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Menggarap Kepelbagaian, Hubungan Dan Cabaran Revolusi Industri 4.0

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Jawatankuasa Penganjur dengan sukacitanya mengalu-alukan semua peserta ke Seminar Teknologi Multimedia dan Komunikasi 2018 (SMTCom'18). SMTCom'18 anjuran Pusat Pengajian Teknologi Multimedia dan Komunikasi (SMMTC), Universiti Utara Malaysia merupakan seminar tahunan Pusat Pengajian bagi kali ke-3 sejak mula diperkenalkan pada 2016. Matlamat utama seminar ini adalah menyediakan wadah kepada warga akademik SMMTC untuk saling mempersembahkan hasil ilmiah masing-masing bagi memantapkan silang bidang ilmu iaitu multimedia, teknologi media dan Komunikasi. Namun, bagi kali ini kelainan yang diperkenalkan adalah dengan membuka ruang kepada seluruh warga akademik UUM berkongsi idea dan pengetahuan di SMTCom'18.

Selepas proses penilaian rakan sebaya, prosiding SMTCom'18 berjaya menerbitkan 41 artikel yang meliputi perbicangan teoritikal dan juga praktikal dalam bidang multimedia, teknologi media dan komunikasi. Makalah-makalah tersebut membicarakan persoalan berhubung bidang-bidang tersebut dalam konteks hubungan serta cabaran di era Revolusi Industri 4.0.

Di kesempatan ini, kami ingin merakamkan setinggi penghargaan dan terima kasih kepada para pembentang kerana kesediaan mereka untuk berkongsi karya dan idea. Moga segala usaha penerbitan e-prosiding ini dapat meningkatkan wacana bidang multimedia, teknologi media dan Komunikasi menurut konteks semasa.

Jawatankuasa Prosiding
Seminar Teknologi Multimedia dan Komunikasi 2018

SENARAI KANDUNGAN

MULTIMEDIA

YOUNG ADULTS' PERSPECTIVE ON THE USABILITY OF FACE EMOJI E-DICTIONARY

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ABSTRACT

This article reports the attempts to investigate the usability of a mobile application called Face Emoji E-Dictionary (FED) among 50 young adults. The FED mobile application was designed and developed as a guide to provide the actual meaning of the face (smiley) emojis in WhatsApp. It's intended to avoid the misunderstanding between the sender and the recipient of the digital communication due to a wrong use of an emoji. Among the aspects that were examined was the usefulness, ease of use and user interface satisfaction of mobile application. A usability questionnaire adapted from the USE questionnaire was employed as the data collecting instrument. This questionnaire was given to the respondents after they have experienced using the FED mobile application. Data that were collected were analyzed using descriptive statistics and the results revealed that the respondents agreed that the FED mobile application is useful, easy to be learned, easy to be used and match its intended purpose.

Keywords: Face Emoji E-Dictionary, mobile application, Whatsapp, teenager, usability.

INTRODUCTION

Emoji is an English adaptation of a Japanese word that means "picture" and "letter, character" (Danesi, 2017). Emojis are picture characters or pictographs that convey meaning through its graphical resemblance to a physical object. They are popular in digital communication platforms such as text messages, emails, and social networking media (Danesi, 2017; Stark & Crawford, 2015). Emojis enable people to be more expressive in conveying their feelings and moods via a text-based communication (Tauch & Kanjo, 2016). It is a powerful way to express emotions or a hard to write notion effectively (Kelly and Watts, 2015).

Young adults nowadays, who are digital natives, basically evolved together with digital messenger. A study done by Muhammad (2017) mentioned that these young adults use emojis frequently, and the most reasons of using emojis were to express their feelings and emotions through the emoji chosen, to make the conversations more interesting, to strengthen what they meant in texts, and make the conversation less tense. Gullberg (2016) research which focuses on the interpretation and usage of emojis among Swedish university students, stated that that emojis compensate for the lack of non-verbal cues in written communication, and that they are efficient emotional enhancers.

Although emojis extended the ways in which social messengers' users can express their affective state (Lu, Ai, Liu, Li, Wang, Huang, & Qiaozhu, 2016), sometimes it muddles the meaning of the message (Miller, Thebault-Spieker, Chang, Johnson, Terveen, & Hecht, 2016). This emojis may not be correctly interpreted is because of each of them have their own unique, nuanced graphical details (Hakami, 2017). Different understanding of emoji can mis-interpretation of messages as it is more open to interpretation and people not well understood to interpret the meaning of emoji (Miller et al.,2016). This lead to a communication breakdown and in some cases may damage relationships (Tigwell & Flatla, 2016). The receiver of a message containing emoji has the possibility of misinterpreting the original meaning of the message and this eventually resulting in a barrier to communication (Leung & Chan, 2017). They can be misinterpreted due to two reasons: (i) users' interpretation of the emoji's meaning varies; and (ii) the design of emoji differs between platforms (Tigwell & Flatla, 2016).

The current common used emojis are the one governed by the Unicode Consortium who decides what emoji should be part of the standard and they are the one who creates design guidelines of how emoji should look (Gustafsson, 2017). However, there is no written guideline on the actual or intended meaning of the emojis. Although it is briefly described in their emoji chart (http://unicode.org/emoji/charts/full-emoji-list.html), it is very inconvenient for the users to access the website whenever they need information on the meaning of each emoji.

Therefore, this research attempt to solve the access issue by designing and developing a mobile application called Face Emoji E-Dictionary, also known as FED app. This mobile application's purpose is to describe the nature (positive, negative or neutral) and intended meaning of the emojis. It is suggested that the users should know the actual meaning of emoji before using them to avoid any unnecessary misunderstanding (Tigwell & Flatla, 2016).

DESIGN AND DEVELOPMENT OF FACE EMOJI E-DICTIONARY MOBILE APPLICATION

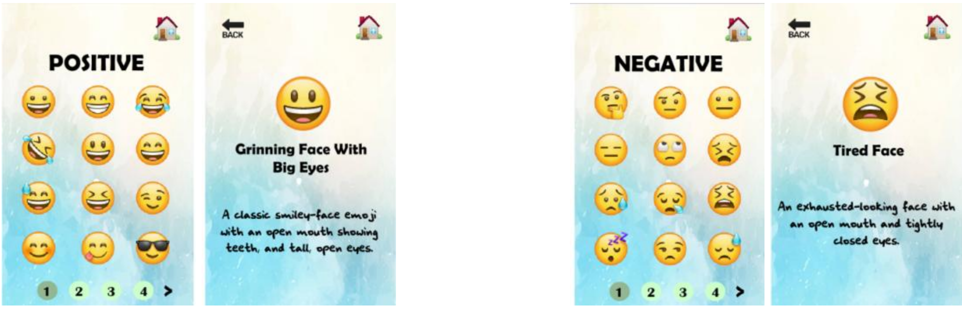
Face Emoji E-Dictionary (FED) mobile application was designed and developed as a guide to describe the nature (positive, negative or neutral) and intended meaning of the face emojis. There are 92 face emojis described in the FED mobile application. The application focuses on the emojis' nature, name, and intended meaning. It is employed with the redundancy of multimedia elements such as text, graphic, and animation. FED is available in English language and it is designed with search and game features to give users some fun.

The FED mobile application was developed using Adobe Flash with ActionScript 3.0. The content for this mobile application was developed based on the Unicode Consortium guidelines and other relevant researches. The user interface of the FED is designed using the appropriate color, font and graphics that are suitable for all users. The ADDIE Model (Analyze, Design, Develop, Implement, and Evaluate) was employed during the developmental phase of this mobile application and the interaction design (layout and navigational behaviour) of the mobile application was designed using Nielsen Usability Heuristics.

Figure 1 (a) illustrates the main page of the FED mobile application and Figure 1 (b) illustrates the menu page of the mobile application. This menu page helps the user to choose the emoji based on its nature; positive or negative. Figure 2 (a) depicts the positive emojis where else Figure 2 (b) shows the negative emojis. The users have to click on the emoji to get to know the meaning. The FED mobile application also has a search feature whereby the users can find the meaning of a particular emoji that they prefer as in Figure 3. Not only that, this application also embeds fun elements in the quiz section. There are two modes of the quiz; 'It's The One' (Figure 4 (a)) and 'Match It All' (Figure 4 (b)). 'It's The One' mode requires the users to choose the correct answer. There will be feedback, whether the users have answered correctly. As for the 'Match It All' mode, the users have to drag and drop the emoji in its correct box. If the users have matched all the emojis correctly, they can move to the next level. There are three levels in this mode. The users can go back to previous interface using the 'Back' button and to the menu page by clicking the 'Home' button.

(a) Main Page (b) Menu Page

Figure 1. Main interface FED mobile applications



(a) Positive emojis (b) Negative Emojis

Figure 2. Nature of the emojis

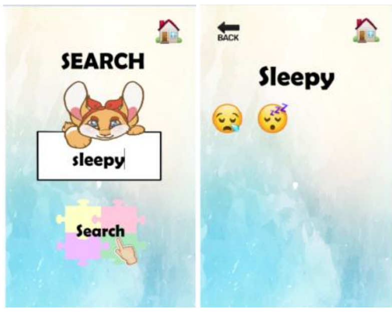
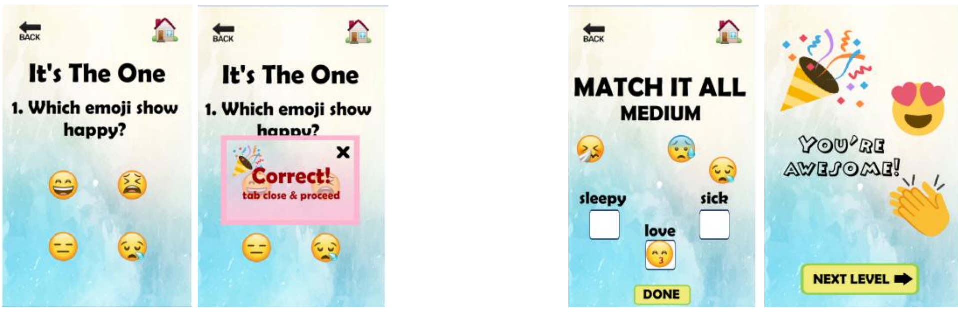


Figure 3. Search Feature



(a) 'It's The One' mode (b) 'Match It All' mode

Figure 4. Quiz section

Although there are a few mobile applications in the market that describes the meaning of these emojis, most of the application are not intended for educational purposes. They are developed for without the user-friendly features and have inconsistent meanings. The FED application is developed using interaction design concept and describes the actual meaning of these emojis based on the Unicode Consortium guidelines. Table 1 shows the comparison of the existing applications in the market with FED application.

Table 1. Comparison of existing application with FED

	Emoji Dictionary (Parikh)	**Emoji Dictionary (Hamsoft)**	**Emoji Meanings (Worlds Apart)**	**Smiley Emoji Meaning**	**Face Emoji E-Dictionary**
Operating System	Android	Android	Android	Android	Android
Language	English	English	English	English	English
Content Source	Emojipedia	NIL	NIL	NIL	Unicode Consortium
Text	√	√	√	√	√
Graphic	√	√	√	√	√
Search			√	√	√
Quiz					√
Favorite tab			√		
Consistency			√		√

METHODOLOGY

This study is an attempt to investigate the usability of the FED mobile application from the perspective of 50 respondents who are young adults aged between 17 to 30 years old who are active users of emojis. They responded to the usability testing questionnaire after experiencing the mobile application for two days. Prior to the evaluation, the respondents were given a brief introduction of the application.

Three aspects of usability have been evaluated, namely usefulness, ease of use, and user interface satisfaction. For this purpose, this study employed a usability questionnaire that was adapted from the USE (Usefulness, Satisfaction and Ease of Use) questionnaire (Lund, 2001) as its evaluation instrument. This questionnaire contains 15 statements that require the respondents to indicate their response, according to the rating based on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The data collected were analyzed using parametric statistical method.

FINDINGS

The purpose of this study is to conduct usability evaluation on a mobile application called Face Emoji E-Dictionary, also known as FED. The mobile application is designed as a guide to describe the nature (positive, negative or neutral) and intended meaning of 92 face emojis. 50 young adults responded to the research by evaluating the mobile application using a usability questionnaire. Among the aspects that are evaluated are usefulness, ease of use and user interface satisfaction. Table 2 describes the descriptive analysis of the respondents' demographic information.

The findings revealed that 29 of the total respondents are male and 21 respondents are female. They are in between 17 to 30 years old. 9 of them are from foundation educational background, 25 of them have a degree, 12 of them have masters and 4 of them have PhD. Majority of them were using Android smart phones.

Table 3 describes the statistical analysis of the respondents' persepective on the usability of the FED mobile application. For description purpose, the researchers have added the responds of 'strongly agree' and 'agree' as they bring the similar perception.

Table 2. Respondents' Demographic Analysis

Information		Distribution	Percentage *(%)*
Gender	Male	29	*58.0*
	Female	21	*42.0*
Age	17 - 19	13	*26.0*
	20 - 22	20	*40.0*
	23 - 25	11	*22.0*
	26 - 28	4	*8.0*
	29 - 30	2	*4.0*
Education	Foundation	9	*18.0*
	Degree	25	*40.0*
	Master	12	*24.0*
	PHD	4	*8.0*
Smartphone Platform	Android	46	*92.0*
	Microsoft	4	*8.0*

Table 3. Respondents' Perspectives on the Usability of FED

Item	Neutral n*(%)*	Agree n*(%)*	Strongly Agree n*(%)*	Mean	Total Mean
Usefulness					
1. It provides all the meaning of face emoji.		24*(48)*	26 *(52)*	4.52	4.38
2. It able helps me to find what I need.	5*(10)*	31*(62)*	14*(28)*	4.18	
3. It saves my time when I use it.	1*(2)*	24*(48)*	25*(50)*	4.48	
4. It helps me to know the actual meaning of face emoji.		33*(66)*	17*(34)*	4.34	
Ease of use					
1. I found this mobile application is easy to use.	2*(4)*	27*(54)*	21*(42)*	4.38	4.38
2. I learned to use this mobile application quickly.	1*(2)*	34*(68)*	15*(30)*	4.28	
3. I can use this mobile application without prior learning.		30*(60)*	20*(40)*	4.40	
4. I can accomplish what I need with any few steps.	2*(4)*	23*(46)*	25*(50)*	4.46	
Satisfaction					
1. I'm satisfied with the buttons' size and font.	1*(2)*	25*(50)*	24*(48)*	4.42	4.49
2. I'm satisfied with background colour.		38*(76)*	12*(24)*	4.24	
3. I'm satisfied with font size of the text.		28*(56)*	22*(44)*	4.44	
4. I'm satisfied with font style of the text.		28*(56)*	22*(44)*	4.44	
5. I'm satisfied with the layout of the con-		24*(48)*	26*(52)*	4.52	

	tent.			
6.	I'm satisfied with the fully functional application.	15*(30)*	35*(70)*	4.70
7.	I'm satisfied with all navigation links.	15*(30)*	35*(70)*	4.70

*n=number of respondents

The descriptive analysis indicated that for the usefulness aspect of the FED mobile application, 26 of the respondents strongly agreed and 24 of them agreed (total = 100%) that the application provides the correct meaning of the face emojis. 45 (90%) of them agreed that that the application was able to help them to find what they need. In addition, 49 (98%) of them agreed that the application can save their time when they use it and all of them (100%) responded that the application help them to know the actual meaning of face emojis. The mean scores for all the items for this aspect are above 4.00 signifies that the respondents agreed that the FED application provides all the meaning of face emoji and helps them to know the actual meaning of face emoji. The total mean for the usefulness aspect is 4.38 indicating that most of them agreed that the FED application is useful.

As for the ease of use aspect, the findings show that all the respondents agreed with the items. However, 2 of the respondents felt it was neutral that the application is easy to use. One of the respondents feels it is neutral that the mobile application can be learned to use quickly. And two of them argue that it takes them longer to accomplish what they need. For this aspect, the respondents have agreed on the all the items; easy to use, quick learnability without prior learning and less navigation as the mean scores for all the items are above 4.00. The respondents scored 4.38 for the total mean for this aspect indicating that the application is easy to be used.

The third aspect is user interface satisfaction. For all the items, all the respondents are satisfied with the buttons' size and font (98%), background color (100%), font size and style (100%), and layout of the content (100%). The respondents also agreed that the application if fully functional (100%), and all the navigation links work (100%). As for the mean scores, the respondents have scored above 4.00 for all the items, implying that the user satisfaction level is high. For this aspect, the total mean score is 4.49, stating that the respondents are satisfied with the user interface of this FED application.

DISCUSSION

Face Emoji E-Dictionary (FED) mobile application is designed to provide a guide that describes the actual meaning of 92 emojis that are popularly used by users in digital communication. The application helps users to get quick access to the intended meaning of the emojis instead of searching through other sources. This is because the users should know the actual meaning of emojis before using them to avoid any unnecessary misunderstanding.

A usability evaluation of the FED mobile application was done from the perspective of 50 respondents who are young adults aged between 17 to 30 years old who are active users of emojis in their digital communication. The findings of the evaluation indicated that is suits is intended purpose and usable for the use of the young adults. The respondents agreed that the mobile application is useful, easy to learn and they are satisfied with the user interface. This is because the content of the mobile application is well organized and the explanations of the emojis are clear. The mobile application is designed with suitable font, background color, button size and content layout is structured accordingly. The respondents also stated that all the navigation links are working correctly. They claimed that they are able to use the application without prior learning.

CONCLUSSION

Emojis are very popular among young adults who are digital native and diverse user of digital social messaging. However, they do not interpret the emojis in the same way individually and also they interpreted them differently that its intended meaning. Their visual nature leaves them open to different interpretation by the sender and receiver. There are potentials of misconstrual when using these emojis in digital communication because of the variation in emoji interpretations.

Face Emoji E-Dictionary (FED) mobile application is designed to provide a guide that describes the actual meaning of 92 face emojis. Its purpose is to help digital users to get quick access to the intended meaning of the emojis and help them avoid any unnecessary misunderstanding. It is hoped that the mobile application will make some small contribution to understanding the meaning of the face emojis, and as aids in generating desired implications in digital communication.

Future research should implement a larger respondents' scale as a representative of the whole population. A more comprehensive instrument should be used to encompass more adjective. The feedback and comments from the respondents who represent the target users should be implemented in future improvement of the FED mobile application.

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DESIGNING ANIMALS OF AL-QURAN INTERACTIVE SYSTEM FOR KIDS

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ABSTRACT

This paper describe about our experience in designing an interactive applications to introduce the subject of 'The Animals of the Quran'. Being a religious text, alQuran in its original form lacks the critical 'kids friendly' characteristic to attract attention of kids. We argue that alQuran can in fact be made interesting to kids by selecting certain themes in it which is dearer to their attention and presenting it in the form friendlier to kids. We chose the animal in alQuran as the attention catcher theme and present them as an interactive computer system. The main objective of this study is to discuss our experiences in developing the 'Animals of alQuran interactive System for Kids'. The first phase of this project focused on the analysis and design phase which include interface design, navigation plan, information architecture, storyboard and contents. The second part of the paper discussed the challenge in producing this application as intended and outlined several future development strategies.

Keywords: animal in Quran, interactive system, Quranic content, Children Islamic Mobile Application

INTRODUCTION

It is an open fact among alQuran educators that it has been a problem to introduce alQuran to kids in its original text-based form. This issue is further multiplied in scale with the fact that alQuran is revealed in a very classical Arabic language, not directly decodable even by scholars. Introducing alQuran to kids on the other hand is an important task with the hope that kids will grow with the special link with alQuran from very early age. In order to gain kids attention to alQuran, it is important to find an effective way to pull kids to alQuran. In this study we have experimented with two strategies towards this end which is selecting and focusing to a theme which is dearer to kids from alQuran and to develop interactive multimedia software to present the contents in a most kid-conducive form. For this study, we have chosen a very widely used theme in kids contents used in animation, story-telling and kids' books topics. We chose animal as the main theme from alQuran to introduce the content of alQuran to kids. Our main objective is to introduce alQuran to kids as a friendly text so that they will like it, get used to the idea of reading them and appreciating the Book from early age. Hereby we discuss our experience in the development of Animal of al-Quran Apps (AQA).

> The first part of the paper discussed about the topic of animals mentioned in the holy Quran. By exposing them with Allah's creation, we hope to nurture their faith towards Allah and eventually contributing towards building their good characters. On top of that, they can also be inspired by various textures, composition of different colors, size, shape and form of those animals to use them wherever possible in phase of their life. Finally the children are hope to obtained any of the Islamic religiousity attributes as stipulated in Comprehensive Measure of Islamic Religiousity (CIMR)at least [Titiouine & Belgoumidi 2009].

In this project, the researcher take the opportunity we develop an interactive application of animals in the Al-Quran where the central focus is to prepare a one stop center of all kind of animals mentioned in the Quran with links to supplementary material from scientific inquiry. The application also used several multimedia elements to aid the learning process as well as to enrich the appearance hence gaining user engagement. The overall design process for the whole development includes designing the information architecture, storyboard, interfaces and navigation.

LITERATURE REVIEW

In Islam, alQur'an and hadith (sayings of the Prophet Muhammad saw) are the main reference to guide Muslim in daily life. Both alQur'an and alHadith frequently mention about animals. There are about 167 direct or indirect references of animals in Holy Quran (Khan, Saqlain, Shoib, & Muhammad, 2013). For example, in surah alBaqarah (2:44), the Qur'an declares that Allah does not shy away from drawing comparisons, even with a gnat. In fact, five of the chapters are indeed named after animals - *al-Baqarah* (the Cow), *anNahl* (the Bee), *anNaml* (the Ants), *al-`Ankabut* (the Spider) and *al-Feel* (the Elephant).

Animals are also mentioned for the signs of God's power that can be observed in them, quite apart from their usefulness to human beings. "Do they not see the birds above them spreading and closing their wings? It is only the Lord of Mercy who holds them up: He watches over everything (alQuran 67:19)". A very important verse states that "... all the creatures that crawl on the earth and those that fly with their wings are communities like yourselves ..." (Quran 6:38).

