dan tempat tinggal pengasuh juga tidak jauh dari rumahnya sepertimana yang dinyatakan oleh informan ke-10, "Anak-anak saya hantar ke rumah pengasuh pun, tapi dah tak jauh lah dari rumah". Oleh itu, faktor jarak rumah pengasuh dianggap penting oleh informan kerana ia akan menjimatkan masa mereka yang sentiasa bergegas dan perlu cepat terutamanya pada waktu pagi untuk ke tempat kerja.

Ahli keluarga

Sebagaimana yang kita tahu, tidak semua wanita menghantar anak-anaknya kepada pengasuh. Terdapat juga wanita yang anak-anaknya dijaga sendiri oleh suami mahupun ahli keluarga terdekat sepertimana yang dinyatakan oleh informan ke-6, "Mungkin saya rasa sebab memang parents duduk dengan saya, memang tak pernah ada masalah menguruskan anak-anak, sekarang ni pun anak-anak saya dah besar".

Ibu bapa informan memainkan peranan yang penting menjaga anak anaknya ketika informan keluar bekerja. Keadaan yang sama turut berlaku apabila suami informan ke-11 menjaga anak-anaknya juga sepertimana yang dinyatakan, "Anak-anak semua suami yang jaga, cuma kalau yang bongsu tu dia akan pergi nursery lah, petang baru balik". Selain itu, terdapat juga informan yang mengharapkan adiknya untuk menjaga anak-anaknya seperti mana yang dinyatakan oleh informan ke-2, "Ada adik yang jaga, dulu pagi kita tinggal pagi-pagi kita dah tinggal dah". Kehadiran ahli keluarga yang boleh menjaga anak-anak mereka adalah satu rahmat kepada informan kerana ia akan sangat membantu. Informan bersyukur kerana ada antara ahli keluarga mereka yang sudi dan sanggup menjaga anak-anak. Mereka turut memberi sedikit sumbangan kepada ibu, adik atau ahli keluarga lain yang menjaga sebagai menghargai pengorbanan mereka.

Justeru, analisis mendapati bahawa sokongan sosial yang paling utama yang diperlukan oleh wanita bekerjaya ialah sokongan penjagaan anak-anak. Mereka berpuas hati dengan sokongan yang diterima ini kerana ia telah melancarkan urusan mereka seharian. Elemen penjagaan anak-anak sangat penting kepada seorang wanita walau pun mereka harus bekerja. Mereka tetap memastikan kebajikan dan keselamatan anak-anak terjaga sepanjang mereka berada di tempat kerja atau di luar. Noor Rahamah Abu Bakar mencadangkan diwujudkan tempat kerja yang bersifat "mesra wanita" seperti penjagaan kanak-kanak

kerana kemudahan penjagaan kanak-kanak adalah penting kerana dengan adanya kemudahan ini kebajikan anak-anak terpelihara dan ibu bapa dapat bekerja dengan selesa[11].

ii. Sokongan emosi

Sokongan emosi adalah salah satu bentuk sokongan sosial yang tidak harus dipandang mudah. Walau apa pun pangkat dan jawatan yang dipegang oleh wanita, mereka masih lagi memerlukan individu terdekat untuk memberi sokongan emosi saat mereka memerlukan. Ibu bekerjaya biasanya memiliki sahabat baik untuk berkongsi atau sekurang-kurangnya pasangan yang boleh mendengar keluhan dan luahan perasaan mereka. Perkongsian masalah sangat penting sebagai strategi daya tindak (coping strategy) kepada wanita. Menurut Rivera-Torres sokongan mempunyai kesan yang lebih kuat terhadap stres kepada wanita daripada lelaki. Informan biasanya memerlukan sokongan emosi apabila berdepan dengan dua masalah utama iaitu: a) masalah kerja b) masalah keluarga [12].

Sokongan emosi sering diterima oleh wanita terutama daripada ahli keluarga sendiri seperti suami dan anak-anak. Sepertimana yang dinyatakan oleh informan ke-11:

Selama ni suami anak-anak memang bagi sokongan la, walaupun kita busy tapi husband akan jaga anak, macam sekarang saya jauh kan, saya tau macam bagi dia mestilah susah nak jaga anak semuak, tapi dia pun tak nak bagi mak mertua jaga anak jadi dia jaga sendiri, maksudnya dia memang support saya lah.

Informan ke-11 menerima sokongan emosi dari keluarganya sendiri iaitu suami dan anak-anak walaupun informan berada jauh dari keluarganya. Selain itu, sokongan emosi turut diterima daripada ibu dan adik-beradik wanita di mana informan digalakkan untuk bekerja jika telah ada tawaran kerja memandangkan ekonomi masa kini yang semakin mencabar seperti mana yang dinyatakan oleh informan ke-7, "Adik-beradik saya bagi support pada saya terutama mak saya, adik saya yang perempuan tu, kakak saya, dia kata kalau dah ada kerja kerjalah, sekarang kan ekonomi kan itu sangat, kalau kita kerja sorang tak boleh".

Masalah Kerja

Masalah kerja juga merupakan salah satu isu yang sering menjadi perkongsian wanita dwi-peranan. Majoriti informan meluahkan masalah kerja yang mereka hadapi di tempat kerja kepada rakan-rakan sekerja. Rakan-rakan sekerja dianggap orang yang paling memahami mereka jika masalah yang dihadapi adalah berkaitan dengan kerja. Ini memandangkan rakan-rakan mereka turut berada dalam situasi yang sama dan berdepan dengan masalah yang sama. Bebanan kerja serta kepenatan bekerja akan kerap diluahkan kepada satu sama lain. Sepertimana yang dinyatakan oleh informan ke-8 "Kalau dengan rakan-rakan

biasalah tapi habis kat office je, cite-cite je lah kalau penat buat keje kan, tapi saya ni jenis yang memang yang tak menyimpan la, saya akan sembang dengan orang".

Ada juga informan yang terpaksa bekerja di 17 kawasan yang telah ditetapkan oleh majikan. Mereka berdepan dengan cabaran untuk memenuhi tuntutan kerja yang baru ini. Cabaran ini tidak mudah bagi seorang ibu yang perlu juga menjaga dan memantau anak-anak di rumah. Mereka biasanya melepaskan emosi dan kerisauan mereka kepada rakan-rakan sekerja. Informan juga mengeluh kerana syarikat kadang-kadang tidak mempunyai sumber kewangan yang cukup untuk membayar gaji mereka sepertimana yang dinyatakan informan ke-3:

Tengoklah kalau macam-macam kadang-kadang kerja macam mana penat ke, kita ceritalah sikit-sikit, sebab dulu akak kerja sini je takde bergerak ke 17 kawasan, baru bulan ni baru gerak 17 kawasan, tak tahu lah syarikat ni tak cukup income nak bayar, kadang-kadang cerita sesama kawan-kawan"

Selain daripada itu, wanita juga meminta kata-kata semangat dari rakan-rakan sekerjanya. Lumrah bagi seorang wanita, kadang-kala motivasi mereka merudum. Apabila mereka berdepan dengan tekanan, mereka hanya perlukan seseorang untuk meluahkan dan bercerita. Ternyata, mereka akan merasa sangat lega setelah meluahkan masalah yang dihadapi kepada rakan sekerja. Kata-kata semangat daripada mereka sangat menenangkan hati. Sebagaimana yang dinyatakan oleh informan ke-9:

Kalau berkaitan dengan diri ke stres ke saya akan berhubung dengan kawan ataupun saya akan cerita dengan orang yang saya selesa lah, dia akan bagilah at least macam sabar lah, kata-kata semangat at least kita luahkan, takdelah kita rasa pendam sebab kalau kita pendam pun tak selesai pun, cuma kalau dah luah tu baru kita nampak oo takdelah besar mana kecik je pun, nak luah.

Sesetengah wanita tidak mempunyai ramai rakan dan hanya berkongsi dengan rakan-rakan yang dipercayai sahaja seperti yang dinyatakan oleh informan ke-6:

Macam saya tak ramai sangat kawan kat pejabat, but kalau kat pejabat I left it to my collegue la, adalah sorang dua yang my best friends, adalah sembang-sembang membawang-bawang, sembang sikit tu adalah tapi tak semua, sebenarnya terpulang kepada saya, kadang-kadang diorang tak tahu kan, secara umum apa yang diorang cakap tu saya kena ambil lah, whether proper untuk I apply in my work, but ada benda-benda penting yang memang ok berbanding dengan orang luar kan.

Terdapat juga informan yang memilih waktu-waktu tertentu untuk bersama-sama rakan sekerja untuk bercerita dan meluahkan masalah kerja seperti yang disuarakan oleh informan ke-4: "Ya, saya biasa berkongsi, dengan kawan-kawan yang rapat, so kita akan berkongsi,

so pentingnya pagi tu waktu minum kita boleh luahkan masalah kita, waktu tu je yang ada, sebab Sabtu Ahad dengan family 100%, time keje ni je"

Masalah Keluarga

Bagi masalah keluarga, wanita kurang cenderung untuk berkongsi masalah keluarga dengan orang sekeliling bahkan dengan keluarga sendiri kecuali dengan suami dan ibu sahaja. Mereka lebih mempercayai suami sebagai "soul mate" yang boleh mendengar dan merahsiakan apa yang mereka dengar daripada sampai ke pengetahuan orang lain. Pada kebanyakan masa, informan bercerita masalah keluarga kepada suami. Tambah-tambah lagi, jika masalah tersebut berkaitan dengan suaminya. Ibu juga merupakan tempat mereka bercerita, terutamanya apabila mempunyai masa dan peluang untuk berjumpa. Sepertimana yang dinyatakan oleh informan ke-8, "Suami lah atau dengan mak saya, tapi mak saya jaranglah, kalau jumpa mak saya ada masa yang panjang nak sembanglah saya akan cerita dengan dialah, tapi kalau kebanyakannya dengan husband lah".

Pengkaji juga mendapati informan mengelakkan diri daripada bercerita kepada orang luar kerana risau akan persepsi mereka dan tidak mahu ada campur tangan. Jika menghadapi masalah rumah tangga, mereka seboleh-bolehnya tidak akan merujuk kepada orang luar. Ini untuk menjaga maruah semua dan tidak mahu situasi menjadi lebih buruk. Informan ke-9 meluahkan:

Kalau ada masalah saya akan rujuk dengan suami lah kalau melibatkan rumah tangga, saya akan discuss suami, jaranglah saya discuss masalah atau hal rumah tangga dengan family ke dengan mak ke, sebab ia melibatkan hal rumah tangga sendiri kan jadi saya berhubung dengan suami terus, jaranglah melibatkan orang lain, sebab takut campur tangan orang lain nanti memburukkan lagi, melainkan saya betul-betul memerlukan pandangan yang lebih baik barulah saya minta pandangan.

Oleh itu, analisis jelas menunjukkan bahawa sokongan emosi adalah bentuk sokongan yang turut diharapkan oleh wanita bekerjaya. Mereka memerlukan sokongan emosi daripada semua, terutamanya keluarga terdekat, iaitu suami, ibu dan adik-beradik. Rakan-rakan juga diperlukan untuk mendengar keluhan mereka, terutamanya jika masalah yang dihadapi berkait dengan kerjaya. Bagi masalah peribadi, informan lebih selesa berkongsi dengan suami atau ibu. Ini selari dengan ajaran Islam yang menekankan kepada penjagaan maruah suami dan keluarga. Naimah mengesyorkan penjawat awam wanita supaya memelihara batas aurat dan ruang lingkup pergaulan di tempat kerja, mendapat keizinan suami, menjaga nama baik suami, memilih kawan yang baik dan mengimbangi tugas-tugas di rumah dan pejabat dengan baik [13].

iii. Sokongan Informasi

Selain daripada itu, sokongan sosial juga boleh diberikan melalui perkongsian maklumat dan informasi yang dapat membantu wanita menyelesaikan masalah. Perkongsian maklumat dan idea menjadikan kerja-kerja yang dilakukan oleh wanita lebih mudah dan pantas sepertimana yang dinyatakan oleh informan ke-5, "Suami tolong bagi nasihat kat saya, bagi kita semangat lah, kalau dulu dia bantu kita kalau ada apa kat office, kadang-kadang dia bagi selain semangat, dia bagi juga buah fikiran macam mana".

Pengkaji juga mendapati wanita akan meminta pendapat orang yang lebih tua seperti ibu mahupun bapa untuk menetapkan suatu keputusan. Mereka kadang kala berada dalam dilema untuk membuat keputusan yang penting seperti keputusan untuk membeli rumah, memilih bidang kerja yang sesuai, berpindah rumah atau tempat kerja dan sebagainya. Pandangan daripada individu penting dalam hidup mereka sangat dihargai kerana pengalaman hidup yang mereka miliki.

iv. Sokongan Jaringan Sosial

Sokongan sosial yang terhasil daripada analisis bertema seterusnya ialah sokongan jaringan sosial. Sokongan jaringan sosial menghubungkan mereka kepada individu yang mempunyai latar belakang serta minat yang sama. Sokongan jaringan ini akan menjadi platform bagi mereka berbincang mengenai masalah dan isu yang dihadapi serta mencari jalan penyelesaian. Sebagai contoh, informan mempunyai kesatuan yang mengumpulkan semua kakitangan yang mempunyai jawatan yang setaraf dengan informan sebagai medium untuk berhubung seperti mana yang dilaporkan oleh informan ke-9;

Kita ada kesatuan kakitangan makmal, maksudnya kat situlah semua pembantu pembantu makmal, dalam kesatuan itulah kiranya kalau ada apa-apa masalah untuk dibawa dan diusulkan ke dalam mesyuarat kita akan usulkan kat situ, ada sesetengah pengetua yang ok dia faham tugas pembantu makmal sebab pengetua aliran sains, ada sesetengah pengetua yang bukan aliran sains mungkin BI, sastera ke matematik ke dia tak tahu aliran sains tu macam mana jadi dia macam tak paham tugas pembantu makmal tu.

v. Sokongan Kewangan

Selain daripada sokongan-sokongan di atas, sokongan lain yang diperlukan oleh wanita bekerjaya ialah sokongan sosial berbentuk material dan kewangan. Terdapat beberapa orang informan yang tidak mempunyai kemampuan kewangan untuk memenuhi keperluan diri disebabkan suami tidak bekerja dan mereka harus mengutamakan keperluan lain yang lebih penting. Jika suami tidak bekerja, pendapatan isi rumah sangat rendah dan mereka terpaksa mengharapkan bantuan daripada kerajaan dan agensi lain untuk menanggung pendidikan anak-anak, kos perubatan serta keperluan lain.

Dalam pada itu, ada juga informan yang melaporkan menghadapi isu kewangan walau pun suaminya juga bekerja. Ada suami yang langsung tidak menghulurkan wang untuk membeli keperluan keluarga terutamanya keperluan anak-anak. Pihak suami seolah-olah melepaskan tanggung jawab membeli keperluan keluarga kepada wanita dengan beranggapan bahawa isteri mereka mampu kerana bekerja dan mempunyai pendapatan tetap. Situasi ini memang agak mengecewakan ibu-ibu bekerjaya. Informan ke-7 meluahkan: "Duit tu adalah tapi kita kena fikir, sian juga ke anak, suami ni kalau beli kain baju setahun sekali ke anak itu pun baju raya, cik ja kadang-kadang beli, kebanyakan baju anak-anak orang bagi, selama mana saya kawin mana pernah dia beli baju ke kat saya".

Informan lain juga turut meluahkan perkara yang sama. Ada yang mendapatkan bantuan kewangan dari segi pinjaman daripada agensi lain untuk menjalankan perniagaan mereka. Mereka terpaksa mencari sumber kewangan lain bagi membantu mereka setelah gagal mendapatkan bantuan daripada suami yang mempunyai kemampuan kewangan. Informan melaporkan: "Saya mendapat bantuan daripada Majlis Daerah dan Hijrah Selangor terutamanya En. Fizi yang banyak membantu dan menolong saya untuk membeli lori".

Ringkasnya, informan yang ditemubual meluahkan kekecewaan mereka berhubung dengan sokongan material dan kewangan. Mereka masih memerlukan sokongan dalam aspek ini walau pun telah bekerja, terutamanya bagi wanita yang mempunyai pendapatan yang rendah. Ada dalam kalangan suami yang terus melepaskan tanggung jawab untuk memberi nafkah kerana beranggapan isteri mereka telah mampu. Nafkah anak-anak juga kadang kala dilepaskan kepada isteri kerana berpendapat isteri boleh menanggung semuanya dan memenuhi keperluan anak-anak. Ini bertentangan dengan ajaran agama yang meletakkan suami sebagai ketua keluarga yang bertanggung jawab menjaga kebajikan ahli keluarganya [14].

IV. RUMUSAN

Hasil kajian mendapati informan memerlukan pelbagai bentuk sokongan iaitu dari segi penjagaan anak, emosi, informasi, jaringan dan kewangan. Bentuk-bentuk sokongan ini akan dapat meningkatkan kesejahteraan emosi mereka di tempat kerja juga di rumah. Informan mengakui menghadapi tekanan dan kepenatan dalam mengurus rumah tangga dan kerjaya. Namun, ia boleh diringankan jika orang terdekat prihatin dan mengambil peduli. Wanita, ibu, dan isteri telah mengorak langkah keluar dari zon konvensional (stereotaip perempuan hanya di dapur) menjadi pekerja di organisasi atau berniaga sendiri demi keluarga. Justeru, suami dan keluarga seharusnya memberikan sokongan moral demi kebahagiaan bersama dan kesejahteraan institusi kekeluargaan. Dapatan kajian boleh menjadi sumber rujukan pihak yang berkaitan untuk membantu ibu bekerjaya mencapai kualiti hidup yang lebih baik.

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Quality Transformation Strategy and Publishing House Branding Strategy of Publishing Houses:
A Conceptual Framework

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Abstract— Quality transformation strategy and publishing house branding strategy are vital components if one publishing company wants to compete with another. This study has reviewed these variables in literature and has proposed a conceptual framework. It can be concluded that the quality transformation strategy of publishing houses involved careful selections of genre and involves translation of manuscripts and publishing house branding strategy involves a combination of name, symbol, number, slogan, and colour. Publishing houses, in general, will have to come with their version of quality transformation strategy and publishing house branding strategy to compete in the publishing industry.

Index Terms— Quality Transformation Strategies, Publishing House Branding Strategies

I. INTRODUCTION

With the advancement of technology over the past few decades, the environment has changed dramatically in the publishing industry. The publication of scholarly and mainstream books competes in producing books and capture readers' attention, especially among teenagers. Indie publications are better known by the Z generation are interested in the works produced by these publications and thus lose their attention to mainstream publications from Alaf 21, Karangkraf, Dewan Bahasa dan Pustaka and others [1]. Quality transformation strategy and publishing house branding strategy of publishing houses are important topics to be discussed when it comes to publishing area.

II. LITERATURE REVIEW
A. Quality Transformation Strategy

In this modern era, every society or the author shall be entitled to speak or express, share ideas on issues surrounding the work published. Undoubtedly, platforms in this era are very effective at delivering input and information.

In this regard, economic growth with the advent of the mass media of the century has been a strong influence on the book publishing industry. This is because through emerging technologies, writers or publishers can use existing alternatives such as Blogger, Wattpad, and others to introduce works to the public.

Thus, according to [2], now is the right time for people to contribute ideas, especially in his/her works as there are no longer restrictions of ideas. This too can be seen in the publishing industry in Malaysia that has now produced many new authors with high-quality manuscripts for the benefit of readers.

A study by [3] argues that publishing companies in Malaysia need to control the quality and maintain the spirit of freedom of expression as it creates a better form of writing. At the same time, the goal of local publishers was also to help make publishing and books industry attractive to readers. Thus, a quality transformation strategy must be emphasized.

However, [2] also said that in modern times, there is no need for authors' restrictions, as authors have various platforms in presenting their work. This includes books. A study by also [3] argues that the publishing industry must control must also not restrict writers' work and their passion to produce interesting works in writing.

Therefore, the works produced by the author are the biggest contribution to the industry. Emphasis on the writing gap needs to be reduced and supported by new writers in this industry. This is because, with new publications as indie, are being dominated by teenagers to develop reading passion and knowledge can be shared in the works produced.

In addition, [4] also states that quality writing usually uses simple words that are easy to convey. There is no need to use flowery sentences or deep metaphors as long as the messages are conveyed. Deep metaphors may lead to readers not understanding meanings and for writers, this is a failure in both writing and publishing. As such,

publishers need to play an important role in ensuring that the work is understood by the reader. Additionally, the writing or ideas expressed in various ways and goals should be conveyed with ease as they also influence the mind of the reader.

A study by [5] said that good creative work will represent certain people of that time. Writers need to produce works based on mood as well as surrounding issues. This is because the ideas represented in the work is an observation of the surroundings and will convey its meaning to readers.

Today book publishing in Malaysia is very competitive with foreign countries. A study by [6] found that Malaysia ranks 18th out of 32 countries in the yearbook publishing industry chart. The study also presented the total number of books published in Malaysia that are over 2000 publications but only 195 are registered under the Malaysian Book Publishers Association (MABOPA).

There are various quality transformation strategies used globally. Firstly, global publishing houses has emphasized on Genre [7]. Various genres produced by authors are a technique to attract readers. Readers can also select the genre they are interested in reading. Therefore, the existence of various genres in works produced is crucial to the quality strategy among publishers. Thus, according to [7], writers and publishers need to play an important role in producing storylines, and ideas that will attract readers for specific genres [2]. The diversity of genres produced by authors contributes to quality works [7].

Secondly, global publishing houses has emphasized on Translation. In Malaysia, Malaysian Institute of Translation and Books (ITBM), ITBM is responsible for translating literary works [8]. According to [8], three Malaysian comics have been translated into Chinese, including Kampung Lat by Datuk Lat; The Kancil and The Crocodiles by Jaafar Taib and Rahimidin Zahari and Isabella Jali and Al-Zafran and will be distributed to three Taiwanese publishers for sale. This shows a steady positioning in terms of quality transformation strategy that can be applied by local publishing companies.

A. Publishing House Branding Strategy

It's important to emphasize on branding strategies to increase your overall reach and brand awareness. Globally, publishing house branding strategy has three processes [9]. The first is the process of producing the book. The second is the controls of the books' design and the third is the marketing that will go into effect. That is why [9] relates publishing house branding strategy with marketing. Findings in the study [9] also found that the teaching staff plays an important role in promoting textbooks used in the teaching session, thus creating in-house marketing for publishers. Even though the development of advanced technologies can introduce new manuscripts to the market, the marketing plan that has been done must have an effective strategy and it also depends on the environment. Publishers that engage in the microenvironment must include customers, suppliers, competitors, employers, partners, and the media in their publishing house branding strategy [10].

Although publishing house branding strategy is important in a publication but each publisher plays a different role in generating creative ideas to the mass. In addition, publishers need to extend their research to the latest market and identify demands to follow the latest publishing trends. Besides that, [10] proposes that each publisher develops a strategy for introducing its products with extensive promotions. For example, publishers may create a health book with a combination of local private hospitals, and then put it in trains or flights for the passengers. Thus, authors and publishers need to work together to produce ideas and contexts in the products they produce. When the books receive a great response from the public, the publications have succeeded in capturing the entire audience [11, 12, 13].

According to [14], publishing house branding strategy also involved a differentiating a brand from other brands in the market. Thus, these strategies consist of a combination of name, symbol, number, slogan, and colour. The book's exterior fill and design must be of interest to readers or customers. The colors and themes used in the book's cover are appropriate for the title and content or context within the book. This is one of the publishing house branding strategies that publishers need to come up.

II. CONCEPTUAL FRAMEWORK

Based on the literature reviewed, it can be concluded that global quality transformation strategy and publishing house branding strategy of publishing houses can be framed as below :

Figure 1: Conceptual Framework of Quality Transformation Strategy And Publishing House Branding Strategy Of Publishing Houses

III. CONCLUSION

It can be concluded that the quality transformation strategy of publishing houses involved careful selections of genre and involves translation of manuscripts and publishing house branding strategy involves a combination of name, symbol, number, slogan, and colour. Publishing houses, in general, will have to come with their version of quality transformation strategy and publishing house branding strategy to compete in the publishing industry.

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Urban Poor and Access to Public Clinic: Socio-Demographic Factors and Structural Barrier

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Abstract— Access to healthcare for the entire population is one of those highly debated issues in this globalization era. Specifically, this issue is most likely affected the poor households. Being poor is often associated with a variety of health problems for individuals, families and children. To make thing worse, issues encountered by this group of people were actually the barriers that hamper their accessibility to healthcare facilities. However, among these poor households, who are more affected? Thus, this study aims at examining socio-demographic factors associated with structural barrier in accessing the public clinics among the urban poor households. The respondents of this study were residents of Program Perumahan Rakyat (PPR) in Kuala Lumpur. Sets of questionnaire were distributed among the selected 585 respondents derived from 30 PPRs. For the analysis, multiple linear regression was conducted. The results from the statistical test suggest that urban poor who are married, divorced, the spouse has passed away with monthly income less than RM 1000 having structural barriers in accessing the public clinic.

Index Terms— Access to Healthcare, Public Clinic, Structural Barrier, Urban Poor

I. INTRODUCTION

In Malaysia's healthcare ecosystem, public and private sector providers play pivotal role in the delivery of the healthcare services throughout the country [1]. The public health sector is subsidized and many of all of the population is depending on the public healthcare sector when seeking for the healthcare services. Specifically, for the public primary healthcare, it is normally provided by the public clinics for free to the general public, because the government aims at providing the services without any charge, efficient and easily accessible [2]. People just need to pay RM 1 for the registration purpose, and this RM 1 includes the consultation fee and the medication.