Biologists (Robert, 2008) are now finding out more and more about the communities of animals, from plankton to dolphins and primates, and documenting the relationships between members of such communities. Jane Goodall was one of the pioneers of the study of chimpanzee communities, living close to them and giving them all names (Goodall, 1992). Since then she has championed animal rights and set up her own foundation.

Birds make several appearances in the Quran, in a variety of contexts. They were part of unforgettable stories in prophetic history, appearing with such illustrious figures as Abraham, Joseph, Solomon, David, and Jesus (peace be upon them). The Quran, makes references to the natural world because it forms an important part of our experience and our ability to make sense of our purpose and ultimate destiny.

Animals are considered to be one of the large groups of the creation of Allah (SWT). According to the Holy Qur'an, they are deemed to be miracles of the Almighty Allah and signs of His existence and Unity. All of them worship Allah in a way that we are unable to see or feel. By and large, all creatures including these animals are created for the benefit of humankind. All animals and other creatures without any exception worship Allah. The Qur'an says: "The seven heavens and the earth, and all beings therein, declare His glory. There is not a thing but celebrates His praise, but you understand not how they declare His glory!" (Quran 17:44). In another verse Allah says: "Don't you see that it is Allah whom praises all beings in the heavens and on earth, even the birds with wings outspread? Each one knows its own (mode of) prayer and praise (Quran 24:41).

The Quran contains a wealth of stories with animals playing a significant role which is often used as themes in different media contents. A Ramadhan campaign for alQuran in Egypt for example, there is the crow that God sent to Adam's son to help him hide the body of his brother, the wolf that was wrongly accused of devouring Youssef, and the whale that swallowed Yunus before throwing him back on the land, due to his belief in God. There is also the story of the elephant of Abrahah, which refused to cross the boundary of Mecca to destroy the holy city, sat down and could not be persuaded otherwise by reason or violence (Sarant, 2011). Munir (2015) in his PhD thesis also has summarized several moral values of ants, spiders and bees.

DEVELOPMENT

In order to develop a successful application, ADDIE model has been applied. ADDIE is the generic process traditionally used by instructional designers and training developers. The five phases consist of Analysis, Design, Development, Implementation, and Evaluation where represent a dynamic, flexible guideline for building effective training and performance support tools (Gulatta, 2013). These step-by-step methods really assisted the whole process in creating this application. Beginning with pondering about what people need to do to learn till the point where someone actually measures, whether or not people learn what they need to learn? It really helps designers to build the application structure accordingly. Moreover, it was used to design application so that it is able to portray the overall view of the whole learning process.

Analysis Phase

In the analysis phase, firstly, the main problem that will be addressed in this application has been clarified. It is to join others efforts in disseminating quranic message especially to children. The main audience of this application is the primary school children.

Secondly, the instructional goals and objectives were established. Three main objectives have been established. The objectives are to increase the amount of digital Islamic content for children, to harness Islamic character building based on stories of animals mentioned in the Quran, and to develop an application that can offer an interesting learning experience with the Quran. The central intended behavioral outcome of this application is as an introductory attention catcher for kids to come closer to alQuran. It is interesting that alQuran uses animals to provides moral values and examples of obedience to the Creator Almighty (Hussain, 2009).

Thirdly, the learning environment was chosen. After several brainstorming sessions between the team members and the potential users, all agreed to use a zoo learning environment for this application to provide a leisure learning environment for the children. It is quite challenging to set the learning stage though since the learner's existing knowledge and skills varies. Several delivery options were identified to suit the variations. Some are in the form of text only with Malay translation to suit Malay children in this prototype. Some are in the combination of text and sound, some are in the form of video and also animation. Verses related to animal in the Quran from original quranic text with Malay translation were purposely integrated into the application in order to maintain the original context with the Quran. Choices or words and sentence construction were many times scrutinized in order to fit the children level especially in the lesson learn section.

Design Phase

The design phase involves the formulation of Instructional, visual and design strategy. As the intended behavioral outcomes are for the children to get closer to alQuran and from this, to know Allah SWT the creator and love Him, the content were strategically developed to arouse the children's cognitive, affective or psychomotor aspects. A storyboard was finally written to show the architecture of the whole application. Based on the storyboard, the user interface and user experience were integrated. In this application, we used the concepts of zoo. Since this application is related to animals, zoo environment was chosen to create the mood of interacting with animals. Figure 1 until figure 5 below show samples of interface used.

At this stage, we intensely feel that we need more resources especially an artist that can sketch beautiful animal images to suit the children level. We also need more time to reflect on those stories of animal to be able to come up with creative and effective learning module again that suit the children level. Perhaps we really need the helps from expert in children's education. Nevertheless, we consider those as our initial effort for building this application and a lot more work can be done to enhance the feature, the activities, the assessment plan, the interactivity and so forth.

Figure 1. Main Interface.

Figure 2. Category Interface.

Figure 3. Surah Interface.

Figure 4. Video Interface

Navigation

In this application, there are several buttons such as next, back, home, category, surah, lesson, video and audio to help user navigate throughout the application. Those buttons are made clear, structured and simple which will make user to feel more confident and comfortable when exploring this application. Besides that, the user can also feel in control if they understand how it works and where the navigation tools will take them. Table 1 listed some samples of button that is used in this application:

	Image	Name Of Button
1.		Next Button
2.		Back Button
3.		Home Button
4.		Category Button
5.		Video Button
6.		Surah Button
7.		Lesson Button

Table 1. Part of Button That Use In This Application.

Information Architecture

Information architecture help users understand where they are, what they have found, what are around them and what to expect. The whole contents were represented by the hierarchical information architecture (figure 6) which was organized into a tree-like structure. The contents or data is stored as a record which is connected to one another through the link. Besides that, hierarchical information architecture is good for small sites. Little need for anything else and when guiding, it allows people learn by drilling down to more and more details.

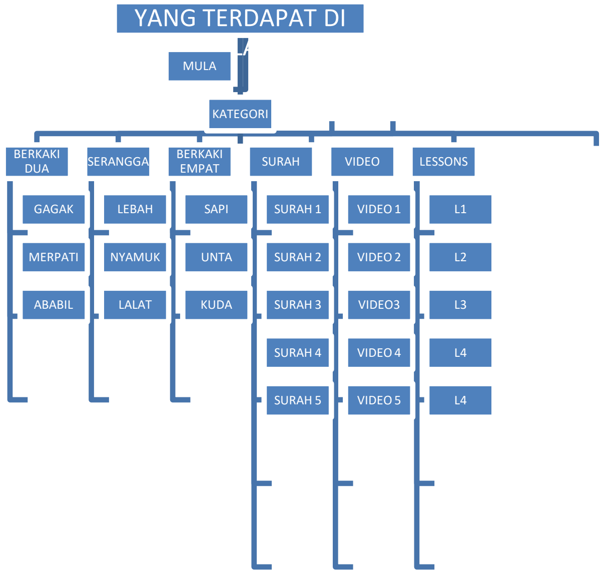

Figure 6. Topic Breakdown of Components for This Application.

Content validation

Content is very important part in design because without proper content the application will not be worthwhile. Besides that, the developer need to ensure that the contents that they want to put in the application is original and valid. For this application, the developer met an expert (Al Fadhil Dato'Ustaz Sharhan Bin Safie – one of the famous Islamic preacher celebrity in Malaysia) to review the content.

Development Phase

In this phase, the content assets that were created in the design phase were created and assembled. All the text, audio, video and animation files were arranged as planned. All of them were integrated and glued according the structure and appropriate link were added to the navigation buttons and menus. Several tests were conducted to perform the ordinary debugging procedures. The prototype application then was reviewed and revised according to any feedback given by the team members and users. Because of constraint in time and budget, we did not proceed to user evaluation phases. Nevertheless, a small scale of formative evaluation has been conducted.

FUTURE WORK

In order to be able to effectively introduce alQuran and its message for kids beginning from their early ages and to attract their attention from the other more attractive ideologys' medium around, more developments in quality and quantity of these lines of applications are critically needed. Without our intensive effort, the Muslims kids will succumb to the intensive bombardment of other ideology attacks.

On the future of this apps, we hope to add more contents for the application. For the future work, this application should undergo users testing to obtain feedback of the interactivity, feasibility of the contents, satisfaction and engagement creatively. The application should also offer user to choose their language of preference.

Conclusion

Haiwan-haiwan yang terdapat dalam Al-Quran provide an interactive application that enables users to immerse in learning environment anywhere and anytime. On top of that, it will help user to get extra and precise information about those animals. User then can directly internalize the lessons learned from those verses. Besides that, this application can inspire and motivate users to explore the knowledge so that it can be directly applicable in their own practical area. Definitely more work can be done to extend this idea.

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DEVELOPMENT OF MOBILE APP: WELCOME NEWBIE

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ABSTRACT

Welcome Newbie is a mobile application for new and existing members of EPF. It is a software application developed specifically for use on small, wireless computing devices, such as smartphones and tablets, rather than desktop or laptop computers. The main aim of this study is to develop a mobile app to help them know about EPF, particularly for fresh graduates and people who are just about to work. Now, the development focuses on developing the application on the Android platform. In developing the application, all required information and contents must be gathered, compiled and verified before the prototype could be coded using Action Script programming coding under Adobe Flash. The prototype consists of text, audio, and video files of EPF contents in Bahasa Malaysia and English. We hope that this mobile app will be widely used by the people to educate them on financial and retirement plan opportunity soon.

Keywords: mobile app, Android, newbie, prototype, EPF

INTRODUCTION

Employees Provident Fund (EPF) is a standardized saving organization shaped by the Laws of Malaysia, Employees Provident Fund Act 1991 (Act 452) which gives retirement advantages to individuals through the administration of their investment funds in an effective and dependable way. The EPF additionally gives an advantageous system to managers to meet their statutory and good commitments to their workers (KWSP, 2018).

Who Are Our Members? Private and Non-Pensionable Public-Sector workers. The EPF, as at September 2016, has an aggregate of 14.72 million individuals. The aggregate number of dynamic and contributing individuals is 6.83 million. The aggregate number of dynamic businesses is 541,503.

Obligatory Contributions. A commitment constitutes the measure of cash credited to individuals' individual records in the EPF. The sum is ascertained considering the month to month wages of a worker. Current commitment rate is as per wage/pay got. For representatives who get compensation/pay of RM5,000 and underneath, the part of worker's commitment is 11% of their month to month pay while the business contributes 13%. For representatives who get compensation/pay surpassing RM5,000 the worker's commitment of 11% remains, while the business' commitment is 12%.

In Speculation Allocation, your month to month commitments are put resources into various affirmed monetary instruments to create pay. They incorporate Malaysian Government Securities, Money Market Instruments, Loans and Bonds, Equity and Property.

Profits have two types; First, profit for *Simpanan Konvensional*. The EPF guarantees that your investment funds are secure and get sensible profits. Profit rates reported for *Simpanan Konvensional* depend on real execution of customary speculations (non-Shariah agreeable and Shariah-consistent ventures). Truth be told, it ensures at least 2.5 Per Cent Dividend yearly. To guarantee profit installments to individuals, the EPF puts your commitment in affirmed money related instruments for ideal returns.

The second type; profit for *Simpanan Shariah*. *Simpanan Shariah* is an activity by the EPF that was acquainted on 8 August 2016 with giving EPF individuals the alternative to having their record oversaw and contributed by Shariah standards. Profit rates for *Simpanan Shariah* depend on real execution of Shariah-agreeable ventures with no certification of least profit rate. Simpanan Shariah is overseen and contributed in view of *Akad Wakalah*, and the EPF board has been named and depended to follow up for the benefit of individuals to supervise the administration and speculation of their EPF reserve funds as per Shariah standards.

BACKGROUND

The vision of EPF is helping members achieve a better future. The mission of EPF is to safeguard members' savings and deliver excellent services. Their quality policy is the EPF is committed to helping members achieve a better future through continuous improvement in safeguarding members' savings and delivering excellent services. EPF is a federal statutory body under the purview of the Ministry of Finance. It manages the compulsory savings plan and retirement planning for private sector workers in Malaysia. Membership of the EPF is mandatory for Malaysian citizens employed in the private sector and voluntary for non-Malaysian citizens.

For Strategic Management Department (SMD) is responsible for conducting research, provided advice and taking the role as secretariat to the EPF's Strategic Management. The department also carries out studies and recommends appropriate policies for enhancing the EPF's schemes, provides input on pension reform to the Government and promotes awareness on the importance of retirement planning. In this department, they have three sections, Strategic Initiative Office (SIO), Cooperate Planning Office (CPO) and Strategic Planning Office (SPO) (Raja Muhammad Alias, 2016).

The main problem is people who are in the age of 18-25 years old that just about to start work and fresh graduates, they have no ideas about EPF. For example, with this problem, it is difficult for EPF to gain the public's trust whenever there are changes regarding EPF services due to lack of information about EPF (Rahman et al., 2017).

The second problem is every Malaysian has their own retirement plans, however not all of them can adequately prepare for future obstacles and constraints. According to EPF statistics in 2016, 64% of 54-year-old EPF members have savings of less than RM50,000 and 50% of former EPF members spend all their savings within 5 years. Recognizing this importance, EPF sees that awareness education on financial planning and retirement needs to be done early to ensure that they will have enough retirement savings in the future. This is in line with EPF's vision and mission to Help Members Achieve Better Future and Protect Members Savings and Provide Best Services. (Jomo, 2017).

Most of the information of FPF is available as a small book, booklet, pamphlet, flyer, and so forth. Although these techniques have been the most popular and widely used approaches, there are some limitations to them. Among the limitations include difficulty to find pages of the selected topics easily. The most popular technological devices in the world are mobile phones and they are essential to our life (Darmi & Albion, 2014).

Smartphones often serve as a go-to source for staying informed about breaking news and community happenings, getting from place to place, conducting transactions, and navigating life events such as finding a new job or getting information about a health condition (Smith, 2015).

Their technologies are rapidly growing, and they have played an important role in the management of relations between people in social, economic and in everyday life as well as other areas like tourism industry (Amari & Suleiman, 2011; Muda et al., 2016; Muda et al., 2017). In addition, mobile phones are regarded as very flexible devices since they are easy to handle and to be used everywhere by the users. Mobile phones markets have grown up dramatically. By the end of 2017, the number of mobile phone users is forecast to reach 4.77 billion (Statistica, 2017).

DEVELOPMENT OF "WELCOME NEWBIE"

WELCOME NEWBIE application was developed using Adobe Flash CS6 mobile application for Android. The development process of this app was adapting the Rapid Application Development (RAD). RAD is a concept that was born out of frustration with the waterfall software design approach which too often resulted in a product that was out of date or inefficient by the time they were released. The term was inspired by James Martin, who worked with colleagues to develop a new method called Rapid Iterative Production Prototyping (RIPP). In 1991, this approach became the premise of the book Rapid Application Development. There are four phases in model requirements planning, user design, construction and cutover in this model as depicted in **Figure 1**. (Margaret, 2018).

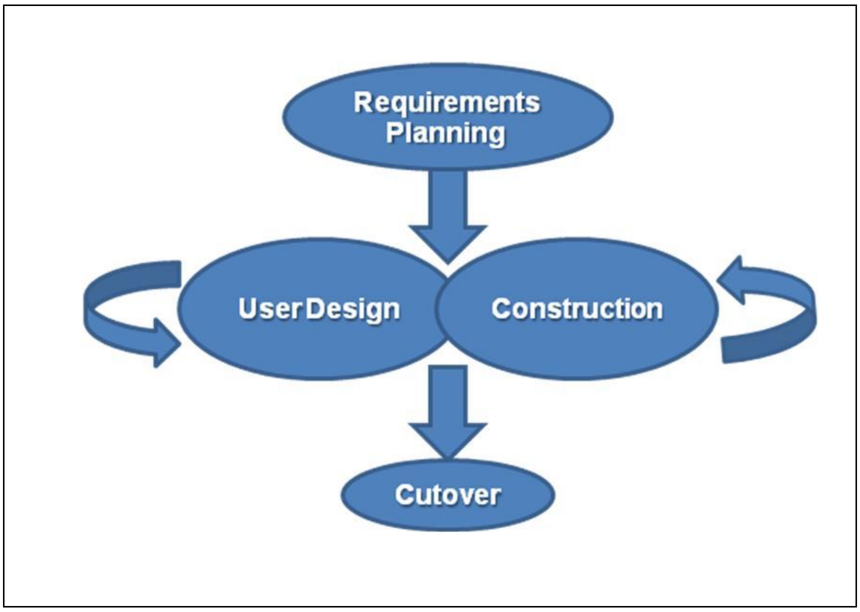


Figure 2. Instructional Model Rapid Application Development

Phases In RAD

The first phase was the requirements planning. In this phase, we defined the project name, project objective, and problem statement. Besides that, the project scope and solutions were suggested. The target audience in this project was to assist fresh graduates and people who were just about to start work in the ages of 18-25 years old. The software that we used were Adobe Flash CS6, Adobe Photoshop CS6, Adobe Illustrator CS6, and Adobe Premier. We used Adobe Flash CS6 to develop the "Welcome Newbie" mobile applications for androids' users while Adobe Photoshop CS6, Adobe Illustrator CS6, and Adobe Premier are used to design and illustrate the background and layout of the "Welcome Newbies" mobile application.

The second phase was the User Design. In this phase, we developed initial content ideas. All requirements for this application will be collected from the discussion that will be held time by time with supervisor and other staff based on the objective. After that, we completed the design and requirements specification document in this phase. We also analyzed the requirement that the company give for this application and make sure it will be the same as the objectives by understanding and modifying. In this phase, project wireframe had been created based on the discussion that already been held.

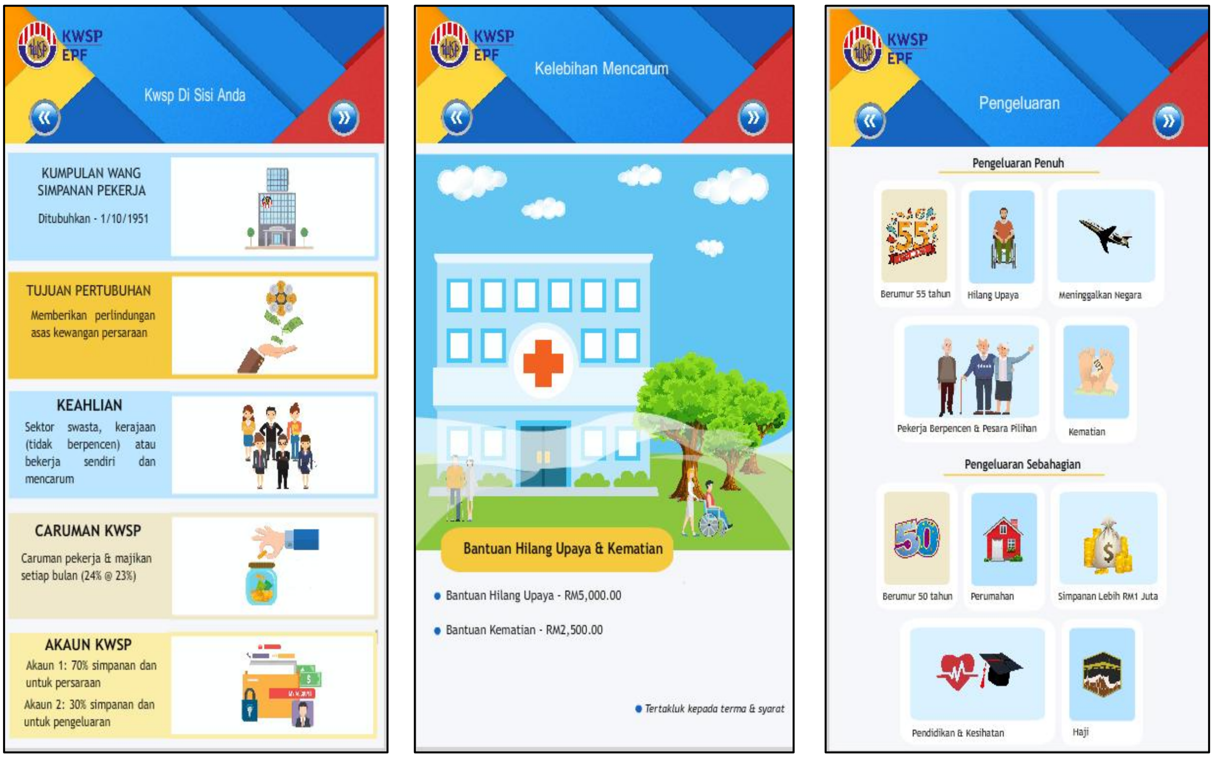
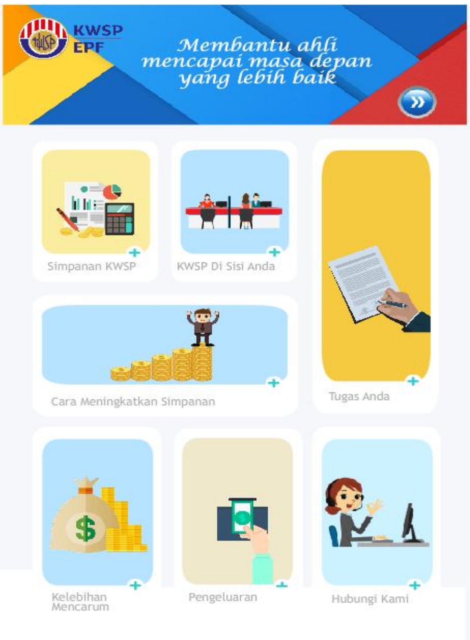


Figure 2. Interface for the Mobile App

The third phase was construction. In this phase, we started to develop the application based on the project requirements.

Table 2. Coding for the Mobile App

No	Interface	Coding

1.		button_16.addEventListener(MouseEvent.CLICK, fl_ClickToGoToScene);
		function fl_ClickToGoToScene(event:MouseEvent):void
		{
		MovieClip(this.root).gotoAndPlay(1, "Scene 4");
		}
		button_17.addEventListener(MouseEvent.CLICK, fl_ClickToGoToScene_2);
		function fl_ClickToGoToScene_2(event:MouseEvent):void
		{
		MovieClip(this.root).gotoAndPlay(1, "Scene 7");
		}
		button_18.addEventListener(MouseEvent.CLICK, fl_ClickToGoToScene_3);
		function fl_ClickToGoToScene_3(event:MouseEvent):void
		{
		MovieClip(this.root).gotoAndPlay(1, "Scene 8");
		}
		button_19.addEventListener(MouseEvent.CLICK, fl_ClickToGoToScene_4);
		function fl_ClickToGoToScene_4(event:MouseEvent):void
		{
		MovieClip(this.root).gotoAndPlay(1, "Scene 5");
		}
		button_22.addEventListener(MouseEvent.CLICK, fl_ClickToGoToScene_7);
		function fl_ClickToGoToScene_7(event:MouseEvent):void
		{
		MovieClip(this.root).gotoAndPlay(1, "CARA TINGKAT SIMPANAN");

		}
		button_36.addEventListener(MouseEvent.CLICK, fl_ClickToGoToScene_21);
		function fl_ClickToGoToScene_21(event:MouseEvent):void
		{
		MovieClip(this.root).gotoAndPlay(1, "Scene 2");
		}

The fourth phase was the cutover. In this phase, the app was being tested by users. Focus group had been carried out with the users as an evaluation to observe how "Welcome Newbie" mobile app works. They also checked the application compatibility. We did ask everyone in the department to seek advice and opinion about the mobile app.

CONCLUSION

The development process of "Welcome Newbie" mobile app has been presented in this paper. This mobile app has been developed to help existing and new members to understand their EPF. We also intend to attract the young generation to use the mobile app, "Welcome Newbie". It hopes that this mobile app will provide an additional reference for new and existing EPF members in an effective way.

ACKNOWLEDGMENTS

The authors would like to express their sincere appreciation to the students of SMMTC, Universiti Utara Malaysia and the staffs of EPF, Kuala Lumpur for providing the expertise to evaluate and test the product. Without their help, this project could not be completed.

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THE USER MOTIVATION OF GAME-BASED LEARNING APPLICATION FOR CHILDREN SAFETY

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ABSTRACT

Children safety is of utmost important. Children are susceptible to safety risk staying alone and traveling in a public area such as a school, playground and shopping complex. They often lack knowledge of danger and skills to protect themselves. Thus, they need to be educated of the dangers that may befall on them. Game-based learning application for children safety exposes kids with the safety features in their surroundings in a relaxed and fun way through game-based learning. This study looks at the children motivation of game-based learning application for children safety. A total of 30 children were involved in this study. It was found that the majority of the users agree and provide positif feedback that this application does motivate them about their own safety awareness.

Keywords: children safety, game-based learning, user motivation

INTRODUCTION

Children safety is one of the most critical issue for parents (Beck & Miltenberger, 2009). Increasing incident of crime against children has posed a challenge to parents in ensuring the safety of their children (Al-Dawany & Sulaiman, 2010). As for the kids themselves, they often lack the skills to protect themselves (Hitrec, 2001). Therefore, they need to be educated of the dangers that may befall on them. Besides, currently, the teaching of children safety mostly more focused on parents. With the limitations that exist in the current teaching approach, this paper aims to introduce a game-based learning approach for children to learn about their safety.

Game-based learning application has been used as one of the informal learning methods, especially for children. Nevertheless, it is found that game-based learning application for children safety age 4 to 6 years old is still limited. Therefore, there is a need to expose kids among pre-school children, between the ages of 4 to 6 years old with the safety features, besides to increase their awareness towards the things that can harm them in their surroundings with entertainment approach.

This essence of the paper is the children's motivation for Game-based Learning application for safety. It discusses the results of the questionnaire distributed to children after they explored game-based learning application for children safety. The paper starts with the current section (Introduction) followed by the review of some related literature. Then the section dedicated to explaining the game itself entails. The methodology section contains the methods employed to evaluate the game and ensuing is the Results and Findings section. The paper ends with the Conclusion section that revisits the primary objective of the study and its achievement.

LITERATURE REVIEW

This section elaborates on the significance of children's safety in general and also specifically in Malaysia. On top of that, the previous studies that utilised computer application in various forms to safeguard the children's safety are also reviewed.

Children Safety

Nowadays, children safety is one of the essential things in daily life, particularly for parents. Various sources reveal to parents about safety information and safety tips on everything they need to keep their kids of any age safe from preventable injuries.

According to the Centers for Disease Control and Prevention (2017), it was stated that injuries are the principal cause of death in children ages 19 and younger. Based on The Royal Society for the Prevention of Accidents (2017), more than two million children under the age of 15 encountered accidents every year. Moreover, on average 62 children under the age of five died as a result of an accident and over 76 000 under the age of 14 are admitted for treatment of which over 40% are under 5 years of age.

Many injuries that occur to the children are at home or while at playing. World Health Organization Report (2005) has mentioned that most injuries that happened can be prevented and one of the acts that can be taken is to develop good guideline for the children to abide in order to stay safe. It means that every home should teach children about safety and protection measures, and make home a haven that fulfills child needs (City of Fort Collin Police Services, 1998).

In Malaysia, the home accident is the second highest injury, and it has been reported that the prevalence of home injury were 2.5% and it was higher among children based on study conducted by Institute For Public Health, Ministry of Health Malaysia (1996). There were less interest in knowing about home injury among people in Malaysia compared to road accidents and there were less research about home injury (Sahril et al., 2014).

Based on Malaysian police statistics, a total of 2015 children was reported missing in 2014, 1,782 cases reported in 2015 (Star online, 2016). A total of 3,937 children, aged between 6 to 18 years old, have been reported missing between 2014 until Jan 2016.

Children Safety Application

The web-based application created by a Public Service of Montlick & Associates (2017), provides child safety tips and statistics, educational games, contest about safety mainly to assist parents, teachers and children in a fun way. The primary focus to be achieved is to prevent children's injuries. This application conveys essential safety information to millions of people. Based on the statistics conducted by National Center for Health Statistics, the percentage of death to children is on strike, and one of the reasons is because of the lack of children safety education.

Meanwhile, based on Hanis Salwani and Sobihatun Nur (2014), their multimedia courseware emphasised road safety education for secondary school students to decreases the risk of accident involving children. Developing courseware application really help students to better understand road safety because of the use of picture, audio and video. It is in order to provide comprehensive and entertaining safety resources by using animation and fun colors for children.

Referring to De Freitas (2013) game-based learning is an applications with the features of video and computer games to produce engaging and immersive learning experiences for delivering specified learning goals, outcomes and experiences. In the formal education, games are still often seen just as an unserious activity, and the potential of games for learning usually stay undiscovered (Pivic, 2007). However, in informal learning, game-based learning is suitable to use to make it easier for children to understand what to deliver to them in a fun and straightforward way. It is due to children at the age of pre-school spends much time playing. Thus, in order to expose about something harmful to them in their surroundings and provides an excellent safety tip, it is quite difficult for them to understand it by formal learning in the classroom.

In a study by Smith and Ericson (2009) using immersive game based VR to help children learn about fire hazards and practice escape techniques. Game-like interface interaction techniques were used to improve the children's motivation for learning over prior VR fire-safety training methods. The children were given full control to navigate through the virtual environment. The result from this study indicates that children were more engaged by the new game-like learning environment and reported that they found the experience is fun and interesting. The subsequent section exhibits the product of the study: the Game-based Learning Application (GBLA).

GAME-BASED LEARNING APPLICATION FOR CHILDREN SAFETY

Figure 1. Game-based learning application interfaces.

METHOD

This study conducted user evaluation to evaluate children motivation toward game-based learning application for children safety. This evaluation involved 30 children aged 4-6 years old. Firstly, children were given some briefing regarding objective of the evaluation and the game-based learning application for children sfety. Then, the children were given a pleanty of time to explore the game-based learning application by themselves. After that, the questionnaire was distributed to the children. The questionnaire used for this study was adopted from the Persuasive Motivational Material Survey (PMMS) by Sobihatun Nur, Wan Ahmad Jaafar and Azilah (2010). The PMMS consist of 10 questions to evaluate children motivation after using the application. The children provided their answer by selecting the emoticon that representing the response of *strongly agree, agree, neutral, not agree* and *strongly not agree* (Figure 2). The emoticons used in this survey were considered suaitable for children in order to capture their attention and make them easy to understand and answer the question. Overal, they took around 20 to 30 minutes to participate in this evaluation. The data gathered were verified for completeness and analysed using descriptive analysis. The next section encompasses the results and findings of the evaluation.

Figure 2. Emoticon representing in PMMS.

RESULT AND FINDINGS

The descriptive statistical analysis was exploited to analyse the data obtained. The data were presented in Figure 3.

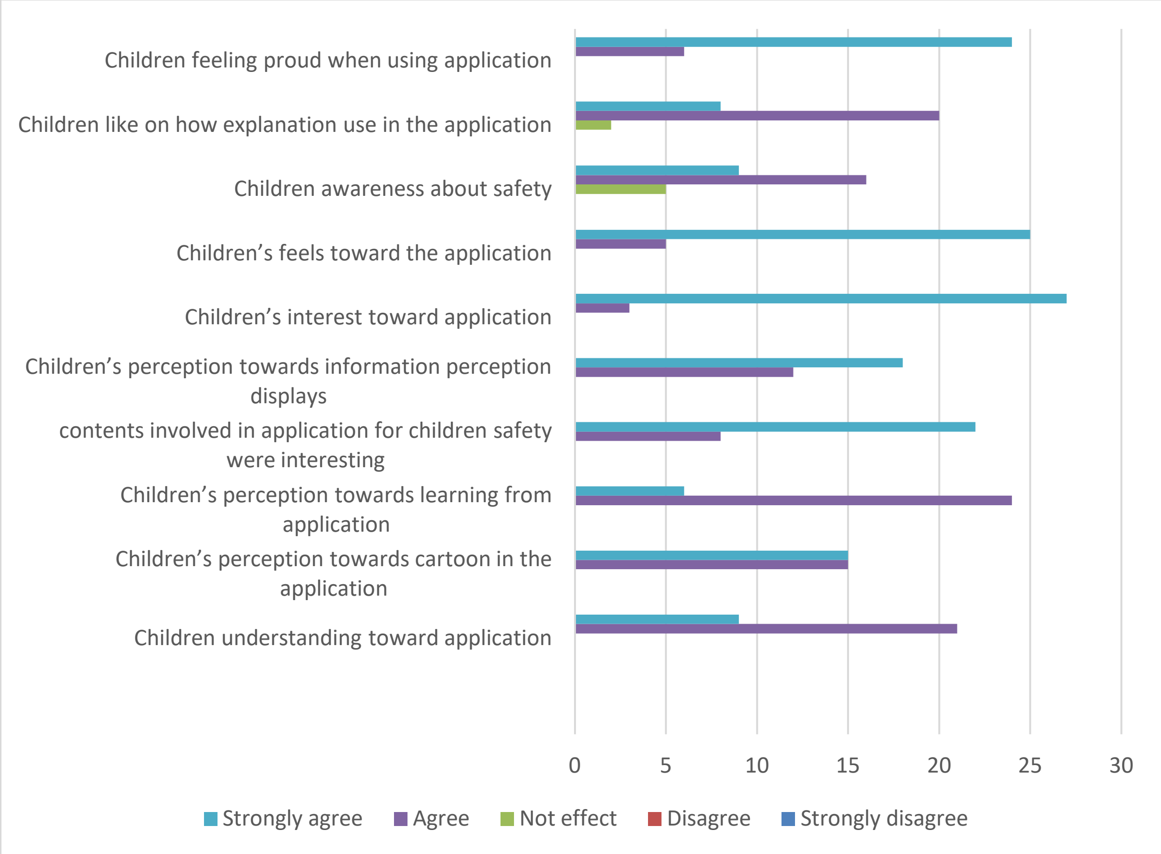

Figure 3. Children motivation of Game-based Learning Application for Children Safety.

Based on Figure 3, the majority of children (21 in total) find that the application was easy to understand (70% strongly agreed) Meanwhile, nine children responded that they could easily understand the application (30% agreed). For item children's perception towards cartoon in the game application, half of the children contribute to strongly agreed that they love thecartoon that involved in this game-based learning application for children safety. Another 50% of them agreed that they also love the cartoon in the application.

Children's perception towards learning from application showed that 24 children out of 30 agree that they can know what they should learn from game-based learning application. Meanwhile, six of them strongly agreed. Total 22 children out of 30 strongly agreed that contents involved in game-based learning application for children safety were interesting. Next, eight children agreed that the contents of the application captured their interest. Meanwhile item the children's perception towards information perception displays 18 children out of 30 which contribute to 60% strongly agreed that they are happy with information presentation that involve in game-based learning application toward children's safety. Moreover, 40% of them agreed that they also happy towards information presentation involve in the application.

Regarding children's interest toward game-based learning application for children safety in Figure 3, majority 27 children contributed to 90% strongly agreed that they become more interested in using this application meanwhile 10% of them agreed with the same statement. It is almost identical with item children's feels toward the application, it is showed that 25 children out of 30 strongly agreed that they feel happy when playing this game-based learning application. Five children said that they agreed this game brings they fun while playing it.

Regarding to children awareness about safety, 16 children agreed that after using game-based learning application for children safety it caould increase their level of safety awareness. Meanwhile, nine out of 30 children strongly agreed that after use game-based learning application could enhance their safety awareness. However, five of them said that the game did not have any effect towards their safety awareness. Total of 28 children contributes to strongly agree and agree that they like on how explanation used in the game-based learning application. However, two did not feel anything about the description involved in the application.

Lastly for item children feeling proud when using game-based learning application, 24 children that bring out 80% of them strongly agreed that they feel proud to be able to learn this game. Meanwhile, 20% of them agreed with the same statement. The last section concludes the paper.

CONCLUSION

All 30 children played with game-based learning application for children safety and based on the survey conducted; it showed that the children positively accepted this application. This game not only can brings benefit toward safety awareness but it also brings fun while learning to the children. Based on the objective that is to evaluate the motivation of children about safety through game-based learning application, the majority of the user gave positive feedback that this application can motivated them about safety awareness.

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VIRTUAL REALITY OF VARSITY MALL TO ILLUSTRATE THE IMPROVED HEALTH AND SAFETY REGULATION

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ABSTRACT

Varsity Mall is one of the business and service building in University Utara Malaysia (UUM) that give service and convenience in shopping for the resident of UUM. It is a building that people visited every day for the sake of daily necessity, also many people work there, Varsity Mall requires a good health and safety system for the people. Currently, health and safety regulation in varsity mall is already operated and managed in varsity mall. However, whether it is already following the requirement of the standard of health and safety regulation based on OSHA and other related law and regulation is still unknown. Because of that, the development of varsity mall simulation with improved and health and safety regulation is conducted to show how the varsity mall will operate with improved health and safety regulation. It also for making a simulation that can be used as a reference for further development in varsity mall.

Keywords: virtual reality, health and safety

INTRODUCTION

Varsity Mall is a commercial building that is inside Universiti Utara Malaysia (UUM). It is an important business and service landmark for UUM that give the resident in UUM the best service and convenience in shopping (UUM, 2016). Varsity Mall provides 71 out of 82 lots for the store that open businesses inside UUM. Varsity Mall also contains a lot of modern-day facilities like banking facilities, the restaurant that can accommodate for up to 350 people, bookstore, and mini market that provide a lot of daily necessity and other goods with affordable price (UUM, 2017). Until now, the store that opened their business in Varsity Mall varied from a clothes store, photocopy service centre, to a salon or barbershop. For a building where many people work and visits there, Varsity Mall requires a good health and health and safety system, so the health and safety of the visitor and workers are guaranteed.

Based on the Oxford dictionary, health and health and safety is a regulation that is used to prevent any accident in workplaces or public environments. Varsity mall can be counted as a public environment as well as a workplace for those who work there. That is why, a correct or good regulation is needed in such a building for ensuring the health and safety of people when they are in the area of the building (Church, 2013). Making sure the safeness of visitors or workers are important because a serious injury can change the lives of the people and the way they thought of the place (WorkSafeMT, 2016). Also, the breach of health and health and safety regulation can lead to a prosecution by the Health and Health and Safety Executive. If the individual or company found to be guilty, they can get a punishment such as paying fine or imprisonment (Thompson, 2017a). In addition, any accident that happens because of the faulty in the health and health and safety system will induce the feeling of distrust toward the company. In the case of Varsity Mall, as it is a newly renovated building, it already following modern health and safety regulation that could be seen from the usage of CCTV and fire alarm. However, there is some that still can be improved even more. To show the improvement of health and health and safety regulation in Varsity Mall, a simulation can be made using Virtual Reality (VR).

Virtual Reality, or often shortened as VR, means that creating a simulated environment using the computer technology (Jackson, 2015). it also refers to the term that describing an environment that is created by a computer and in three-dimension where people can explore and interact with this environment. In VR, the person can become the part of the world that is actually unreal or in other words, a virtual world that does not actually exist and able to perform a series of action inside that world (VRS, 2017). There are five components that are needed to make something can be called as VR. First, it should be believable, meanings that the person must feel and believe that they are in the virtual world, or the illusion of being in the virtual world will be gone. Second, it should be interactive. in other words, as the person do an action, the world must follow up with that action. Then, VR is always a computer-generated world. The reason is that to make a believable, interactive world where following the real-time as the people do an action, we need a powerful machine that generates a 3D graphic that is close to real. Four, it should be explorable, a VR world must be big enough and detailed for someone to explore to make it realistic. And lastly, it must be immersive, as we need to make it believable and interactive to make sure that it engages with both body and mind (Woodford, 2018). It is believable that VR is a correct media to show the simulation for the improvement in Varsity Mall.

After doing the risk safety assessment in Varsity Mall to determine the risk in Varsity Mall (Thompson, 2017b), researchers noticed that there are some of the equipment for health and safety that have not been applied. Using a Shopping Mall like Aman Central as the references of how the health and safety regulation should be in the shopping mall, researchers determine what is needed to be added for the sake of improving health and safety regulation in varsity mall as the shopping mall. The project is using VR as a template to make a simulation of Varsity Mall with the improvement in the health and health and safety regulation. A simulation is needed in this case because it can help the User to make better informed, evidence-based choices and decisions, which it will be beneficial for the future use (FMI Corporation, 2016). The objective of this project is to design the simulation of improved health and health and safety regulation in Varsity Mall using VR.

The main issue that led us to develop The Virtual Reality of Varsity Mall (VRoVM) project is the fact that the health and safety regulation in Varsity Mall still has room for improvement. However, until now there is no change in the health and safety regulation of Varsity Mall even though it has been renovated since 2016. Therefore, we develop the VRoVM that has improved health and safety regulation, so that it can be used as a reference for the further development of Varsity Mall. So, the objectives are to identify the improved health and safety regulation in Varsity Mall, to develop the simulation prototype of improved health and safety regulation in varsity mall, to evaluate the simulation prototype, and to develop a final product based on the evaluation.

VR is chosen as media to show a simulation of health and safety regulation in Varsity Mall that is up to the standard of health and safety regulation for the shopping mall. We are going to use OSHA as a standard of health and safety regulation. The user will be the visitors and workers of Varsity Mall and affiliated with Universiti Utara Malaysia. The area that will be shown in the simulation will be only around the Varsity Mall and doesn't include the Pusat Budaya dan Seni (PBS) building, and any other area that is not in varsity mall blueprint. The accessible area will be limited into inside varsity mall only, parking and outside that is not accessible and can only be looked at.

The VRoVM is used to show the simulation of Varsity Mall with the health and safety regulation that is already improved. With this simulation, users will be able to experience the new health and safety regulation of Varsity Mall. This project will help the users to imagine and gain knowledge of the ideal health and safety regulation that should be implemented in a shopping mall, in this case, Varsity Mall. We hope this project can encourage the further development of Health and Safety Regulation in Varsity Mall.

VIRTUAL REALITY OF VARSITY MALL (VRoVM)

VRoVM is used to illustrating the improved health and safety regulation in varsity mall as well as the function in varsity mall itself. The simulation brings the user into the varsity mall model that like the real one. The user can imagine and understand how varsity mall looks at the health and safety regulation inside varsity that is already improved in the simulation. VRoVM also provides information regarding varsity mall and the tools and places related to the health and safety regulation.

VRoVM is a simulation that is prepared for anyone that visit or work in varsity mall. The element inside the simulation follows the real thing as close as possible with additional information regarding health and safety in a certain place. This project provides another way of getting information and image related to varsity mall, so the user can get the knowledge about varsity mall and the information of the health and safety regulation in varsity without being bored while gaining new knowledge.

The elements that are inside the simulation are prepared to be like the real varsity mall. Most of the place that doesn't really needed to show the detail such as the inside of V-mart possibly is not drawn detailed in 3D mode. The simulation focuses on providing information regarding health and safety regulation inside varsity mall with the basic layout of varsity mall. The detail only added an area that is necessary to show the information related to it. VRoVM allows the user to experience walking around in varsity mall while getting new knowledge with new technology used, that is VR. Table 1 shows how the VRoVM is developed. For each objective, the method and result are also presented. Table 2 shows the design of the VRoVM.