Reference [3] spelled out the importance of public clinic accessibility among the urban poor because the urban poor normally reside in the congested areas.

However, in many of these areas, public healthcare is still not fully satisfying the needs of the growing population. There are issues regarding access to healthcare reported by the previous study, such as; unprofessional attitudes and poor treatment given by the public clinic's staff, location of the clinics which are not strategic lead to longer waiting time in the clinic as well as longer waiting time to satisfy the treatment [4]-[7] make the problems even worse.

Other than that, transportation and estimated travelling times towards clinics are another contributing factors that put people in the situation that stop them from going and get access to the clinics easily [8]. It is also caused people to reschedule and miss their clinic's appointment [9]. To further understand the context, the problems above can be viewed mainly from the perspective of Institute of medicine [10]. According to this institution, those problems are the determinants of structural barrier in accessing healthcare. Poor people has more structural barrier compared to their counterparts. In any parts of the world, we can consider the poor people are the first group who are usually affected with the unwanted issues, be it healthcare issue, income issue, criminal issue and etc. The objectives of this study is to know the socio-demographic factors that decisively influenced the urban poor community and make them facing more structural barrier in accessing public clinics.

II. LITERATURE REVIEW

What is structural barrier? Structural barrier is one of the three primary types of barriers that could hinder access to healthcare outlined by the Institute of Medicine [10]. This barrier includes issues related to number, location, type or organizational configuration of healthcare providers, transportation, clinic, appointment and waiting time [10], [11]. Reference [12] discussed in their study that, the role of the place and geographic context, the role of the geographic distance, the role of the time constraint as well as the intricate relationship between doctor and patient in the clinics are among the perceived barriers experienced by the low-income residents. According to [13], costs which related to pharmaceutical supplies, lack of time to return to see the doctor, lack of health education and no suitable transportation were also the barriers to healthcare that patient with chronic disease in the poorer neighborhoods had to bear. The study also provides an alternative which is useful in the effort to eliminate those barriers. The Chronic Disease Management Program which fully supervised by the partnership between Medical College of Wisconsin and Columbia St' Mary's Hospital was formed. This program which is a community-based service aims to better serve the underserved neighborhoods. Good health outcomes obtained at the lower cost together with better acquaintances with the care providers, churches as well as the other important groups show the successfulness of the program where more or less it broaden up the accessibility to healthcare to those people. In addition to that, [14] found in their study that poor quality of health services, unavailability of medicines, weak outreach programs, bad scheduling of health programs, poor communication, long distance to the health centres and low level of awareness on the importance of health are the other prominent structural barriers to get access to the so called 'limited' healthcare access.

III. METHODOLOGY

To achieve the study's objective, a survey was conducted among the public housing program's residents or generally known as *Projek Perumahan Rakyat* (PPR) in Kuala Lumpur. For this study, the PPR community is the representation of the urban poor. The total number of 585 respondents from 30 PPRs participated in this study. The number of respondents for each PPR was determined through a calculation after getting the total number of residents in each PPR. The main variable discussed in this study is structural barrier. It consists of 16 four-values-Likert-scale items. To run the test, all the 16-Likert-scale items were first computed to be a new variable and the mean value score were calculated. As for the socio-demographic factors, the factors used were gender, age, marital status, ethnicity, education level, employment status as well as the household income. The data were analyzed using Statistical Package in the Social Science Software (SPSS) version 22. This study was approved by the University of Malaya Research Ethics Committee (UMREC). The test selected in order to answer the objective of the study was multiple linear regression and the equation for this test was:

Structural Barrier = f (gender, age, marital status, ethnicity, education level, employment status, household income)

To further understand the analysis, every socio-demographic factor used in the multiple linear regressions was grouped and discussed in the table 1 below.

Table 1: Socio-Demographic factors' Category

Socio-Demographic factors	Category
Gender	= Male, = female
Age	= 21 – 30 years old, = 31 – 40 years old, = 41 – 50 years old, = 51 – 60 years old, = 61 – 70 years old, = 71 years old and above
Marital Status	= Single, = Married, = Divorced, = Spouse has passed away
Ethnicity	= Malay, = Chinese, = Indian
Education Level	= No education, = Primary school, = Secondary school, = Tertiary education
Employment Status	=Unemployed, = Self-employed, = Private Worker, = Others
Household Income	= Less than RM 1000, = RM 1000 – RM 2000, = RM 2001 – RM 3000, = RM 3001 – RM 4000

A. Reliability Analysis

Reliability analysis was performed to assess the structural barrier variable. The analysis was to ensure the internal consistency as well as the factor scores formed a reliable scale. Thus, the reliability test using the Cronbach Alpha values was conducted prior to further analysis. The result indicates the alpha values for the structural barrier was .710 (see table 2). As a rule of thumb, [15] interprets Cronbach Alpha as follows: a>0.9 (excellent), a>0.8 (good), a>0.7 (acceptable), a>0.6 (questionable), a>0.5 (poor), a>0.4 (unacceptable). However, recommended by [16], the cut-off values of Cronbach Alpha which greater than 0.7 indicates the items measured had high internal consistency. Hence, for these 16 items tested, the structural barrier variable is reliable to be measured in this study.

Table 2: Cronbach Alpha Value for Structural Barrier

Variable	Number of Items	Cronbach Alpha Value
Structural Barrier	16	.710

B. Normality Analysis

A normality test was also included on the assumption of the correlational analysis. Thus, the data were tested for normality in order to identify the shape of its distribution. The shape of its distribution should be normally distributed about the predicted dependent variable scores and the dependent variable tested for this study is structural barrier. According to [17], the normal distribution is acceptable when the skewness and kurtosis value is in the range of +/- 3. As presented in table 3, it shows that the data was determined as normally distributed, since the values of skewness and kurtosis were in the range of +/- 3 for structural barrier variable.

Table 3: Skewness and Kurtosis Value for Structural Barrier

Variable	Skewness	Kurtosis
Structural Barrier	-.504	.178

IV. ANALYSIS AND DISCUSSION

This part discuss about the socio-demographic profile of the respondent involved and the result of the test used in this study. Later, the discussion on the result was also included.

A. Socio-Demographic Profile

Table 4 illustrates the socio-demographic factors of the respondents participated in this study. 66.0 percent (386) of the respondents were female and the remaining 34.0 percent (199) were male. The largest fraction of respondents (28.2 percent) aged in between 51-60 years old. Another 25.8 percent were respondents aged 41-50 years old, 21.2 percent respondents were among 31-40 years old, followed by 16.2 percent respondents aged 61-70 years old. Only small portion of the respondents, 6.2 percent and 2.4 percent were 71 years old and above and 21-30 years old, respectively. In this study, majority of the respondents were Malays, 59.8 percent (350), Chinese were about 23.1 percent (135) and Indian were calculated about 17.1 percent (147). As for marital status, 62.9 percent (368) were married and 25.1 percent (147) were widower. Many of the respondents had only secondary school education (41.5 percent) and another 37.5 percent had primary school education. And also, 18.3 percent of them had no education at all. Other than that, discussing about the employment status, 52.6 percent were employed and the rest 47.4 percent were unemployed. The other characteristic that been analyzed was total household income. 46.5 percent of the respondents had household income in between RM 1000 to RM 2000 monthly. 25.3 percent only earned RM 2001 to RM 3000

per month and 22.6 percent had less than RM 1000 monthly for their family income.

Table 4: Socio-Demographic Factors

Socio-Demographic Factors		Analysis	
		Frequency	%
Gender	Male	199	34.0
	Female	386	66.0
Age	21-30 years	14	2.4
	31-40 years	124	21.2
	41-50 years	151	25.8
	51-60 years	165	28.2
	61-70 years	95	16.2
	71 years and above	36	6.2
Marital Status	Single	18	3.1
	Married	368	62.9
	Divorced	52	8.9
	Widow/Widower	147	25.1
Ethnicity	Malay	350	59.8
	Chinese	135	23.1
	Indian	100	17.1
Education Level	Primary	218	37.3
	Secondary	243	41.5
	Tertiary	17	2.9
	No Education	107	18.3
Employment Status	Working	308	52.6
	Not Working	277	47.4
Total Household Income (Per Month)	Less than RM1000	132	22.6
	RM1000-RM2000	272	46.5
	RM2001-RM3000	148	25.3
	RM3001-RM4000	33	5.6
Total		595	100.0

B. Multiple Regression Analysis

Before the multiple linear regressions test was run, bivariate analysis such as independent sample t-test and ANOVA were first conducted for each socio-demographic factor and structural barrier. The result indicated that, educational level and household income factors show a statistically significant difference at the p value < .05 in the structural barrier scores. While for the other socio-demographic factors, no significant values were captured.

Then, multiple linear regression was performed in order to know the relationship between all the socio-demographic factors used in this study and structural barrier in accessing the public clinic. Table 5 below presents the result of the analysis. The result shows that the urban poor community, who were married, divorced, the spouse has already passed away and the household income less than RM 1000 per month encountered structural barrier in having access to public clinic. Urban poor community with household income less than RM 1000 per month facing more structural barrier (beta = -.29) followed by those who were already divorced (beta = -.28), married (beta = -.25) and the spouse has gone (beta = -.23)

Table 5: Multiple Regression result of Gender, Age, Education, Marital Status, Ethnicity, Employment Status and Household Income

Socio-Demographic Factors	Structural Barrier		
	β	SE	Sig.
Gender	-.019	.047	.690
Age			
31 – 40 years old	-.074	.133	.579
41 – 50 years old	-.030	.134	.820
51 – 60 years old	.014	.138	.920
61 – 70 years old	.079	.145	.586
71 years and above	.110	.162	.497
Educational Level			
No Education	-.063	.137	.644
Primary School	-.115	.128	.372
Secondary School	.053	.123	.666
Marital Status			
Married	-.250	.116	**.031**
Divorced	-.276	.129	**.032**
Spouse has Passed Away	-.237	.119	**.047**
Ethnicity			
Malay	.003	.055	.549
Chinese	-.108	.064	.092
Employment Status			
Self-Employed	-.004	.053	.937
Private Worker	-.069	.058	.236
Others	-.058	.080	.472
Household Income			
Less than RM 1000	-.293	.101	**.004**
RM 1000 – RM 2000	-.095	.094	.308
RM 2001 – RM 3000	-.162	.094	.088

*p-value is significant at the 0.05

This study indicated that marital status and household income were the prominent socio-demographic factors which associate with the urban poor community facing more structural barrier in gaining access to public clinics. This kind of barrier includes issues such as, the location and operating time of the clinic, the waiting time, the transportation, the behavior of clinic's staff, and etc. Urban poor, who are married, divorced and even the spouse has already passed away truly affected by the barrier, so as the urban poor with very low household income level, in the sense that this group of people claimed the barriers has worsen their health's problem because they cannot access the public clinic. However, a noteworthy finding from the other study shows that marital status and income were not significant factors [18]. The study which was carried out in Georgia found that the factor contributing to barrier to healthcare was gender. Gender plays greater role in explaining the situation there where women were mostly reported barriers to healthcare. Other than that, speaking about low household income, a study previously done by [19] confirmed that income makes the situation even worse. The elderly in Japan postpone having healthcare services because the little money that they have need to be used for other purposes. Seeking healthcare treatment

is connected with the transportation that you can use to go there and also to pay for it. The farer the clinic means the more money you need. The same problem also occurred to the indigenous communities in Malaysia [20]. These communities with lower income status, they cannot afford to have their own private vehicles to travel to the healthcare facilities. And the distance of the nearest healthcare facilities also lead to more problems. Moreover, this current study is also in line with the finding presented by [21], where low socio-economic status is one of the primary factors leads to more barriers faced by the elderly in the studied area. However, in the study, they also spoke about the racial role or an ethnicity sentiment that was actually the other hidden factor contributes to more problems in accessing healthcare. Furthermore, a recent study on access to public clinics indicated that, the elderly group, the women, ethnicity, those who has lower family income as well as working with the private sector were more likely having problem in accessing the public clinics [22]. However, this study focuses on the access to the public clinics only without the attendance of so-called structural barrier which is the main issue discussed in here.
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V. CONCLUSION

Even though the public primary healthcare in Malaysia is subsidized and people just need to pay a little amount of money out of their pocket, still the issue of accessibility remains higher. There are different kind of barriers captured could hinder people's accessibility particularly to public clinics. And even among those who are poorer, other multiple factors worsen the situation. For this study, the factors were marital status and household income level. Urban poor with different marital status as well urban poor with the lowest level household income are the most critical ones. This study had important policy implications as it provided significant data about the urban poor community in Malaysia particularly the greater Kuala Lumpur as well as the discussion on barrier that hinder them from getting access to public clinic.

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Gamification for Networking Students

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Abstract— Gamification is a process of applying game attributes to the non-game context applications and process to make them more engaging and effective. This concept is still relatively new and is growing and evolving at a rapid pace and the success of this concept depends on all the game mechanics that are employed. Application of gamification techniques in education at tertiary level, requires the combine use of extrinsic game elements that been used in pure educational setting and also intrinsic from game industry itself. Both education and industry have been utilising different set of game elements to enhance learner's motivations and engagement. This paper aims at analysing the effectiveness of game design elements the gamification process in networking class scenario. We use two case studies using Cisco Packet Tracer to test and analyse extrinsic and intrinsic game design elements. The main observation that were seen in this case studies were actually sense of competition that students engaged to accomplish the tasks. The motivation was more intrinsic in nature than extrinsic. Intrinsic motivation of students increases the effectives and makes it more sustainable. Cognitive impact of gamification is creating a long-term impact on student's confidence level and knowledge acquiring skill.

Index Terms- Engagement, Extrinsic, Gamification, Intrinsic, motivation, networking

I. INTRODUCTION

Institution of high learning continuously looking for ways to encourage students active learning participation in ever changing digitization of lessons and learning landscape in classroom environment. Researchers in game design offers an unconventional solution to educational necessity. Thus, gamification in education try to explore the fundamental issue of how to make a student learning experience more interesting and able to comprehend the knowledge as well?

Educators and instructors rapidly losing battle of getting meaningful students' engagement in the classroom. The availability of high bandwidth phones that provides access to social media, online video games, and other related detrimental activities that deviate student focus on learning. The outcome of this trend is very devasting impact on overall quality of education in institution of higher learning and requires change of learning paradigm.

Games has the capability to brings forward intrinsically motivated human behaviour to engage, commit, compete and mastery that enable its participants to experience the excitement, enjoyment and satisfaction. This experience has intrinsically created long term impact of new values and tacit knowledge.

Gamification is a process of using game attributes to enhance abilities of learners in non-game learning environment. Two popular ways of defining gamification are the use of game design elements in non-game contexts [5, 11] and secondly, as a process of facilitating motivational necessity for game rich experiences which support the customers' overall value creation [12, 19] .

Application of gamification techniques in education at university level, requires the combine use of game elements that been used in pure educational setting and also from game industry itself. Both education and industry have been utilizing different set of game elements to enhance learner's motivations and engagement. However, the purpose of gamification uses in teaching technical subject such as computer networks requires student engagement with motivation to learn to complete the set of practice activities and learn the know-how of the subjects fundamental by hands on practice.

The use of gamification approach in teaching networking course is main objective of this study. Although many researchers have shown [1, 10], successful application of gamification in teaching ICT subjects. However, gamification of teaching technical subjects such networking course requires some different focus on selecting game design elements.

The main contribution of this paper is to design, implementing and evaluating Cisco Packet Tracer as a gamified learning tool to networking students at undergraduate level. The research intended to narrow the gap between gamification theory and practice, by design and applying it in real learning setting. The rest of the paper is structured as follows: Section 2 presents previous research of gamification which is discussed in term of extrinsic and intrinsic game design elements. Section 3 presents the computer networking trends and teaching challenges. Section 4 presents the experimental case study 1 and case study 2, in which the use packet tracer application as gamification tool. Section 5 presents the experiments results and discussion on experiment done. Finally, conclusions and experience are outlined in Section 6.

II. RELATED WORK

While many researchers are already working on gamification in teaching ICT subjects especially in primary and high school levels[9]. However, there is little work on gamification on teaching technical subject in higher education especially networking subjects. Theoretical

research consensus have proven that gamification as a tool to increase engagement in ICT platforms [24].

In the context of application of gamification in education and learning, many researcher focus on extrinsic nature of game elements such as feedback, storyline, progress bars, rewards and prizes, avatars, virtual goods, countdown clock and points, badges, and leaderboards [14, 21]. These game design elements purported to brings impact on learners' motivation, engagement and enjoyment [22]. Gaming experience allows the player to play a set of game multiple times by restating and overcome their errors and mistakes. Thus, the ability to experiment without fear and freedom to make mistakes and restart again, will increases student learning capacity and engagement[16]. Spontaneous marking or evaluation of student involvement and progress on gamification-based learning processes becomes a necessity and beneficial[13]. Nevertheless, dissemination of instruction by means scaffolded instruction is usually difficult to implement especially in teaching lab environment where each individual students are expected to achieve a set prerequisite knowledge achievement to proceed each stage gaming stages[7, 18].
However, there are design of game elements based on intrinsic value of human behaviour which derived from industry based on human development requirement [25, 27].

Gamification experts such as Chou[26], have identified various game techniques and classified these techniques as behavioural core drives. In his Octalysis gamification framework as shown in Figure 1 point out the mapping of different gaming techniques into eight specific human drives.

This framework organises systematically cognitive characteristics that can applied in gamification to make the player more engaging and motivating. It suggests that every game will be brings excitement because it touches a combination core drives in human nature that motivates players to accomplish certain activities. Table 1 below which depicts the eight human drives along with example situations/behaviours that satisfy them

Besides, game design elements consideration in gamification, the learning styles of students must be considered, since students allowed to use gamification tools freely, emancipated to restart and redo the learning process. Learning styles are defined as ability of students based on cognitive strength and choices they make to access, adapt and process information in a given learning environment[3].

The Kolb's model is designed from learning theory, consisted of four stages learning cycle as concrete experience (CE), reflective observation (RO), abstract conceptualization (AC), and active experience (AE)[15]. The model cycle is further elaborated into four process as:

a) Assimilation: seeking clear understanding ideas, concepts and logical approach, in which enable them to organising information clearly.

b) Divergence: active observer that views information from different perspective and use imagination to solve problems.

c) Convergence: Active problem-solving ability that apply learned information to provide practical solution to another problem.

d) Accommodating: Use intuitive approach in solving problems-based others' experience and analysis to provide practical solution.
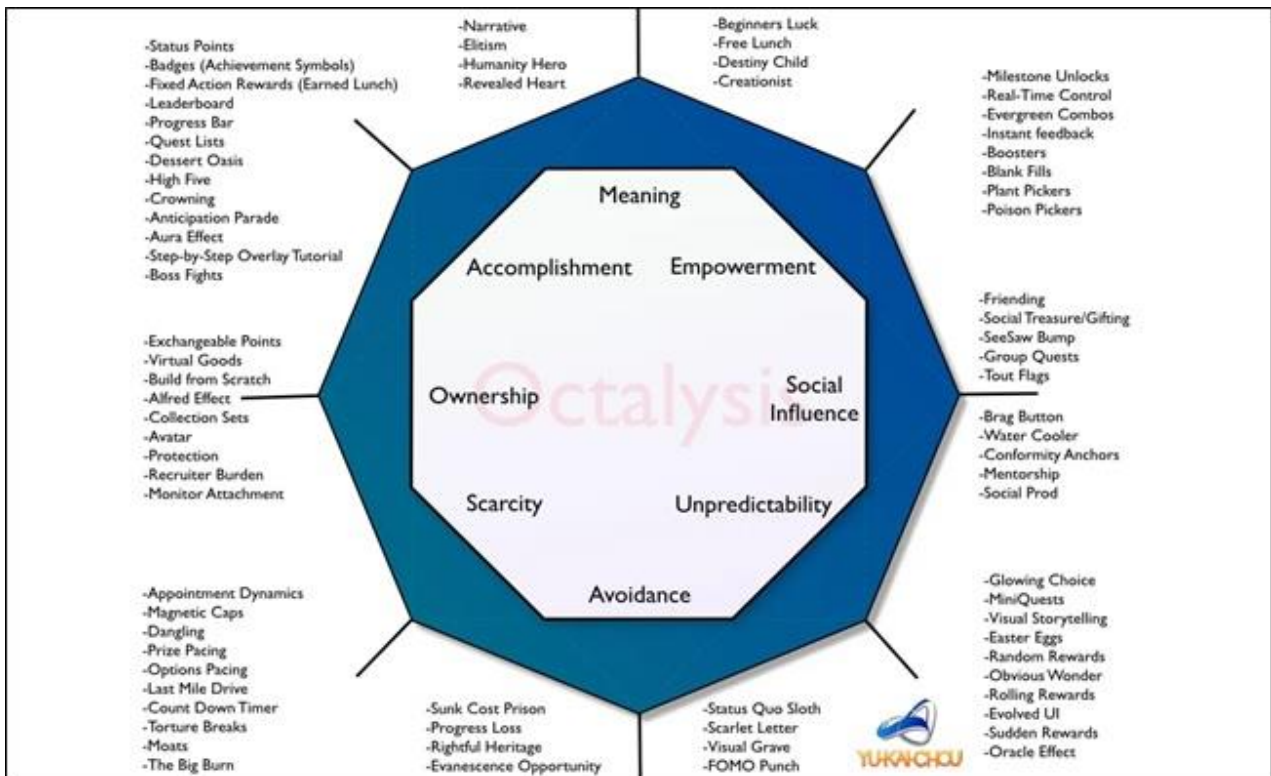

Figure 1: Octalysis gamification framework [26]

I. COMPUTER NETWORKING TRENDS AND TEACHING CHALLENGES

Cisco predicted that there will be up to 50 billion network connections required by 2020[6]. Thus, Different type of job is created along the transformation drives thru introduction of Internet of Everything. This brings focus on new generation of knowledge-based job seekers. Networking knowledge become crucial as the demand for Internet Protocol (IP) networking expertise increases to meet the growing need for specialized talent with a focus in autonomous vehicle, 4.0 industrial revolution and related industries.

Table 3:Eight Core Drives and Example

Drive	Description	Examples
Epic Meaning & Calling	Player believes that he is doing something greater than himself or he was "chosen" to do something.	maintaining a forum or helping to create things for the entire community
Development & Accomplishment	Motivated of making progress, developing skills, and eventually overcoming challenges	Reward based such as PBLs: points, badges, leaderboards
Empowerment of Creativity & Feedback	Engaged in a creative process where they have to repeatedly figure things out and try different combinations	playing with Legos and painting
Ownership & Possession	Users are motivated because they feel like they own something	Makes collecting stamps or puzzle pieces
Social Influence & Relatedness	incorporates all the social elements that drive people, including: mentorship, acceptance, social responses, companionship, as well as competition and envy	Self belonging to draw closer to people, places, or events
Scarcity & Impatience	wanting something because you can't have it	Joining facebook social media
Unpredictability & Curiosity	wanting to find out what will happen next. If you don't know what's going to happen, your brain is engaged and you think about it often	Gambling addiction
Loss & Avoidance	the avoidance of something negative happening, lose the opportunity to act forever	Limited choice and onetime opportunnity to buy or do

As Kevin Bloch, Chief Technology Officer, Cisco Australia emphasis this as: "*We are now entering the Internet of Everything phase which Cisco describes as connecting people, data, process and things to create even greater value for economies and organisations. The network plays a critical role in the Internet of Everything -- it must provide an intelligent, manageable, and secure infrastructure that can scale to support billions of people, intelligent devices and 'things' (such as sensors). Cisco's unmatched expertise in network technology transitions makes us uniquely positioned to help customers capture the value of the Internet of Everything. Through the Cisco Networking Academy and our world class certification program, we can help to train the workforce and address the skills gap in Asia Pacific and position graduates for the exciting world ahead in which nearly everything will be connected[4].*"

The most challenging task in information system education is teaching data communication and computer networks. It requires a thorough knowledge of theoretical and practical skills to comprehend this course. The course of computer network is core and compulsory course for undergraduate Information Science and Technology students. It is a prerequisite subject for many other subjects. Students are to attend two hours of lecture and two hours of laboratory studies in a week. Lectures focus on the theory and applied protocols, whereas the laboratory studies aim to learn how to use basic networking and diagnostic tools and gain experience on network-applications [2].

This course is an inter-discipline domain which combines computer technology and communications technology. It is design based network architecture such TCP/IP, thus networking principles, algorithms, protocols used between hardware devices, PC's, Servers, switches, hubs, routers and firewall knowledge is necessary to understand. The complexity of learning of this course is compounded by the traditional teaching method of using PowerPoint slides and limited devices that unable practical access in lab

An alternative for traditional teaching method and to overcome scarcity of networking devices in lab, many instructors using network simulation tools such as Cisco Packet Tracer, Boson NetSim and GNS3. Cisco Packet Tracer is most widely used network simulation tool in the world developed and maintained by Cisco System. It is official tool in Cisco Networking Academy programme. Various researcher has studied the effectiveness of Packet Tracer in teaching network concepts thru comprehensive lab activities [8, 17, 23].