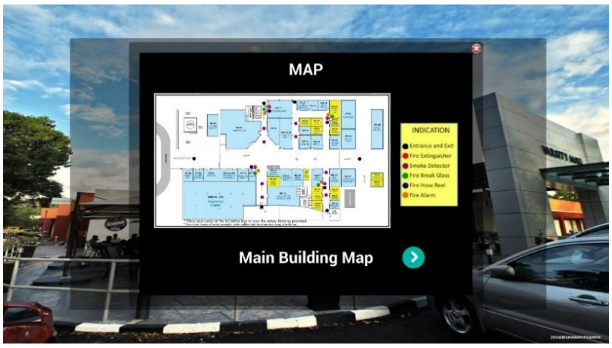
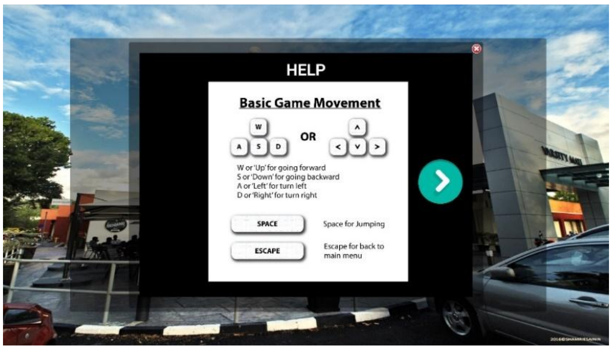
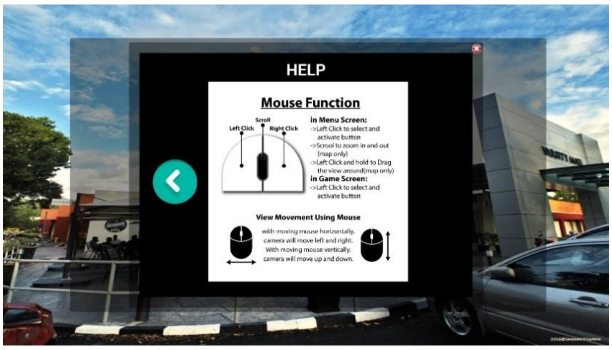
Table 3. Development of VRoVM.

Objective	Method	Result
To identify the improved health and safety regulation in Varsity Mall.	Observation of health and safety regulation in the shopping mall and current health and safety regulation in Varsity Mall. Comparison of Varsity mall health and safety regulation to health and safety regulation in the shopping mall. Choosing the elements necessary for improved health and safety	Observation report. Elements that need to be included. The improved health and safety regulation concept of varsity mall.

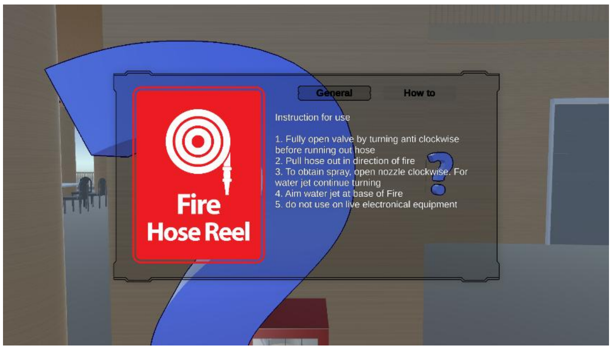
	regulation.	
To Develop the simulation prototype of improved health and safety regulation in varsity mall.	Apply the improved health and safety regulation concept in 3D Model of Varsity Mall. Import the 3D model into VR through VR software.	3D Model of Varsity Mall. Simulation Prototype.
To evaluate the simulation prototype.	Formative evaluation using an interview with clients and user after they use the prototype.	Evaluation Report.
To develop the final product based on the evaluation.	Apply the evaluation of the prototype. Finalize the product using VR software.	The final product of simulation in varsity mall.

Table 2. Design of VR0VM.

Screen/ Panel	Details
	Loading Screen
	Menu Screen

 	Main Building Map Panel
 	Food Court Map View Panel
 	Help panel (Keyboard)
 	Help panel (Mouse)

	About Panel (Varsity – General)
	About Panel (Varsity - Inside)
	About Panel (Varsity – Contact)
	About Panel (Developer)
	Simulation Panel

<table>
<tr><td>
</td><td>Pop Up Information – General</td></tr>
<tr><td>
</td><td>Pop Up Information – How to</td></tr>
</table>

LIMITATION

After finalizing the VRoVM, the developer realized that there are several limitations that make this application is hard to make perfect. The first limitation is that there is no detailed floor plan to help the developer in making the 3D model, that make the 3D model is not perfectly like the real one. The second limitation is the availability of devices to make it more immersive. The third limitation is the lack of sources for certain elements in the building. The fourth limitation is lack of budget to buy the sources for making a better VR. The fifth limitation is that lack of good hardware that capable of loading high-quality VR that has a real environment. Lastly, the software limitation for able making it into google VR. Therefore, with all this application, the developer decided to make a non-immersive VR with limited decoration in the simulation and more focused on the texture of the object to make it interesting.

CONCLUSION

VRoVM is a simulation application to illustrate the improvement of health and safety regulation in Varsity Mall. The application falls under category non-immersive VR. VRoVM contains basic information regarding the equipment that is related to health and safety regulation that can be interacted with in the simulation. In this project, we use the methodology based on each sub-objective that complement with the main objective.

There are two types of evaluation that had been done by the developer which were formative evaluation and summative evaluation. Formative evaluation was conducted using the interview by using three perspectives to evaluate the product. That perspectives are virtual reality expert, content expert, and potential user. The result of the formative evaluation is used to improve the product. From all the problem that has been stated, the only one that cannot be fulfilled is the change in navigation because of the lack of time to change the coding from the beginning. Besides that, one, all the problem has been solved and applied to the final product. Summative evaluation was conducted using the questionnaire that focuses on the usability from the users' perspective. The result of the evaluation is positive and VRoVM can be deemed as usable for the user and easy to learn.

In conclusion, the development of VRoVM can achieve the objective of the project that is to illustrate the improvement of health and safety regulation. In addition, we gained positive feedback from the user and deemed as successful as a simulation that contains the information regarding health and safety regulation in Varsity Mall that has been Improved. While there is some limitation that makes the simulation cannot be more immersive, this simulation already useful for the user. We hope that there will be further research regarding this and there will be other researchers that continue this project and make it more immersive.

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HISTORY CAPSULE: A MOBILE APP FOR PRIMARY SCHOOL CHILDREN IN LEARNING HISTORY SUBJECT

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ABSTRACT

History subject has now become one of the subjects teaches in the primary school. Since the introduction of this subject, students often encounter problems especially in remembering history facts and focusing during learning. Therefore, History Capsule mobile application was developed to solve the stated problem. This mobile app embedded multimedia elements to attract student as well as retain their attention during learning history subject. As a result, the student found that the application was easy to be learned, effective, appealing and satisfying.

Keywords: history subject, mobile application, multimedia elements, mobile app evaluation.

INTRODUCTION

Teaching history should be an essential part of the education for the young people of most countries and all modern nations. Due to that, the Ministry of Education Malaysia (KPM) has introduced history subject at all the national schools (SK) and national-type schools (SJKs) since 2014 in fostering patriotism and nationalism at the young age student (Ahmad, Awang, & Zakaria, 2017). This is essential, as these young generations will lead the country in the future. Prior to that, historical elements were applied in the subject of Local Studies (*Kajian Tempatan*). Additionally, history is also introduced at the primary level to emphasize the development of student character, the cultivation of noble values and the spirit of citizenship (Ahmad, Rahima, Seman, & Salleh 2010). According to Abdul Rahim (2000), values in the history education can be divided history into four, which are (1) individual values, (2) political values, (3) social and community values, and (4) intellectual. Those values are very significant impacts in nurturing unity especially for a multiracial county like Malaysia.

Although the aims of having history subject is very significant, a research has claimed that in history subject usually, students are lack of interest in reading, difficult in memorising facts, no interest in the subject, unable to comprehend lessons and the learning style applied is ineffective (Bernama, 2014). Furthermore, students, as well as teachers, have found it difficult to remember the historical facts (Bernama, 2014). Two important aspects were found to be the factors of this ineffective learning i.e. textual material and teaching style. According to Hartini (2006), most of the available textual history material is unable to provide a clear picture of the historical events to the student thus make it difficult for them to understand and appreciate it (Hartini, 2006). Moreover, the use of textbooks excessively in teaching and learning leads to a traditional teaching, less creative and creates a less interesting learning environment. Being over depended on the textbooks will cause the students to be not interested in the subject due to the static nature of the textbooks.

Other than the material issue, there is a claim that some of these teachers are less creative, having no effective teaching skills, being over-dependent on textbooks and overly pursuing the syllabus thus failing to illustrate the historical event clearly has also reduced the interest in the history subject (Bernama, 2014). Additionally, in the situation whereby the teacher is lacking appropriate pedagogical knowledge, and the use of replacement teachers who do not fully understand the aims of history education (Ahmad, Rahima, Seman, & Salleh 2010) have also made the history teaching less attractive thus hindered the main objectives from being achieved.

Issues of ineffective materials used in teaching and learning have become an international problem in the education field (Mupa, Chinooneka, & Zimbabwe, 2015). There are various efforts have been carried out to ensure that the material used is suitable for the audience. Recently the used of interactive media has become popular, as researches have claimed that this form of learning material provides various advantages for school children (Lieberman et al. 2009; Roschelle et al 2000; Saidin et al. 2015). Therefore, we have proposed to develop an interactive mobile application that can help students to be more interested in learning history subject. According to (Salleh, 2012) the use of multimedia will make the teaching interesting, help in increased understanding and assist in overall students' learning participation. Interactive teaching was said able to help the student to boost their understanding and increase their interest in history subject (Bernama, 2014; Mat Zin, Jaafar & Yue, 2009). Additionally, by using multimedia in learning, it can attract students to increase their motivation and it also can help teachers to deliver the learning session more effectively (Ahmad, Rahima, Seman, & Salleh 2010).

PROTOTYPE DEVELOPMENT

To develop an application that meets user expectation, we have contacted the nearest school in our area. After discussion was done with the teacher in Sekolah Bandar Baru Sintok (SKBBS), the situation is quite similar in which they were also revealed that history subject was being poorly score by the student. The fact that this is not a compulsory subject in UPSR has also become an additional factor for the students thus pay little attention to this subject. Therefore, an additional tool to encourage them to like this subject and retain their attention throughout the learning session is necessary. Therefore, a mobile application called as history capsule was suggested. The aim of this mobile app is to deliver the history facts interestingly thus sparks student motivation and encourage them to retain their focus during learning history.

As a start, this application will focus on history subject for 4th year primary school student. A group of students from multimedia courses at UUM has taken this challenged and produced the prototype of this subject. The development was focusing on a topic of Chapter 6 knows as Pre-Historic Era. According to the teacher, this topic is regarded as the toughest topic that student barely understand. The development has took about 3 months’ time that followed exactly the software development procedure. The requirements phase was about 1 and 1/2 month time, with the discussion and meeting held with teacher and students in order to come out with criteria and requirement that suit them. Then the development has taken nearly 2-month time before evaluation of the prototype took placed. In developing the prototype with interesting material, multimedia elements that we were focus are such as animation, interface, audio, and content. All of these elements will be described in the next section.

Animation

Animation is indeed one of important multimedia elements that has been widely used as education material (Islam et. Al. 2012)(Hwang et al.2012). According to KAHRAMAN (2015), there are various types of animation that has been used for teaching and learning purposes, but for this prototype, we only use simple animations to help students understand about the topic. For simple animation, the images were PUT TOGETHER ONE AFTER ANOTHER AND THEN PLAYED AT A FAST SPEED TO GIVE THE ILLUSION OF MOVEMENT. Simple animation was used in order to avoid large file size that would make the application heavy during loading and playing. The animation is in 2D and develop using Adobe Flash. Examples of the animations for this prototype can be seen in figure 1 and figure 2.

Figure 1: Animation of Palaeolithic Era.

Figure 2: Animation of Mesolithic Era

Interface

The interface is regarded the important aspects of any application to ensure it's smooth usage and good experience. The interface was designed using aesthetic and minimalist approach (Neilson, 1995). Only suitable and relevant images were chosen, and the colour is maximum to only 4 to ensure that the application does not look cluttered and messy. The colour chosen is the cool family colour that suits the history theme. The example of interface layout and colour scheme can be seen in figure 3.

Figure 3: History Capsule Interfaces

Audio

The scripts used in this project were written based on the 4th year primary school history textbooks. It was written with focus at the important points of the chosen topic. This was done as to reduce bored of the long dialogue. The script was then narrated similar to the text written or appear at the screen. Before the audio was recorded, the script was verified by the school teacher. To facilitate student hearing, the voice of an adult woman was used. However, when the first version of audio was test and heard by the teacher, they refused to use it as the sound has not meet their expectation. Adjustment was done to the sound, by editing it using a free audio generated editor. The voice was now sound a bit different, but the teacher like the sound and said that the carton-like-electric tone makes the dialogue sound much better compared to the first one.

Content

Similar to the audio the textual for reading content is follow exactly as the textbook. This is to avoid confusion of the historical facts as the same resource was used. On the other hand, teachers are also able to easily ask students to use this app as the substitute of the textbook. To retain the student's attention, the text was minimized, however, it does not compromise the meaning. We have verified before it is written or recorded. The graphical items were also taken from the textbook as well. Graphics that depicts the prehistoric time were scanned and edited using the graphical software. However, the graphics were edited to suit to the overall content of the prototype.

EVALUATION

To understand the application, the summative evaluation was conducted after the prototype has been completed. The evaluation used the mixed modes setting divided into three session of *initial session*, *mobile-app session* and *after-mobile session*. During the evaluation, there were 5 students of 4th year had taken part and the session was observed by 2 teachers. According to Nielson (2012), 5 user per usability test is sufficient to lets researcher find almost as many usability problems as they find using many more test participants.

During the *initial session*, the students were asked about their current knowledge regarding the history subject in general and their understanding towards the chosen topic. Generally, the questions in this session were constructed with negative knowledge relating to history subjects and their experience in learning history. Questions asked such as I don't like history subject, the history textbook is boring, I feel difficult to understand the history subject etc. Summary of the results from the pre-test showed the score of 66% of the agreed spectrum (combination of agree and strongly disagree) (refer to Table 1). This has indicated that the student has a negative experience and weak knowledge concerning history subject.

Table1: Before using a History Capsule Application (first session)

	Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
Initial session Questions	4%	4%	26%	23%	43%

After answering the questions in the *initial session*, the students were given the History Capsule mobile application to be tested. During this *mobile-app session,* two mobile gadgets were used, and the student was first asked to use individually before combined into groups of two to encourage discussion during learning. The time given is about 30 minutes for this session.

After finishing the second task, the *after-mobile* session took place in which a questionnaire was given to each of the students. The questionnaire was adapted from Computer Usability and Satisfaction Questionnaire (CUSQ). The questionnaire contains four attributes that consist of learnability, efficiency, appealing and satisfaction. Each of this attribute has specific questions. Table 2 shows the summary of the results of the questionnaire.

Table2: Evaluation Dimensions

	Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
Learnability	0	0	5%	30%	65%
efficiency	0	0	15%	30%	55%
Appealing	0	0.2	8%	12%	76%
Satisfaction	2.5%	2.5%	7.5%	17.5%	70%

Based on the results in table 2, the history capsule mobile application received high scores on the overall attributes of learnability, efficiency, appealing and satisfaction. Majority of respondents scored more than 80% of each attribute in the agreed spectrum which indicated that history capsule prototype can be learned easily, efficient when used to assist learning, appealing to the user and satisfying the user.

CONCLUSION

History Capsule Prototype was created to assist student in leaning history in primary school level. Therefore it was design and developed according to students and teaching requirement in order to suit them. The multimedia elements used in this application were created to help student easily understand the history topic as well as retain their attention in learning. The evaluation has shown that the prototype can be used as tool to assist history learning. Student seems having good experience during the evaluation session thus indicates the prototype might be useful and can be further enhanced in later time. We do hope that in near future we are able to carry out evaluation in the real class setting in order to understand the impact of this history capsule mobile application in the formal learning environment.

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A PRELIMINARY STUDY ON ASSISTIVE TECHNOLOGY STATUS FOR THE VISUALLY IMPAIRED LEARNERS

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ABSTRACT

21st Learning Skills in education has allowed students to embark more in creative, communicative, collaborative activities and develop a better critical thinking skill. However, lack of students' engagement and mutual interactions among teachers towards knowledge production limit the effectiveness of an educational practice. This is no exception for Visually Impaired (VI) learners who are used to touch and hearing senses in their learning process. In fact, their unique interaction is a high ability to envision a wide variety of objects. In order to define learning difficulties and requirements among VI learners, a study was conducted using critical analysis and semi- structured interview among twelve VI teachers from special education schools in Penang and Kedah. The results reveal that, the current status for assistive technology is crucial for VI learners which involve audio and tactile sensory elements. Both elements are required in reading and learning material (RLM) to facilitate their learning process. The findings of this study contribute to content development of RLM and a national agenda as transforming shift towards Education 4.0.

Keywords: Assistive technology, audio, tactile, visually impaired

INTRODUCTION

The Persons of Disabilities (PD) Act 2008 defines Persons of Disabilities as: "persons with disabilities" include those who have long term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society (Laws of Malaysia, 2014). Nevertheless, PDs are an important asset in generating national economies as their numbers are constantly increasing. The registered category of PDs in Malaysia is the low achieving (146,809 people) followed by physical, visual, mental, hearing, variety and speech. Thus, with the intention of meeting the individual rights in education, the teaching and learning program should be equally, flexible and comprehensive regardless of the individual's shortcomings. This is in line with the 2013 Special Education Regulation which states that teacher can transform the teaching method or strategy, duration and planning of activities, subjects and teaching materials to fulfil the needs of special education. On top of that, the Ministry of Education Malaysia (MOE) has introduced the Special Education Curriculum for cognitive disadvantages to adapt the development of PD or better known as the Alternative Curriculum. The curriculum is created based on the diversity of special needs individuals who cannot benefit from the mainstream education program. Having a range of capabilities as a normal person, the children with disabilities must be given emphasis and supported by building of knowledge, skills, technology enhanced and professionalism. Hence, in order to express the government's concern, the support and funding towards the technological innovation and learning for disabled people is vital. This article initiates with the definition of VI learners and the requirements of Assistive Technology in special education. Next section, this article discusses on the methodology to gather information and justify the findings of this study. Finally, in the last section summarizes the requirements for technology assistive in RLMs to facilitate VI learners in their learning process.

BACKGROUND OF STUDY

21st Learning Skills in education has allowed students to embark more in creative, communicative, collaborative activities and develop a better critical thinking skill. However, lack of students' engagement and mutual interactions among teachers towards knowledge production limit the effectiveness of an educational practice. This is no exception for Visually Impaired (VI) learners who are used with touch and hearing senses in their learning process. In fact, their unique interaction is high ability to envision a wide variety of objects which may solve their difficulties and problems on reading. At present, most VI learners do not like to read because they have to wear a special eyeglasses for reading due to their eye pain (Nurulnadwan, 2015). Besides, they are also facing difficulties in grasping the knowledge delivered via available RLMs without assistive technology (AT) features. Assistance technology (AT) is a field of knowledge utilizing technologies involving products, resources, methodologies, strategies, practices and facilities. It is aimed to motivate and support the role and capabilities of VI learners related to autonomy, self-reliance, quality of life and social life. Recent studies revealed that AT with multimedia elements, have diversified to benefit and educate knowledge for individuals of special needs (Nurulnadwan, Ariffin, & Siti Mahfuzah, 2015; Siti Zulaiha, 2015). With a widespread inclusion of new technology in education there is an increase of learning motivation, student's will to study, student's high perseverance, student's enjoyment, curiosity and positive impacts on learning achievements with the intervention of new technology (Janu & Hari, 2015). Thus, it will meet the high demands for Reading and Learning Material (RLM) which require a competitive innovation product of technology based applications such as e-book, courseware, e-tutorial, and mobile learning.

VISUALLY IMPAIRED, VI

The World Health Organization has recently estimated that there are 285 million people worldwide with visual impairment, 39 million who are blind and 246 million with low vision. The study intends to use the visual impairment (VI) learner as the prospect users with the rest of sight that require tools to identify visual information (Roe & Wesbter, 2003). They also have vision problems either side or both sides that cannot be assisted with vision aids either glasses or contact lenses (*Garis panduan pendaftaran OKU*, 2012). The psychological of the visually impaired person is a lack of confidence, remain in the environment, not independent, petulant, lone, passive, easily discouraged and difficult to adjust. In regard of their in capabilities on communication and interaction, their other senses such as hearing and touching are very sensitive and responsive to audio and object. These two senses will ease VI learners to understand an object and take immediate action on the instruction. Clear understanding on the content of learning via RLMs is attained with both of these two senses(Ravisankar & Brundha, 2016).

READING AND LEARNING MATERIALS (RLM)

Most of the production of the RLMs are developed for general purposes and have neglected the requirements of VI learners (Paisios, 2012). Lacking of this aspect, have affected their motivation in learning and the urgent need for accessible resources with AT features should be met. Commonly, books are widely printed RLMs and an effective delivery tool for VI teachers. However, there is insufficient books for VI learners, that there are mostly braille books (Wong & Christina, 2018). Due to this matter, VI books should be presented in the context of its intended real-world application and its relationship to other areas of knowledge for deep understanding (Prince & Felder, 2006). This is important to meet the acute shortage of the production of VI books for education, employment, leisure and to complement the existing materials serving the blinds (Wong & Christina, 2018). To date, there are various RLMs materials designed with technology based of applications such as audio books, audio web books, tactile books, maps and diagrams. Particularly, there are several types of tactile books which are designed manually for VI learners are as follows:

i. Experience Books: An experience book is a book based on an experience one had (i.e. trip to zoo, grocery store). The book is then used to retrieve memories of that experience and assists the language development around the world.
ii. Object Books: An object book is a book containing real objects.
iii. Routine Books: A routine book is a book that organizes a person activity set.
iv. Theme Books:A theme book is a book that focuses on a topic (i.e. transportation)

TACTILE PERCEPTION

Tactile perception also called as touch perception, is the brain's ability to understand (perceive) information coming from the skin, particularly the skin on the hands. The hands are being used to register sensory information and then the brain uses this information to guide the hands during an activity. Touch is essential for the VI learners for exploring an object and envision an object, in order to gather information about their surroundings and perform everyday tasks. The information will not only describes the characteristics of objects, such as their shape, size, and texture, but on the functional aspects of an object, such as the possibility that they can be used as tools (Withagen, Mathijs, Vervloed, Janssen, & Verhoeven, 2010). For the VI learners, touch perception may involves tactile graphics and tactile texture. Tactile graphics are means of conveying non-textual information to people who are blind or visually impaired, and may include tactile representations of pictures, maps, graphs, diagrams, and other images. Whereas, tactile texture is the actual (3D) feel of a surface. Recent studies show that tactile materials with graphical information can improve learning motivation for VI learners (Gupta, Balakrishnan, & Rao, 2017). Thus, it is widely believed that making graphical information with tactile perception, would significantly increase accessible RLMs such as books to blind people and their educational and career opportunities (Ravisankar & Brundha, 2016).

METHODOLOGY

Preliminary study initiated the theoretical phase by involving targeted users (VI teachers) using qualitative method. There are three stages in the preliminary study namely, literature elicitation, interview and critical analysis (content analysis and comparative analysis). Literature elicitation on some learning theories and conceptual models were adapted to validate the concept of the study. They were also gathered to validate the concept of the study and available learning concept for special education that led to the identification of the main gap. Semi structured interview was also employed to gather raw information and define learning difficulties and requirements to conceptualize idea in proposing a product or artefact for VI learners. Content analysis was employed in defining the research problem, objectives and gaps, while comparative analysis was to justify and compare the elements for the proposed artefact. Figure 1 illustrates the summary of the activities in the preliminary study.

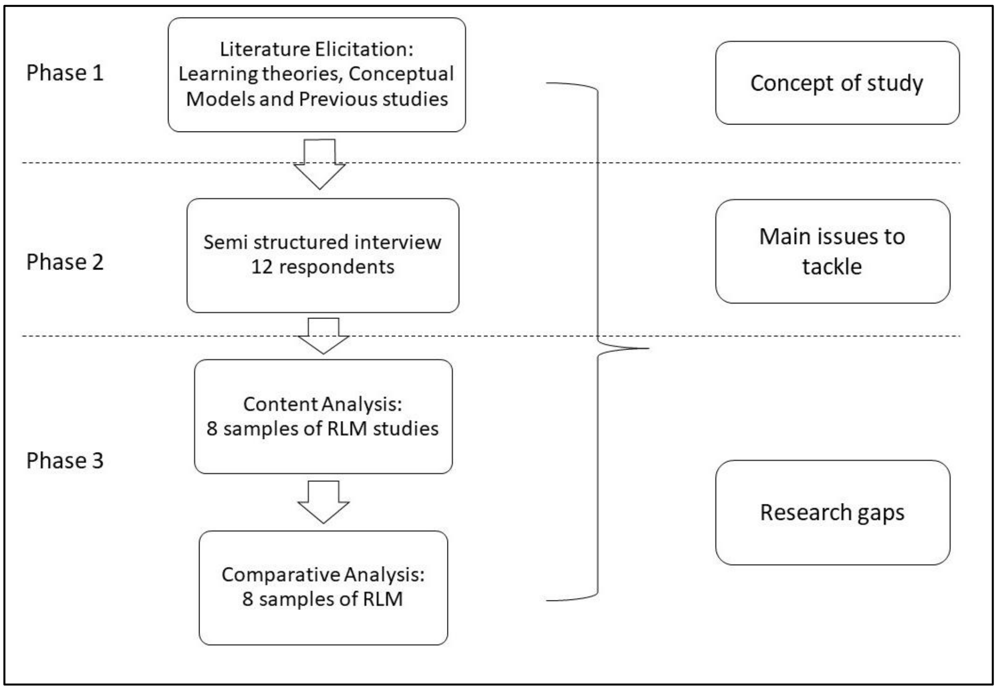

Figure 1: Summary of Activities

RESULTS/DISCUSSIONS

Data was gathered for seeking the current status and requirement for VI learners. A total of 12 respondents represents teachers for special education schools in Penang and Kedah participated in the study as illustrated in Table 1. Out of 12 respondents, half of the respondents (50%) wwre female and the other half are male. Based on their educational background, the majority of the respondents were expert in their field with a degree in special education (57.14%) and only three hold diploma in special education. With regard to teaching experience, almost all of the respondents have experienced teaching in special education for more than 10 years.

Table 1 Demographic profiles

Demographic	Frequency	Percent
Gender		
Male	6	50.0%
Female	6	50.0%
Education Background		
Diploma	3	25.0%
Degree	9	75.0%
Experience (years)		
20 - 25	3	25.0%
15 - 19	2	16.7%
10 -14	7	58.3%

INTERVIEW

A semi structured interview was conducted with twelve VI teachers as the respondents who were having a close relationship with VI learners. Table 2 summarizes the list of interview questions according to the related themes.(Nurulnadwan, 2015). In order to justify the findings of this study, the questions were designed based on themes, namely, RLM, technology and awareness of assistive technology.

Table 2: List of interview questions

No	Question	Respondent				Theme
		Yes	%	No	%	
Q1	Storybooks are preferred by visually impaired students	11	91.7	1	8.3	RLM
Q2	Do VI students use the Braille method to read?	7	58.3	5	41.7	
Q3	Are there any special materials other than Braille's book, provided by Ministry of Education (MOE)?	2	16.7	10	83.3	
Q4	Do the reading materials apply the latest technology?	3	25.0	9	75.0	Technology
Q5	Does assistive technology help them to read?	7	58.3	5	41.7	
Q6	Do you agree that the latest technology for visually impaired students help them to read?	11	91.7	1	8.3	
Q7	Are VI students exposed to computer-assisted technology to read books? If so, please specify:………………	3	25.0 (MP3)	9	75.0	Awareness of Assistive technology
Q8	Are the VI students aware of special reading materials using the latest technology in the market?	3	25.0	9	75.0	
Q9	Does assistive reading material help them to read well?	7	58.3	5	41.7	

Findings shows the majority of the respondents (91.7%) prefer story books as RLM. However, not all VI learners (41.7%) could understand Braille. Besides, they were not provided with sufficient RLM materials (16.7%) as an alternative tool to approach teaching and learning. Most of the respondents agreed (91.7%) that technology have proved to captivate VI learner to read and learn. For instance, the use MP3 as teaching aid in the classroom, have a positive impact on the learning process. Nevertheless, most of VI learners were not aware (25%) with the new technology because lack of exposure to AT, though the respondents (58.3%) agree the benefits of its usage. Due this aspect, VI learners should be exposed to technology especially products with assistive technology. To summarize the current problems faced by the VI communities are as follows:

i. Lack of various RLM
ii. Access to assistive technology in RLM
iii. Awareness of such technology for VI learner

The respondents suggested RLMs for VI learners are Mobile CCTV, Smart phone, MP3, Braille Apps. For that reason, the proposed product or artefact should be designed with the features of the suggested RLMs, not only for the use of VI learners but also for non-VI learners. Prior to proposing the artefact for the VI learners and strong justification on research gaps, a critical analysis (content and comparative analysis) is employed.

CONTENT ANALYSIS

Content analysis was to justify and identify generic elements. In order to explore main issues to tackle and create ideas for the proposed artefact, a total of eight samples of RLM studies for VI learners were selected. They were identified based on the types of RLM with assistive technology for the VI learners and used as a basis to get the generic elements for the proposed artefact. Table 3 underlines types of RLM from the previous studies.

Table 3: Types of RLM with assistive technology for the VI learners

No	Source	Justification for selecting RLMs	Types of RLM
A	Bocconi, Dini, Ferlino, Martinoli, & Ott, (2007)	An educational stand-alone product devoted to mastering abilities in dictionary search text and alphabetical ordering	Audio-Dictionary
B	Roth, Petrucci, Assimacopoulos, & Pun (2000)	A 3D-audio Web browser that allows blind computer users to explore Web pages, fill in forms etc., using a 3D sonic rendering.	Audio web book
C	Beatrice Christensen & Annica (2007)	A picture book is provided in both Braille and large print for totally blind children as well as children with partial sight. The production standards are based on research about tactile perception and the ability of partially sighted persons to perceive colour.	Picture book
D	Wall & Brewster, (2006)	A multimodal pie charts is an accessible interface that allows visually impaired users to browse graphical information using tactile and audio feedback	Tactile-Graphic Audio book
E	Nazatul Naquiah, Fariza Hanis, & Wan Adilah (2017)	A map using tactile symbols that is associated with speech.	Audio-tactile maps
F	Sköld (2007)	A book with tactile pictures and text which can be understood by both blind children and low vision children	Tactile Picture Book
G	Agarwal, Jeeawoody, & Yamane (2015)	A 3D printed educational aid for visual impairments students in STEM subjects(Science, Technology, Engineering, and Mathematics) for better understanding and first-hand experience with designing	3D-Printed Teaching Aids
H	Gupta, Balakrishnan, & Rao (2017)	A Tactile Graphic(TG) enables the perception of 2D-images through touch with embossed outline drawings to communicate visual information on subjects that are heavily dependent on graphics, such as geography, mathematics, and science	Tactile Diagram or Tactile Graphic(TG)

COMPARATIVE ANALYSIS

A comparative analysis was carried out based on the content analysis on RLM studies. The analysis was to seek for commonalities of the elements required for VI learner in RLM for the purpose of this study. A total of eight samples of RLMs of assistive technology based from previous studies was identified to select the appropriate elements to be augmented in the proposed artefact. A comparative analysis was employed to select the elements of RLM as shown in Table 4. Thus, the elements was designated based on commonalities of the majority scores applied in other studies. In seeking the common elements, the analysis was important to ensure that the elements were formed based on established root.

Table 4. Comparative analysis for element of RLM

Element/Source	A	B	C	D	E	F	G	H	Total Score
Audio	/	/	x	/	/	x	x	x	4
Tactile	x	x	/	/	/	/	/	/	6
Text	/	x	/	/	x	/	x	x	4

Next, the result was analysed according to the condition for classification of generic elements in Table 5. This was important to attain an accurate result and appropriate elements for the proposed artefact which indicate that both audio and text were recommended element, while tactile was compulsory element for VI learners. The common elements with majority scores were designated based on the results as all of the scores were more than four.

Table 5. Conditions for classification of generic components

Condition (Total score)	Indicator
6 to 8	Compulsory
3 to 5	Recommended
0 to 2	Discarded

CONCLUSION

To date, the difficulties and problems encountered by VI learners are lack of various RLMs mostly on books, lack of AT in RLM as an attentive features and awareness on technology among teachers and VI learners. Hence, the infusion of the AT in RLMs for books will stimulate their learning interest for a better learning experience, high performance in reading and engage students to read and learn (Wong & Christina, 2018). The results reveal that, the current status for AT is crucial for VI learners which involve audio and tactile sensory elements. Both elements are required in RLM to facilitate their learning process. Hence, this study is proposing an artefact using the combination of audio and tactile sensory to motivate VI learners and draw their attention on reading. In relation to principles in Cognitive Theory of Multimedia Learning by Mayer, the combination of two senses will cause an effective learning rather than single sense (Mayer, 2005). In regard that storybook is the most preference RLM among teachers to attract VI learners to read, hence the proposed artefact are tactile book. This enables everyone to read with fun and pleasure, adapting the concept of storytelling (Hashiroh, 2017). Particularly, the artefact has to be personal-approached to understand the need's of VI learners in their learning activities. This is lacking in the available product market, especially in our country, which eventually the artefact is rejected because the learners unable to explore without the supportive and attentive features. This will led to the in-depth study in specifying interaction components that believe could provide an effective learning for VI learners. For future works, an engaging 3D printing technology have brings out the interest of this research to promote learning, participation across curriculum for VI and non-VI learners. Besides, 3D printing technology has the potential for helping VI teachers and learners due to its customized and versatile communication method which lead to various innovation and creative product for VI learners. The findings of this study contribute to content development of RLM and a national agenda as transforming shift towards Education 4.0.

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BACKPACKER'S ASSISTANT SYSTEM: A TRAVELLER'S GUIDE

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ABSTRACT

Traveling is inextricably linked to risk. When it becomes much easier to search travel information, more and more people choose self-guided tours rather than package tours. Many social websites have emerged where people can share and discuss their travel plans before departure. After making plans, many backpackers write their plans on small paper notebooks for reference on their journeys and backpackers also having limited information about the tourist attractions. In this project, a Backpacker Assistant System, referred to as b'PASS, the aim of this project assists to help backpacker for self-guided travel. This project involved 30 respondents from backpacker. Purdeu Usability Testing Questionnaire (PUTQ) was used to measure user perception of the b'PASS Mobile Application. Findings show that all of the respondents are agree that b'PASS Mobile Application is usable for backpackers.

Keywords: Backpacker Assistant System, mobile application, usability testing, user evaluation.

INTRODUCTION

Backpackers spend a large portion of their total expenditure at the destination and provide direct economic benefits to the host populations (Scheyvens, 2006; Westerhausen & Macbeth, 2003) Economic, environmental, and cultural sustainability, especially in rural destinations, can benefit from backpacker travel development, because a lot of backpackers are more likely to travel to less developed regions, spend more time, and are more willing to endure hardships in comparison to most mass tourists. Backpackers often spend more money in a country than other types of mass-tourists, and they can have a greater impact on local economies because their spending results in less leakage (Cooper, O'Mahony, & Erfurt, 2004). Furthermore, a large number of backpackers have above-average lengths of stay and therefore spend significant amounts of money in developed enclaves and consume many of the same types of products as more traditional tourists.

Backpacking has evolved over time, from drifting (Cohen, 1973) to the mainstream version of today's travel industry (O'Reilly, 2006). The market has expanded so much that it is sometimes hard to differentiate between backpackers and other types of tourists (Moscardo, 2006; Wilson & Richards, 2008), let alone distinguish between the different types of backpackers. The widespread uptake of mobile technology affords new opportunities to extend these systems to more opportunistically organize collaborative travel as mobile systems can identify potential lift matches based on location data and alert users to opportunities that are timely and spatially relevant.

Figure 1 shows the interface of categories city of the country page of b'PASS apps. There have a list of the city are being provided at this interface. Meanwhile Figure 2 shows the interface that allow user to add a plan pages. When user clicks the buttons that shows at the categories pages, it will lead the user to the add a plan pages.

Therefore, Backpacker Assistant System (b'PASS) mobile application introduced. This application is designed to provide self-guide planner, budget and tips and trick to backpackers. The aim of this project is assists to backpacker for self-guided travel. b'PASS provide to user to make a travel plan, anytime and anywhere by using this application.

This project reports on the results of user evaluation on b'PASS mobile application. Firstly, aspects involve in the evaluation were discusses, then, procedure conducted user evaluation were reported and lastly the findings of the evaluation were revealed.

Figure 3. Interface City b'PASS

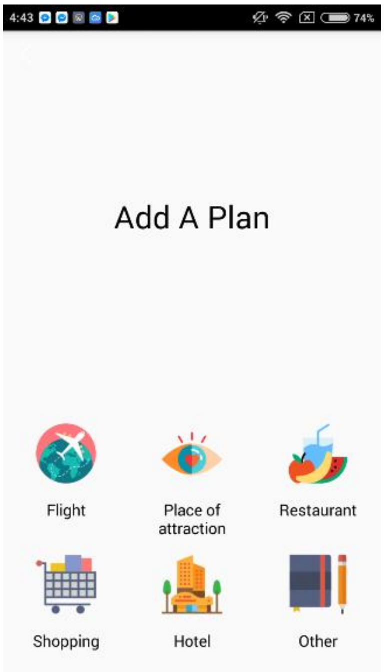

Figure 2. Interface Planner b'PASS

USER EVALUATION

To conduct usability testing on the backpacker assistant system (b'PASS) mobile application. Purdue Usability Testing Questionnaire (PUTQ) (Lin, H.X. Choong, Y.-Y., and Salvendy, G., 1997) was adapted. The questionnaire was design in form of quantitative and qualitative data. User's opinion of b'PASS application were analysis for qualitative data. While, for the quantitative data, the aspects involved usefulness, ease of use and satisfaction.

Usefulness

In the usefulness aspect, control over, save time, meets need and useful were evaluated. The control over activities for users were evaluated. The time saving are involved the time usage of the mobile application. For the aspect meets need is to ensure that the application could help users to solve their problems. The usefulness of the application is the application can help users to communicate with people.

Ease Of Use

Perceived ease of use is one of the main components of technology adoption and use. Davis (1989) defines perceived ease of use as “the degree to which a person believes that using a particular system is effortless. It is an important part of the study of tourism information systems (Bigihan, Barreda, Okumus, & Nusair, 2016). It relates to the user's assessment of the efforts involved in using technological advancement especially ease of use, skillful or easy remember (Venkatesh, 2000). PEOU positively influences the intent to use smartphone applications (Okumus & Bilgihan, 2014).

Satisfaction

Satisfaction mean that the fulfillment of someone’s need and expectations (Honeyman, July 1982). Satisfaction involve the evaluation on text, sound of button, background music, arrangement of content and text size in the application. Text and text size is a description for the object so that user can understand the object. Sound of button is replacing user to communicate with people. The background music is for entertaining the user. The arrangement of content is created through the daily language that user mostly used. The suitable implementation of this multimedia elements could help users interest in using this mobile application.

METHODOLOGY

The aim to conduct usability testing on Backpacker Assistant System (b’PASS) Mobile Application. The samples of the study were involved 30 respondents from travelers.

Firstly, the respondents were given some briefing regarding objective of the evaluation and the b’PASS application. Then, the respondents start demonstrate by themselves the application. After that, the questionnaire was distributed. They give their answer in scale from 1(Strongly Disagree) to 5(Strongly Agree) based on question in usefulness, ease of use and satisfaction sections. The total question are 12. In addition, they also can contribute their opinion and feedback of b’PASS application in user’s opinion section in the questionnaire. They took around 10 – 15 minutes to participate in this survey. The data collected then were checked for completeness and analyzed to obtain useful information.

RESULT AND FINDINGS

An exception is when Descriptive statistical techniques were used to analyze the data obtained. The data were presented in info-graphic method.

Figure 3 shows general information of respondents. There are 50% of respondents are female which are 15 out of 30 respondents are female and another 50%, 15 respondents is male. There have 16 out of 30 respondents or 53.33% respondents are students and 10 out of 30 respondents or 33.33% respondents are working. There have two out of 30 respondents are unemployed which is 6.67% meanwhile another two out of 30 respondents had retired which is 6.67%. According to the range of the age, majority the respondents which is 20 (66.67%) of them are at the age of 18 to 24 years old and six (20%) of them are in the range of 25 to 30 years old. Meanwhile there are four (13.33%) respondents in range of 30 years old and above.

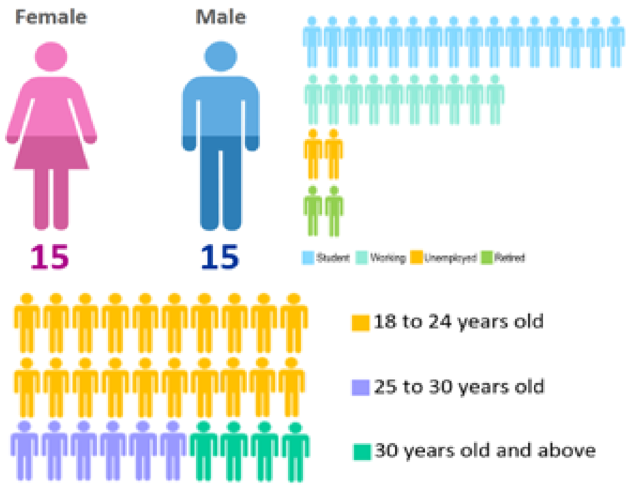

Figure 3. Demographic Information of Respondents

Figure 4 reveal the result of usefulness of B'PASS section. Based on Figure 4, majority of the respondents which are 16 out of 30 respondents or 53.33% select feel agree and 10 out of 30 or 33.33% respondents feel strongly agree for statement of b'PASS application do save their times. There are only 13.3% or 4 respondents select for neutral. Besides that, there are 43.33% or 13 respondents select ranking agree that b'PASS application has meet the users' needs and help them during planning the travel respectively. There are also have 40% or 12 respondents feel agree and 10% or five respondents satisfied with it.

For the statement b'PASS application is useful for travelling, majority are feel agreed with this statement, there are 63.33% or 19 respondents and 26.67% or eight respondents select feel strongly agree with this. In this statement, the respondents that feel stratified with this statement which are 10% or 3 respondents. There are no any respondents are selecting disagree and strongly disagree with this statement.

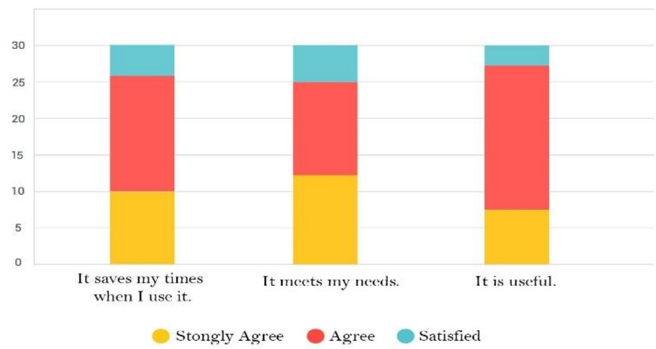

Figure 4. Result of Usefulness for b'PASS.

Based on Figure 5, the statement b'PASS mobile application is easy to use there are 60% or 18 respondents select feel agree with this statement and 33.33% or 10 respondents select feel strongly agree. Meanwhile there have two respondents or 6.67% feel satisfied with it. There are no any respondents are selecting disagree and strongly disagree with this statement.

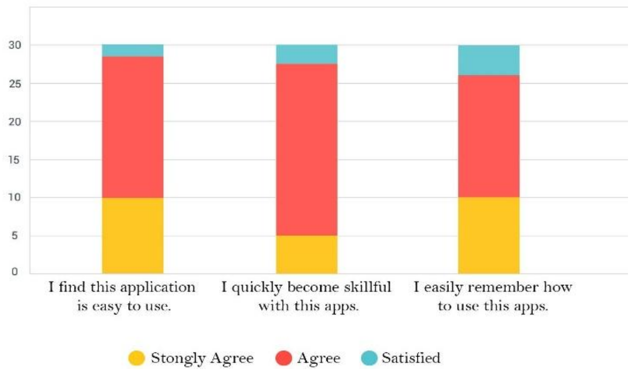

Figure 5. Result of Ease of Use for b'PASS.