Cisco Packet Tracer is an integrated instructional application designed to exploration and experimentation of computer networking concepts and skills. It uses a student friendly learning environment to support network design and configuration authoring, visualisation of network performance and simulation. It also has task authoring capabilities with automated score and reporting functions. Besides as a graphically based interactive tool, Packet Tracer also provides Command Line Interface (CLI) for advance level configuration router and protocols. It allows users to experience configurations of using many networking protocols thru real-time and simulated platform on various networking devices such as routers, switches. The systematic incremental learning approach used in networking design and configuration, enable students to understand the network protocols and its fundamental functions and process by hands on practice.

Although these research findings show improvement on performance quantitatively, there are no evidence on use gamification on technical subject such as computer networking. Especially on the effectiveness of extrinsic and intrinsic game design elements [20]. Many researches of gamification show application of gamification based extrinsic incentives only. Scarcity of research evidence on application of intrinsic game elements importance and outcome needs on cognitive requirement and learning.

II. EXPERIMENTAL CASE STUDIES ON THE EFFECTS OF GAME DESIGN ELEMENTS FOR NETWORKING COURSE

We conduct two case study to test extrinsic and intrinsic game design elements for computer networking domain using Cisco Packet Tracer tool. The first case study is the use of packet tracer in Cisco CCNA 1 programme for skill-based exam. Students need to accomplished a predefined task to complete the exam on time. The second case study is the use of packet tracer for design and build

network solution as assignment for computer networks course. Each group consists of two students are given six weeks of time frame to complete the task.

Based on above-mentioned theoretical consideration, the main objectives of the study are to which and to what degree Cisco packet tracer invokes certain extrinsic and intrinsic game elements affects the networking student's performance.

A. Case Study 1: Cisco CCNA 1 Programme

This case study was conducted during Cisco CCNA 1 programme at Melaka Local Networking Academy at Faculty of Information Science and Technology. There are 54 students participated and all of them have gone thru 10 weeks of CCNA networking training and are familiar with Cisco Packet tracer tool. The case study is online skill-based exam consists of set teaks need to be completed within time given. The list of component tasks shown in Figure 2.

You will practice and be assessed on the following skills:

- Configuration of initial IOS device settings
- Design and calculation of IPv4 addressing
- Configuration of IOS device interfaces including IPv4 and IPv6 addressing when appropriate
- Addressing of network hosts with IPv4 and IPv6 addresses
- Enhancing device security, including configuration of the secure transport protocol for remote device configuration
- Configuration of a switch management interface

Requirements by device:

Town Hall router:

- Configuration of initial router settings
- Interface configuration and IPv4 and IPv6 addressing
- Device security enhancement or device hardening
- Secure transport for remote configuration connections as covered in the labs
- Backup of the configuration file to a TFTP server

Administration Switch:

- Enabling basic remote management by Telnet

PC and Server hosts:

- IPv4 full addressing
- IPv6 addressing

Figure 3:Cisco Packet Tracer -Network Topology

Figure 2: Case Study 1 Skill-based Exam Tasks

The characteristics of this gamification case study involves a time bounded skill-based exam, which requires students to configure and troubleshoot a set of problems given as shown in Figure 2. Each student does the exam alone and without any additional reference material. Since it is an online based exam, student can view the completion progress mark and submit once they completed all the required tasks. Marks will display immediately after submission. Figure 3 shows the Cisco packet tracer network topology used in the case study.

B. Case Study 2: Computer Networks Assignment

This case study was conducted as an assignment for Computer Networks course for second year undergraduate students. There were 134 students, divided in group of two members each, took part in this case study using packet tracer as tool. However, students are given six weeks to complete the assignment and they have five weeks of lab exposure on use of Cisco packet tracer. The assignment requires student design and develop an IPv6 based network topology consists routers, switches, servers, and pcs as shown in Figure 4.

Figure 4: Computer Networks: Network Design

III. ANALYSIS AND DISCUSSION

A. Gamification process within skill-based exam

In skill-based exam scenario, the gamification techniques emphasis on completion of task within given time and correctness of work done. Each task requires configuration router and switches based on IPv4 and IPv6 addresses. The major challenge is lack of motivation of students to complete the exam on time and with high level performance score. By initiating a gamified process to solve the issue using Cisco
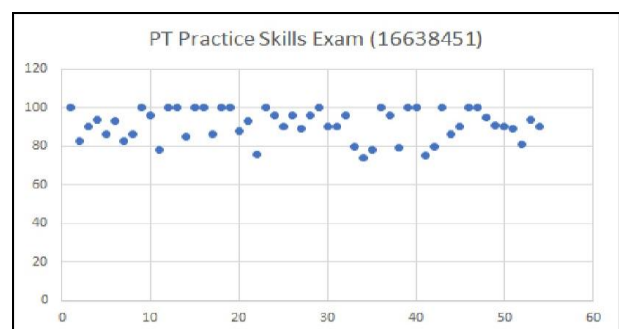
Figure 5: Skill-based Exam Result

packet tracer that incorporates multiple game mechanics to over motivation problem.

All 54 students able to complete and submit their online exam on time. The second challenge is to increase the performance of students. They have to configure and troubleshoot all the tasks correctly. Each student was evaluated by automatic marking components that resides in packet tracer. Every task that is correct is given marks as the work progress. Figure 5 shows the skill-based exam results. The student's performance ranges from 74 – 100 percent with average of 91.2 percent.

B. Gamification process within Computer Network Assignment

In Computer Networks course assignment scenario, the gamification techniques emphasis on completion of task that requires self-study and exploration of ideas to solve the network problem and its correctness. Each task requires design network topology as requirement of assignment, configuration server, router and switches in local area network (LAN) and wide area network (WAN) based IPv6 addresses.

The major challenge is lack of knowledge of certain configuration such as IPv6 on Dynamic Host Configuration Protocol on router to provide automatic stateful IPv6 address for pcs. Besides students have not learn how to configure network connection for WAN. However, students have Internet access to search and gather information about each task. The gamified process that this assignment incorporate is correctness of solution and accuracy of the solution implementation using packet tracer tool.

The biggest challenges are implementation Access Control List (ACL) as a firewall function on router to block certain network devices from connection Internet. A total of 134 students submitted the assignment on time. Each group of students need to do presentation based on rubric given by lecturer. Each rubric question is given marks which total up to 100 percent. Figure 6 shows the computer network assignment marks. The student's performance ranges from 50 -100 percent with average of
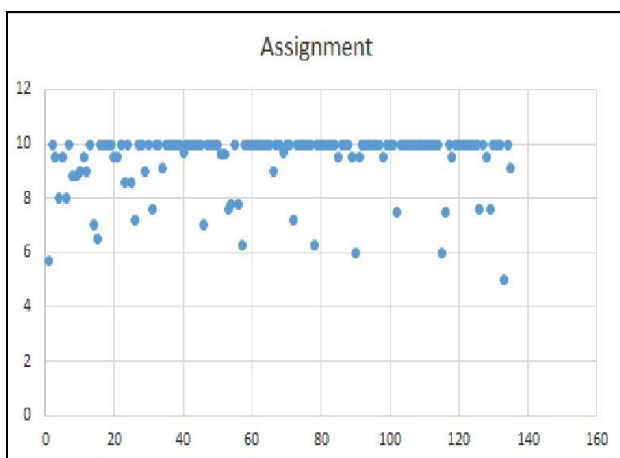
94 percent.

The main observation that were seen in this case studies were actually sense of competition that students engaged to accomplish the tasks. The motivation was more intrinsic in nature than extrinsic. Intrinsic motivation of students increases the effectives and makes it more sustainable. Based on Octalysis gamification framework [26], in both case study, epic meaning and calling game element is achieved by achievement of network design skills. Development and accomplishment game element are achieved thru accurate configuration and troubleshooting of network problems. Students of both case study able to accomplished the empowerment of creativity and feedback game element by use relevant learned knowledge and self-learning method to solve a give network problem.

For social influence and relatedness game element, skill-based exam students are left to do the task alone compared to assignment students. Assignment students work in group of two and the have more discussion opportunities with their peer groups to guidance and troubleshooting their task. However, both case study participants were having similar unpredictability and curiosity game element experiences to apply exiting knowledge to new set of network requirement, innovate new solution. Some of the students in assignment case study able to implement WAN solution using Frame Relay technology as this is consider new knowledge acquisition. These students have no prior knowledge of Frame Relay technology exposure in the course. Figure 7 shows an example from student assignment that implement Frame Relay as WAN solution.

Figure 7: Frame Relay as WAN solution

Figure 6: Computer Networks Assignment Result
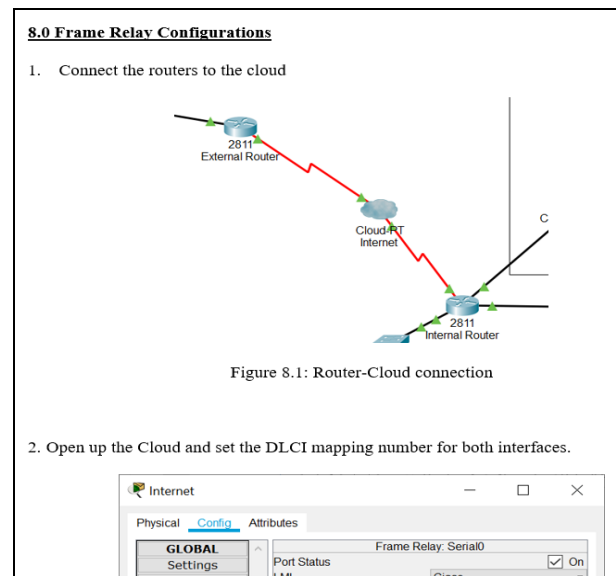
The loss and avoidance game design element were strict adhered by skill-based exam students as the online exam system monitor the progress based on time given. This create as 'force' to push student to accomplish the tasks quicker with limited choices. Comparatively, assignment students, does not have this constraint, exhibit a more

relax explorative nature to use multiple approach to solve networking problem by stages.

However, both case study participants strife for completion and submission because of main extrinsic game elements which is points. Both group of participation need to achieve the goal to score the highest marks for tasks given. The second extrinsic game design elements, the badges (certificate given in this case) skill-based exam student submit works as part of completion CCNA exam which will provides them with certification as recognition. Whereas, for assignment participants there is none. Intrinsic based motivation that drives the students to accomplish the task given, shows acquisition of knowledge and exploration new ideas and innovation. This outcome gives a significant assurance of sustainable long-term result to use gamification approach in networking courses.

VI. CONCLUSION

The results of study show to which degree Cisco packet tracer invokes certain extrinsic and intrinsic game elements affects the networking student's performance. Gamification for networking course seems to have potential to increase student motivation, however it required enormous efforts at instructors' level to design and orchestrate for the beneficial of participants. First, analysis based on experiment shows that gamification provides emotional and social impact on students, as reward systems and competitive nature in lab and assignment seem to be motivating for them. However, students must be expose to gamification environment using Cisco packet tracer and basic networking knowledge to a certain level to enable them to participate initially.

Secondly, Cognitive impact of gamification are creating a long-term impact on student's confidence level and knowledge acquiring skill. The experiment shows that intrinsic motivation is crucial for teaching technical course such as networking domain. The intrinsic motivation can be achieved by using appropriate gamification tool and process. Increase in performance and positive anticipation to problem solving among students is sign that gamification for networking domain valid and possible.

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A Qualitative Study: The Life and Desire in the Instagram World

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Abstract— New technologies are growing in trend that integrates digital audio, video, text, and data into devices and networks being transform into smartphones, where people are capable of bringing their device anywhere. The 'emerging adulthood' are the young adults are also called as 'millennials'. These young adults are constantly facing issues during their adolescence that includes work, love, and general world views. Young adults ages of 18-29 represent over one third of Instagram users. On the other hand, Instagram is a mobile photo-sharing application, has attracted SNS users to present themselves via a variety of photographs and short videos. By using a qualitative approach, five students were recruited. Transcripts were analyzed using thematic analysis. First, seven themes emerged from the analysis, reflecting student's intention of image posting on Instagram: (1) Boost confidence, (2) Negative thoughts, (3) Comparing oneself, (4) False emotion/information, (5) Like button obsession, (6) Dysfunction, and (7) Thirsty for attention. Second, six strategies themes emerged from the analysis, reflecting students image posting strategies on Instagram: (1) Brag, (2) The need reassurance, (3) Picture perfect, (4) Hiding, (5) Bandwagon, and, (6) Popularity. These findings offer an understanding of students' social media behavior that can develop into abnormality. This behavior can become beyond dysfunctional due to the compulsive usage of Instagram.

Index Terms—Desire, Instagram, Intention, Image strategies, Young Adults

I. INTRODUCTION

To introduce this study, it is most suitable to cite Sheldon and Bryant (2016) who defined 'Instagram' as the following: "An outline, mobile phone photo-sharing, video-sharing, and social network service (SNS) that allows its users to take photos and videos and share them on other platforms (2016)." The social media on the Internet has emerged drastically and provides qualitative researchers with a new insight into people's inside and outside worlds, their experiences and their interpretations (McKenna, Myers, & Newman, 2017). The relationships are utilized a combination of media (Baym, Zhang, & Newman, 2004) and it is vital how the influence of media usage relates to the adoption of new communication media (Ledbetter, 2008: cited from Zhang, 2013). This means media technology change people's social lives in more flexible, mobile ways, and making mediated communication more integrative and paralleled to actual daily life transforming a new space for social interaction (Zhang, 2013). Previous research found positive impacts on individual well-being, enhancement of life satisfaction and deduction of loneness, little is known

on the impact of motivations, usage behavior, and well-being of SNS users.

1.1 Instagram as a norm

Today, consuming Instagram is a norm. A norm is the standards of behavior that are typical of or accepted within a particular group or society (Oxford University Press, 2013). Based on uses and gratifications theory (UGT; Katz, Blumber, & Gurevitch, 1974), individual differences influence motivations for engaging with different media. The elements are life satisfaction, physical health, mobility, and social activity are more informative than just demographics in explaining interpersonal needs and motives (Rubin & Rubin, 1982). It is a norm for users to fulfill the stated elements or else missing out Instagram events can affect indiviual's self-esteem. Studies by previous researchers have highlighted a broader range if gratification, individuals need for pleasure, escapism and the easing of boredom and to satisfy their self-esteem through the portrayal of their ideal image (Dunne et al., 2010). Using Instagram is considered as a trend which individual perceives themselves by getting involved in the latest trends (Zolkepli, & Kamarulzaman, 2015). Trendiness is also part of a lifestyle; for instance, filtered photos, selfie, wefie, and live videos.

1.2 Issues with Instagram

This study aims to look at the outcome of Instagram that satisfies users usage. There is a growing concern on social media effects that may have on mental wellbeing (Turner & Lefevre, 2017). First, a dysfunctional wellbeing may cause a mental breakdown because all humans have an important need to maintain their self-esteem to lead to positive well-being (Mehdizadeh, 2010). Previous research suggests the effects is developed from what users do online rather the amount of time spent (Gordon, Juang, & Syed, 2007). Another popular cause factor is loneliness as lonely individuals might engage in like-seeking behavior on Instagram as a gateway to increase acceptance from others as it may be true due to attention and self-validation through Instagram 'likes' may be positive (Dumas, Smith, Davis, & Giulietti, 2017). Social validation

through being 'likes' or 'followed' may confirm their sense of self that builds healthy self-worth individuals (Jackson & Luchner, 2017). Second, fear of missing out (FOMO) is another cause factor. FOMO's concept is to keep up with current happenings with other people are doing (Blachnio, & Przepiorka, 2017). When an individual is absent from interesting events that are experienced by other people, it can link with social pain (Lai et al., 2016). Lastly, presenting a perfect appearance on Instagram has become a necessity (Hui, Chua, & Chang, 2016). It is a desirable manner to show nice images on Instagram, and takes so much time and effort to plot, design, and even edit photos based on self-presentation (Hui, Chua & Chang, 2016). Moreover, promoting appearance through social networking sites is a way to fulfill others' expectations and may use this trait to strategically present to achieve social goals (Fox & Rooney, 2015).

2. Literature Review
2.1 Uses and Gratification Theory (UGT)

UGT is used to investigate why people use media and the gratifications that derived from media usage (Lou & Rumus, 2014). This theory has also been used widely in the research field of mass communication (Gan & Li, 2017). Prior studies categorized the gratifications obtained when using different media. For instance, previous research found that Facebook consumption by adolescents and young adults are motivated by information seeking and entertainment (Dhir & Tsai, 2017). One study revealed that enjoyment, nostalgia, the flow experience, and physical activity were obtained when playing mobile games (Rauschnabel, Rossmann & Dieck, 2017). Another study by Bae (2017) found socialization, social support, and entertainment were derived from the use of social networking sites (SNS). Individuals are assumed as active consumers in choosing media to meet their desires to achieve gratification (Apaolaza, He, & Hartman, 2014). Applying UGT on Instagram, Sheldon and Bryant (2016) examines the motives for use and relationship to contextual age and narcissism. Another study researched on how image sharing on Instagram facilitates in disclosing negative emotions, psychological, and precipitating supportive interactions (Andalibi, Ozturk, & Forte, 2017). The authors applied Bernard Rime's framework that have three qualities with respect to disclosure: they need cognitive work, stimulate social exchange, and activate the attachment system. The authors found by expressing negative feelings and experiences of posting, friends and followers responded with positive feedback and support.

2.2 Abraham Maslow Hierarchy of Needs

This theory is the extensive theory of UGT and suggested that people seek satisfaction due to a hierarchy of needs (West & Turner, 2010). Abrahim Maslow suggested that people actively seek for satisfaction from the hierarchy of needs, thus, people are only able to move to the next level once they achieved their desired goals; they seek on one level of the hierarchy (West & Turner, 2010). This study focuses on one of the levels which is esteem needs. Esteem needs is defined and has two types: (1) personal desires, achievement, confidence, independence and freedom; and (2) desires for respect from others including attention, appreciation, recognition, status, prestige, fame, dominance and dignity. Self-esteem is an important marker of general well-being (Adams, Kuhn, & Rhodes, 2006). When it comes to social acceptance, peers play a vital role (Erikson 1950; cited from Hegel, 2015). Warrington and Younger (2011) confirmed that students who stood out being odd in certain way from everyone were highlighted as unpopular, uncool, odd or misfit. Self-esteem develops a personal judgment of wanting approval of others and believes the person to be worthy, capable, successful and significant (Hong, Chen, & Li, 2017). The authors mentioned receiving 'likes' is a signal of social acceptance and recognition from others on social media. Ryan and Xenos (2011) found that spending much time on SNS can cause the feeling of being socially isolated, shyness and anxiety.

3. Method
3.1 Participants

The participants were the individual whom were Malaysian students aged 18-29 years, middle-class background and above (who owns a smartphone), an active Instagram user, and any major students. Participants were recruited via social media outlets promoting the study (e.g., University's Instagram Page), face to face recruitment in the university environment and word of mouth recruitment. Participation was voluntary. Five students were selected from one local university in Selangor.

3.2 Design

A qualitative study was conducted to investigate the social media phenomena of Instagram consumption by university students. A semi-structured interview was used to provide a breadth of accounts from participants. Accounts of students' intention and strategies were investigated and analyzed using of thematic analysis. Using thematic analysis is suitable because the approach is theoretically flexible, applying theoretical framework that guides the authors' analytic choices, and is an 'organic approach' (Clark & Braun, 2017). The researcher adopts a qualitative method because the techniques are most suitable when collecting and analyzing data because interviewing, observing and analyzing human beings are activities central to qualitative research (Merriam, 1998).

A total of five students, were interviewed and conducted in the university setting. More specifically, the present study assessed the: (1) students' intention of image posting on Instagram, and (2) image strategies created by students on Instagram. The interviews were semi-structured, lasted approximately one hour in duration, and were audio-recorded. A number was

assigned to each participant to maintain ethical and confidential. The interview questions were open-ended questions and adapted and adopted from previous researchers based on the experience of social media use context. Questions relates to social media were used in the present study (e.g., "Does your intention of image posting is to be cool? Why?", "Do you prolong your time on posting images? Why?", "What are your reasons for pre-image posting strategy?").

3.3 Procedure

The voluntary participants were recruited based on word of mouth and face to face approach. The researcher asked permission if students would like to be interviewed. When students agreed and exchanged numbers with the researcher to set an agreed appointment for the interview session. Once the location and time is set, the researcher meets the student at his/her convenient. The environment preferably to be quiet as audio-recording is happening. Before the interview begins, the participants signed a consent letter. This is to ensure confidentiality. Students were assigned a number (e.g., Informant 1, Informant 2) and details on their Instagram name and the total amount of followers. Each participant was to discuss and explain in detail on their intention of image posting on Instagram and image strategies created by students on Instagram.

3.4 Data Analysis

Codes were developed by the author. According to Braun and Clarke (2018), thematic analysis undertakes a flexible, organic and reflexive approach that is not necessary to be guided by a realist assumption and do not recommend second coding and inter-rater reliability. Moreover, inter-rater reliability was conducted to assess the level of agreement (Armstrong, Gosling, Weinman, & Marteau, 1997: as cited in Throuvala, Rennoldson, & Kuss, 2019). The author identifies the themes across the interview transcripts. The themes were analyzing several times to ensure the themes matches with the data. Several themes were developed but not all were included. Some were excluded because the author seems it is not a strong theme.

The coding made a referencing system which informant was converted into numbers (e.g., 'INF' means informant), referencing gender (M = male, F = female) and participant number (i.e., F1). Thus, the code 'INFM1' refers to a male informant number one.

4. Results
4.1 Students' intention of image posting

The present study focuses on one single social networking site; Instagram. Instagram is popular among young users and the photos play a vital role in self-expression (Kim & Kim, 2018). Instagram also produce images presenting self-presentation (Kim, Kim, & Nam, 2010). Seven themes were emerged from the data analysis: (1) boost confidence, (2) negative thoughts, (3) comparing oneself, (4) false emotion/information, (5) like button obsession, (6) dysfunction, (7) thirsty for attention. A summarized outline of the themes and precise transcript examples is in Figure 1.

Theme 1: Boost confidence. One theme arise from the data analysis on intention was the boost confidence by engaging using Instagram and smartphones. The access to their Instagram is instant. Boosting user's confidence range from posting anything that is positive, comfortable, and skillful. The confidence was facilitated by certain elements such as likes, positive feedback. Even receiving an emoji is the key to boosting confidence. The feedback received from friends, families, and sometimes strangers. Posting users' skills like make up skills allows users to interact with others. Despite getting negative feedback, one user would transform the negative feedback into positive as part of a learning process in make-up. This applies similar to posting singing videos.

Theme 2: Negative thoughts. This theme is seen as unique because user's intention is to post and then decided not to. Instagram is perceived as a place to post perfect images of oneself. Being in a state of negative thoughts arise when viewing other followers who has prettier images, richer, and intelligent. Users wished they could be like those people on Instagram and decided to unfollow due to discouragement. At times, there thoughts developed due to self-conscious whether the image is appropriate, or acceptable or else users would delete or not even post it.

Theme 3: Comparing oneself. This theme is seen popular as many users compared themselves to others. This usually happens on Instagram as they compare their physical appearance, and what they have with others. Users sometimes try to do better than their circle of friends and followers because they are competitive.

Theme 4: False emotion/information. The theme is about posting perfect, happy, positive images. It may also be not telling honestly about certain images. Users can falsely inform incorrect information to followers. Telling one sided story is very common among users.

Theme 5: Like button obsession. The 'like' button is designed in most social networking sites. Instagram has a like button that looks like a heart looking button. Any users who scrolls their Instagram feeds, each image has a heart looking picture that represents the like button. Unfortunately, most users care the 'like' button. The 'like' button can determine the mood of the users. Less 'like' will determine lower confidence while more 'like' will determine higher confidence level.

Theme 6: Dysfunction. The theme is seen as a personal disorder behavior by individual. Dysfunction may look normal to oneself and may look possessive by other people. Dysfunction may be obsessive with oneself behavior. This is due to trying to fit in.

Theme 7: Thirsty for attention. Ever since Instagram is a platform about self, most users are thirsty for attention. The users' Instagram profile are designed according to

perfection, clean, close to perfect image, happy moment, based on a theme and colors.

4.2 Image strategies

This theme comprised seven themes: (1) brag, (2) the need reassurance, (3) picture perfect, (4) hiding, (5) bandwagon, (6) popularity. A summarized outline of the themes and precise transcript examples is in Figure 2. Image is strategized by users' in order to gain gratifications.

Theme 1: Brag. This theme demands attention by bragging the items they have. Showing off is a way of bragging. Being part of particular events and posted the image is to show off. What they say, not posting anything on Instagram means it did not happen.

Theme 2: The Need Reassurance. This theme requires validation among friends. Not being able to decide the preferred image to be posted and required friends to choose is one of the reassurance symptoms. Users rely so much on feedback because friends tend to evaluate them physically and mentally.

Theme 3: Picture Perfect. Posting perfect images required time and effort from individual. Users may feel pressured to think creative ways to capture attention from followers in order to maintain their perfection feeds. Users would not post a normal image without certain filter.

Theme 4: Hiding. This theme has concerns with individual's self-esteem and self-confidence. If an image doesn't match with the caption, user may delete the particular image because it has flawed. Users engaged their imperfection by altering images with filters, emojis, and non-flaw pose. Others may perceive users having the perfect life because in reality, they are hiding from exposing the truth.