In addition, majority of the respondents which are 73.33% or 22 respondents select feel agree and there are 16.67% or 5 respondents strongly agree for the statement of they can quickly become skillful with this backpacker mobile application during using this application respectively. There are only 10% or three respondents select feel neutral and satisfied with it. Furthermore, for the statement of they can easily remember how to use this backpacker mobile application, majority of the respondents which is ten respondents or 33.33% and 16 respondents or 53.33% strongly agree and agree with statement meanwhile there have four respondents with 13.33% feel neutral and satisfied with it.

Figure 6 shows that the result of satisfaction of using B'PASS section. Based on Figure 3, the statement the text in the backpacker mobile application is full of information that they need, there are 19 respondents or 63.33% agree with this statement. Meanwhile there have ten respondents with 33.33% feel neutral and satisfied with it. Besides that, for the statement of the arrangement of the content, there are majority of the respondents which is 18 respondents or 60% feel satisfied with it and there have two out of 30 respondents are strongly agree with the arrangement of content had reached their standard and ten respondents with 33.33% agree with it. There no any respondents rating for neutral, disagree and strongly disagree.

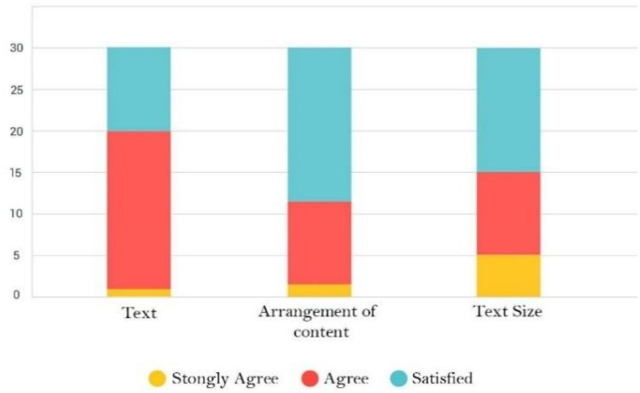

Figure 6. Result of Satisfaction for b'PASS.

For the last statement which is the text size for reading the content inside the backpacker mobile application, most of the respondents which is 15 respondents or 50% feel neutral and satisfied with the text size for reading the content inside the backpacker mobile application. There have five respondents or 16.67% feel strongly agree that the text size is comfortable to read meanwhile ten respondents or 33.33% agree with it.

CONCLUSION

In conclusion, all of the respondents are agreed that the Backpacker Assistant System (b'PASS) Mobile Application is usable as travel information application to the public. Most of the respondent select ranking 4 and above from the scale for all aspect which are usefulness, ease of use and satisfaction involve in the questionnaire.

ACKNOWLEDGMENTS

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AWARENESS AMONG POTENTIAL ADVERTISING DESIGNER REGARDING ITV ADVERTISING

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ABSTRACT

Conceptual design model of Interactive Television Advertising Towards Influencing Impulse Purchase Tendency (iTVAdIP) is proposed to provide guideline for advertising designers to develop iTV advertisements which embed elements that are perceived could influence impulse purchase tendency. Previous literature studied on the factors of impulse purchase in different advertising mediums like website, mobile, traditional retail store and traditional television. However, none of the impulse purchase model is dedicated towards influencing impulse purchase tendency for interactive TV advertising. Therefore, this study focuses on the awareness among potential advertising designer regarding iTV advertising. A series of interviews were conducted involving 16 potential advertising designers. The results from interview are presented in this paper, indicating that majority of the respondents indicate that, there is a difference between advertising with interaction and without interaction elements where the advertising with interactive interaction elements could perceived influence more consumers in their purchasing tendency compared to advertising without interaction elements.

Keywords: advertising, interactive television, impulse purchase, influencing

INTRODUCTION

Television advertising is an important medium for marketers around the world and it brings new opportunities for the advertisers to reach more consumers [1]. In addition, most of the countries show that the advertising on television is an effective way to market products and bring effective strategies for marketing. According to Forecast Advertising [2], the advertising on television had grown by 6.0% globally in 2011 and generated $169 billion. Over the following five years, the industry should grow at an average rate of 7.5% to the total of $243 billion by 2016 [2]. According to Nielsen [3] the number of televisions in households has shown the largest ownership. It shows that the TV has succeeded in attracting the biggest possible audience and, as a consequence, to be appealing to advertisers. Therefore, a comprehensive study on interactive television (iTV) advertising is much needed in order to make television advertising more effective.

In addition, based on the preliminary investigation which was published [4,5], there was a clear need of iTV advertising design model. Also, previous studies [6,7,8] related to comparative studies indicate that there is lack of impulse purchase elements being focus on iTV advertising. Therefore, the main objective of this study is to give awareness among potential advertising designer regarding iTV advertising towards influencing impulse purchase tendency.

METHODOLOGY

As shown in Figure 1, this study implemented two phases. Firstly, this study identified 16 potential advertising designers among advertising students in Universiti Utara Malaysia who have potential to be advertising designers in future. Then, 16 potential advertising designers been interviewed in order to know their awareness regarding iTV advertising. Exploring and understanding the potential advertising designer's awareness requires familiarization, interaction, and observation of the particular setting. Before the interview, the interview questions were developed.

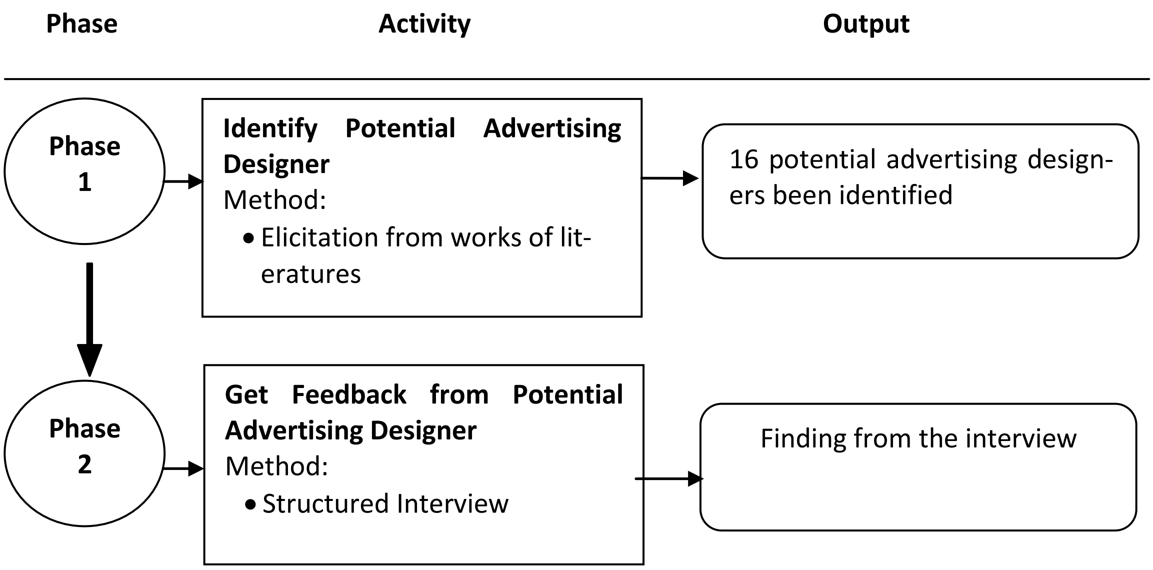

Figure 1. Summary of Phases

FINDING

Interviews were conducted to strengthen the needs of this study. The analysis of the interview are as described below:

Interview Session

The main objectives of this interview are (i) to obtain the feedback from potential advertising designers regarding the difference between advertising with interaction elements and without interaction elements, and (ii) to gather the potential advertising designers opinion regarding whether the advertising with interaction elements that are perceived could influence more consumers compared to advertising with no interaction elements. A series of interviews were conducted involving 16 potential advertising designers. Before the interview, the interview questions were developed, following the phases as depicted in Figure 2.

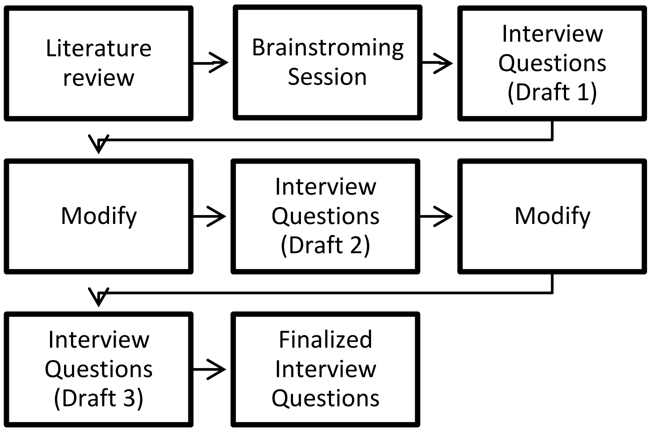

Figure 2. Design of the interview questions

In conjunction, the finalized semi-structured interview questions which consist of 6 questions are listed in Table 1.

Table 1: List of Interview Questions

No.	Items
Q1	In your opinion, is there any difference between advertising with interaction elements and without interaction elements?
Q2	In your opinion, do you agree that interaction elements could attract more consumers to purchase the advertised product impulsively?
Q3	In your opinion, do you agree that advertising with interaction elements that are perceived could influence more consumers compared to advertising with no interaction elements?
Q4	To your knowledge, do you agree that the interaction elements have the ability to increase impulse purchase tendency towards advertised product?
Q5	To your knowledge, do you agree that the interaction elements have the ability to increase interactivity of advertising design?
Q6	In your opinion, do you agree that the model can guide advertising designers to create iTV advertising which embed elements that are perceived could influence impulse purchase tendency?

The questions were addressed to investigate the following conditions: (1) whether there is any difference between advertising with interaction elements and without interaction elements, (2) whether the interaction elements could **attract** more consumers to purchase the advertised product impulsively, (3) whether the advertising with interaction elements that are perceived could **influence** more consumers compared to advertising with no interaction elements; (4) whether the interaction elements has the ability to **increase impulse purchase**

tendency towards advertised product, (5) whether the interaction elements has the ability to **increase interactivity** of advertising design, and (6) whether that the model **can guide advertising designers** to create iTV advertising which embed elements that are perceived could influence impulse purchase tendency. In the end, the interviews managed to gather results as listed in Table 2.

Table 2: Potential advertising designers' opinion regarding interaction elements could attract more consumers to purchase the advertised product impulsively

R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12	R13	R14	R15	R16
√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√

Note.

Description of symbols	
√	Yes
X	No
Q	Question number
R	Respondent number

Referring to Table 2, most of the respondents agreed that the advertising with interaction elements that are perceived could influence and attract more consumers compared to the advertising with no interaction elements (Q1)(Q2)(Q3). However, it can also be noticed that all of the respondents found that the interaction elements has the ability to increase the interactivity of advertising design and could increase the impulse purchase tendency towards advertised product (Q4)(Q5).

In addition, all of the respondents agreed that the model can guide advertising designers to create iTV advertisements which embed elements that are perceived could influence impulse purchase tendency. In addition, Table 3 shows the feedback from the interviews.

Table 3: Feedback from the respondents

Theme	The Statement From The Respondents
Attract	1) The consumer is more interested with interactive advertising compared to non-interactive advertising. 2) Each impulse purchase element in the model could attract consumer to purchase the product. eg. element of price, music, promotion and etc. 3) The interactive advertising is not only attractive but we can save our time and energy. We can just stay in the house and buy any

	product that we like through television. No need to waste our time to go to the shopping complex.
Influence	1) The interactive advertising is able to persuade consumers to purchase the product because it contains persuasion value. 2) We as consumers are really satisfied with the interactive advertising because it could influence us to buy the product easily. 3) The interactive advertising has the ability to persuade consumer to purchase the product impulsively. 4) The interactive advertising gives consumers more confident compared to non-interactive advertising because it look real and intangible.
Increase Impulse Purchase Tendency	1) Consumers believe that the interactive advertising could give clearer information about the product and is easy to interact. 2) The interactive interaction is clearer compared to no interactive interaction and it could increase impulse purchase tendency among consumers. 3) The advantage of interactive advertising is consumers can try the product by matching the dress without going to shopping complex. 4) The interactive advertising is very good because we could try all the clothes including the expensive one and we could look around the clothes that suit our body.
Increase Interactivity	1) The interactive advertising is easy to understand. 2) The interactive advertising is easy to interact and purchase. 3) I believe that the interactive advertising will become more popular soon with the produced interactive interaction elements. 4) It gives new experience to consumers to try the product in a new way.
Can Guide Advertising Designers	1) I believe that the iTVAdIP design model will guide advertising designers and advertising agencies to create interactive TV advertisements which embed elements that are perceived could influence impulse purchase tendency. 2) It is a useful guideline for advertising designers to develop iTV advertising. 3) It benefits the advertising designers to have such a good tool for guiding them to develop interactive advertising that consists of impulse purchase elements.

From the comments as depicted in Table 3, it can be concluded that the majority of the respondents believe that the interactive interaction elements for iTV advertising; 1) can attract more consumers to purchase the advertised product impulsively 2) able to persuade consumers to purchase the product easily 3) it could influence consumers to buy the product using the provided interactive interaction elements 4) it has the ability to persuade consumers to purchase the product impulsively 5) the information and interaction provided by the iTV advertising show persuasion elements.

CONCLUSION

This paper aims to provide awareness among potential advertising designer regarding iTV advertising. In this study, a structured interview was conducted. It involved 16 potential advertising designers. The main objectives of this interview are (i) to obtain the feedback from potential advertising designers regarding the difference between advertising with interaction elements and without interaction elements, and (ii) to gather the potential advertising designer's opinion regarding the advertisements with interaction elements that are perceived could influence more consumers or not compared to advertising with no interaction elements. The finding show that most of the feedbacks by the respondents indicate that, there is a difference between advertising with interaction and without interaction elements where the advertising with interactive interaction elements could perceived influence more consumers in their purchasing tendency compared to advertising without interaction elements.

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KESEDIAAN GURU TERHADAP PENGGUNAAN MULTIMEDIA DALAM PEMBELAJARAN PENDIDIKAN ISLAM

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ABSTRACT

Pembelajaran abad ke-21 merupakan satu set kemahiran yang sangat diperlukan supaya murid dapat bersaing di era digital. Menggabungkan kemahiran abad ke-21 dengan kandungan dan amalan menerusi penggunaan multimedia menjadi salah satu cara untuk murid mahir dan menguasai Pembelajaran. Pendidikan Islam yang bersumberkan Al-Quran dan Hadis tidak boleh diubah rujukannya, namun gaya penyampaian dan persembahan isi kandungannya boleh diinovasikan sesuai dengan kemahiran guru dan pengetahuan murid. Artikel ini bertujuan untuk mengkaji tahap pengetahuan dan kesediaan Guru Pendidikan Islam terhadap penggunaan multimedia dalam pengajaran. Metodologi kajian ini berbentuk kuantitatif dengan edaran soal selidik secara rawak kepada Guru Pendidikan Islam Sekolah. Data yang diperoleh dianalisis menggunakan perisian *IBM SPSS* versi 20.0 dengan merujuk kepada min, peratusan, kekerapan dan sisihan piawai. Hasil dan dapatan kajian menunjukkan tahap kesediaan Guru Pendidikan Islam berada pada tahap tinggi dengan nilai min= 4.18 dan sisihan piawai= .30. Manakala tahap penggunaan multimedia berada pada sederhana tinggi iaitu nilai min= 2.52 dan sisihan piawai = .47. Kajian ini adalah suatu usaha ke arah penyediaan guru Pendidikan Islam yang berkemahiran, berpengetahuan serta bersedia untuk melaksanakan tugas dengan cemerlang selari dengan keperluan Pendidikan di Abad ke 21.

Kata kunci: Kesediaan; Guru Pendidikan Islam; Multimedia.

PENGENALAN

Pendidikan merupakan suatu proses berterusan dan sentiasa menerima perubahan dan penambahbaikan selari dengan keperluan dan kehendak mayarakat. Dunia abad ke-21 kini menyaksikan penggunaan multimedia dan teknologi maklumat memonopoli kehidupan masyarakat umumnya dengan moto dunia tanpa sempadan. Pendidikan Islam yang bersumberkan Al-Quran dan Hadis tidak boleh diubah rujukannya, namun gaya penyampaian dan persembahan isi kandungannya boleh diinovasikan sesuai dengan kemahiran guru dan pengetahuan murid dalam pengajaran dan pembelajaran Pendidikan Islam. Aplikasi teknologi dalam pengajaran dan pembelajaran merupakan suatu keperluan dalam pendidikan Islam khususnya yang berhubung dengan alat bantu mengajar berteknologi tinggi iaitu penggunaan slaid PowerPoint, akses Internet dalam bilik darjah, penggunaan CD-ROM, penggunaan buku teks di laman Web, sumber-sumber dan pautan laman Web, menggabungjalinkan komponen laman Web untuk pengajaran tradisional, laman Web sebagai alat pengajaran dan Pembelajaran berasaskan laman Web. Alat-alat teknologi yang telah dinyatakan dikenalpasti berpotensi untuk mewujudkan pengajaran dan pembelajaran Pendidikan Islam yang lebih menarik, menggalakkan pembelajaran aktif, memperkayakan hubungan pelajar dengan bahan kursus, serta membina rangkaian pembelajaran yang lebih luas. Penggunaan teknologi dalam Pendidikan Islam juga memberi peluang kepada guru untuk mengasah kemahiran di samping menyediakan pengalaman pembelajaran yang baru kepada pelajar. Namun, pemilihan teknologi perlu dilakukan dengan berhati-hati agar aplikasinya dalam P&P Pendidikan Islam benar-benar mampu meningkatkan penghayatan ilmu pelajar (Kamarul Azmi Jasmi et. al. 2012).

Teknologi maklumat dan komunikasi dalam pembelajaran dan pengajaran juga digunakan bagi membangunkan modal insan berteraskan kemahiran abad ke-21 (Dasar Pendidikan Kebangsaan, 2012). Kemahiran abad ke-21 diperlukan bagi menjadi sebahagian masyarakat dan tenaga kerja abad ke-21. Bagi memenuhi keperluan ini, suatu set kemahiran digelar kemahiran abad ke- 21 dibina. Kementerian Pendidikan Malaysia telah melancarkan inisiatif pembelajaran abad ke-21 secara rintis pada tahun 2014 dan meluaskan pelaksanaan ke seluruh negara mulai tahun 2015. Pelaksanaan pengajaran berdasarkan Kurikulum Standard Sekolah Rendah (KSSR) dan Kurikulum Standard Sekolah Menengah (KSSM) menjadi penanda aras keberkesanan pendidikan abad ke-21. Pembelajaran abad ke-21 merupakan satu set kemahiran yang sangat diperlukan supaya murid dapat bersaing di era digital. Menggabungkan kemahiran abad ke-21 dengan kandungan dan amalan menerusi penggunaan multimedia menjadi salah satu cara untuk murid mahir dan menguasai Pembelajaran. Bagi menghadapi era digital ini, murid perlu dipersiapkan dengan kefahaman yang baik dalam matematik dan penguasaan dalam kemahiran abad ke-21. Kemahiran ini perlu diintegrasikan di dalam bilik darjah oleh guru. Pengajaran guru menunjukkan hubungan yang kuat dengan hasil pembelajaran abad ke-21 (ITL, 2011). Tetapi, hanya terdapat sebilangan kecil sahaja guru yang sudah biasa dengan terma kemahiran abad ke-21. Selain dapat memberi elemen-elemen yang terdapat dalam kemahiran abad ke-21 (Grunwald Associates LLC, 2010). Sedangkan kefahaman guru terhadap sesuatu konsep akan memberi gambaran jelas terhadap tindakan, keputusan dan amalan dalam bilik daijah (Noraini, 2015). Guru menjadi salah satu faktor menyumbang kepada kelemahan murid dalam menguasai kemahiran seperti komunikasi, pemikiran kritikal dan penyelesaian masalah (Carlgren, 2013).

Kesediaan Guru Pendidikan Islam terhadap Penggunaan Multimedia

Kesediaan Guru Pendidikan Islam terhadap penggunaan multimedia dalam pengajaran pendidikan Islam. Min keseluruhan bagi kontsruk tahap kesediaan guru Pendidikan Islam terhadap penggunaan multimedia dalam pengajaran Pendidikan Islam adalah agak tinggi iaitu 4.18 dan (SP 0.30). Namun begitu, Guru Pendidikan Islam menunjukkan sikap positif bahawa penggunaan multimedia boleh menjadi bahan bantu mengajar dalam pengajaran apabila nilai min yang tinggi dicatatkan iaitu 4.45 dan (SP 0.50). Ini menunjukkan tahap kesediaan Guru Pendidikan Islam adalah tinggi, tetapi mereka mempunyai harapan dan impian positif untuk menginovasikan pengajaran Pendidikan Islam menggunakan multimedia. Min tertinggi adalah 4.23 dan (SP.42) iaitu Guru Pendidikan Islam bersedia mengajar menggunakan multimedia membantu meningkatkan minat dan ingatan murid terhadap isi pembelajaran. Pelbagai faktor mungkin mempengaruhi tahap kesediaan Guru Pendidikan Islam antaranya cabaran capaian internet yang tidak maksima dan juga infrastruktur sedia ada. Manakala min yang paling rendah adalah guru pendidikan Islam tidak suka mengajar secara syarahan dan juga soal jawab.