Theme 5: Bandwagon. This theme comprised of 'everyone is doing it'. What is trending is viral among social media. Users has to be able to keep up with the latest information, photography, food and drinks. Even challenges that is viral on social media such as mannequin challenge, before and after challenge and bottle flip are part of a bandwagon.

Theme 6: Popularity. This theme required a lot of strategies in order to become popular. Getting your Instagram to be part of the popular group in public is a dream come true. Celebrities can re-post or 'like' users' image is a huge accomplishment.

5. Discussion

The present qualitative study investigates students' intention of image posting on Instagram, and image strategies created by students on Instagram. Using Instagram as students' main platform to socialize online, Instagram was perceived as a 'slice of everyday life' to be shared either in a public or in private (Throuvala, Rennoldson, & Kuss, 2019). This study is to capture the intention of users and how users strategize their image for gratification. These findings help us figure users' behavior usage in Instagram consumption environment.

As expected, the results of the study demonstrated user's personal intention for using Instagram and their image strategy have exhibited a high concentration based on user's intention and strategy. Similar to previous research, Instagram is suggested not only for social interaction but as well as personal pleasure (Kim, Seely, & Jung, 2017). Personal pleasure like thirsty for attention, boost confidence, like button obsession, and more may have a self-disclosure mechanism. Users intention is to ensure their followers are updated about themselves and the bigger the followers, the more self-disclosure is required (Rui, & Stefanone, 2013). Surprisingly, the negative thoughts subtheme has a unique outcome. Users intention is to post an image however, the intention was discontinued due to viewing a better version of oneself. The positive thoughts are converted into negative as users may experience a low self-esteem.

These findings may be explained by Uses and Gratification Theory (UGT) as to how and why people use the media, they choose to fulfill their needs and wants and satisfy one's leisure needs (Katz, Blumer, & Gurevitch, 1974). Previous research found that users would apply filters before posting their image (Lenhart et al., 2015). Instagram scores the highest on showing affection by thanking followers or friends, allowing how much they care, offer help and show concerns (Quan-Haase, & Young, 2010). Instagram is voted the highest on fashion (Phua, Jin, & Kim, 2017).

Justification for the first theme on intentions, i.e., boost confidence requires the right key features such like 'likes' and 'positive comments' on Instagram. Users' have all the intention to boost their confidence level as Instagram is a platform to socialize, making friends, meet new acquaintances and likely to chat with strangers (Phua, Jin, & Kim, 2017). It has been hypothesized, the more fashionable a user's post, the more likes and comments received.

Second, negative thoughts may lower a person's self-esteem. According to Casale, Fioravanti, Flett, & Hewitt (2014), results suggest that criticisms or negative social comparisons are factors that lead to excessive use of internet communicative services. This is why SNSs may fulfil the social need to belong among the lonely or socially disconnected users due to their low social skills (Caplan, 2010). Present finding shows that users would feel discouraged as they have self-conscious and can't be like the beautiful person. Therefore, they decided to unfollow or not post their image on Instagram.

The third theme was comparing oneself with the other has become a trend in any form of social networking sites. Quantifiable feedback such as 'likes' and followers are easily viewed by others as it seemed publicly or semi-publicly. Due to the visibility of the quantifiable feedback, it may lead to comparisons and competition with friends (Li, Chang, Chua, & Loh, 2018). For instance, users have an expectation of how many likes to gain before uploading an image. Moreover, the importance of

receiving huge amount of likes and feedback, users have strong desires to earn peer endorsement for their feeds and performance (Li, Chang, Chua, & Loh, 2018). The present study shows users would take initiative to get a nice image to upload on their Instagram because they can do better than their peers. Peers may have posted something interesting and user would want to post something even better.

The fourth theme was false emotion/information were never posted on Instagram. Previous research has shown that SNSs allow to create an ideal self that can turn into a false self especially for users seeking reassurance (Michikyan, Subrahmanyam, & Dennis, 2014). The present study shows that Instagram main function is to show off happiness and that's why users are doing. Another false element is by informing an incomplete information on Instagram. for example, jotting down user's dissatisfaction with a friend rather than telling what user did wrong. This is because user is trying to please people by telling one side of a story. Moreover, previous study found that posts on Instagram is less personal and asynchronous, are seen by a larger public with longer period of time (the post stays for a long time unless it is deleted) and feedback from friends comments are seen in public (Phua, Jin, & Kim, 2017). Instagram may not be a place to share problems.

The fifth theme was like button obsession. Instagram is known for its "like" button. Instagram users may be less inhibited because the nature of Instagram is to "like" and "follow" other strangers however they interact through images (Phua, Jin, & Kim, 2017). The present finding shows that "likes" button is important to them as it may be a fearful factor for not getting "likes". The present study shows that very essential in users' life. "Like" button can cause fear due to maintaining the number of 'likes' on each image. Moreover, fixing an amount of 'like' on each picture means a lot to users.

The sixth theme was dysfunction. Previous study stated that females are experiencing stress to meet unrealistic appearance goal on social networking sites (Bordo, 2004). Interestingly, teenage girls with low self-esteem have potential of higher peer feedback as they set a high expectation which cause depression (Li, Chang, Chua, & Loh, 2018). Based on the present study, dysfunction can be seen as a disorder symptom where users are too engaged with the image's arrangement, particular theme for the feeds, best and attractive captions, and trying to fit in among followers. For instance, if a friend travels, a user does the similar thing but just better. one of the users mentioned in real life setting, he/she is simply an introvert but on social media, he/she is superb and everything. Editing the images as to look the best in the eyes of followers are dysfunctional as well.

The seventh theme was thirsty for attention. Ever since social media is clearly visible, straightforward and quantifiable (Sherman, Payton, Hernandez, Grrenfield, & Dapretto, 2016), gaining attention is a common behavior conducted by users on Instagram. However, Instagram is a platform known for self-promotion and self-expression (Jackson and Luchner, 2017). In the present study, users

intend to gain attention for the sake of popularity. Users are doing their finest to get a clean profile (no negative images), happy images, creative background and colors. Users also portray being positive, extrovert, and socializing with families and friends.

The justification for the first theme of image strategies was brag. Users brag whatever they achieve or receive to their audience. Various study shows that users that lacks confidence in their strategic self-presentation are more likely to engage in social networking sites to enhance their limited abilities (Caplan, 2005). Posting images on Instagram to brag will spend more time on SNSs. Based on the present finding, showing off is a factor. Instagram has designed users to brag and show off to their audience. The present study shows that definitely to show off users' skills, gifts, holiday, and such to their followers. One of the users do compete with friends and show off who does better.

The second theme was the need reassurance. Users are engaging in social networking due to social approval and positive impression from followers (Matley, 2018). Receiving positive feedback and a certain amount of "likes" can promote reassurance to users. A study shows that females are more concerned with external validation of their identities as they need to be active in their Facebook activity (Schoppe-Sullivan et al., 2017). Previous research found that low esteem girls rely so much on feedback from friends because friends feedback evaluate their performance as feedback is quantifiable and visible (Li, Chang, Chua, & Loh, 2019). According to the present study, asking friends opinions on which image to post, asking people to follow their Instagram and follow back, creating polls of based on followers' vote, and checking each images of every comments falls under the need reassurance category. This is because users require friend's judgment or opinion for users to decide. For example, one of the users posted a poll to ask followers what he/she should be doing that day.

The third theme was picture perfect. Arrangement Instagram feed requires area of creativity. Previous research stated that style bloggers enjoys a high level of creativity (Kahmis & Munt, 2010). Another research found that both men and women put pressure on themselves in order to be perfect because they have a high level of concerns of being negatively judged (Casale, Fioravanti, Flett, & Hewitt, 2014). According to Li, Chang, Chua, & Loh (2018), the need to display high performance in public has made teenagers especially girls to wanting of likes as well as positive comments and desire for more feedback. Based on the present study, being judged by friends on Instagram is an alarming experience and it made users think many times before posting an image. It can cause a dilemma. Even captions of the image need to be written correctly so that the caption doesn't cause sensitivity among followers. Another user finds his/her Instagram image must be centered, sharp image, a pose that makes his/her body looks thin.

The fourth theme was hiding which include any form of personal imperfections and avoiding any imperfect behaviors and surroundings (Casale, Fioravanti, Flett &

Hewitt, 2015). Even if the image caption is not on point, users can delete or correct the less than perfect message before posting it on Instagram (Casale, Fioravanti, Flett & Hewitt, 2015). Previous research by Lenhart, Duggan, Perrin, Stepler, Rainie, & Parker (2015) mentioned that users using Instagram are fond of applying filters before posting their images. It is another way of hiding imperfections from the public. An interesting finding concerns the role of self-presentational social skills which females are reported to be lower levels of self-presentation skills than males (Casale, Rugai, & Fioravanti, 2018). Interesting, the research found that self-esteem can be identified as having an impact on young adults' behavior. It does not impact only on teenager's behavior (Martyn-Nemeth, Penckofer, Gulanick, Velsor-Friedrich, & Bryant, 2009). The present study shows that users tend to hide away from themselves for not being honest and to cover up bad skin complexion. The Instagram filters were one of the reasons users could post a nice image of themselves. Based on users' experience, when they were younger, they tend to post for the sake of posting (adding more pictures on feeds). When users looked back what they have done in their previous years, they started to delete those photos because they find it embarrassing and not cool. So, the new ones are images with strategies and tactics.

The fifth theme was bandwagon where everyone is doing it. For example, boomerang application or the mannequin challenge. Posting image of a delicious drink over a nice background because everyone does it. A study found that the desire to stay continually connected with what others are doing are an ideal tool to lessen "fear of missing out" factor (Przybylski, Murayama, DeHaan, & Gladwell, 2013). Based on the present study, users observe their specific followers of wanting to do similar things. For example, if a user's follower posts nice creative images, the user will do something similar as well. If an image is about hipster café, then everyone is posting hipster cafes on Instagram. Moreover, a user feels heavy burden to be part of a bandwagon. Before postings are made, user has to think multiple times before posting an image.

The sixth theme was popularity. Previous research found that lower expression is determined to which a user wants to gain popularity (Lim, Nicholson, Yang, & Kim, 2015). This may not be demanded by friends and families. According to researcher's findings, popularity is a means to show off and trying to get as many likes and comments as possible. Users enjoy popularity because it develops a public persona (Engholm & Hansen-Hansen, 2014). Moreover, gaining followers is a feature to gather feedback as it reflects popularity (Chua & Chang, 2016). According to the present study, in order to gain popularity, users must need to show off their images. Moreover, posting certain images like vacation images, users will receive more amount of 'likes' and 'comments' rather than a normal image of oneself or selfie.

Furthermore, evidence suggest that these identified behaviors through intention and image strategies are determined by the social networking sites key features such as LIVE videos, image filters, like button, and comments. Feeling of anxiety and constant checking SNSs may result unrealistic demands and self-esteem because SNSs communication allow higher control over self-presentation by creating a sense of security (Valkenburg & Peter, 2011). Similar to Papacharissi and Rubin (2000) research claimed that users can manipulate information, to choose what to disclose and hide.

In conclusion, this research focuses, first, investigating student's intention of image posting on Instagram, and second, exploring the image strategies created by students on Instagram. it is hoped that the findings of this study offer theoretical contributions to the field and provide valuable practical implications to marketers in promoting their brands on Instagram. As more young people are using social media especially Instagram to share and view images, it is essential to understand how content is evaluated. In the present study, the intention of users may feel triggered after viewing friend's Instagram feed and decided to strategize their image postings. The present study can assist the complex understanding from user's intention and their image strategy. Moreover, the findings offer some insight into how online social networking may contribute to user's behavior on Instagram.

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Figure 1
The students' intention of Image posting on Instagram

Themes	Verbatim Examples
Theme 1: Boost Confidence	because I think that it boost my confidence because I look good so you this can go on Instagram.
Theme 2: Negative Thoughts	if I follow someone who is pretty and I feel like 'I wanna look like her' and then that's a bad feeling. So I decided to unfollow them.
Theme 3: Comparing Oneself	when am I see my friends do something.. I'll be like I could do that better so yea.. yes what I did.
Theme 4: False Emotion/Information	I think that's the function of Instagram. you need to show off your happiness even though you had a bad day.. you need to fake it coz Instagram is a happy place.
Theme 5: Like Button Obsession	not getting likes.. I'm really scared. The reasons why I archive a lot of my pictures its because their likes are not the same amount like other pictures
Theme 6: Dysfunction	a lot. I try to think about the background, the colors, the captions even the placing if its centered or not.
Theme 7: Thirsty For Attention	basically all of my post is about to gain attention so I am an attention seeker.

Figure 2
The image posting strategies created by student on Instagram

Themes	Verbatim Examples
Theme 1: Brag	yeah. thats the function of Instagram to show off.. you need to brag.
Theme 2: The Need Reassurance	I end up asking too many friends about which picture should I post.
Theme 3: Picture Perfect	if I post something I always think what my friends would think of me coz I also feel like im being judged.
Theme 4: Hiding	I put a lot of filters because I was hiding myself.
Theme 5: Bandwagon	because I see their pictures are nice and they got a lot of likes so maybe I want to do the same thing too.
Theme 6: Popularity	oh yes.. super. that's what showing off means to gain popula

Determinants of Internal Corporate Social Responsibility Practices and Employee Engagement: A Study of Malaysian Private Higher Education Institution

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Abstract— Corporate Social Responsibility (CSR) has emerged tremendously as an important field of study in the past decades. Institutions today have realized the significance of being ethical in their operations in order to attract employees as the internal stakeholder. However, majority of the past studies on CSR mainly focus on the big corporations, while the influence of internal corporate social responsibility (ICSR) practices in education industry remain understudied. The purpose of this study was to investigate the relationship between ICSR practices and employee engagement on one of the private universities in Malaysia. A quantitative (survey) method was employed using multistage sampling and purposive sampling with generating 93 valid responses. The data were then analyzed using Pearson-Product Moment Correlation and Multiple Regression test using the stepwise method through the Statistical Package for the Social Sciences (SPSS) version 25.0. Based on the findings, ICSR dimension, namely training & education and working environment yielded positive and moderate relationships with employee engagement, whereas employment stability and employee empowerment generate positive and high relationships with employee engagement. In addition, multiple regression analysis through the stepwise method showed that only two predictors which are employment stability and training & education were the significant predicting factors that can help to increase the employee engagement. Thus, this had called upon the management of the university to foster on the dimension arise in order to enhance the employee engagement that will result in bringing potential human capital. Further study to replicate the research in various universities (public or private) in Malaysian to explore more on their ICSR practices is suggested. Future studies can also examine ICSR with other variables such as leadership style, job satisfaction, and organizational commitment to see the link between those variables.

Index Terms — education industry; employee engagement; internal corporate social responsibility; internal strategic communication; organizational behaviour.

I. INTRODUCTION

Corporate social responsibility (CSR) has gained an interest in the higher education institutions (HEIs) (Bakar & Ismail, 2019; Chan & Mohd Hasan, 2018;) wherein it has congruent with the 17 Sustainable Development Goals (SDGs) to end poverty, protect the planet, and ensure prosperity for all by the year 2030 (UN Sustainable Development Goals, n. d.). Hence, this has called for a higher education transformation to produce a holistic human capital to achieve the nation's goals which supported the notion of Chang, Sirat and Abdul Razak, (2018) that human capital play a vital role for continued prosperity in the future.

According to The Star (2018), Malaysia would be an educational hub for international students in the Asian regions with the target of 200,000 international students in Malaysia by the year 2020 and 250,000 in the year 2025. Therefore, making a knowledge-based economy and getting a competitive advantage required the workforce who are talented and committed. As highlighted by Gao (2019), practicing internal corporate social responsibility (ICSR) can help to strengthen the employee engagement in the institutions. Thus, by practicing the factors of ICSR, it will provide new insights to achieve the goals of the industry.

However, the turnover rate of employees, especially the academic staff in Malaysian higher education setting is high (Manogharan, Thivaharan, & Abd Rahman, 2018; Rathakrishnan, Ng, & Tee, 2016; Saraih, Zin Aris, Sakdan, Ahmad, 2017).

This is also congruent with the finding of Ranjan and Yadav (2018) who found out that the turnover rate in the education industry is higher compared to other industries. This has further supported the notion of Ramasamy and Abdullah (2017) where employee disengagement in the universities may result in loss of progress for the institutions. Despite the issue has been frequently highlighted in the mass-media and government official reports, however, empirical studies on employee engagement are still limited in developing countries (Bailey, Madden, Alfes, & Fletcher, 2017) and studies on the HEIs required further investigation (Pham-Thai, McMurray, Muenjohn, & Muchiri, 2018).

Based on the voids highlighted, therefore the current study aims to find out the predicting factors of ICSR practices (Training and Education, Working Environment, Empowerment, Employment Stability) and employee engagement.

II. LITERATURE REVIEW

A. ICSR practices and Employee Engagement

Santoso (2014) carried out a study to investigate the impact of internal CSR towards employee engagement and affective commitment in the hospitality industry. The elements of internal CSR comprised of training and education, health and safety, human rights, work-life balance, and workplace diversity. The finding indicated that health and safety were the major predicting factors that affecting employee engagement and affective commitment.

In addition, Manimegalai and Baral (2018) conducted a study on 486 Malaysian hotel employees and the findings showed that job satisfaction partially mediates the relationship between ICSR practices and employee engagement. Another study by Fu, Ye, and Law (2014) found that ICSR practices influence employee engagement through the mediating effects of job satisfaction.

Chaudhary (2019) examines the perception of employees on CSR and employee engagement through psychological meaningfulness, safety, and availability. The sample consist of 187 business professionals. The results revealed that CSR positively influenced employee engagement. In addition, psychological conditions of meaningfulness, safety and availability fully mediated the relationship of CSR with employee engagement.

In the Asian context, Peong (2019) wish to examine the impact of CSR and talent management on employee engagement in a water company in Indonesia which consist of 120 employees. The findings found that CSR and talent management program have a positive and significant impact to increase employee engagement. This has congruent with the study done by Al-Tit and Hunitie (2015), who also found that employee engagement can mediate ICSR and job satisfaction among university employees in Jordan.

Duthler and Dhanesh (2018) examined relationship among employees' perception of ICSR communication and employee engagement in the United Arab Emirates. The findings revealed that internal communication of CSR, strongly predicted employee engagement.

Al-Amri, Das and Ben-Ayed (2019) aims to investigate the impact of perceived CSR and employee engagement in Qatar (government, semi-government, and private sectors). The study utilized Stakeholder's Theory focused on employees, customers, government, and society at large. The results revealed that CSR to society and CSR to employees affect organizational engagement, whereas CSR to customers affects job engagement. However, CSR to the government is not significantly related to employee engagement.

Moreover, Azim, Diyab, and Al-Sabaan (2014) have examined the relationship between the CSR practices of the organization and employees' job satisfaction, employee engagement, and organizational citizenship behavior in the banking industry. This study has applied two theories which were the social identity theory and social exchange theory. The quantitative survey method was applied whereby questionnaires had been distributed to 266 employees who are working in different branches of 12 domestic banks in Saudi Arabia. The findings showed that there is a relationship between CSR and employees' job satisfaction, employee engagement, and organizational citizenship behavior. Based on the discussion, this gives an implication that CSR may be a contributing factor to maintain motivated and passionate employees.

At the same vein, Azim (2015) investigates the relationship between employees' perception about CSR practices and employees' organizational commitment (affective), job engagement, organization engagement, organizational citizenship behavior and organizational citizenship behavior in the context of the Saudi banking industry. The study utilized social identity theory and social exchange theory to guide the study. The findings showed a positive relationship between perceived CSR and organizational commitment, employee engagement and organizational citizenship behavior related to the organization.

In Greece, Tsourvakas and Yfantidou (2018) intended to investigate the impact of CSR on employee engagement, motivation and job satisfaction of two prominent brands, namely Unilever and Porter & Gamble. The findings revealed that employees of the companies are proud to identify themselves with the companies that are socially responsible and CSR was found positively related to the engagement of employees.

Obeidat (2016) aims to explore the relationship between CSR, employee engagement, and organizational performance in the telecommunication sector. The results of 350 respondents revealed that there is a significant positive relationship between CSR (internal and external) and employee engagement. In addition, the results also showed that employee engagement fully mediated the relationship between CSR and organizational performance.

Based on the discussion, it has supported the notion of Zulfiqar, Sadaf, Popp, Vveinhardt, and Máté (2019) who concluded that CSR influences positively the organizational identification and the relationship will be stronger in a collectivist culture, which will lead to higher worker engagement.

Based on the findings of different studies in the service industry, it is found that service firms are adopting four core dimensions of ICSR practices, namely education and training, employee empowerment, employment stability, and working environment (Lee, Kung, Ong, Seah, & Yeoh, 2015; Mory, Wirtz, & Göttel, 2015). Similarly, a study on Romanian universities showed that for sustainability, three factors, namely working environment, training, and job security are very imperative in the educational system (Grigore, Stancu, & Zaharia, 2013). Therefore, in this study, researchers will cover four major dimensions of ICSR practices, which includes training and education, employee

empowerment, working environment and employment stability.

Besides, there are number of studies found that there was a significant relationship between employee engagements, satisfaction and working environment (Khan & Md Yusoff, 2016; Agbozo, 2017). Similarly, in Pakistan, a study among 1184 staffs in Pakistan universities reconfirmed that there is a significant relation of engagement with relation to the condition of the workplace (Khan & Md Yusoff, 2016).

This has further supported Vinerean, Cetina, and Dumitrescu (2013) that the CSR policy is legitimate and appealing to attract talented employees as well as providing a pleasant working environment for the satisfaction of employees.

Furthermore, the results indicated that internal CSR can help to reduce the employee's turnover intention. This can be explained that the value and benefits of internal CSR practices will help to increase employees' loyalty and make them more dedicated toward their jobs.

Based on the discussion above, therefore, this study hypothesizes that:

H1: There is a positive relationship between Internal CSR practices and employee engagement.
H1a: There is a positive relationship between training & education and employee engagement.
H1b: There is a positive relationship between employee empowerment and employee engagement.
H1c: There is a positive relationship between employment stability and employee engagement.
H1d: There is a positive relationship between working environment and employee engagement.
H2: Internal CSR practices (training and education, employment stability, employee empowerment, working environment) are the predicting factors of employee engagement.

III. METHODOLOGY

Research Design

This study employed a quantitative (survey) design, whereby a structured self-administered, anonymous questionnaire had been distributed to the employees (academic and non-academic) who currently employed in the private HEI as a unit of analysis. Survey design is deemed a suitable method to apply in this study as it allows the researcher to effectively determine the opinions of respondents about a particular subject from a specific group of people (Babbie, 2016).

Population and Sampling

The sampling technique adopted in this study was purposive sampling. The concept of purposive sampling is focused on subjects who possess a particular characteristic which could be a more ideal help to the research (Etikan, Musa, & Alkassim, 2016). Since ICSR is normally a top-down strategy or planning. Hence, not all employees

will have knowledge and awareness about it. Hence, this study selects the academic staff and administrative staff with at least degree qualifications. Operational employees was currently not included in this study. For the data collection, a structured anonymous questionnaire had been distributed to the employees and generated 93 valid responses. This has further support the notion of Sekaran and Bougie (2016) that a sample size ranging from 30 to 500 is sufficient and acceptable for social science studies.

Measurement

This study comprised of three (3) section. Section A was about the demographic profiles of the respondents such as gender, staff, nationality, race, level of education, and tenure. Section B regards the dimension of ICSR practices, where the items for training and education was adapted from (Al-bdour, Ali, Nasruddin, & Soh, 2010; Lee & Bruvold, 2003), employee empowerment, employees' stability, and working environment were adapted from Mory et al., (2015). Section C is about the employee engagement which adapted from Al-bdour et al., (2010).

In this study, 5 points Likert-type scale is used for all the latent variables, where 1 represents strongly disagree, 2 indicates Disagree, 3 represents Slightly Agree, 4 indicates Agree, and 5 represent Strongly Agree. Respondents are given freedom to express their views on the series of items about the ICSR practices of the university.

Pilot testing

Pilot test was conducted in order to test the reliability as well as the accuracy and consistency of the instrument. A total of 30 respondents which is employees from one of the public HEI were chosen. According to Hair, Celsi, Money, Samouel, and Page (2015), the reliability analysis scale can be accepted if the Cronbach's alpha coefficient is between 0.6 and 1.0. Hence, the Cronbach's alpha value for the current study ranged from .935 to .957 (Table 1) which is highly accepted and reliable.

Table 1: Cronbach's alpha value of the variables

Variable(s)	No. of items	Cronbach's Alpha Value (Pre-Test, n=30)	Cronbach's Alpha Value (Post-Test, n=93)
ICSR Practices			
Training and education	8	.948	.898
Employment stability	5	.957	.926
Employees empowerment	5	.941	.921
Working environment	6	.935	.908
Employee engagement	4	.949	.921

[*] Cronbach's alpha values in this study are based on Guilford Rule of Thumb

Besides, before the multivariate analysis can be carried out, the data should be normally distributed, as normality is an important requirement in multivariate analysis (Hair, Black, Babin, & Anderson, 2018; Tabachnick & Fidell, 2013).

Based on Table 2, the values for skewness and kurtosis for independent and dependent variables are in the range between -2 to +2, with 5% of sampling error which is considered acceptable to prove normal distribution exists (Tabachnick & Fidell, 2013). Hence, the current data are still normally distributed and the requirements for multivariate analysis are met.