Jadual 1 Min dan sisihan piawai item Tahap Kesediaan Guru

Item	Min	SP
Saya mengetahui cari mencari maklumat dalam multimedia yang sesuai dengan objektif pengajaran	4.20	.51
Saya setuju bahawa multimedia boleh menjadi antara bahan bantu mengajar dengan berkesan	4.45	.50
Saya bersedia mengajar dengan menunjukkan video berkaitan dengan topik tertentu	4.04	.20
Saya yakin menggunakan multimedia dalam pengajaran dengan adanya kemahiran dan fasiliti	4.23	.59
Saya bersetuju bahawa pengajaran secara multimedia bergantung kepada kemudahan teknikal yang disediakan di sekolah	4.45	.50
Saya bersedia untuk meneroka aspek multimedia dalam pengajaran bagi meningkat kemahiran dan pencapaian murid	4.08	.57
Saya bersedia mengajar menggunakan multimedia samada secara elektronik ataupun mengedar bahan bercetak	4.10	.29
Saya bersedia mengendalikan kuiz secara multimedia di dalam kelas	4.04	.36
Saya tidak suka mengajar secara syarahan dan soal jawab	4.02	.14
Saya bersedia mengajar menggunakan multimedia membantu meningkatkan minat dan ingatan murid terhadap isi pembelajaran	4.24	.42
Kesediaan guru	4.18	.30

Melalui kajian ini tahap kekerapan responden telah dikenalpasti untuk menggunakan multimedia dalam pengajaran. Kajian mendapati tiada daripada responden tidak pernah menggunakan multimedia di dalam pengajaran. Konstruk tahap penggunaan multimedia min secara keseluruhan adalah 2.52 dan (SP.47). Saya positif bahawa penggunaan multimedia boleh diintegrasikan dalam pelajaran merupakan min tertinggi iaitu 4.23 dengan (SP. 53). Manakala min yang rendah adalah membuat urusan tadbir sekolah menggunakan multimedia dengan min 2.48 dengan (SP.54).

Jadual 2: Min Dan Sisihan Piawai Item Tahap penggunaan Multimedia dalam Kalangan Guru Pendidikan Islam

Item	Min	SP
Saya positif bahawa penggunaan multimedia boleh diintegrasi dalam pengajaran	4.23	.53
Membina alat bahan bantu mengajar menggunakan multimedia	2.48	.50
Membuat persembahan pengajaran di dalalam kelas menggunakan multimedia	2.48	.52
Membuat penyediaan pengajaran yang saya jalankan dalam kelas menggunakan multimedia	2.51	.56
Membuat Slaid Power Point dalam pengajaran dan pembelajaran menggunakan multimedia	2.50	.56
Membuat soalan latihan kepada pelajar menggunakan multimedia	2.51	.56

Menyediakan kertas soalan ujian peperiksaan menggunakan multimedia	2.49	.54
Membuat kerja-kerja harian saya menggunakan multimedia	2.52	.54
Menyiapkan tugasan yang diberikan menggunakan multimedia	2.51	.54
Mencari bahan pengajaran melalui internet	2.51	.54
Menyelesaikan masalah berkaitan pengurusan data menggunakan multimedia	2.46	.50
Membuat urusan pentadbiran sekolah menggunakan multimedia	2.47	.54
Menyimpan data berkaitan biodata pelajar menggunakan multimedia	2.49	.54
Menyimpan data berkaitan penilaian pelajar menggunakan multimedia	2.49	.54
Menggalakkan pelajar menyiapkan tugasan dengan computer	3.09	.76
Menyediakan nota dan bahan pengajaran menggunakan multimedia	2.48	.50
Menyimpan maklumat-maklumat sulit menggunakan multimedia	2.48	.54
Tahap penggunaan	2.52	.47

Hasil dapatan bagi konstruk tahap kesediaan Guru Pendidikan Islam sekolah rendah di Kota Bharu menunjukkan tahap sederhana tinggi. Namun, Guru Pendidikan Islam menzahirkan sikap positif bahawa penggunaan multimedia boleh diintegrasikan dalam pengajaran dan ini dibuktikan melalui catatan nilai min yang tinggi iaitu = 4.41 dan sisihan piawai = 0.68. Manakala Guru Pendidikan Islam juga bersetuju bahawa pengajaran secara multimedia bergantung kepada kemudahan teknikal yang disediakan di sekolah dan menunjukkan nilai min tertinggi = 4.46 dan sisihan piawai = 0.69. Keadaan ini boleh dikaitkan dengan dapatan kajian oleh Kamarul Azmi et.al (2011) bahawa kesediaan Guru Pendidikan Islam untuk menggunakan pengajaran berasaskan multimedia banyak dipengaruhi oleh pelbagai aspek melibatkan masa, kemudahan fizikal, kemahiran dan sebagainya. Begitu juga kajian Mohd Izham dan Noraini (2007) yang menyatakan tahap kesediaan guru-guru Sains sekolah menengah daerah Hulu Langat berada pada tahap sederhana. Tahap kesediaan yang dikaji dalam kajian tersebut merangkumi aspek pengetahuan dan sikap.

Walaupun sebahagian guru kurang mengaplikasikan pengajaran berasaskan multimedia, kebanyakan Guru Pendidikan Islam mempunyai kemahiran dan pengetahuan mengenai kegunaan teknologi maklumat serta kepentingannya dalam pendidikan. Ini selari dengan dapatan kajian Kamarul Azmi et.al (2011) bahawa guru cemerlang pendidikan Islam lebih banyak menggunakan buku teks dan modul berbentuk kertas disebabkan ianya lebih mudah untuk diurus dan dinilai terutama melibatkan tingkatan pelajar yang akan menghadapi peperiksaan besar. Malahan menurut Anderson V.J. (2008) dalam Kamarul Azmi et.al (2011) bahawa penggunaan kertas edaran atau modul membolehkan guru meringkaskan topik pelajaran ketika ulang kaji, menguji ingatan murid terhadap pelajaran yang lepas serta memberi ruang kepada guru menyentuh kesemua topik dalam masa yang singkat.

Keadaan ini juga mungkin disebabkan oleh subjek Pendidikan Islam yang melibatkan topik Ibadah, akidah, sirah, tilawah dan tokoh yang memerlukan guru untuk bergantung kepada sumber utama iaitu buku teks berbanding menggunakan sumber dari internet. Namun, menurut Esah Sulaiman (2004), pengajaran yang berkesan dan cemerlang mestilah mempunyai kepelbagaian dalam penggunaan bahan bantu mengajar mengikut kreativiti guru, kesesuaian topik dan tahap pengetahuan murid. Kepelbagaian jenis bahan bantu mengajar akan tertumpu kepada pembelajaran berpusatkan murid dengan guru terlibat sebagai pembimbing dan peransang minda murid. Perlu juga ingat bahawa pendidikan Islam bukan semata-mata bertujuan untuk menghasilkan generasi yang cemerlang pelajarannya, bahkan turut merangkumi akhlak, sahsiah, dan nilai- nilai tambah seperti komunikasi dan kemahiran menyelesaikan masalah. Cabaran ini boleh diatasi dengan penggunaan multimedia secara bijaksana oleh Guru Pendidikan Islam bagi memastikan pendidikan Islam tidak dipandang rendah.

Selain itu, kajian Sandra et.al (2013) menyatakan kesediaan guru dari aspek sikap dalam mengintegrasikan teknologi maklumat dalam PdP menjadi antara faktor utama yang akan menentukan kejayaan dan keberkesanan penggunaan TMK dalam pengajaran dan pembelajaran. Sikap guru yang negatif dan sederhana terutama bagi guru-guru yang tidak berpengalaman menghadiri kursus ICT dilihat mempengaruhi semangat dan kesediaan mereka untuk mengamalkan kaedah penggunaan multimedia dalam pengajaran dan pembelajaran (Chung et.al 2010). Faktor- faktor sebegini menjadikan tahap kesediaan guru pendidikan Islam berada pada tahap sederhana tinggi walaupun tahap pengetahuan mereka terhadap multimedia adalah tinggi. Faktor yang lain seperti kelemahan dari segi teknikal, kelengkapan infrastruktur serta kemahiran mengendalikan perisian atau teknologi itu sendiri turut menjadikan Guru Pendidikan Islam lebih suka menggunakan kaedah tradisional berbanding menggunakan multimedia.

Tambahan pula, masalah-masalah teknikal seperti komputer yang *slow* dan skrin membeku *(frozen)* serta kekurangan isi kandungan yang menarik perlu diambil kira sewaktu menjalankan PdP menggunakan multimedia. Guru juga mengakui bahawa mengajar menggunakan multimedia adalah menarik tetapi kadang kala cabaran dan halangan seperti waktu giliran menggunakan makmal dan masalah teknikal ketika mengendalikan alatan menyebabkan guru lebih selesa menjalankan PdP secara tradisional di dalam kelas.

Kenyataan di atas juga selaras dengan dapatan kajian oleh Suhai (2011) dalam Hasnuddin et.al (2015) yang mendapati faktor pengetahuan, kemahiran Guru dalam ICT serta penyediaan alatan yang lengkap di sekolah amat mempengaruhi keberkesanan penggunaan ICT dalam pengajaran dan pembelajaran. Selain itu, pengetahuan sedia ada pelajar juga sangat penting bagi memastikan pengajaran dan pembelajaran berjalan lancar dan tidak berlaku keciciran dalam pembelajaran. Pengetahuan pelajar dan kesediaan mereka untuk mengamalkan penggunaan teknologi dan multimedia perlu dibimbing ke arah perkara yang bermanfaat serta boleh membantu pelajar dalam meningkatkan pencapaian dalam pelajaran.

Seterusnya kajian Azhar & Siti Maisarah (2011) mendapati, guru pelatih Pendidikan Islam mempunyai keupayaan dan penguasaan yang tinggi dalam mengaplikasikan ICT. Ini terbukti apabila guru pelatih Pendidikan Islam berasa yakin menggunakan komputer dalam tugasan seharian. Bahan pengajaran berasaskan multimedia dapat membantu guru meningkatkan proses pengajaran dan menyediakan sumber untuk pembelajaran murid yang mana kedua-dua proses tersebut meningkatkan komunikasi, menyediakan pelbagai kaedah teknik mengajar, meningkatkan JuKu: Jurnal Kurikulum & Pengajaran Asia Pasifik - April 2013, Bil. 1

Isu 2 21 juku.um.edu.my JuKu motivasi pelajar dan melahirkan masyarakat yang bermaklumat serta berfikiran kritis dan tajam (Yusup Hashim, 1997).

Sejajar dengan itu, kajian terhadap guru-guru dalam merekabentuk perisian multimedia mendapati proses perisian multimedia menggalakkan interaksi social dan kognitif, kolaborasi dan pembelajaran berasaskan masalah (Mitchell, Kelleher & Sundry, 2007). Aktiviti merekabentuk perisian multimedia memberi manfaat kepada pendidik dan fasilitator dalam menyediakan suasana pengajaran dan pembelajaran yang dinamik. Justeru, adalah penting bagi guru Pendidikan Islam memiliki pengetahuan dan kemahiran dalam merekabentuk perisian multimedia termasuklah prinsip serta aspek yang diperlukan dalam pembinaannya (Rafiza Abdul Razak & Maryam Abdul Rahman, 2013).

KESIMPULAN

Pendekatan pengajaran guru menggunakan multimedia memainkan peranan penting dalam memberikan suasana pembelajaran yang berkesan kepada murid. Hasil kajian yang diperoleh tentang penggunaan multimedia dapat menarik minat pelajar dan bersesuaian dengan pembelajaran abad ke-21. Dapatan kajian ini mendapati perkembangan kognitif pelajar dipengaruhi oleh pembelajaran multimedia yang dilaksanakan melalui e-pembelajaran dan juga secara bersemuka. Hasil dapatan kajian menunjukkan tahap pengetahuan Guru Pendidikan Islam Sekolah Rendah terhadap penggunaan multimedia dalam pengajaran adalah pada tahap tinggi dan Guru Pendidikan Islam juga memperlihatkan harapan mereka dan bersedia untuk sama-sama menginovasikan PdP Pendidikan Islam agar terus teguh dalam mencapai visi utama dalam melahirkan murid yang memiliki ciri-ciri holistik walaupun mencatat nilai min sederhana tinggi. Kekangan dari aspek masa, prasarana sekolah, kos, kemahiran guru, dan kesesuaian topik yang ingin dipelajari perlu diambil kira dalam proses menerapkan nilai kemahiran teknologi dan multimedia kepada Guru Pendidikan Islam. Penggunaan multimedia adalah salah satu bahan bantu mengajar yang dapat membantu pengajaran guru dalam menarik minat murid dengan variasi teks, grafik dan uji minda secara interaktif agar pembelajaran lebih berkembang secara kreatif.

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EVALUATION OF NATURE JOURNEY IN KEDAH APP

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ABSTRACT

The advent of mobile technology and digital environment has greatly affected our daily life. Many industries and sectors are impacted including tourism industry. Mobile technology has changed the tourism industry and how users travel and make arrangement. This paper introduces a mobile app – Nature Journey in Kedah, which aims to promote places of interest and local food in Kedah. To evaluate the usability of the app, user trials were conducted and the Usefulness, satisfaction, and ease of use questionnaire was used. Results show the app scores positive results. Participants found it is useful, satisfaction, and easy to use.

Keywords: tourism mobile app, evaluation, user trial, USE questionnaire

INTRODUCTION

The advent of technologies such as mobile devices, mobile apps, and the internet of things (IoT) has great influences in our daily life and activities today. People are benefiting from many products and services offered. Mobile devices and apps are becoming ‘necessity’ for many users. All industries and sectors, including tourism industry, are impacted by the disruptive digital technologies in which conventional and traditional travel agencies and bookings are almost outdated; people prefer travel apps (“Mobile Apps for Tourism Industry: Trends and Influences,” 2017).

Tourism services and products are provided based on necessities such as accommodations, restaurants, places of interest for sightseeing, some local trips, and others. While some tourist prefer natural environment as their focus, others may prefer to try on various local foods.

For Kedah, a state in northern Malaysia, although there are a number of websites and mobile application that promote places of attractions in Kedah, many focus mainly on Langkawi island or Alor Setar capital. Therefore, a mobile app – Nature Journey in Kedah is an app that aims to introduce and promote other local places of interest that may have not been promoted in details in current existing websites/blogs or apps.

This paper briefly introduces Nature Journey in Kedah app. It then discusses on users’ perception through a usability study.

NATURE JOURNEY IN KEDAH

Nature Journey in Kedah is a hi-fidelity prototype of mobile app that aims to promote places of interests such as popular and/or not widely known beautiful local destinations and popular local food of Kedah. The app was developed mainly in Flash and used four multimedia elements that are text, audio, video, and graphics/images. It contains four main modules: Travel Places, Local Food, Sharing and Comment, and Emergency contact for every district in Kedah. FIGURE 4 shows user interfaces for the main menu and a travel place of Nature Journey in Kedah.

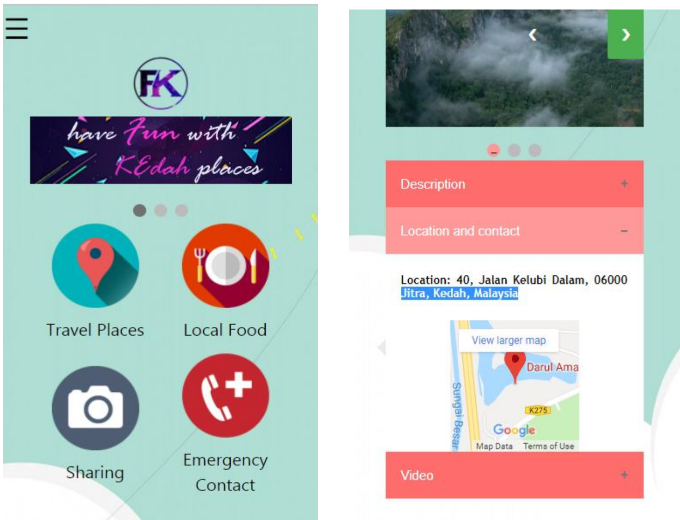


Figure 4 Example interfaces of Nature Journey in Kedah app

EVALUATION OF NATURE JPURNEY IN KEDAH APPS

To evaluate the usefulness, satisfaction and ease of use of the apps, we conducted user trials. **Figure 5** provides an overview of the trial process.

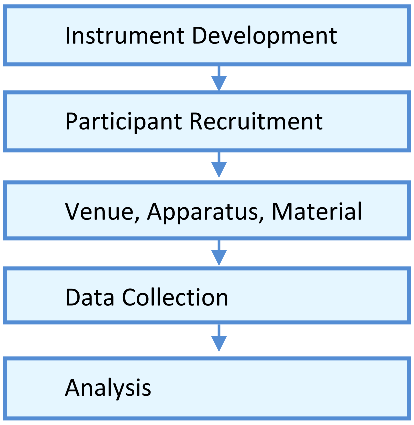


Figure 5 An Overview of the trial process

Instrument

An adapted version of Usefulness, Satisfaction, Ease of Use (USE) questionnaire (Lund, 2001) was used to gather objective user opinion. There were four sections of the questionnaire: demographic, usefulness, satisfaction, and ease of use. Five Likert scale were used that are strongly disagree, disagree, neutral, agree, and strongly agree. Google form was used to host the questionnaire since it is quick, cheap, and easy for data collection and analysis.

Participant Recruitment

The populations for the apps are general public who are interested in exploring places of interest in Kedah. We approach Universiti Utara Malaysia (UUM) community and general public by convenience method. Participation was voluntary.

Venue, Apparatus, and Material for the Trial

The trial was conducted in May 2018. The trial was conducted in various places in UUM and nearby locations. Since the app was meant to be used at anytime and anywhere, the different locations and time of test was not a threat to validity. A few sessions were also conducted during the Multimedia Innovation Exhibition and Competition (MIEC) 2018 held in School of Multimedia Technology and Communication (SMMTC), UUM. Two testers managed the sessions.

User Trial – Data Collection

Pilot study was conducted to test whether the trial plan is doable and to identify any potential problems before the actual trials (Preece, Rogers, & Sharp, 2002).Figure 6 illustrates the structure of the trial.

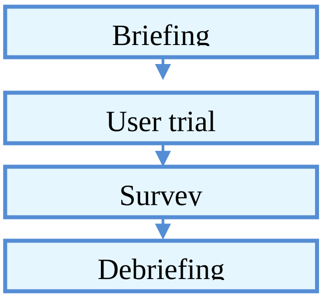


Figure 6 Structure of the trial

The trials started with a briefing session in which participants were introduced to the app and explained the procedure of the trial. Then, participants were let to explore and use the app for a maximum of 10 minutes. After they were done exploring the apps or when the time limit was reached, participants answered the set of questionnaire with the help of tester if required. The trial ended with a debriefing session – they were thanked for their participation, time, and effort.

Data Analysis

Data were recorded both in Google form and copied into Microsoft Excel

RESULT AND DISCUSSION

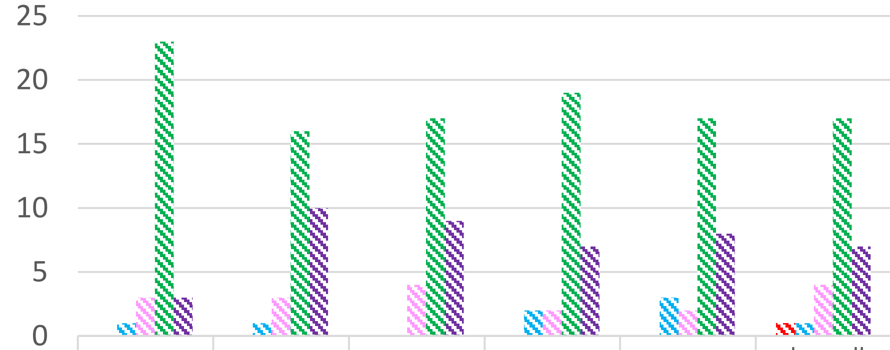
Simple and descriptive statistic was used.

Demographic

40 people aged above 17 participated in the trials. 16 participants were males and 24 females. Participants were Malaysian of Malay, Chinese, and Indian races.

Usefulness of Nature Journey in Kedah

Result shows that Nature Journey in Kedah has positive result in its usefulness. Figure 7



	more effective	confident using it	Easier to get done	saves user time	meets user needs	does all thing I would expect
Strongly Disagree						1
Disagree	1	1	0	2	3	1
Neutral	3	3	4	2	2	4
Agree	23	16	17	19	17	17
Strongly Agree	3	10	9	7	8	7

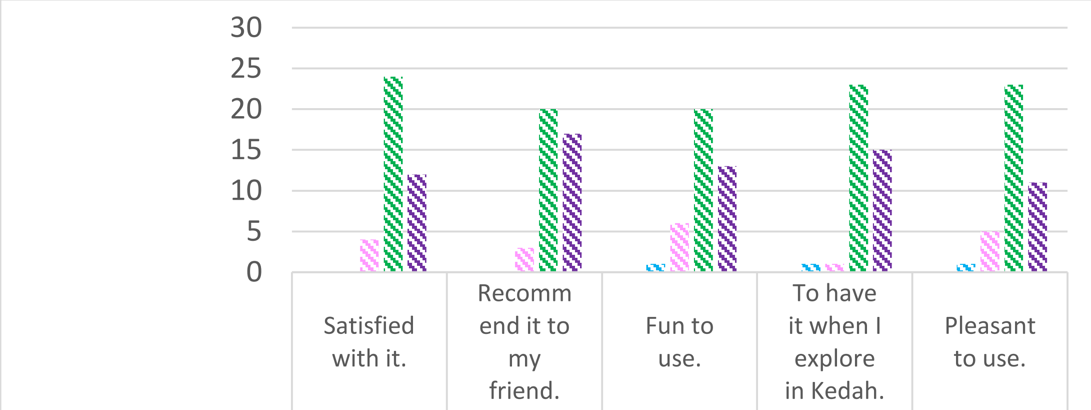
Figure 7 Results for usefulness of the Nature Journey in Kedah app

shows the results for six items of usefulness.

Adding the score for agree and strongly agree for each items indicate that participant found the app helps them to be more effective; they are confident in using the app; things they wanted to accomplish on the app were easier to get done; the app saves users' time; meets their needs; and does all thing the expected the app to do. This is probably because the mobile app is straight forward, intuitive, and provides lots of information of the places of interest. The minor negative scores gathered were probably because the app is still in its prototype version with many rooms for improvements.

Satisfaction of Nature Journey in Kedah

Result also shows that Nature Journey in Kedah is satisfactory as illustrated in Figure 8.