Furthermore, multiple regression analysis was also sensitive to multicollinearity problem. According to Tabachnick and Fidell (2013), multicollinearity happens when the independent variables are highly interrelated 0.9 and above. Hence, Variance Inflation Factor (VIF) and tolerance levels are used to examine the multicollinearity problems via the regression result from the SPSS. As Hair *et al*. (2018) said that the VIF should not exceed 10 and the tolerance values are supposed to be more than 0.10. Based on Table 3, it showed that the range of tolerance was between .292 till .550 which more than 0.10. On the other hands, the VIF range was from 1.818 - 3.427 which is a reasonably because it is less than 10 (Tabachnick & Fidell, 2013). Thus, it can be concluded that there is no multicollinearity issue among the independent variables in the current study.

Table 2: Skewness and kurtosis of the variables

Variable(s)	Min	Max	Skewness	Kurtosis
ICSR Practices				
Training and education	8.00	40.00	-1.150	1.171
Employment stability	5.00	25.00	-0.771	0.204
Employee empowerment	5.00	25.00	-0.785	0.764
Working environment	6.00	30.00	-0.654	0.131
Employee engagement	4.00	20.00	-0.527	-0.100

Table 3: Multicollinearity test based on tolerance and VIF

Variable(s)	Tolerance	VIF
Training and education	0.550	1.818
Employment stability	0.298	3.355
Employee empowerment	0.292	3.427
Working environment	0.470	2.130

IV. RESULTS & DISCUSSION

Table 3 shown the correlations among the variables. Based on Table 4, it was shown that the correlation matrix among the dimensions of internal CSR which focused on training and education (r = .635, p < .05), working environment (r = .644, p < .05) have positive and moderate relationships with the employee engagement as a dependent variable. In addition, employment stability (r = .845, p < .05) and employee empowerment (r = .745, p < .05) have a positive and high relationships with employee engagement. Hence, all the results are significant in the relationships. Thus, the research hypothesis H1, H1a, H1B, H1c, and H1d are accepted. Thus, when employees

perceived internal CSR dimensions (training & education, employment stability, employee empowerment, and working environment) more positively, engagement of employees will increase.

Table 4: Correlation test on relationship between dimensions of internal CSR practices and employee engagement (n=93)

	Employee	Engagement
Dimensions of ICSR Practices	*r*	*p*
Training and Education	.635**	.000
Employment stability	.845**	.000
Employee empowerment	.745**	.000
Working Environment	.644**	.000

**Correlation is significant at the 0.01 level (1-tailed)

ANOVA test for multiple regression analysis (step-wise method) shows that there is a significant relationship between a dependent variable (employee engagement) and independent variables (ICSR) at the 0.05 significance level. The analysis in Table 5 shows that the employee stability of ICSR dimension (Model 1) gives a significant result with F = 226.31, p < 0.05. Similarly, the combination of employee stability and education & training of ICSR dimension (Model 2) also gives a significant result (F= 123.05, p < 0.05).

Meanwhile, multiple regression analysis indicates that employee stability significantly contributes 71.0 % of the variance (Adj R^2 = 0.710) towards employee engagement of the total of 93 respondents in the study. This means that employee stability (β = 0.845, p < 0.05) is the main predictor that cause employees to have high engagement. Moreover, with the combination of predictors employee stability (β = 0.734, p < 0.05) and training & education (β = 0.176, p < 0.05), the contribution value of variance towards employee engagement has increased to 72.6%. Therefore, the increment is 1.6% (72.6-71.0). Elements which do not significantly contribute to this study are employee empowerment and working environment. Therefore, H2 is partially supported as not all the independent variables are the predictors of employee engagement.

Hence, it can be concluded that there are some other variables (27.4%) that are currently not being investigated in this study and they can contribute to the increase of employee engagement.

Table 5: Regression coefficient of independent variables: Multiple regression analysis, Stepwise Method

Model		B	Beta	t	p
1	(Constant)	1.454		1.751	0.083
	Employment stability	0.726	0.845	15.046	0.000
F=226.31,	df = 1, 91,	p = 0.000,	R=0.845,	R^2=0.713,	Adj R^2 = 0.710

2	(Constant)	-0.578		-0.507	0.613
	Employment stability	0.631	0.734	10.510	0.000
	Training and education	0.124	0.176	2.524	0.013
					Adj R² =
F=123.05	df = 2,90	p = 0.000	R= 0.856	R² = 0.732	0.726

This research examined the relationship between the dimensions of ICSR and employee engagement. The finding of the study reveals that four (4) dimensions of ICSR, namely training and education, job stability, empowerment, and working environment have a positive and significant relationship with employee engagement. This has in line with the findings of the numerous past studies (Al-Tit & Hunitie; 2015; Duthler & Dhanesh 2018; Fu et al., 2014; Santoso, 2014). This has further supported the notion of Pereira, Duarte, and Trindade (2015) that worker engagement is the consequences of employees' perceptions about workplace CSR.

In addition, multiple regression analysis showed that employment stability is the strongest predictor for engagement. Therefore, this is implying that the employees who perceived their institutions having good ICSR practices (education and training, employment stability, employee empowerment, and working environment) will be more likely to show a high level of engagement. This further implies that job stability gives comfort, support, and security for the employees (Mory et al., 2015).

The study also showed that there is a significant and positive relationship of training and education with employee engagement. This finding was in line with the results of previous studies (Mmako & Schultz, 2016; Sendawula, Kimuli, Bananuka, & Muganga, 2018).

In addition, the current results were congruent with the study of Nawaz, Hassan, Hassan, Shaukat and Asadullah (2014) who found that employee engagement partial mediates the relationship between training, empowerment and employee creativity. Based on the discussion, this implies that employees will engage more with the organization when the organization allow employees to exercise their decision without coercion. As the current organization under study is in HEIs, therefore, it is pivotal for the employees to be creative and innovative in making decision independently.

Companies that provide appropriate education and training, in turn, the employees will be able to accomplish tasks or mission that assigned by the corporations. Likewise, Esmaeelinezhad, Singaravelloo and Boerhannoeddin (2015) urged that education and training can reduce high turnover or shifting jobs. Consequently, employees will stay longer, if they perceived the management is concerned about providing relevant training courses to enhance their skills and performance.

The current finding was also supported numerous past studies who found that there is a significant and positive association between working environment and employee engagement (Cavazotte & Chang, 2016; Khan & Md.

Yusoff, 2016; Thang & Fassin, 2017; Vineran et al., 2013). A good working environment is acknowledged as constitutional compliance with labor practices. Hence, it can be concluded that a conducive and clean working environment is crucial factor for employees' satisfaction and performance.

V. CONCLUSION

In a nutshell, this study has identified the dimensions that are very important in terms of ICSR practices that can influence the employees for engagement particularly in the HEIs context. By testing on the social identity theory, this research provides a deep understanding of the interrelationship between the dimensions of ICSR practices (education and training, empowerment, job stability, and working environment) and employee engagement. It can be concluded that employees are the asset of an organization, and ICSR practices can maximize the employee engagement as organization and employees are mutually interdependent (Roza, 2016).

Contribution of Study

The study proposed several managerial implications. Firstly, universities who want to establish beneficial relationship with employees, can practice the ICSR initiatives strategically. The management of the university should perform the most expected dimensions of ICSR and incorporate more interactively to inspire employees for engagement and boost their morale. Hence, among other dimensions ICSR, the management has to take into consideration the prominent factors of ICSR, such as education and training, job security, empowerment, and working environment, to provide an exceptional and memorable working life.

Limitations and Recommendations for Future Study

The current study only study on a small sample size, whereby the sample are only focused on the employees in one private HEI. Hence, in future, larger number of respondents from similar or different universities can be included to enhance the accuracy of the results and able to make generalizations.

Additionally, the future research may apply to different industries in Malaysia, such as banking, manufacturing and private and non-profit organizations (NGOs) as well. Along with, future study can make comparison between the ICSR initiatives that practiced by public and private universities as it will provide a greater information and understanding related to ICSR.

This study has only four dimensions of ICSR, but other variables that can influence employee engagement, such as, work-life balance, organizational commitment, job satisfaction, employer-employee relationship, and leadership styles can be included in the future study as per highlighted in the literature.

In terms of methodology, the current study only uses quantitative survey method to analyze the dimensions of

ICSR practices and employee engagement. Future research can employ qualitative approaches; such as interviews or mix-mode method to complementary to the deficiency of the quantitative approach. The integration of quantitative (survey) and qualitative methods (in-depth interviews) will provide depth information regarding this area and yield better results. It is also recommended that for better understanding, researchers can include longitudinal study. It will show the changes over time regarding the relationship between ICSR practices and employee engagement.

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The Importance of Openness of Mental Illness in Malaysia

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Abstract— Mental health is an important component for well-being beside physical health. Recent years, mental illness has become a challenge in society. However, public stigma towards mental illness is very bad. This stigma makes people with mental illness have difficulty to recover and to get help from society. This paper reports the evidences gathered through the recovered patients themselves of the importance of openness towards mental illness and the need for removal of stigma towards mental illness. There were six interviewees participated in a study conducted in a non-governmental organization (NGO) that supports mental wellness at Petaling Jaya City. The permission of interview was granted by the NGO's management and also the participants. The data gathered was open-ended answers addressing questions which are related to their feeling, public perceptions and also their expectation of the society and supports provided by external parties such as government. The results of the study show that the perception towards mental illness patients should be more open and receptive. Supports and reception given to them is crucial. Public and government should work together to build a mentally healthy and supportive environment for a better society.

Index Terms—Mental health, Mental Illness, Stigma, Well-being.

I. INTRODUCTION

Mental health is one of the important dimensions for well-being apart from physical health. One of the challenges of mental health is mental illness. According to Healthdirect, there are nearly 300 types mental illness listed in DSM-5 (Diagnostic and Statistical Manual of Mental Disorders), such as, mood disorders, anxiety disorders, personality disorders, and eating disorders [1]. In Malaysia, there are 4.2 millions of people who have mental health issues [2]. Mental illness will be the second biggest health problem after heart diseases by 2020 [3] with depression as the major mental illness among Malaysians due to stress at workplace and family pressure [4]. However, the stigma from public makes many mental illness patients have difficulty to seek help, get treatment and embark in a peaceful recovery journey. The stigma creates barrier for mental illness patients for reaching out as the fear of getting labeled as crazy person, person who lacks of faith, etc. The "crazy" label comes from the news of sensations that media creates towards mental illness. Moreover, the stigma of lacking in faith is perceived by Malaysians towards people with mental illness [5].

II. PURPOSE OF THE STUDY

This paper explores the perceptions from the recovered mental illness patients of what they feel especially on public stigma, how they want to be treated, and their message for public/society and the government. Their experiences tell the actual voices of mental illness patients.

III. LITERATURE REVIEW

The Malaysian Mental Healthcare Performance, National Institute of Health (2016) [6] mentioned about the prevalence of suicidal attempt is apparently increasing in Malaysia. This report suggested for immediate remedial actions in addressing these health challenges in Malaysia: "the high prevalence of mental disorders, substance abuse and suicidality; the prevalence of exercising as an indication of healthy life style was very low; the density of psychiatrist and counsellors are still low." (p. iv). The morbidity survey conducted by The Institute of Public Health, Ministry of Health Malaysia (2015) [7] has mentioned that the prevalence of mental health problem among adult and children were 29.2% and 12.1% respectively, which is considered high. Promoting mental wellness should be an integral part for Malaysia healthcare system, and it is an agenda for UN Sustainable Development Goal #3, with concerted action to promote good health and well-being by 2030 [7]. This small study is able to contribute some findings from the case of patients' perspectives and their perceptions of this illness, challenges faced by them, and their expectation of authority regarding mental illness.

SUBJECTS AND METHODS

A. Participants

There were six interviewees participated in a study conducted in a premise of the non-governmental organization (NGO) that supports mental health patients and their families at Petaling Jaya City. The permission of interview was granted by the NGO's management and also the recovered patients from mental illness. The data gathered was open-ended answers addressing questions which are related to their experiences, feeling, public

perceptions and also their expectations from the public and government.

Out of the 6 participants, half of them were females and another half was males. There were four Malays and another two were other races (Indian and Eurasian). The age range was 19 years old to 65 years old. These participants were chosen from the active members of the NGO. One of them had suffered from major depressive disorder (MDP) and anxiety disorder, two of them had suffered from depression and anxiety disorder, one of them had suffered from dysthymia and anxiety, one had suffered from anxiety disorder, and one had suffered from bipolar disorder.

B. Instrument – Interview Questions

The participants were asked for a number of questions as listed below. These questions were devised to address the purpose of the study. In addition, it is also to reveal their suggestions for public and government for the benefit of people with mental illness.

The following are the interview questions asked: -
1. What does your diagnosis journey look like?
2. What is the reaction of your family/friends when they find out you suffered from mental illness?
3. What is your opinion about the public's stigma regarding people with mental illness?
4. Why do you think the public have that stigma?
5. How do you want to be treated in society as people with mental illness?
6. What is your message for those with mental illness?
7. What is your message for the public and government regarding people with mental illness?

C. Procedure

The NGO provided a list of names who agreed to be interviewed. They were briefed about the study and the video recording session during their interview and their right to withdraw from the interview. They signed their consent forms. The participants were interviewed in English one by one in one day. They can answer in English or Malay. Data were then extracted manually based on the key points of what they said. Digital videos were replayed in order to get more accurate data.

IV. RESULTS

What are the mental illness patients' perceptions or feelings, especially on public stigma during the course of their illness period?

A. Public stigma towards mental illness still persists

Public stigma towards mental illness is still evident. The participant revealed that stigma towards mental illness still persists (obvious) in this era. The deep stigma is evident through their explanation in their answers (some of the sentences are directly cited, kindly disregard their language flaws of the text in quotation marks due to the participants' verbatim). According to them, public are still lack of knowledge on mental illness which causes the stigma towards them.

"How could we still have stigma in this era? It is kinda disappointing. It is kinda frustrating for me because. It is already 2019, we should be like.. We should have knowledge in this." [Participant 1 - Female]

The assumption of people with mental illness is like crazy people on the street who have lost their sanity. Whereas, there are many mental illness patients are still able to communicate and socialize. This lack of knowledge creates negative assumption or stigma towards mental illness patients.

"Usually, people who mention mental illness in Malaysia, the people (public) will directly label them as the person who lost their sanity or and totally insane, like the crazy person on the street. In fact, there are many types of mental illness. [Participant 2 – Male]

"According to Healthdirect, there are 300 mental illness. Bipolar disorder, major depression, anxiety, etc. So, someone who has mental disorder is not necessarily they have lost their sanity. They can still communicate, socialize and do other things. There are only certain illnesses which make the patient lose the whole sanity. I hope people can be more open-minded to accept this kind of issue." [Participant 2 – Male]

Truth to be told, the patients who are perceived as dangerous and violent are most probably those who are not being helped, are not being supported and do not get the treatment they need. As what participant no 3 mentioned:

"And also the other thing is, the other stigma that i really wanna talk about is you know a lot of times we think we perceive mental illness patients as dangerous and violent, and really.. These are people that have not received the treatment that they need, are not being helped, and not being supported. "[Participant 3 – Female]

B. False portrayal of media on mental illness; media has an important role to play

One participant said that it is understandable for him to know that public has the stigma. Because in most of the news on media, mental illness people are portrayed as someone who does dangerous things, for instance, who hurt or kill people.

"It is very understandable to me. I feel many people are frightened about mental illness. Because in most of the

news that you hear about mental illness, it is like somebody like really goes all the top… start killing and all these." [Participant 4 – Male]

It is very clear that media does play an important role. The image of mental illness patients have been portrayed unhealthily through the sensation of news only when the mental illness attacks. On the contrary, the positive side of the illness recovery is not captured and portrayed much in media.

One participant has made this point. "I think that because mental illness is something that it happens, you know the difficult time is not all the way throughout the journey. Sometimes we look normal like other people, we look healthy, and we do things like other people. We can contribute to the society, but there are times, when the illness attacks and we become… how to say... it becomes difficult for us to do what we are able to do before this, so, those times were captured in media and sensationalized. So it creates an unhealthy portrayal of mental illness. Whereby there are those periods where the recovery journey is very positive… but this is not portrayed in the media. So, I am echoing what my friends have been saying before this, that media plays a very important role in this." [Participant 5 - Female]

The particular action when mental illness attacks is when it comes to suicide. Most of the time, for readership purpose, suicidal news are sensationalized, such, publish the name of victim (where if he/she is a celebrity, media should publish with positive message and professional views which many times media do not do this) and publish the photographs and suicide notes of victim which do not follow the guidelines for media reporting on suicide [8].

"Media plays a very very really important role. And I think I just wanna say not only ethical reporting but safe reporting is also very very important. You know, let's not sensationalize news especially when it comes to suicide. Because at the end of the day it is the lives of other people we talking about. You know people have rights. People have feelings." [Participant 3 – Female]

Besides news media, films also played a big role in framing people with mental illness. The movie such as, "Split", make people think that those who have mental illness are dangerous, always kill people and harms citizens. This is also supported by expert who mentioned that "Split" movie is not the accurate portrayal of people living with mental illness [9]. Technically, it is a movie to misunderstand about mental illness.

"Personally, I think, media such as movies has the problem in portraying mental illness … which often shows mental illness is a dangerous thing, such as, "Split" movie. The person who has multiple personality disorder is portrayed

as someone that is vicious, always kills people and others. There are other movies, which also show that mental illness is very dangerous where the person kills and harms citizen." [Participant 6 – Male]

C. How Mental Illness Patients want to be treated – with a lot of understanding or empathy, love, and support or at least like normal person

Mental illness patients want people surround them or public to treat them with a lot of understanding and support. This is evident from almost all of the participants.

"I think with a lot of understanding. Sometimes you wish there was more support. They could offer you more emotional and understanding of where you come from." [Participant 4 – Male]

Also they want to be treated as a normal person. As a person in public. And at the same time, as a patient too, where public can provide some supports.

"I want the society to treat me as a normal person. As a person in the public. But, at the same time, I do want people to treat me the same as people who have chronic illness." [Participant 1 – Female]

Furthermore, mental illness patients also want public to treat them with a lot of love and empathy that will make them feel better and help them in recovery journey.

"Treat us as we are human with love, sympathy and empathy. Because that makes us human. Without that feeling, we don't look like us but an evil." [Participant 6 – Male]

Having treated wrongly by public shows that still many people do not understand mental illness. Public should play a role and listen to their problems. When dealing with mental illness patient, they should be treating them like normal, if possible, provide them with some words of encouragement to lessen their burdens. One participant said this,

"For society, because I know many people don't understand about this, so they treat this as a normal thing. It is at the same situation when people are in the trouble. I really hope when public hear that someone has mental illness, please just listen to them so that can lessen our burdens." [Participant 2 – Male]

D. Recommendations for Public – to have empathy and to build knowledge on Mental Illness at least able to accept and treat the patients rightly

Mental illness persons hope that public can be more cautious and be more supportive towards them. Sometimes, they only need empathy and listening ears.

Also not to discriminate them with people who have chronic illness, such as cancer. It is not fair to see that people treat them very kindly and gently. Whereas, mental illness patients are treated as someone who is crazy or delusional. Their hope is to be treated like any other type of patients too such as cancer, who needs support; they repeatedly said they should not be treated like insane people.

"Be more cautious, be more supportive, sometimes patients who have mental illness, only want pair of ears and a shoulder to cry on, a hand to get us back on track, nothing much to be honest. And then like, don't give us a look and don't discriminate us, as if we are not something different from you, we are also human being. It is not fair how you treat cancer patient, very kindly very gently, but you can't treat us with mental illness kindness as well, because you think that we are, but I can't say this, crazy or something who is crazy or delusional..." [Participant 1 – Female]

Another participant said, "My hope for public is to make this thing as like cancer patients. If we say that cancer is losing the ability, a chronic illness. But for mental illness, people think it is a normal thing, it is a game. I am so sad. Many people don't understand about this. Maybe people can just understand us about our problems to lessen our burdens." [Participant 2 – Male]

Mental illness patients have been gone through a lot of pain, it is not physical pain, it cannot be seen, and the patient suffers internally. It is also not their choice to suffer from the illness. They need a helping hand to pull them up, that will make some impacts for them. Public should be educated about this illness, too. Public should read and learn about mental illness in order to be aware and give the right treatment to help people living with mental illness.

"The depressed person is going through a lot of pain. This pain is not physical pain. You can't blame him for this. It is not his choice. He can't slap himself out of it. He can only improve if you help him improve. If you come beside him, understand him and pull him up." [Participant 4 – Male]

 "I want you to at least try to read on, types of mental illness, you don't know beside you might have facing, mental health, they just be silent. Be more understanding be more cautious and that is what I hope for." [Participant 1 – Female]

"People should know that mental illness exists. It is not a myth. If someone sleeps a lot it does not mean he or she is lazy. If someone cries, it does not mean he or she is weak. Open your heart to have empathy and help them." [Participant 6 – Male]

"These people are ill people. They are not criminals. So open up your hearts, lend helping hand, less judgment and help." [Participant 3 – Female]

E. Recommendations for the Government

Government should allocate more facilities and support system related to mental health. For example, this authority can provide more public awareness (Public Service Announcement) and educative means on this mental illness. They can support the works done by mental health related NGOs, support research and developmental works which are related to this disease, and allocate more psychiatrists at hospitals or clinics so that more people can have access to psychiatrist or counselling service with cheaper rate. Further, the protection for jobs with people living with mental illness is also important. Many patients lose their job because of their illness. Supportive employment is highly necessary for helping people with mental illness. Besides, supportive accommodation and supportive medical treatment is also cannot be neglected. The following are the suggestions by participants related to these aspects:

"Because we will have escalation of this case in the future and it will definitely affect the productivity of country. More money must be allocated, more budgets, because for work to happen, for change to happen, the government has to step in and do more." [Participant 4 – Female]

"Even taking the step to implement, some sort of laws, and funds for this organizations that are actually helping people who have mental illness. I do hope government addresses this. It is actually a big problem. [Participant 1 – Female]

"I think we should have a lot more, how I could say this, like stuff to do, work to do, research, on mental health, on the patients. So not just throw us to hospital and clinic." [Participant 1 – Female]

"Mental illness patients not only gone through discrimination but lost jobs, forced to leave in workplace, medically reported out, so we wanna talk about job creation. We wanna talk about supportive employment. We wanna talk about housing, supportive accommodation. We wanna talk about choices, about independent living, about treating mental illness patients as human being, not a number. Certainly not from medical view which is looking at the patients such as having a broken leg and giving a medication and that's fix. It doesn't work that way. You know i read recently when a bird, hmm, what do you say, breaks a wing, you allow the time to heal, and that's an animal, so why don't we do the same for mental illness patients?" [Participant 3 – Female]

Moreover, government needs to allocate more psychologists in government hospital. Because, currently there is a lacking of psychologists to treat mental health patients. There is only 1 psychologist to treat every 100,000 patients and 1 psychiatrist to treat every 150,000 patients [5]. If required, a social interaction platform should be allocated for mental illness patients. This platform can be a place where group of mental health people can interact and socialize which this can help them to recover from depression.

One participant said, "One more thing for the current government, I noticed that there is a lack of psychologist in government hospital. So I hope government can focus more on finding more psychologists." [Participant 2 – Male]

"For government, provide social interaction for depression. Depression starts to become an epidemic. And where these groups can meet and support this and prevent the damage cause by mental illness." [Participant 3 – Male]

V. Discussion

The mental illness persons' voices are clear. From the way the participants expressed themselves during the interview, their illness journeys were challenging. This is no doubt.

They felt that they are stigmatized by society. The evidences are clearly indicated through their experiences.

They asked for a more openness by society towards this illness, and the need for reduction of stigma towards mental illness. They want to be treated with supportive and helping hand to help them recover, "pull them" from the illness, and not to be treated like an insane person. They criticize media news report has sensationalized the suicidal news, and also making films or movies that portray the negative side of mental illness. They mentioned these movies choose not the "right part of the stories" to tell to the public. Many media publishers are perceived to be predominantly individual based or pro-medicine based. Media roles in health promotion has been promoted by [6], that the authors proposed there is a need to rethink health promotion in a more holistic manner in planning ICT or digital based media communication [10]. "Innovative ways to design ICT systems in health care can contribute to individual wellbeing and quality of life, and achieve improved public health" [10, p.4] and not the other way round.

While recovering journey is always positive, the people with mental illness feel that they need love and kind words from the people in their surroundings (like their friends and family, or the larger context is the society). They feel

much receptive and grateful with that kind of supports given to them.

With their input in this paper, these voices can be heard by larger audience. The future research will be looking into how mental illness of different age groups or different group of patients dealing with this disease.

VI. Conclusion

Public, media and government should work together to build a mentally healthy and supportive environment for a better society. Malaysia still faces many challenges in mental health issue. All parties including research through interviews with NGOs should be supported, to make their voices heard. The NGO that support this study is indeed practices openness, and willing to partner with academia and health professionals for making the issue of mental illness more open. These are just small efforts to curb stigmatization for mental illness.

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Ethical News Reporting in Malaysia: Systemic Restrictions and Challenges

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Abstract— The practice of free, fair and independent journalism in addition to the need of being informative and critical are among the ideal guiding principles towards news reporting. However, journalists and the media they are associated with tend to be the focal point of critics and hostility as their integrity, ethics and economic-centric approaches are often in question. In the case of Malaysia, the issue of fair and ethical reporting in mainstream newspapers is exacerbated due to its political link of media ownership and control. The change of political ruling power after the 14th General Election (GE14) in May 2018 not only change the social and political landscapes of Malaysia but had impacts on the news reporting and media representation. This paper highlights findings from eight in-depth interviews of journalists from Malay, English, Chinese and Tamil newspapers which explore the following questions 1) to what extent do journalists observe the code of ethics of journalists in their news reporting? 2) what are the organizational challenges in the issues of news ethics in newsroom and 3) how does the post-GE14 socio-political context affect the news production in the newsroom? The data reveals that the dynamics and interplay between macro, meso and micro factors are necessary to highlight the inadvertent restrictions and challenges as well as to provide systemic and holistic discussion on ethical news reporting among journalists in Malaysia.

Index Terms— ethical reporting, journalism, news reporting, sociology of media.

I. INTRODUCTION

The role of media as an agent of socialization can't be denied. Though current scholars have moved from the view of audience as blank slate or passive recipient of news, the issue of balanced and informed news reporting as well as what the audience consume are still a concern and an area of interest [17]. This is because such information can influence the worldview of its readers be it the political leaders, authorities as well as the masses [14], [20]. In fact, some scholars highlighted that media are used as a platform which online communities use to educate, organize, and mobilize publics [16].The central issue reporting arguably center around the role and ethics of the journalists on how they select the news to be covered [22]. which often include the anticipation of audience responses towards their story coverage. Thus to what extent do their role carried out is in line to journalistic ethics and

guidelines remains largely unexplored. This issue is

exacerbated due to the fact that more and more citizen journalists are also carrying out journalism work via social media and digital platforms [15]. Zooming out from the agency level factor, literature has suggested the role of other organizational and structural factors that also affect news coverage and reporting.

Therefore the Malaysian context is an interesting one to be explored. Malaysia has been labelled by some as a conservative nation that controls to a large degree on what can and cannot be consumed by the members of the society, especially through media. In Malaysia, media used to be owned largely by the political parties or political linked organizations. Thus, some would argue that what is being fed through the media is very much a planned and controlled narrative for its consumers. The change of the Malaysian political climate recently post general election, adds to the complexity of landscape for Malaysian journalists. To elaborate, in the recent 14th general election (GE-14), Malaysians witnessed a historic win by the opposition party coalition Pakatan Harapan (PH) led by Parti Pribumi Bersatu Malaysia's President Tun Dr Mahathir Mohamad. The voters who have been supporting this 'opposition' party are the considered 'progressive' followers who demands for fairness, transparency and call for a change in the society.

Besides the political setting and the population make up, another interesting feature that complicates the understanding of the role of Malaysian journalists in Malaysia is the less than popular establishment of the National Union of Journalist. Though the union is headed by committee members from diverse mainstream newspaper and has outlined code of ethics in Malaysia that should be adhered by the journalists, there is lack of data on the exposure towards such guidelines and how it has been internalized by the journalists. Thus it is in the interest of this paper to further discuss the news reporting experiences among the Malaysian journalists in terms of their ethical practice of reporting as well as their challenges and experiences in general and post GE 14 in specific. In other words, this paper seeks to answer these three research questions:

1) To what extent do journalists observe the code of ethics of journalists in their news reporting?

2) What are the challenges faced by journalists in news reporting and

3) How does the post-GE14 socio-political context affect the news production in the newsroom?

II. LITERATURE REVIEW

Recent literature has started the discussion on the current trend of journalism and news reporting. Among the discussion include the digitalization of information and moving towards online news reporting. Scholars are interested in understanding how the audience consume media on digital platform and seek to explain the current pattern of online news reporting and journalistic practices. What scholars like Carlson (2018) [5] have done is discussing the elements of measurable journalism such as materiality, practice, culture and economics. The role of booming analytic companies has also been researched and discussed, though not extensively, to uncover their influence in the norms and news production in this modern day [4]. These companies tend to provide feedback to the organizations on the pattern of stories that hit the mark which in turn would influence the type of stories covered and focused on. This may also be the reason why some issues are side tracked and not prioritized in the media [2]. The fact that the world is now experiencing the convergence effort between print and online journalism, scholarly discussions have been carried out via studies focusing on how the journalists view the convergence and the cooperative effort that each are engaging in [8].

Scholars also engaged in discussions on the influences of media owners, managers as well as advertisers and politicians. In terms of media owners, there are evidences that journalistic work and reporting differ heavily based on the ownership [1]. For example, a study done by Bailard (2016) [3]. suggested that media corporations with TV stations tend to have a different news slant than others who doesn't. Similarly, it has also been argued that managers also have influence over news reporting which is reflected through newsroom analytics dashboard (user analytic tool) and performance of journalists [18].

Beyond the organization, the role of politics and advertising has also been found through previous literature. Scholars argued that news covered often reflect the political openness, hierarchy and system in the country. A cross sectional study with 16 countries showed that in countries with more balanced power allocation, the visibility and stories on various politicians are covered [25]. This can be contrasted with countries that are highly biased and controlled, it is evident that the visibility of the politician is also selective with only a few being mainly covered. In addition, if the government provides much financial assistance and fund to the media organization, there are less open critiques towards government by those benefitting [27].

Discussion on the role of advertisers on news reporting and on the journalists, on the other hand, has been mixed. For some scholars, they argued that there is no influence or that the influence is rather minimal [7], [19], [21]. In contrast, there are other scholars who argue that the advertisers have strong influence over the work of journalists [9], [11]. Scholars in this camp argued that advertisers are able to impose "advertiser pressure" through which the angle of the covered story could be swayed, how much exposure the story should receive [12], [23], [24]. and what political news is to be covered [6], [13]. In fact journalists were found to be concerned about advertiser's influence and rather careful in their news reporting role [10], [26],

III. METHODOLOGY

This research paper is based on in-depth semi-structured interview with eight journalists who are based in Malaysia. These journalists represent the four main languages namely Malay, English, Chinese and Tamil newspapers. Questions asked and probed were based on the research questions which cover their understanding and view towards code of ethics in journalism as per carried out in Malaysia, their challenges in news reporting at personal, organizational and social-political-economic settings as well as the impact of the GE 14 results onto the practice and reporting of news in Malaysia.

Procedurally, the journalists were identified and contacted for the interview session. Audio recording were carried out, transcribed and analysed using NVivo 11 software.

IV. RESULTS

A. Code of Ethics in Journalism

Based on the interview, none of the respondents mentioned about the standard or ethics of journalism as per outlined by the National Union of Journalists. In fact most respondents claimed that there is no proper guideline as such. Only two of the respondents claimed that there might be but are unfamiliar as to the guidelines.

When probed into what then guides their action, all of them said that they have their own personal guiding principles in managing news reporting. One of the salient guiding principles that they observe is reporting responsibly which include accurate reporting, support write up with facts and sharing the information that would be good for the community. Quoting two of the respondents:

Personally, I am guided by my personal values which are one, we should share the information that is for the public good; two, inform people and tell them true stories and three, share information that would make people's life better. This may sound like a hallmark movie but I also think we should not do what we do not want others do unto you. Like do you want to expose to others that some minister is gay? Does it do good to people? Do we publish the data of 1MDB monetary transaction? I think this is very important because what we publish, how accurate are the information – what are the facts? These contribute to trust towards us and our work. Never publish false information. Professionally, we need to write something that is exciting for people. If we write bullshit, people will not read and we should never

write if we have any shadow of doubt as that will affect the credibility of the journalist. For us, and I

will always tell my editors, credibility is all we have and we need to always tell the truth.

Pada saya memang adalah kod etika tu. Macam you reporter sendiri pun, kalau you.. macam orang selalu cakap… kita ni macam suka spin la, kita tak laporkan apa yang orang cakap, sebenarnya itu salah. Sebab sebenarnya kita akan pastikan fakta tu betul. Itu yang penting sebenarnya. So macam orang nak kata spin tu ada, tapi selalunya kalau benda tu fakta, kita tak boleh spin la. Macam politik tu. Kadang- kadang apa yang kita kesal tu, bila kita tulis apa yang dia cakap, kita tulis, kita ade record semua, tapi dia nafi semua benda tu, lepastu salah kan kita pula takde etika. So pada saya kod etika kita yang tu lah kalau orang tu cakap fakta kita kena laporkan apa yang dia cakap. So kadang kadang kalau orang cakap, 'oo reporter ni cakap tak laporkan apa yang orang cakap' memang salah la bagi saya. Itu kod etika yang paling utama sekalilah.

Other ethics that journalists believe they should also follow include no conflict of interest, no bribery policy, as well as keep the case respondents safe. Quoting one of them:

We have to make sure that there is no conflict of interest. We should not be taking bribery. The obvious ones are in the form of cash but sometimes, other types of bribery like during press conference and press junket they may give expensive gifts like hand phones or trips. What information to be shared and reported is also something that journalists have to be careful with and sensitive about for example report on cases of sexual offenders and the perpetrator of the offense – if they are found guilty or just have been reported for the case. Reporting minors or missing persons are also sensitive issues and reporters have to be careful with in reporting.

These respondents claimed that they do observe these code of ethics due to their personal stance and highlighted that these ethics are not to be bowed down regardless of other pressures. There were journalists who specifically claimed that they are willing to lose their job in lieu of keeping to their ethics and ensuring that they only put forth what is in line with these guiding principles.

B. *Challenges Faced in News Reporting*

Micro Level Challenges

In terms of challenges faced by the respondents, their input can be categorised into challenges at micro, meso and macro levels. At micro or personal level, the journalists claimed that balance reporting is one of the main challenges. The reason according to one of the respondents is political as they at times struggle to ensure that the reporting is fair and enables the readers to make their own judgements rather than be swayed by the news report that they put forth. Quoting one of the respondents:

…so saya nak buat balance reporting tu, tu sebenar yang paling susah sangat sekarang. Sebab kita hentam kerajaan sangat pun tak bagus, kita sokong pembangkang sangat pun tak boleh jugak kan. Kita nak balance reporting tu.. itu cabaran sebenarnya.

Another challenge at personal level is also the perceived risk and fear of legal reporting repercussion in Malaysia. According to one of the respondents:

We are supposed to report the truth and facts but it is difficult sometimes when the truth to be reported can put journalists at risk of going against the law and be jailed!

Journalists' value and sensitivity was also found to affect their news reporting at times. It was reported that in some cases, the family may be grieving or experiencing hard time. The reporter now are torn between respecting the privacy and the mourning of the family and yet are pressured to get the story covered. So at times that is viewed as hard by some journalists because if they allow for cooling window, the family will be better off but at the expense of the journalist not being able to get the story needed and share it on a timely manner. Such challenge, be it perceived or real has been reported to lead to some personal struggle in the effort of the journalists to carry out their news reporting tasks.

Meso Level Challenges

At meso or organizational level, the journalists reported more challenges faced. Among the reported challenges are journalists' heavy workload, burnout, reduced in quality of reporting and human error. This is tied to the fact that the digitalization and less money that these organization has. Quoting one of them:

Media now is in bad shape. We have no money and we need to cut costs. We are shortage of staff which
makes those who stay are overloaded with work and have more job to cover. So it is a challenge – some of the journalists experience burnout, the quality of reporting may be affected, mistakes and misreporting may also happen because of the heavy workload.

Other comments given by the journalists in regards to organizational challenge is that the direction of the story at times are highly influenced by the editors. These gatekeepers tend to be directed by the editors. However some of the respondents argued that they will further negotiate and try to get the buy in of the editors to understand and accept their angle instead. Quoting one of the respondents:

Contohnya macam penulisan tu ada angle. Angle, apa yang kita nak bawa kemana Sama ada kita nak cakap tentang future, akan datang ke, perancangan ke apa ke, ataupun contohnya tentang diorang bergaduh sekarang, so dia [editor] akan tentukan lah kemana arah tuju. So editor memang akan cuba membawa kita kepada arah mana kita nak menulis story tu. ..Tapi I buat je [kalau I tak setuju]. Kalau dia rasa idea dia tak bagus, idea I bagus so dia diam je la. Tapi kalau kita rasa ada lain yang lebih bagus kita cubalah buat dulu benda tu. Tapi kalau dia tak suka jugak kita back tu basic lah apa diorang nak.

The challenge is exacerbated in some cases where the editors at times edit the stories. In accordance to the standard and procedures (SOP), the editors should then return the edited version to the journalists for fact checking and acceptance as the publication will be under their by-line. However, this has been reported to not happen based on some of their responses. One example as per below:

Sometimes the stories that the journalists submitted can change. The SOPs sometimes are not well followed for example should there be any edits on the story, the journalists should receive the updated version for further checking but that sometimes doesn't happen. So the story doesn't appear as intended or required and that can breach the trust between the journalists and gatekeepers as well as between journalists and the sources. That is something that I do not tolerate because that reflects the journalist and the reputation of journalists. So I will make my stance clear.

Macro Level Challenges

At the macro level, the journalists highlighted more obstacles that they considered to have affected their news reporting tasks. To begin with, it is difficult to gain information, data and statistics from the relevant agencies as the data may be classified as confidential or not accessible to public. Without such support, journalists argue that their tasks of providing objective, fair and balance reporting for general public very challenging. One of the respondents said:

Another challenge is the freedom of information in Malaysia. It is hard for us journalists to get data or statistics to be revealed. Some information are classified as secrets even though they are supposed to be of national interests and about the public listed companies or may even threaten national security. Instead, they can be classified in red files and *jadi 'rahsia'*

At times some of the information given to the journalists are mentioned to be off record materials. Such situation places the journalists in difficult position because those important information cannot be reported as per requested by the person to be kept in vain.

satu lagi contohnya, sebab kadang-kadang banyak off record..

The role of political influence was also mentioned to have affected the Malaysian journalists.

There are definitely political influences and implications of politics. What is reported like the recent case of the birthday celebration of Tun Mahathir which received massive attention in media – why is that very important to be covered by all media and takes up much of the media space?

There were also instances whereby the press conference has been carried out and the stories have been covered but to find out later an instruction by the Prime Minister's office restrict the story publication. Such involvement makes it hard for some journalists and newspaper to engage in their balance and fair reporting. One of the respondents said:

Saya mengalami benda tu. Masa isu 1MDB semua tu. Macam 1MDB kemunculan isu 1MDB tu selalu saya mengelak. pada saya tu macam dilema jugak la. Macam dia melibatkan PMO. Selalunya dia akan buat untuk selected media jelah yang tu. Yang masa tu memang BN la kan. TV3, Berita Harian, Utusan, Bernama dan NST. So dia akan buat PC kecik je la dengan CEO 1MDB, so kita dah buat PC dah cakap apa benda semua, tapi bila kita balik office, you tak boleh report semua tu. PMO ada keluarkan arahan, you ada statement bertulis apa semua, you ada arahan lain pulak yang media dapat. Tu antara kekangan-kekangan… Yes! Dulu PMO pegang kitorang. Macam isu 1MDB, saya berada dalam situasi tu,interview tu, interview sampai dua tiga jam. Cakap banyaknya fakta sampai you dah bergelut dengan fakta. Oo macam tu. Tapi bila sampai office you tak boleh buat benda tu.

Politically too, any change in the government tend to also affect the positioning of key players in the industry. Who gets appointed, what position they appointed for and the like often are linked to their political ties and strategic move by the people in power. In the words of the repondents:

lepastu yang tulah bosses tukar, pertukaran kepimpinan yang patutnya tidak ada partisan tapi masih ada. Macam nampak tu seperti masih ada. Dia akan masukkan orang-orang dia lah…orang tangan-tangan luar. Tangan-tangan ghaib. kononnya macam dia tak berkenan dengan orang ni, orang ni orang ni (pembangkang). Dia akan masukan orang

dialah. ada kan yang sebelum ni bernama kene datuk apa dah nama yang kitorang macam terkejut. Eh, seriuslah nak letak dia CEO bernama… Semua media rasanya kena. The star pun tukar kan. Bernama. Utusan tukar. Biasanya yang top top kat atas. Tiga

jawatan. saya ada 3 atau 4 jawatan yang atas macam jawatan ketua pengarang.

Interestingly one of the respondents argued that the role of politicians is not as influential compared to the role of the funders and advertisers. It is believed that since these organizations need financial support, advertiser's role and funders would have much more weight. However, such pressure may not be absolute some organizations would negotiate should there be any disagreement or viewpoint. One of the respondents said:

> Based on my experience, the interference that has more influence on our work tends to be related to funders not so much of political influence. So if the funders request for a change or withdrawal or stories, the negotiation will usually take place.

Therefore if they threaten to pull out the funds, the media owners and gatekeepers would tend to try their very best to make it work. In fact one of the respondents claimed that such influence is more influential, pressing and would be treated seriously by the person in charge. Journalists also reported the pressure from rating agencies and such pressure affect the stories being picked up or to be covered. This also affect the effort of balance reporting by journalists and to be approved by the gatekeepers. Quoting of the respondents:

> *bagi contoh je lah. Dari segi story ekonomi kan. Contohnya, macam kita nak ke balance reporting ni macam susah sikit kan, tiba-tiba agensi penarafan, ni agensi penarafan sendiri yang cakap, macam Moody's, apa semua, dia ada bagi kita punya rating teruk jugak kan masa mula-mula dulu kan. Ada sesetengah media tak akan pick up (tulis cerita) angle negative tu, tapi kita ambil yang tu, tu adalah story.*

The next challenge is the move towards digitalization in journalism. The respondents informed that the move from traditional newspaper to digital newspaper has impacted the audience acceptance and delivering of news reporting by journalists. One of the respondents said:

> *Lepastu, lagi satu caabaran, sekarang saya rasalah cabaran paling utama sekarang dengan digitallah… digital sekarang maknanya kalau media tak ikut perkembangan semasa, tak ikut yang digital punya, kemudahan digital sekarang, social media semua nilah, so kita akan ketinggalan. Selalunya dari segi online news story, sekarang dah banyak kan, kalau kita tak ikut tu pada saya itu paling mencabarlah bagi saya. Sebab kalau you ada story yang bagus pun crime ke court ke, apa-apa politik ke, kalau kita punya digital tak kuat sekarang kita akan ketinggalanlah.*

Lastly, another challenge at the macro level is distrusts from public. According to the respondents,

some members of the public are sceptical of any news being reported and are constantly critical towards journalists despite their effort to ensure balance reporting and presenting information as best as they can. The respondent said:

> *Macam you reporter sendiri pun, kalau you.. macam orang selalu cakap… kita ni macam suka spin la, kita tak laporkan apa yang orang cakap, sebenarnya itu salah. Sebab sebenarnya kita akan pastikan fakta tu betul. Itu yang penting sebenarnya. So macam orang nak kata spin tu ada, tapi selalunya kalau benda tu fakta, kita tak boleh spin la…Lepastu bila you dah buat balance reporting, orang masih anggap you, tak percaya dengan penulisan yang you buat.*

C. Post GE-14 News Reporting Experience

According to the respondents, there are some noticeable changes in their news reporting experience post GE 14. One of the respondents claimed that the change was more apparent during the earlier days of new administration when the ministers and press secretary were not yet familiar and comfortable with the media. They said:

> *Sejak kita tukar kerajaan ni, masa awal- awal kita tukar kerajaan ni reporter ni selalunya kita berdepan dengan press sec (setiausaha media) dan Menteri yang tidak biasa dengan media, macam kita pergi PC ke apa ke, dia minta kita bagi balik article. Tak boleh sebenarnya, sebab tambah-tambah kalau you buat news, kalau apa yang dia cakap tu, sebelum dia cakap tu, press sec dia tu kene nasihat dah menteri apa yang dia nak cakap. Bila tersilap cakap, dia tak boleh terus salahkan media. Benda ni banyak berlaku lepas Pakatan Harapan menang. Lepas tu dia akan salahkan mainstream media, kata kita putar belitlah, salah sebenarnya. Benda tu sebenarnya dia dah cakap dan kita ada rekod. Benda tu kita hadapi benda yang sama jugak masa barisan nasional dulu. Tapi tak seteruk selepas GE 14 nilah. Awal- awal dulu kan. Sekarang ni saya rasa macam dah kurang sikit.*

> *Dia (politicians) salahkan. Dia cakap kita salah fakta. Ada beberapa jugaklah Menteri yang media team dia tak berapa familiar dengan media, tak tahu kerja media apa semua.*

Another change is the less intervention by the PMO's office with the current government. One of the respondents said:

> Now it is not perfect but I guess you can say more freedom – there is no interference from PMO

In fact, it was reported that with the new government, the coverage of news can be argued to be more open. It

is more accepting for both negative and positive stories to be covered:

> *Kitorang pick up. Dulu masa zaman Najib, kalau benda-benda negative ni kitorang tak pick up, masa zaman BN dulu, kitorang tak pick up, kitorang cakap benda yang baik je… tapi bila sekarang kau cakap baik ke kau cakap buruk ke dua-dua kitorang boleh pick up.*

> *tu yang editor punya angle la. Maknanya kalau dia cakap rating kita teruk, sebab kita banyak hutang, ape ke, pasal tu pun kita tulis. tapi dulu kita tak tulis.*

> *freedom lah. Tapi dia freedom, tapi saya rasa masih ada control lah sikit-sikit. selepas GE14 lah? Hmm.. saya boleh buat, saya boleh tulis, kalau benda tu buruk saya tulis buruk, kalau bagus, saya tulis bagus*

However, one of the respondents did said that the lack of access to information remains the same, at least for now. He said:

> Structurally, I think it is still the same – we have lack of access to information and data

In fact, the politicians under the current administration seems to value the journalists more especially with the online news coverage. One of them said:

> Nowadays there are more online news and reliance on social media so even the politicians realize this and allow the journalists to write and do coverage.

V. DISCUSSION

The issue of news reporting in Malaysia is an interesting one. Similar from those drawn from previous studies, it is evident that in the case of Malaysia the journalists' role in addition to the structural settings do have influence on the stories covered in the media. To answer the first research question on the ethics observation of the journalists, the data from respondents suggest that the journalists do follow certain ethical guidelines in order to complete their tasks. However, these guidelines seem rather subjective and heavily based on individuals' values, exposure and principles. Though none of them mentioned the National Union of Journalist (NUJ) and the guidelines they have outlined, the principles that these journalists hold do sync to certain extent with those outlined by the NUJ.

In terms of the challenges faced by the journalists, the data revealed that the challenges at all three levels are present. At micro level, the journalists reported the constant struggle to engage in balance reporting. Among challenges they reported were intervention from Prime Minister's office, limited access to information, off record data requested by the resource person, or changes of political climate which made it difficult for the journalists to report news as best as they could. The personal pressure of balancing between the demands of the editors and getting the story with having human sensitivity towards resource person who have undergone difficult times were also reported to influence their ability to ensure getting the good story in a timely manner.

At the meso level, the state of the organization that these journalists are attached to also post much challenge. The respondents highlighted the current economic state of their organization which attributed towards to the lack of manpower, increased workload, burned out effect and decreased quality news reporting by journalists. They also agreed that the direction of the stories that they cover do indeed have been influenced by their gatekeepers from what stories to be covered, what angle of stories covered and direct edits. Though this is an understandable process of news reporting, the main challenge is when the gatekeepers are unable to follow the required SOPs of making such change or not providing the room for the journalist to voice their opinion.

The challenges at macro level as reported are similar to those previously highlighted by scholars – the political influence and the advertiser's pressure. However, the form of influence in the case of Malaysia is the specific instructions given from the Prime Minister's office or the unnecessary vetting by press secretary post press conference session. The change of government and people in power also led to massive restructuring of media organizations' leadership which directly or indirectly would affect the news reporting work of journalists. The influence of advertisers on media is also similar to that previously found by scholars such as [9], [11], [12], [23], [24]. In fact, Malaysian journalists admit that the advertisers actually do have more influence over the political party. The respondents claimed that at times the instructions by political affiliates can be ignored but their gatekeepers often negotiate and work closely with the advertisers to ensure that their published work is in line with that of the advertisers'. Additionally, in the case of Malaysia, the lack of data access as controlled by people in power has been highlighted as a major challenge for the work of the journalist. Moreover, the role of the rating agency and general public distrust towards the media as a whole also has been reported as a challenge to the journalists in their news reporting tasks.

The winning of Pakatan Harapan in GE-14 definitely has changed the social-economic and political landscape of Malaysia and have its impacted news production in Malaysia. Though one of the respondents said that the change is not drastic, the journalists interviewed generally said that the change have indeed provided more freedom in reporting, more open climate and without much fear of the repercussion. Thus, the journalists reported to be able to provide a more balanced reporting due to the fact that they are able to pick up both positive and negative stories in the country. However during the early period of transition was hard in the sense that the new press secretaries and ministers are not well versed with the work of media and therefore information was not easily accessible and vetting is more prevalent. The one thing remains according to the journalist is the general access to data and statistics that remain unavailable easily.

VI.   LIMITATIONS AND WAY FORWARD

One of the limitation of this study is the reliance of data from the respondents. This may have affected the data of the first research question due to the social desirability of the respondents. The researchers also are not able to validate the self-report data with the actual practice of these journalists due to the nature of journalist-centric approach in this research. However the researchers believe that the qualitative nature of this study able to provide the narrative and practice of the respondents in their news reporting work and provided sufficient information to answer the research questions posed.

The current researchers hope that this paper would serve as a stepping stone for more scholars to further engage in the discussion of this unique social-economic and political climate of Malaysia and its impact on Malaysia's news reporting. Longitudinal study to look at the trend change as well as inclusion of players at other level of news production will also provide great input to further understand the news reporting in Malaysia.

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Exploratory Factor Analysis: Influence Resources among Teachers in Kelantan, Malaysia

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Abstract— In the face of the public, having certain types of influence is perceived to may help practitioners and even ordinary employees to draw the people's attention into believing the news or story which spreads to serve any particular purpose. However, it is believed that previous researchers are yet to develop a set of items that can help to interpret the role of influence and power dimension among employees. This study aims to identify the key factors that can help to affirm the suitability of a set of items namely Influence Resources Scale (IRS). A total of 187 respondents consisting of school teachers in Kelantan had voluntarily participated in providing feedbacks towards the Influence Resources Scale (IRS). The completed questionnaires were analysed in the exploratory factor analysis procedure to identify the role of influence and power dimension among employees. A principal component analysis procedure along with the varimax rotation was conducted. The factors generated from the procedure are Relational: Internal, Informational: Access to Information, Individual: Skills, and Individual: Professional. The study concludes that the four –factors derived from principal component analysis with varimax rotation can help to assess the role of Influence Resources among Teachers in Kelantan, Malaysia. The study also suggests that the Influence Resources Scale (IRS) can be replicated to other local and Asian respondents as a predicting factor towards additional variables such as gossip engagement and individual work performance.

Index Terms— Exploratory factor analysis, influence, influence resources, teachers.

I. INTRODUCTION

Communication has always involved emotion such as trust, courage, timidity, grief and shame to enhance human ability in expressing their desire and needs [12]. In any organizational setting, organizational communication is defined as a network of information that flows in an organization in order to achieve organizational goals [23]. Furthermore, organizational communication is also aligned with workplace communication due to their nature of involving social collectives or groups of people, having the same agenda and doing tasks that is coordinated towards achieving both individual and collective goals. In other words, organizational communication can also be described as the ways in which in-group participants utilize

symbolic interactions to preserve order and structure, thus allowing individual and organizational goals to be accomplished [14]. Influence Resources (IR) can be defined as any valuable assets, which can help organizations to get things done and achieve their goals [2]-[15]. Categories of IR proposed by [2] are consisting of Individual, Structural, Relational, Informational, and Systemic. In the perspective of communication experts and practitioners, IR can help in determining organisational verdicts, activities, and means of communication [16]. Thus, in order to achieve the desired goals, influence can be one of the major contributors especially in getting people's attention and support in many occasions.

Educators play an important role in dictating the aftermath of our young generation. Educators in general and teachers in specific is also a key player in the schools' organizational setting due to their close engagement with the students [11]. Nevertheless, IR still plays a major role in determining the goals that need to be achieved despite the diverse setting between schools and other general companies. IR can help teachers to appear as a self-reliant person especially when it involves conflicting situation such as negative workplace gossip [11]. This is because if a negative gossip appears to be circulating in the school setting, the person 'being attacked' can uphold all the resources that he has in the effort to persuade the public that he does not fit whatever traits that are being described in the gossip. Reference [11] also mentioned about conditions whereby a teacher who was affected by gossip and verbal attack at the workplace, could not handle the heat and failed to convince the public as the influence that she had was not strong enough in defending her.

II. LITERATURE REVIEW

In the face of the public, having certain types of influence may help practitioners and even ordinary employees to draw the people's attention into believing the news or story which spreads to serve any particular purpose. There are many working definitions of IR

proposed by scholars of communication and public relations in the past. In the study of corporate communication, personal characteristics, which fall under power and influence, play a major role in dealing with strategic issues such as decision-making [13]. On the other hand, IR can be defined as any valuable assets which can help organizations to get things done and achieve their goals [2]-[15]. It is believed that greater influence will urge greater power to take place in many aspects, thus promoting self and group potential, which can be the drive towards achieving both power and influence in communication. There are five categories of IR described by [2] which are known as individual, structural, relational, informational, and systemic.

Influence and power can also be the key in gaining attention once it involves interpersonal communication. When it comes to interpersonal contact, communication is perceived to be creating a closer connection and mutual understanding between both participants. This is due to the existence of interpersonal communication features within the conversation that involve lesser number of people, whereas mutual chances of speaking and also listening occurs [14]-[21]. Most of the time, the intimacy projected from the interaction would also trigger a mutual respond from the listener as well whereby they might be the one who configure the message again to another person within their circle of connections [4]. Therefore, each IR serves different roles in determining effective communication by practitioners themselves, especially when it involves an organization or even the mass crowd.

Table I – Categories of Influence Resources

Category	Example of resources
Individual	**Professional:** expertise, education, years and type of experience, performance record, organizational knowledge. **Skills:** interpersonal, technical, leadership, managerial, problem solving, political and conflict resolution. **Personal characteristics:** intelligence, charisma, integrity, energy, willpower, character, risk taking, endurance, flexibility, focus and vision
Structural	**Authority:** reporting position, membership in decision-making groups, job description, project responsibilities, policies and practices. **Controllable resources:** budgets, personnel, technologies, physical space, equipment and time/timing. **Communication team:** size and capabilities of work unit, collective voice, training and development programs.
Relational	**Internal:** mentors, sponsors, access to decision makers, teams, coalitions, alliances, shared identity groups and social networks. **External:** other professionals, associations, coalitions, clubs, community organizations and social networks.
Informational	**Access to information:** research data, case studies, benchmarking results, organizational memory, material information and political intelligence. **Control over information:** control the access to, collection of, or timing and distribution or information; editorial control over content.
Systemic	Professional associations, professional codes and standards, image or reputation of profession, measures of professional value, alliances and activist groups, and developments in political, social and economic systems and institutions.

(Source: "Categories of influence resources", in *Gaining influence in public relations: The role of resistance in practice*, by Berger, B.K., & Reber, B.H., 2006).

Power and IR are highly utilized in the study involving practitioners of public relations [1]-[2]-[16]. Reference [16] stated that the term "power" and "influence" are used interchangeably to indicate the same goal of "getting things done" [1]. Therefore, the notion of having power or influence is both relevant in helping the organizations to achieve desired outcomes in their daily operations.

In general, individual traits are believed to indicate the different ways of how a person act, think and feel [10]. Individual traits also indicate the unique patterns of how different people are thinking, feeling, and behaving towards their surrounding [3]. Other than that, individual traits also comprise a set of complex qualities which determine the patterns or characteristics of behavioural reactions towards the surrounding [6]. Thus, in order to achieve the desired goals, influence can be one of the major contributors especially in getting people's attention and support in many occasions. This is because the personal inner power, or also known as "biopower" is very important in gaining influence from the public [9]-[16]. The term "biopower" or inner power is believed to be the individual traits which are embedded within each person. Therefore, by making full use of one's potential, a person with the right persona can present a much influential character when dealing with the public. Above all, the individual or the personnel himself can play a major role in getting the crowds' attention, thus making it much more influential and effective in initiating, performing and achieving desired goals.

Structural Influence Resources can be described as having institutional or hierarchical position within an

organization [16]. Thus, Power and influence can also be interpreted within an organizational rank whereby individuals in organizations do possess a certain amount of power over the others [7]. When it comes to the power and influence hold by the government, the public is always seen as the best target to ensure the goal and vision of the public service is delivered via resourceful communication [7].

Therefore, having authority over other personnel can be the symbol of power and influence, especially in directing the goals and desire of a particular organization. Relational Influence Resources on the other hand represents the internal and external relationships of personnel who have authority and influence. Reference [16] mentioned that relational can provide crucial information as well as multiply other forms of influence. Informational Influence Resources plays major roles in accessing and distributing the content of information which can help to increase influence among practitioners. Such information can be in forms of empirical data, insights of organizational performance, benchmarking, research analysis and many more [16]. Systemic Influence Resources represents associations among professional organizations, alliances and having the opportunities to work together with other organizations. Such resources can help to establish contacts, access to important information and build up reputation among personnel involved [2].

III. PROCEDURE

Data collection took place in January 2019. The process was conducted from the third week of January until the first week of February. The participants were teachers from eight schools in Kelantan. A total of 187 participants were randomly selected from a list of teachers' population in Kelantan provided by the official website of Kelantan Education Department. The preferable size of sample adequate to conduct the exploratory factor analysis (EFA) should be 100 or larger [8]. Prior to the questionnaires distribution, the items were included in a pre-test form to be reviewed by five experts in language, education, statistics, and communication. The items were then revised to meet the standards of a comprehensive set of items.

The respondents were verbally briefed to ensure the clarity of the items that will be utilized in the study. The participants were given a one-week period to answer all of the items. This is because schools have just started in January and the students and teachers were spending a lot of time in fulfilling the annual sporting calendar such as sports day and cross-country event which took place in January every year. The teachers took 15-20 minutes to complete the questionnaire once they had the chance to answer them.

The items utilized, which is known as Influence Resources Scale (IRS) were developed based on the concept of IR proposed by [2]. 67 items, which represent five factors, were initially developed based on the

examples of resources mentioned in the categories of IR. The data collected were then analysed using SPSS version 21. Exploratory factor analysis procedure was conducted on the data derived from IRS using principal axis factoring and varimax rotation to determine the factors that will be generated from the IRS. This is important in order to extract the factors that will best represent the suitability of the developed items [20]. The internal consistency and reliability of scale was then determined by computing the Cronbach's alpha coefficient (α).

A. Exploratory Factor Analysis

Exploratory factor analysis (EFA) procedure was conducted on the items of IRS to determine the underlying factors of Influence Resources among Teachers in Kelantan. EFA was conducted to ensure that the constructs are consistent with the understanding of the researcher himself [25]. Other than that, reference [24] also suggests that EFA can help to determine the suitability of the items in the current study. This is because the previous study that was conducted in a different setting might contain items which can be removed in order to group together a set of items into a few common underlying factors. There are four major steps suggested by [5]-[20] which are correlation matrix computation, extraction of necessary factors to represent the data, factor rotation; making the factor interpretable through the varimax rotation, and Kaiser normalization, and number of factors determination; assigning a label to the interpreted factors.

Principle Component Analysis (PCA) with varimax rotation was conducted to determine the validity of construct. Necessary rotations of PCA with varimax rotation were conducted until the non-suitable items were removed and adequate items can be achieved before undergoing the interpretation and labelling process. A visual inspection that was carried out by examining the correlation matrix has indicated a substantial number of correlations exceeding 0.3 in the output. The anti-image correlation matrix has pointed out the adequate level of 0.5 for the measure of sampling adequacy [8]. After necessary rotations were conducted, four factors representing the construct of Influence Resources has emerged. Table 2 demonstrates the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity outcome:

Table II – KMO and Bartlett's Test

KMO measure of sampling adequacy		0.906
Bartlett's Test of Sphericity	Approx. Chi-Square	3446.486
	df	120
	Sig.	0.000

In table 2, the KMO of Sampling Adequacy is 0.906,

which is an adequate value as it the minimum requirement of 0.5. This has indicated that there is a good correlation among the items [8]. The Bartlett's Test of Sphericity is also significant after the PCA procedure was conducted. The aforementioned outcome has proven that the items in the IRS are finally acceptable for factor analysis. This is because the items have met the criteria of Eigenvalue >1 [17], loading score .0.50 for each item [8], and obtaining not less than three items under a factor [18].

IV. RESULTS

The PCA with varimax rotation has managed to retain four significant factors consisting of 22 items which best represents the IRS. Table 3 visualizes the 4-factor solution for 16 items derived from the PCA with varimax rotation indicating the total variance of 85.54%. Such value is deemed to be adequate as it has exceeded the minimum requirement of 60% [24].

Table III – Total Variance Explained

Factor	Eigenvalue	% of variance	Cumulative %
1	9.173	57.330	57.330
2	1.724	10.773	68.103
3	1.621	10.132	78.236
4	1.168	7.302	85.538

A total of 51 items were deleted from the list as they have not achieved the criteria of Eigenvalue >1 [17], loading score .0.50 for each item [8], and having not less than three items under a factor [18]. Most researchers will follow certain guideline pertaining to the limit of item factor loadings and cross-loadings in determining the removal of unnecessary items [22]. Nevertheless, the standards for defining the degree of loadings and cross-loadings have always been a matter of researchers' preference [19]. A guideline of cross-loadings, which is more than 0.15, was put forward by [22] in deciding on the items that need to be removed. As mentioned by [19], researcher's preference in determining cross-loadings is also tolerable in removing unnecessary items, thus the researcher has set more than 0.20 as a standard of acceptable cross-loadings for items which are group in more than one factor.

The Chronbach's alpha (α) value for factor one is 0.972, factor two; 0.962, factor three; 0.917, and factor four; 0.899. The total Chronbach's alpha (α) value for all 16 remaining items is 0.948. Many researchers have been setting a standard of more than 0.70 in assessing the reliability of the entire scale [8]. Therefore, it is believed that all the items listed in IRS are consistent and reliable, as they have met the satisfactory criterion. There are four items grouped under the first factor known as Relational: Internal. The three items listed under factor one is item 42, 39, 41, and 40. These items have a significantly high loadings which are 0.851, 0.850, 0.848 and 0.841

respectively. The alpha value of factor one is 0.972. Factor one specifies the internal relationship of personnel in their organization. Such relationship can help to establish a good platform for information transferring, besides enhancing interpersonal relationship within the organizational sphere. Factor two is consisting of 4 items as well namely item 55, 56, 57, and 53. The items also have significant loadings which are 0.886, 0.886, 0.864, and 0.790. Factor two is best known as having clear access to important information. Such information can be described as empirical data, insights of organizational performance, benchmarking, research analysis, and many more [2]. Therefore, factor two can be classified as the factor of Informational: Access to information. The alpha value of this factor is 0.962 respectively.

Four items were found to be grouped into factor three, which are item 9, 8, 11, and 10. The loadings of these items are 0.870, 0.867, 0.808, and 0.752. Factor three can be identified as the Individual: Skills factor due to the items which embraces individual traits such as leadership and interpersonal communication skill. The alpha value for factor three is 0.917 respectively. The final factor derived can be described as the Individual: Professional factor. Four items were derived from factor four namely item 2, 3, 1, and 5. The loadings for these items are 0.824, 0.823, 0.815 and 0.705. Factor four explains mainly on the educational, professionalism, and the expertise of the personnel in an organization. The alpha value for factor four is 8.99 respectively. Table 4 demonstrates the Chronbach's alpha (α) values for all of the items.

Table IV – Factor loading of the items in Influence Resources Scale

Factor	α	Loadings
Factor 1 Relational: Internal	0.972	
42. I build good relationship with my colleagues to achieve common goals		0.851
39. I have a good relationship with my superiors		0.850
41. I have a good relationship with my team		0.848
40. I have a good relationship with decision makers in my field of work		0.841
Factor 2 Informational: Access to information	0.962	
55. I have access to important documents related to my organization.		0.886
56. I have access to information pertaining to the organization's performance.		0.886
57. I have access to information pertaining to the organization's		0.864

strategic plan.

53. I have access to benchmarking results of my organization.	0.790
Factor 3 Individual: Skills	0.917
9. I am always assigned to manage my colleagues	0.870
8. Whenever group work is involved, I will be appointed to lead	0.867
11. My colleagues always listen to what I have to say	0.808
10. My colleagues ask for my opinion whenever there is an issue in our organisation	0.752
Factor 4 Individual: Professional	0.900
2. The education level that I have complements my field of work	0.824
3. I have a lot of experience in my field of work	0.823
1. I am an expert in my field of work	0.815
5. I keep on improving my knowledge to fulfil the needs of my field of work	0.705

V. DISCUSSION

Based on the data derived from the PCA with varimax rotation, a total of four-factor solution consisting of Relational: Internal factor, Informational: Access to information factor, Individual: Skills factor, and Individual: Professional factor were formed. The initial items were distributed to teachers in order to determine the suitability of the items in the current study which involve a different set of respondents [24]. Out of 67 initial items, 16 items were scrutinized based on the responds from the respondents involved in this study. This is because the items removed have not met the criteria of Eigenvalue >1 [17], loading score .0.50 for each item [8], and obtaining not less than three items under a single factor [18]. Factor one which is Relational: Internal factor can help researchers to identify the level of influence in terms of internal relationship management amongst the parties involved. It is believed that teachers who possess good internal relationship as having power and influence over other colleagues and also their students. Other than that, factor two which is known as Informational: Access to information factor contains the items pertaining to having access to organizational information such as strategic plan, performance, benchmarking results, and other important details. In the case of a teacher, having access to information can help to assess the working strategy as well as key performance indicator for personal and organizational growth. Factor three and four are consisting

of Individual traits involving skills and professionalism. The items derived from individual skills factor are mostly indicating the traits of a good leader, competent speaker, and a person with respectable interpersonal skills. Factor four which is Individual: Professional factor highlights the importance of education, experience, expertise, and knowledge in becoming an influential personnel.

VI. CONCLUSION

This study is believed to have indicated that the IRS is reliable and valid to be use an instrument in analysing IR among personnel in any given organization. This study also aims to identify the key factors that can help to affirm the suitability of a set of items namely Influence IRS. A total of 187 respondents consisting of school teachers in Kelantan had voluntarily participated in providing feedbacks towards the Influence Resources Scale (IRS). Nevertheless, the sample for this study is only applicable towards teachers in Kelantan, Malaysia. Therefore, the outcome might be different if it is to be tested on other professions as well as in different settings. As it is believed to be a pioneer study among teachers in Kelantan, Malaysia, it is suggested that a larger sample should be utilized to reiterate the findings. The completed questionnaires were analysed in the EFA procedure to identify the role of influence and power dimension among employees. The factors generated from the procedure are Relational: Internal, Informational: Access to Information, Individual: Skills, and Individual: Professional. The study concludes that the four–factors derived from the PCA with varimax rotation can help to assess the role of Influence Resources among Teachers in Kelantan, Malaysia. The study also suggests that the IRS can be replicated to other local and Asian respondents as a predicting factor towards additional variables such as gossip engagement and individual work performance.

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The Association between Structured Extracurricular Activities (SEAs) and Psychosocial Well-being among Young Adult: A Theoretical Framework

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Abstract— Well-being is a state of complete health that is found in all its dimensions: physical, cognitive, emotional, social, physical, and spiritual. Specifically, the term psychosocial well-being or subjective well-being emphasizes the close association between psychological dimensions of experience, thoughts, emotions, and behaviour and our larger social experience. Research on psychosocial well-being is particularly important among undergraduates because they are continuously faced with stress in campus such as academic challenges, personal issues, relationship concerns, and at the same time have to fit in with social activities in campus, which in turn affect their psychosocial well-being. One of the concerns associated with students is extracurricular activities that they joined in the campus. There is positive association between youth life satisfaction and exercise or physical activity. Studies found that students who either regarded themselves higher in social interest, or as participating in many structured extracurricular activities (SEAs), also reported significantly higher global life satisfaction than those who reported less social interest, and/or minimal or no participation in SEAs. Therefore, the study is meant to examine the theoretical framework on the association of participation in structured extracurricular activities (SEAs) with psychosocial well-being among young adult. Two Theories were integrated to explain this association; 1) Ecological System Theory and 2) Social Cognitive Theory (SCT).

Index Terms — **Structured extracurricular activities, psychosocial well-being, young adult, theoretical framework.**

I. INTRODUCTION

Well-being is a condition of holistic health in all its dimensions: physical, cognitive, emotional, social, physical, and spiritual. Precisely, the term subjective well-being underscores the close connection between psychological aspects of our experience (e.g., our thoughts, emotions, and behavior) and our wider social experience (e.g., our relationships, traditions and culture) or known as psychosocial well-being. In detail, the best indicator of psychosocial well-being is life satisfaction. Life satisfaction is described as the subjective enjoyment in one's life, which is specified as "the degree to which a person evaluates the overall quality of his or her present life-as-a-whole positively" [1]. It could be surmised that life satisfaction is a subjective life enjoyment based on individual's experiences, perception, expectation, and beliefs. It is thus not a matter of being materially rich or poor, but how he or she perceived the life satisfaction despite being rich and poor.

Research on psychosocial well-being is particularly important among young adults studying in colleges or universities because they are continuously faced with stress in campus such as heavy academic workload, loaded personal issues, and relationship concerns which in turn affect their psychosocial well-being. With regards to the above, progressive physical exercise is posited to contribute to a healthy attitude, including the promotion of positive psychological dimensions and quality of life [2].

In line with the above, positive connections between youth engagement and exercise have been shown. It was discovered that students who either identified themselves as being of higher social interest or engaging in more organized extracurricular activities (SEAs) also reported significantly higher overall life satisfaction than those who reported less social interest and/or limited or no involvement in SEAs; similar findings were found among adults[4]. Moreover, students reporting low social interest and lower participation in SEAs were lower across all satisfaction dimensions than students reporting high social interest and higher participation in SEAs [3]. In a related study among Icelandic adolescents by Vilhjalmsson and

Thorlindsson, established that life satisfaction is positively related to vigorous exercise, involvement in club and group sport, and is negatively correlated with anxiety, depression, psychophysiological symptoms, smoking, and alcohol use [5].

Similar output on research among American students by Maton [6[showed that life satisfaction positively associated with meaningful instrumental activity. In another study by Valois et al., there were also positive associations between life satisfaction and various physical exercise behaviours [7]. These results are in line with those reported by Holstein et al. among a nationwide sample of Danish children, which was found that high intensity of exercise positively associated with increased life satisfaction [8].

In league with the previous studies, a higher level of life satisfaction showed a positive impact on many aspects of life among young adult especially on psychological, social and educational functioning [9]. In another review on the relationship between life satisfaction and health behaviour among university students, results showed that young adults who were satisfied with their life are healthier and live in a healthy lifestyle such as exercises, healthy diet, and not smoking [10].

In relation to the above, Karen studies the aspects of structured extracurricular activity (SEA) participation to investigate whether it may be important protective factors for adolescent internalizing problems [11]. Internalizing problems represent a more global grouping of mental health issues including depression, anxiety, somatic complaints, and social withdrawal [12]. Her study examined different aspects of SEA participation, intensity (i.e., weekly frequency) and duration (i.e., total months of participation) both overall and at the activity-domain level, and their relationship to internalizing problems. Certain fields studied included the sport field and discrepancies between parent- and adolescent-reported internalizing symptoms with 96 adolescents being tested separately to determine eligibility to participate in a school-based study of prevention of depression completed specific interventions. The results suggest that the SEA dimensions of the frequency of sport activity and the length of involvement in leadership activities showed significant negative predictors of the internalizing scores reported by the parent. Also, the overall SEA intensity was also is a significant negative predictor of parent-reported internalizing scores [11].

A synthesis of research suggests that the involvement of adolescents in extracurricular activities is correlated with improved results, such as enhanced academic adaptation (absence of behavioral problems, predicted academic achievement) and psychological well-being [13]. A study by You, Song, Wu, Qin, and Zhou also disclosed that psychological well-being - life satisfaction is associated with lower suicidal risk behaviours among undergraduates [14]. Generally speaking, extracurricular activities not only stimulate belonging and positive future perspectives through structured engagement, but also act as protective factors against mental stress, stress, depression, and suicidal ideation [15].

Furthermore, an interesting study by Feldman and Matjasko [16] presented a description of adolescent school-based activity participation, in the form of mutually exclusive activity portfolios, and described the kinds of youth that participate in each portfolio. These portfolios included (1) Sports Only, (2) Academics Only, (3) School Only, (4) Performance Only, (5) Multiple Activities, and (6) Non-Participation. Their outcome fit six patterns of activity participation can be used for future research endeavours personifying extracurricular activity involvement among adolescent. In fact, these findings showed that many who partaken in sports also join in in other extracurricular activities. However, while this study showed a positive impact for those participate in extracurricular activity, it is also confirms that non-participation was relatively common, subsequently making this an important group to be studied in future in order to investigate its relations with their psychosocial well-being.

Therefore, it is deemed essential to study the contribution of SEAs on the psychosocial well-being of young adult in Malaysia especially undergraduate students. Hence, in order to further understand on how and why SEAs affect young adults' psychosocial wellbeing, we propose two theories as a theoretical framework, i.e., Ecological system Theory and Social Cognitive Theory (SCT).

II. Theoretical Framework

Two theories were integrated to explain the association between structured extracurricular activities (SEAs) and psychosocial well-being among young adult. Firstly, Bronfenbrenner's theory or known as Ecological System Theory, describes complex "layers" of climate, each having an effect on an individual's development. The interaction of factors in the maturing biology of the infant, its immediate family or community climate, and the social context fuels and guides its development, changes and disputes will ripple across other layers in any one layer. Then, in order to study the development of an individual, we need to look not only at the person and its immediate environment, but also at the broader world interaction [17].

Therefore, as highlighted in the Ecological System Theory, extracurricular activities do not exist in a singular context or only a "layer". It involves interactions with several contexts or "layers" such as friends, teachers, counselors, and general public. Similarly, this system suggests the importance of individuals' relationships within several different "layers", i.e., communities and a wider society [17]. In the theory of ecological systems, it claims that both direct and indirect aspects of the surrounding environment of an adult interact and transact to shape development and that individual often affects his or her knowledge of these settings ([16]. For example, a group of

students from School English Society organize a singing competition. The events shall involve several parties such as the students, teachers, outsiders (sponsors or parents), security guards and more (general public). A shy and timid individual may gradually learn to socialize through the events. On one end, the active and sociable students may influence the introverts to gradually socialize with others. As such, through the extracurricular activity, all types of students shall share their experience and develop rapport among each other. It will subsequently expand their networks (layers) and shape their personality, which in turn may affect their psychosocial well-being [16].

Secondly, while Ecological System Theory act as the brick layer for the theoretical framework of this study, Bandura's Social Cognitive Theory (SCT) explain further on how rapport is built to strengthen the link between SEAs and psychosocial well-being of the young adult. Briefly, SCT is a socially informed theoretical model to understand the impact of adolescent social environments that presents human behaviour which results from the complex and ongoing interaction of personal, environmental, and behavioural factors [18]. It is regarded as a phenomenon called *reciprocal determinism*. While each factor influences and is influenced by the others, their level and direction of those influences varies substantially across situations, individuals, and activities [19]. The integration of Ecological System Theory and Social Cognitive Theory are shown in Figure 1.
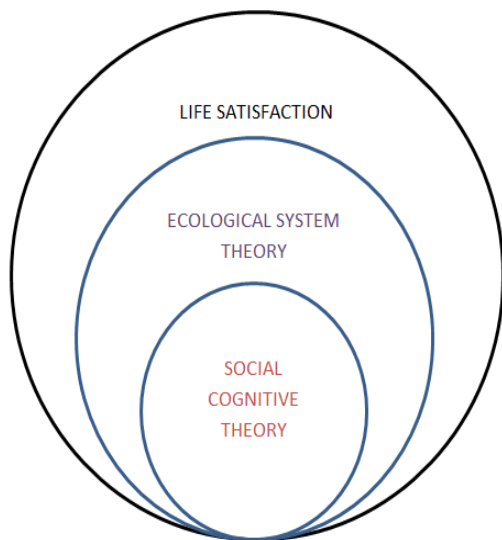

Figure 1: Theoretical framework on the association between structured extracurricular activities (SEAs) and psychosocial well-being among Young Adult

According to SCT people play a constructive role in adapting to their environments instead of their personal weaknesses [20]. An individual's belief in one's ability to regulate functioning and exercise control over environmental events has been shown to regulate both functioning and emotional well-being. In other words, this perceived self-efficacy of an individual which manifested as the level of confidence that he or she is able to regulate functioning and monitor environmental events, has demonstrated to regulate functioning and emotional well-being [21]. In a sense, a strong success in social situations has been shown to reduce the susceptibility of adolescents to depression [21].

As posited by the founder of SCT, Bandura, relative to the present study, an individual model other people as they interact with them. And, they learn, adapt and adopt the thought and behaviour of others into their own and produce social network as described by Ecological System Theory. Therefore, social environment components in the campus such as extracurricular activities are clearly important to consider when examining psychosocial well-being among young adult. Within SCT, the nature and choice of social networks and extracurricular activities influence one another in a bidirectional in nature [22], hence, those with a more positive (i.e., prosocial and health-promoting) social network quality may also engage in more positive extracurricular activities and vice versa [23].

III. Conclusion

Research on psychosocial well-being is particularly important among undergraduates because they are continuously faced with stress in campus such as academic challenges, personal issues, relationship concerns, and at the same time have to fit in with social activities in campus, which in turn affect their psychosocial well-being. One of the concerns associated with students is extracurricular activities that they joined in the campus as there significant association between extracurricular activity and psychosocial well-being. In Islamic point of view, we are strongly encouraged to participate in any physical activity as long it is not against the teaching of Islam. Hadis Riwayat Ahmad dan Abu Daud: "Aisha, the wife of the Prophet Muhammad (peace be upon them), competed against her husband in footraces. She said, "I competed with the Messenger of Allah (in running) and overtook him. Later, when I had put on some weight, I once again competed with him, but this time he overtook me and said: 'We're even now.'" This hadis established that Islam encourages the ummah to exercise and showed how exercise could boost people spirit and competition is good in a sense that it encourage people to do as best as they can with the guidance and mercy of Allah. Subsequently, this project does not only benefit the Muslim, but also the entire community regardless of different religious beliefs and cultural background.

In conclusion, two theories were integrated i.e., 1) Ecological System Theory and 2) Social Cognitive Theory (SCT) to examine the theoretical framework on the association of participation in structured extracurricular activities (SEAs) with psychosocial well-being among young

adult. Further research will be carried out to investigate further on the applicability of the integration of the theories.

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Writing Ghazal in English

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Abstract— The main aim of this study was to write a hundred ghazals according to guidelines prescribed by Shahid Ali. My poems thematically embodied the challenges and struggles I faced, that of a middle aged Catholic Malaysian woman of Indian origin. The second aim of the study is to examine and establish the ghazals offered in the *Ravishing Disunities* edited by Shahid Ali, an examination of the collection to establish if these minoritian poetic forms written by mostly American poets, could stand up against the standard that Shahid Ali aspired to. Finally, I reflected on the ghazals that I wrote, and deliberated on how the structure of the English ghazal was the best suited structural home for my poems and found that the following rules in *Ravishing Disunities* allowed a sense of certainty to my craft. In writing the ghazals, I adhered to all the basic structural rules explained below but achieved different degrees of success. This is discussed in the chapter, Reflections. Thematically, my ghazals did not always strictly embed an element of 'constant longing'. Similarly, the use of takhallus (the poet's name) is only evident in a smattering of my poems.

Index Terms — Agha Shahid Ali, Ghazals in English, Khasmiri-American Poet, Refrain Poetry, *Ravishing Disunities*.

form for form's sake – I turned politically correct some years ago and forced myself to take back the gift outright:

Agha Shahid Ali

BACKGROUND TO THE STUDY

During the study for an MFA (Masters in Fine Arts, Creative Writing) I was introduced to the work of Agha Shahid Ali, a Kashmiri-American poet. The ghazal was an interesting ancient form that dealt with the theme of unrequited love, loss and longing.**Error! Reference source not found.** Shahid Ali's passion for the form and adherence to the ancient form resulted in his editing an interesting anthology entitled *Ravishing Disunities*. This is how my interest in the English ghazals began.

Shahid Ali 'took back' **Error! Reference source not found.** the form from the American poets who were using the form in a diluted manner.

Ali was always conscious of this possibility of imbalance. In his introduction to Ravishing Disunities he expresses dismay at the complete distortion the ghazal form has met with in the west and displeasure at the way American poets have practiced the form with complete disregard for its formal structure. (Bhabha, Ali, Indian-american, & Seyhan, 2000)

He offered an explanation and guide as to what the ghazal was supposed to adhere to and worked together with a group of Americans to make right. The product of this was the world's first Anthology of English ghazals entitled *Ravishing Disunities* that was published in 2000. The ghazal came into prominence in America from the mid-1960s. In 1969 which marked the centennial anniversary of the death of Mirza Ghalib, a Persian/Urdu poet, who was one of the form's master. The ghazal form, from then on caught the imagination of some of the contemporary poets. David Caplan gives a brief history of how ghazals came to America in his book *Questions of Possibility: Contemporary Poetry and Poetic Form.* According to Caplan, a Pakistani critic, Aijaz Ahmad, living in New York solicited some well-known American poets to work on a pamphlet of translations for the centennial, who were supplied with translations from which they crafted their poems. This attempt had far reaching consequences as the planned pamphlet eventually became a 174-page book. *Ghazals of Ghalib*, published by Columbia University Press… appeared in major American and Indian literary periodicals.

More importantly, the contributors included four Pulitzer-Prize winners, one of which was Adrienne Rich, who composed the Ghazal sequence *The Blue Ghazals*, the first to be published by an American. However, Rich's ghazal did not adhere to the form, except to the ghazal's traditional argumentative structure, 'explaining how Ghalib's ghazal provided techniques for expressing the particular "fragmentation" and "confusion" **Error! Reference source not found.**

What the Americans achieved was an appropriation of an Eastern form without entirely and truly emulating the spirit of what the ghazal meant for Shahid Ali. For Shahid Ali the ghazal must have the following

The ghazal is made up of couplets, each autonomous, thematically and emotionally complete in itself: one couplet may be comic, another tragic, another romantic, another religious, and another political. (there is, underlying a ghazal, a profound and complex cultural unity, built on association and memory and expectation, as well as an implicit recognition of the human personality and its infinite variety). A couplet may

be quoted by itself without in any way violating a context-there is no context, as such. One should be at any time be able to pluck a couplet like a stone from a necklace, and it should continue to shine in that vivid isolation, though it would have a different lustre among and with the other stones. In less exotic terms, the poet must have no enjambments between couplets. **Error! Reference source not found.**

However, Shahid Ali's politically correct turn was at the prompting of 'his real-life mentor, a flesh and blood friend, and a powerful influence whose example led Shahid Ali both toward the increasing formalism that opened out onto his embrace of the ghazal, as well as his guide into death…' **Error! Reference source not found.** In his introduction to *Ravishing Disunities* Shahid Ali sets out to explain how the form, when written in Urdu, a language closely connected with Persian lends itself perfectly to this form as the language is pliant and allows this flexibility in not having an accent, mould the pieces into 'falling on almost any syllable in accordance with the quantitative pattern.' Conversely, in the English Language "Quantity plays a considerable but "undefined and unsystematic part does not lend itself in the same way as Urdu does. To illustrate this difficulty he quotes Victor Kiernan, a Marxist historian and a translator of Iqbal and Faiz

… This pattern cannot be reproduced with much fidelity in English, where quantity plays a considerable but an undefined and unsystematic part, and where two "long" (or strong") syllables cannot be made to stand side by side in a fixed order, as they do habitually in Urdu verse

Hence Shahid Ali suggested that there was a foundational mismatch between Urdu and English which caused much of the disparity when poets tried to write ghazals in English, as many of the American poets tried to do during the 1960s**Error! Reference source not found.**. Consequently, he recognised that there were some rules that should be followed, and he set these out.

THE FORM OF THE GHAZAL AS PRESCRIBED BY SHAHID ALI

For Shahid Ali, the couplets needs to be thematically different, and therefore can be quoted by itself, take for example John Hollander's poem entitled 'Ghazal on Ghazals from the anthology *Ravishing Disunities.*

For couplets the ghazal is prime; at the end
Of each one's a refrain like a chime: "at the end."

But in subsequent couplets throughout the whole poem,
It's this second line only will rhyme at the end

One such a string of strange, unpronounceable fruits,
How fine the familiar old lime at the end!

All our writing is silent, the dance of the hand,
So that what it comes down to's all mime, at the end.

Dust and ashes? How dainty and dry! We decay
To our messy primordial slime at the end.

Two frail arms of your delicate form I pursue,
Inaccessible, vibrant, sublime at the end.

You gathered all manner of flowers all day,
But your hands were most fragrant of thyme, at the end.

There are so many sounds! A poem having one rhyme?
—A good life with sad, minor crime at the end.

Each new couplet's a different ascent: no great peak,
But a low hill quite easy to climb at the end.

Two armed bandits: start out with a great wad of green
Thoughts, but you're left with a dime at the end.

Each assertion's a knot which must shorten, alas.
This long-worded rope of which I'm at end.

Now Qafia Radif has grown weary, like life,
At the same he's been wasting his time at. THE END.

Firstly, the *matla*, which is the first couplet, sets up the *qafia* and the *radif* by having it occur in both lines and then this scheme occurs only in the second line of each succeeding couplet.

> For couplets the ghazal is prime; at the end
> |
> Of each one's a refrain like a chime: "at the end."
> |

In the above first couplet or *matla*, the qafia and *radif* is set up. The *qafia* or rhyme in the first couplet is as indicated by the bolden text of 'prime' and 'chime'. This rhyme (qafia) is repeated in all subsequent couplet as indicated below. The penultimate couplet explains that each couplet in a ghazal as 'a knot' tightly bound yet he signals the end of his ghazal. In the last couplet, a general observation on the ghazal form completes his ghazal. In his personification of the Qafia Radif growing tired, ending with a simile 'like life', the line ends with an emphatic full stop. The second line of the last couplet begins afresh, 'At the same he's been wasting his time at. THE END. Furthermore, the takhalus, he refers to the poet and time wasted, which is then followed by a two-word sentence of 'THE END'. The final couplet is a 'gem' on its own, that fits into the entire ghazal. Plucked out on its own, it philosophically signals the end.

He suggested that a ghazel has five couplets, no maximum limit. Equally pertinent to the spirit of the ghazal is his definition of the ghazal, "it is the cry of the gazelle when it is cornered in a hunt and knows it will die". The finality of death in the cry intensifies the melancholic quality of the form. Finally, and for me this is most important, as quoted by Shahid Ali in his introduction from Ahmed Ali's The Golden Tradition **Error! Reference source not found.**

> …atmospheric and emotional cohesion and refinement of diction hold the poem together, permitting at the same time terseness, intensity, and depth of feeling, uniqueness of imagery, nobility of language, and a high conception of love.

In Hollander's poem, each couplet is self-contained, however, present within the ghazal is a simple cohesion of subject matter; which is that every couplet considers the makings of the ghazal, right from the 1st couplet. Perfect diction, ending with a serious radif of 'at the end'. However, the final couplet's' at.THE End. 'is unlike the rest of the refrains. 'At the same he's been wasting his time at. THE END'' As with English movies, the end of a narrative such as at the finish of a story, here too, the end of the ghazal is emphatically signalled by the refrain in full capital letters. 'THE END.'

AIMS OF THE STUDY

The main aim of this study was to write a hundred ghazals according to guidelines prescribed by Shahid Ali. My poems thematically embodied the challenges and struggles I faced, that of a middle aged Catholic Malaysian woman of Indian origin. The second aim of the study is to examine and establish the ghazals offered in the *Ravishing Disunities* edited by Shahid Ali, an examination of the collection to establish if these minoritian poetic forms written by mostly American poets, could stand up against the standard that Shahid Ali aspired to. Finally, I reflected on the ghazals that I wrote, and deliberated on how the structure of the English ghazal was the best suited structural home for my poems and found that the following rules in *Ravishing Disunities* allowed a sense of certainty to my craft. In writing the ghazals, I adhered to all the basic structural rules explained below but achieved different degrees of success. This is discussed in the chapter, Reflections. Thematically, my ghazals did not always strictly embed an element of 'constant longing'. Similarly, the use of takhalus (the poets name) is only evident in a smattering of my poems.

The basic points about the ghazal as stated in *Ravishing Disunities* are as follows

1. A ghazal is a poem of five to twelve couplets.
2. It contains no enjambments between couplets. Think of each couplet as a separate poem, in which the first line serves the function of the octave of a Petrarchan sonnet and the second line the sestet. That is, there must be a turn, a Volta, when one moves from line 1 to line 2 of a couplet. Thus, certain kinds of enjambments would not work even within the couplets, the kind that would lead to a caesura in line 2. One must have a sense that line 2 is amplifying line 1, turning things around, surprising us.
3. Once again, there are absolutely no enjambments between couplets. Each couplet must be like a precious stone that can shine even when plucked from the necklace, though it certainly has greater lustre in its setting.
4. What links these couplets is a strict formal scheme …The entire ghazal employs the same rhyme plus a refrain. The rhyme must immediately precede the refrain. If the rhyme is merely buried somewhere in the line, that will have its charm, of course, but it would not lead to the wonderful pleasure of immediate recognition which is central to the ghazal.
5. Each line must be of the same length (inclusive of the rhyme and refrain). In Urdu and Persian, all the lines are usually in the same meter and have the same metrical length. So please establish some system – metrical or syllabic-for maintaining consistency in line lengths.
6. The last couplet may be (and usually is) a signature couplet in which the poet may include his/her name in the first, second, or third person.
7. The scheme of rhyme and refrain occurs in both lines of the first couplet and then only in the second line of every succeeding couplet (that is, the first line of every succeeding couplet may be anything if it maintains the syllabic or metrical length).
8. There is an epigrammatic terseness in the ghazal, but with immense lyricism, evocation, sorrow,

heartbreak, wit. What defines the ghazal is a constant longing.

STRUCTURE OF THE THESIS

This thesis has three sections. Section A has the following sub sections: Introduction, The Ghazal as a Poetic Form, Shahid Ali's Ghazals and Literature Review. Section B: The portfolio of 100 ghazals. Section C: Reflections on the ghazals I wrote. Whilst the final, Summary and Conclusion.

The Introduction begins with the background of the study. In this section I explain how I came to be introduced to the ghazal form and to Shahid Ali's work, the Kashmiri – American poet who laid a claim on the ghazal form, editing a seminal Anthology, the first of its kind in the world, thereby guiding American poets to write the ghazal in its traditional Urdu/Persian form. Following this section, is the section on the aim of the study, in it are detailed three aims. The main aim of this study was to write a hundred ghazals according to guidelines prescribed by Shahid Ali. My poems thematically embodied the challenges and struggles I faced, that of a middle aged Catholic Malaysian woman of Indian origin. The second aim of the study is to examine and establish the ghazals offered in the *Ravishing Disunities* edited by Shahid Ali, an examination of the collection to establish if these minoritian poetic forms written by mostly American poets, could stand up against the standard that Shahid Ali aspired to. Finally, I reflected on the ghazals that I wrote, and deliberated on how the structure of the English ghazal was the best suited structural home for my poems.

Chapter two, Literature review discusses the literary history of the Persian and Urdu ghazal. From the 16th century onward, the ghazal came to India along with the Persians and it was further developed in Urdu, a hybrid of Indo-Persian culture. It traces the ghazal's journey into other parts of Asia, particularly into South East Asia with the Sufis and through the spread of their Muslim faith, the ghazal found its way to the Malay world. However the Urdu ghazal and the Malay ghazal then followed their own trajectories (Meddegoda, 2016) Although both the literary forms have the word ghazal attached, the Urdu ghazal and the Malay ghazal are different. Comparatively, the Urdu ghazal evolved into Qawwali, ghazals and song formats, etc while the Malay ghazal flowered into Malay pop songs, pop song culture such as Zapin, dondang sayang, joget Asli and theatre songs. Therefore, some scholars have concluded that the Urdu ghazal and the Malay ghazal are thematically and structurally different from each other. Consequently, the ghazals that I wrote are structured after the Urdu/Persian ghazal which placed emphasis on the *matla, qafia* and the *radif.* Thematically, these ghazals focused on my life, from the 1970s until the 1990s in a small Catholic-Malayalee community, situated north of Kuala Lumpur, Malaysia. As I am multi-lingual, the ghazals that I crafted used idiosyncratic expressions from Bahasa Melayu, English, Malayalam as well as Tamil.

Under the Creative Writing portfolio, I wrote 100 long line ghazals, in 15 couplets, each line with about 10 words. I chose to start writing the ghazals from the 9th of May 2018. As it was a day of many achievements for Malaysians, I began my ghazal journey from that victorious moment in 2018. Thematically, the ghazals are on the contemporary Malaysian life; society, politics, family, home, religion, gender governance and politics. I chose the ghazal form to investigate the suitability of its 'home'. As discussed in the previous sections, the ghazal is an ancient eastern form having its first form in Arabia. Many changes took place to the form when it was used by the aristocracy in Northern India. Similarly, because of its Urdu origins, it amalgamated into various songs and performances in the Malay world. In fact, taking into consideration its Malay form, it seems to have a life of its own, becoming a genre that is hardly recognisable. My intention then, is to use this form to write about the Malaysian experience of a non-Malay, Malaysian women living in a pre-dominantly Malay country. Being a first-generation Malaysian of Indian/Malayalee origin, I believe there is a social and literary space for a hybridised perspective and voice.

Apart from the contemporary Malaysian life, many of the ghazals are thematically arranged. Some, on the beautiful landscape's I have visited in the last decade. For instance, the visit to Yosemite in the USA. In that ghazal, I recall the loss felt for the thousands of burning tress in the Yosemite region after the fires of 2013. Some poems on the theme of loss, include for example, on a train journey out to the Swiss alps I recalled feeling deeply the loss of my mother, her beauty and the exquisiteness of the alps fusing together in symbolic ways. Similarly, my first visit to my mum's beloved Kerala, in south India, was a journey into the interior recalling the stories, she told us about her childhood and her happy but improvised life in Chelitura, a small municipality of Trivandrum, Kerala. Furthermore, the loss was compounded by the fact that I failed to locate any resemblances of my mother (a Malayalee woman) and the jigsaw of her world (in my mind) in present day Kerala.

Other ghazals are arranged chronologically, narrating my personal life. Growing up North of Kuala Lumpur, I belonged to the Catholic Christian communities of Sentul, Ipoh Road and Kepong. As common in such societies, the Church formed the centre of my childhood until, years later when I married and moved away. Therefore, many of the ghazals are situated in these localities, recalling the births and deaths, faith and faithlessness, food and gathering of these communities. They tell the stories of First Holy Communion, Confirmation, of faithfulness, of religion and spirituality. These ghazals tell my personal history from the 1970s until the 1990s.

The chapter, entitled Reflections on the Ghazals, I explained my creative process. Chief among the considerations was the conventions prescribed by Shahid Ali. Having to adhere to this standard, the ghazals were worked out according to the *radif* or the refrain. Before writing a ghazal, I thought about the refrain first, after which I would begin to craft the piece according to the rhyme and the refrain. Taking a selection of 100 ghazals with various themes, I explained how much or how little each ghazal reflected the form as set by Shahid Ali. On reflection, subtle but moving motifs appeared in the work.

Essentially, the loss of something old in a fast-evolving Malaysia. In a sense making conscious, the unconscious. Additionally, I offered a critical reading of the ghazals. Themes, tone, allusions, setting, intertextuality were some of the aspects I analysed.

SIGNIFICANCE OF THE THESIS

This thesis investigates the success of the ghazal. The ghazal is a versatile form that can be used to articulate contemporary concerns. It has evolved over the centuries from being used by the higher classes until it soon also became the form to champion the middle classes.

I believe that, this thesis will help, in a small, but significant way to illuminate this ancient form. By writing and teaching this form, it is hoped that there might be an awareness of the rich history of this form over the centuries and create interest for writers and poets to re-discover this ancient literary form. This and the various social media platforms have helped Malaysians be more participatory in these ventures, thereby increasing the kind of poetry Malaysians engage with. Within this context, I believe the output of a corpus of work such as the ghazals in this Creative portfolio has a significant chance of creating a buzz within these circles to ignite some interest in this ancient form for further inquiry and interest.

Research into the Urdu/Persian ghazal and its literary history in Malaysia has not been encouraging. Apart from the fact that there remains a literary form practised by small pockets of Malaysians in Johor but in the Malay language, there is no record of the English ghazal as advocated by Shahid Ali. Ghulam Sarwar Yousof explains this confusion in the similarities of the term ghazal. He claims to have no knowledge of why it has evolved into two different genres despite possibly having come from the same source, the Arabic ghazal. In Ghulam Sarwar's interview with the authors Chintaka. P Meddegoda and Gisa Jahnichen for their book *Hindustani Traces in Malay Ghazal,* he attributes this lack of understanding to the lack of scholarship in these art forms. He concludes that 'it is difficult to conclude how the term 'ghazal' came and why it came to Johor. The following transcript of the interview gives his view to the question of "Why do they call it 'ghazal'? Is there any connection with other ghazals'?

> I do not know. They assume that, because if we look at the Arabic ghazal, it is not really sung and recited in that same way. It is hard to say how this term 'ghazal' came and why it came to Johor. It might have come along with the Arabic literature. There are many people in Johor who are interested in art forms, but they have not really written much. The problem is that not much has been done regarding the research of music.

As Ghulam Sarwar states many times during his interview, the loop holes are numerous and there are far too many missing links in the literary history of the Urdu ghazal in Malaysia. Sarwar is an authority on traditional theatre of South Asia, a Malaysian of Pakistani descent who is a multi-lingual poet, playwright and short story writer. As Malaysia comes into its own, the time is right for ghazals to be explored, explained and experimented with.

LIMITATION TO THE STUDY

This thesis only focused on the work of Agha Shahid Ali, the Kashmiri-American poet. Although there are any number of poets who worked in this form from many centuries before, the focus of this thesis is only in the work of Shahid Ali and his influence on my writing of ghazals. One important reason for this is that he was an excellent, celebrated writer who made significant contribution to the form (in the English-speaking world) to edit the *Ravishing Disunities, Real Ghazals in English.* Shahid Ali loved the form enough to set a standard to what should constitute a ghazal, in English as explained in this chapter under the Aims of the Study.

The anthology *Ravishing Disunities* was examined to reveal how much of the form followed the poetics desired by Shahid Ali. Although the writing of ghazal continued to flourish in other societies and in other languages this research only investigated this seminal work.

As for the Reflection, 100 ghazals that were written were the main focus of this refection. Apart from looking at the collected work in '*Ravishing Disunities*', and the 100 poems I had written, this research does not consider any other poems or poetic structure. The discussion was solely on the ghazals.

Finally, this research is limited to the ghazals written in English. Because ghazals were from a non-English tradition, it continues to be written in Arabic, Persian, Urdu and other languages. Even if this is the case, this research is limited to those ghazals written only in the English Language.

CONCLUSION

This chapter sets the foundation for the research by contextualizing the issues of writing ghazals in English by focusing on the guidelines offered by Shahid Ali in his book '*Ravishing Disunities*'. It begins with the background to the study, Aims to the Study, Structure of the Thesis, Significance of the Thesis and finally to the Limitations of the Study. This study is significant in the Malaysian context as it will offer another literary form for poets and writers to work with, given that this cherished form has new and interesting ways of putting forward the experiences of the contemporary urban Malaysian society.

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