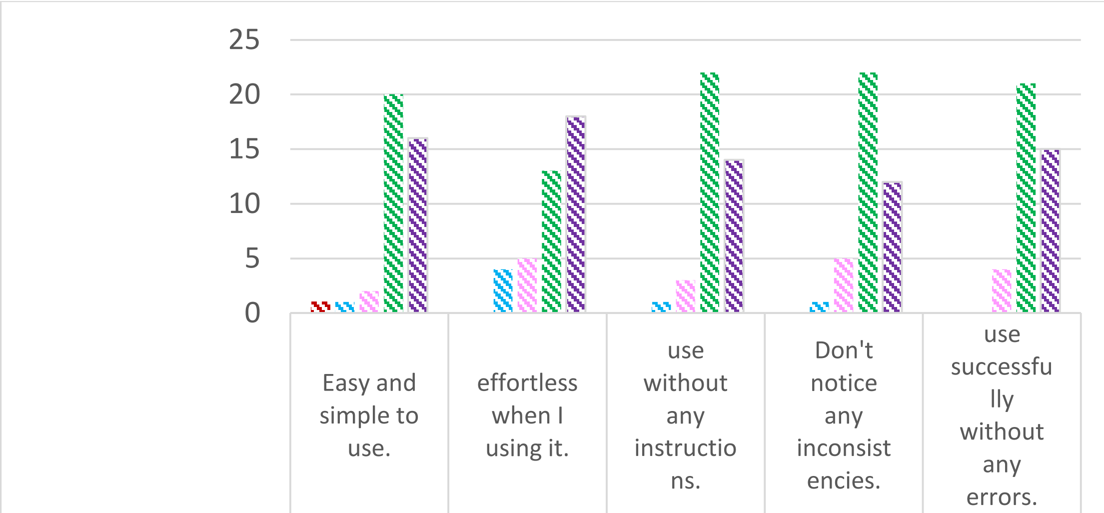


	Satisfied with it.	Recommend it to my friend.	Fun to use.	To have it when I explore in Kedah.	Pleasant to use.
Strongly Disagree	0	0	0	0	0
Disgree	0	0	1	1	1
Neutral	4	3	6	1	5
Agree	24	20	20	23	23
Strongly Agree	12	17	13	15	11

Figure 8 Result for User Satisfaction of Nature Journey in Kedah

Ease of Use of Nature Journey in Kedah

Nature Journey in Kedah was found to have positive result in its ease of use as depicted in



	Easy and simple to use.	effortless when I using it.	use without any instructions.	Don't notice any inconsistencies.	use successfully without any errors.
Strongly Disagree	1	0	0	0	0
Disagree	1	4	1	1	0
Neutral	2	5	3	5	4
Agree	20	13	22	22	21
Strongly Agree	16	18	14	12	15

Figure 9 Result for the ease of use

Similar to the results for usefulness and satisfaction, majority of the participants perceive the Nature Journey in Kedah as easy to use, Participants found the app to be easy and simple to use; effortless when using it; can be used without any instruction; consistent; and that they can used it without any errors.

FUTURE WORKS

We plan to add more details and many more places in the app. A better user interface that is more interesting and aesthetic will also be designed. The number of participants was small; therefore no authoritative conclusion can be made. However, the study has shed some light on the usability attributes of the application that worth deeper attention and the need for a more comprehensive user study.

CONCLUSION

In conclusion, this paper discussed the Nature Journey in Kedah mobile application and the user trial conducted to test its usability. Result reveals that, overall, the application receives positive feedbacks. A few issues were observed and called for application enhancement. It is hoped that our application could help in promoting places of interest in Kedah.

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A PRELIMINARY STUDY ON THE USAGE OF ONLINE EDUCATION TOOLS AMONG FOUNDATIONS' STUDENTS

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ABSTRACT

In preparing to embrace the IR 4.0 in adaptive learning, self-centered learning on the online education tools is necessary but are students ready for that especially for foundation students. A preliminary study is conducted to clarify the usage level of online education tools among foundation students. The preliminary study was conducted among 40 students and four questions were asked in purpose to find out the students' knowledge about online education tools including the functions of the tools. The results from Poll Everywhere content analysis explained that students prefer online education tools but they learned the tools from their lecturer and not self-centered. Students' usages on online educational tools are still low and apparently need helps in transforming their learning style from school to adaptive learning in the university. Thus, suggestion on future works to help students to adopt themselves in adaptive learning are developments of guideline on self-centered learning about online education tools, a comparison between the effectiveness of online education tools in learning with traditional learning style and development of a decision support system application in assisting students to choose the right online education tools in producing their assignments of projects.

Keywords: Online education tools, self-centered learning, multimedia, adaptive learning, and foundation students.

INTRODUCTION

The nature of the fourth Industrial Revolution (IR 4.0) acquires students to perform various tasks in one time in line with the technology development of adaptive learning [1]. Online Education Tools (OET) [2] are a prominent learning technology for adaptive learning[1], [3] which contribute on provide and present information in more conducive way [4]. Accordingly, the usage of OET is increasing in Higher Education Institutions because lecturers can deliver information and students can access or present the information [2]. Generally positive perspective yield from students in the internet but lack of study is implemented specifically on the usage of OET specifically on students' perspectives. In particular, students have to resume, learn and adopt OET in accomplish their assignments and arrange a balance timetable to study different subjects, attend classes and adopt deep approaches for other subjects.

Hence, students did not have enough time to self-centered learning [3] on OET. A preliminary study is conducted as an initiative to clarify the evasive perspectives among students on the usage of OET in their studies. This study is only focus on the foundation students in University Utara Malaysia only which is fresh students from secondary school.

Section Methodology of this paper provides description on the structure of this preliminary study. Section Result and Analysis presents and analyzes the results of preliminary study. In section future work suggests the research can be implemented in the future. Finally this paper encloses with conclusion section.

METHODOLOGY

Methodology for this preliminary study comprises of four steps which are instruments development, sampling identification, preliminary study implementation and result analyzation.

Instrument Development

Four questions are developed for this preliminary study and the details of the questions are presented in table 1. Question 1 is about investigating the user's perspective on Online Education Tools (OET), whilst question 2 is about familiarity on OET and question 3a & 3b about identifying the best OET.

Table 1: Instruments Details in Preliminary Study

Question	Objective	Answer Setting	Addition
1)What is your perception on Online Educational Tools? Describe it in a word.	To collect respondents' perspective towards OET	Word Cloud	Eventhough respondents are required to answer in a word, answer is not only setting for one word because to examine respondents response towards this question
2) Why do you use that interactive online education tool? Please write the name of that tool.	To discover respondents' experiences in using OET rather than KAHOOT	A list of answers so respondents can write more than one answer	Researcher can detect the tools and functions given by the respondents are right or wrong. If wrong, respondents' answer is rejected
3a) What is the best online education tool that you had an experience using it?	To determine the best OET	Word Cloud	The best OET can be detected
3b) Why do you like to use that tool?	To ascertain the reason respondents like that OET	A list of answers	The such reasons are listed based on respondents usage on that particular OET

Sampling Identification

In Malaysia, 'spoon feed' learning technique [5] is still implemented. Thus, a quick transform is required for foundation students in adapting themselves from 'spoon feed' [5] learning style to self-centered adaptive learning. Thus, foundation students enrolled in class are fresh students from secondary schools and most of the students simply not familiar with OET. These students are not suggested to be engaged in this preliminary study in purpose of avoiding defect results. Classes that have exposed with OET by their lecturers are invited to participate in this preliminary study. Accordingly, only one lecturer that taught foundation course share implement OET in her class and her 40 students volunteered in this preliminary study.

Preliminary Study Implementation

It is a common practice for researcher to conduct a preliminary study to strengthen the issues. The aim of this preliminary study is to clarify that OET is interesting and student have to spontaneously adopt OET in organizing their learning activity. The procedure of preliminary study started with lecturer explained about the aim of this preliminary study and displayed the link of the instrument in front of the class. Students accessed the link and started to response to the questions in the instrument. Their responses are saved in the internet via OET namely Polls Everywhere.

Result Analyzation

The results from respondents are analyzed by using data setting in OET namely Polls Everywhere. The results can be viewed in word cloud, list of answers and excel spreadsheet. These results are analyzed according to the objective of the question. In word cloud results, the biggest word in the screen is the most preferable answers by the respondents. The list of answers displayed all answers from respondents. The researcher has to jot down the most related or similar answer manually to find the most preferable answers from respondents. Furthermore, in excel spreadsheet, information about the respondents and answers are saved. The spreadsheet displayed the respondents detail and answers line by line.

RESULT AND ANALYSIS

In this section, the results for each question are presented based on the content analysis provided by online education tools (OET) namely Polls Everywhere. The results are analyzed according to the objective of the question.

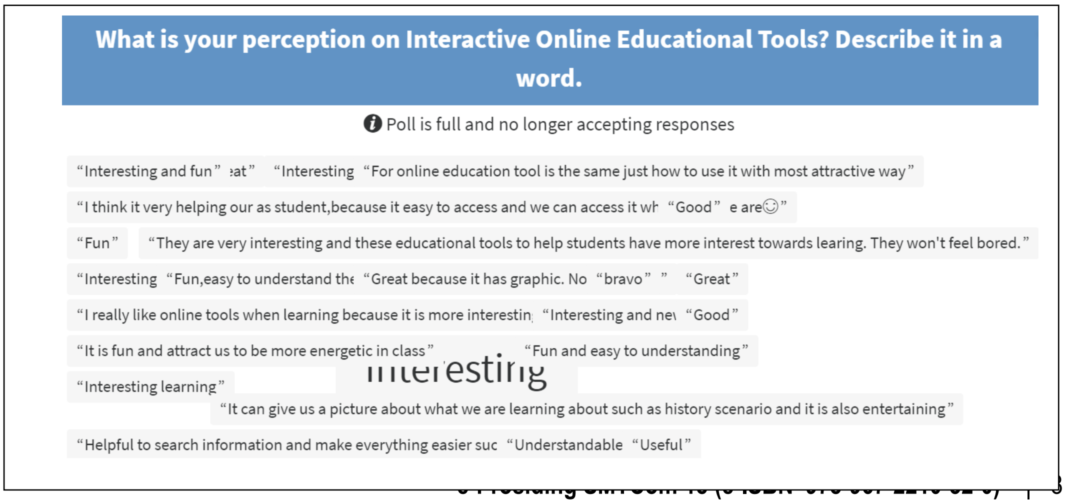

Figure 10: Result from Question 1

The first question is about collecting the respondents' perceptions on OET. The defect answers are expected to be none because all respondents know about OET and had experience in using OET. Student's perspective on OET is interesting, fun, easy to understand and useful as showed in figure 1. In general, OET are interesting and help to increase their passion in learning in class. Even though the question asked respondents a word to describe about the online education tool, but the respondents eager to answer and they gave their perceptions in a sentence. Based on respondents answer as shown in figure 1, most of the students did not answer just for a word, thus, guidance from lecturer is needed to help foundation students in answer. For analyzation, OET is suggested to be implemented in class because it helps lecturer to deliver information interestingly. Even though the result shows that OET is fun, it is not confirmed that student can learn the topic effectively.

In figure 2, a part of results for question 2 is presented. This question is to discover respondents' experiences in using OET. This question needs students to list the OET that they had experience in using it. The answers that provided wrong functions of such paticular OET are deleted from the excel spreadsheet. Thus, defect answers are expected to be none in this question.

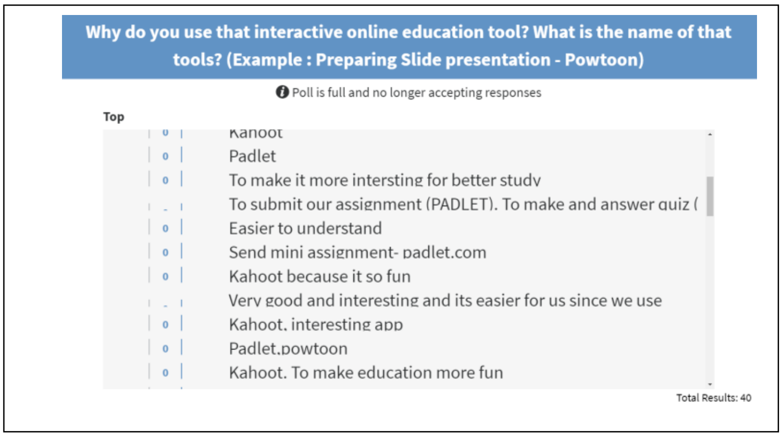

Figure 11: Result from Question 2

Moreover, most of the students used **KAHOOT** as shown in figure 2 because their lecturers used that OET in class. The result can be analyzed that the respondents only know the OET that are introduced in class. They also will only explore and learn OET in purpose to complete their assignment. As expected, they did not learn the OET by themselves. However, it is not known the reason the respondents not eager to learn about OET whether they are too busy on fulfill other subjects' work or assignment requirements rather that learn OET by themselves.

The third question is to identify the best OET and as expected, the respondents answer KAHOOT. The result shows in figure 3 and 4 that most of the students used KAHOOT and highlight the reason of using KAHOOT because their lecturer used KAHOOT to present quiz to them. The lecturers list the questions in KAHOOT, so the students can do the revision and understand more on the topics. From the result, can be analyzed and figure out that the students understand the subjects because of KAHOOT or because of the questions that are listed by the lecturer in KAHOOT. Thus, comparison studies have to be conducted between traditional way of quiz and KAHOOT. Besides quiz, there are other online education tools' functions that can increase students understanding on certain topics or subjects but students have not familiar with that OET.

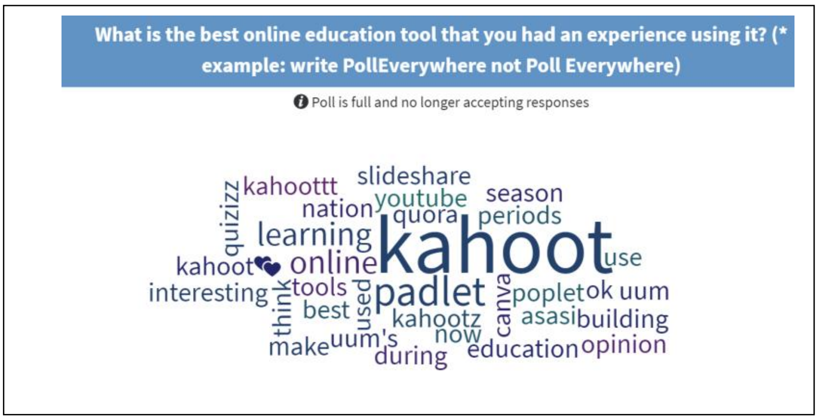

Figure 12: Result from Question 3a

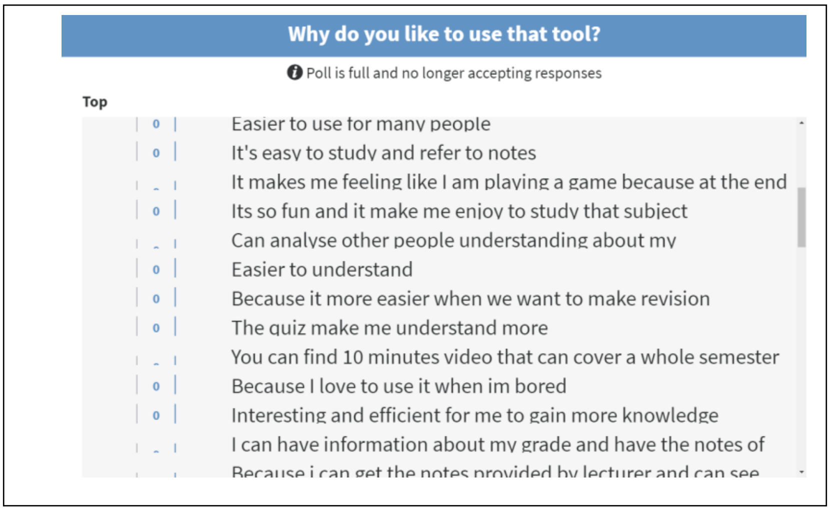

Figure 13: Result from Question3b

FUTURE WORK

From this preliminary study, three future works on online education tools (OET) are gained as explained in the representative paragraphs.

Various approaches are taken in assuming that the new technology may increase the arrays of knowledge on certain topics or subjects. A few lecturers and students provide positive feedbacks regarding the usage of OET in class. Tremendous achievements and feedbacks are countered by those who applied oet in class. However, lack of research is implemented on a comparison between the effectiveness regarding classes that apply oet style and classes that still apply learning in traditional ways.

Abundance of OET can be found in internet and perform various functions. Some of the functions of OET are unfamiliar because the students did not have experience in using it.

Furthermore, some OET is not learned by students because they are not famous in the internet even though it has variety of good functions. Thus, an application of decision support system is suggested to be developed in helping users or users in choosing the right OET and prevent users to learn the wrong OET.

This study examines whether students can balance their study with the requirement of IR 4.0 which one of it is adopting OET during learning sessions. Even though OET is simple to learn and use but some students did not have enough time to learn oet in the first place. However, they have to spend some time to learn in purpose to fulfill the assignment or projects requirement. Accordingly, learning oet might be a burdensome to them. Thus, a guideline for oet implementation to adapt in IR 4.0 is suggested to avoid students to feel stress but feel fun in learning and achieve success in their foundation or undergraduate course. Furthermore, with this guideline, students can balance their study with the requirement of IR 4.0 which one of it is adopting OET during learning sessions.

CONCLUSION

Students must acquire multiple skills to thrive in the era of the fourth industrial evolution (IR 4.0) including self-centered in adaptive learning. In line with IR 4.0 demand, foundation students must adapt and practice online education tools (OET). Through OET, more interesting learning session in class can be practiced and assignments can be presented in more attractive ways. However, in-depth assessments on the usage of OET need to be conducted to ensure that learning with OET is more effective as well as or higher achievement from traditional learning style.

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APLIKASI WEB 2.0 DALAM PEMBELAJARAN PELAJAR DI INSTITUSI PENGAJIAN TINGGI

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ABSTRAK
Kajian ini bertujuan untuk meninjau tahap tanggapan kebergunaan dan kesenangan mengguna aplikasi Web 2.0 dalam pembelajaran pelajar di Universiti Utara Malaysia, Sintok, Kedah. Kajian ini adalah berbentuk kuantitatif yang menggunakan kaedah tinjauan di mana borang soal selidik digunakan sebagai instrumen bagi mengumpul-kan data kekerapan dan tanggapan penggunaan aplikasi Web 2.0. Sampel kajian ini melibatkan seramai 59 orang pelajar semester akhir Ijazah Sarjana Pendidikan sepenuh masa dari lima program iaitu Pendidikan Bahasa Inggeris, Pendidikan Islam, Kurikulum, Psiko-logi dan Teknologi Pengajaran. Instrumen kajian ini diadaptasi dari kajian (Saleh Alharbi dan Steve Drew, 2014) yang melibatkan dua pembolehubah iaitu tanggapan kebergunaan dan tanggapan kesenangan mengguna aplikasi Web 2.0 dalam pembelajaran pelajar yang merangkumi 13 item. Data kajian dianalisis secara deskriptif dengan menggunakan perisian *Statistical Package for the Social Sci-ence* (SPSS) Versi 21.0 untuk memperolehi kekerapan, peratusan dan min. Dapatan kajian menunjukkan tahap tanggapan kebergunaan adalah tinggi terhadap aplikasi Web 2.0 ini. Item meningkatkan prestasi pembelajaran pelajar menyumbang kepada peratusan tertinggi iaitu sebanyak 67.8 peratus berbanding dengan item pelajar mencari aplikasi Web 2.0 yang berfaedah menyumbang sebanyak 28.8 peratus. Sementara itu, hasil kajian terhadap tahap tanggapan kesenangan mengguna aplikasi Web 2.0 juga adalah tinggi. Diharapkan kajian ini dapat memberi manfaat serta garis panduan kepada pelajar dan pihak yang berkepentingan bagi meningkatkan kemahiran ICT dalam penggunaan aplikasi Web 2.0 selari dengan pembangunan teknologi pada masa akan datang.

Keywords: Web 2.0, Pembelajaran, Tanggapan Kebergunaan, Tanggapan Kesenangan Mengguna dan Teori Penerimaan Teknologi (TAM).

PENGENALAN

Pada masa kini, kemajuan teknologi maklumat dan komunikasi (ICT) telah berkembang dengan begitu pesat di seluruh negara-negara maju. Penggunaan ICT dalam pendidikan amat penting kerana negara memerlukan graduan yang mempunyai daya pemikiran yang kreatif, inovatif dan boleh berdaya saing setaraf dengan pendidikan antarabangsa. Oleh itu, Dasar e-pembelajaran Negara (DePAN) telah menyediakan satu halatuju pembelajaran yang jelas dan komprehensif menggunakan aplikasi Web 2.0 bagi dilaksanakan di peringkat institusi pengajian tinggi di Malaysia (Kementerian Pengajian Tinggi Malaysia, 2011).

Corak pengajaran dan pembelajaran kini lebih kepada pembelajaran di atas talian. Ini bermakna kandungan bahan pembelajaran serta aktiviti pembelajaran disampaikan dalam bentuk *online* dan segala maklumat diperolehi secara *online* (Koohang dan Harmen, 2005). Pembelajaran *online* melibatkan pelbagai aplikasi web yang berbeza. Dengan adanya pembelajaran menggunakan web ini meningkatkan kualiti dan proses pengajaran serta penggunaan aplikasi web ini merubah kaedah pembelajaran pelajar menjadi lebih interaktif.

Selain itu, Khannanov (2003) dan Deore (2012), menyatakan penggunaan web adalah sebagai medium yang menyokong proses pengajaran dan pembelajaran di institusi pengajian tinggi dan memberikan impak yang positif terhadap motivasi serta proses pembelajaran dan pengajaran (Fook & Sidhu, 2007; Razak, 2013). Pelajar dan pensyarah boleh mendapat maklumat untuk mendapatkan bahan rujukan bagi tujuan pembelajaran dan pengajaran, komunikasi, perbincangan secara berkumpulan dan berkongsi bahan secara *online* bagi meningkatkan kemahiran penggunaan komputer terutamanya dalam kalangan pelajar.

Pada tahun 2004, Web 2.0 mula di perkenalkan sebagai satu kolaboratif baru dalam penggunaan internet. Bagi Sendal, Ceccucci dan Peslak (2008), Web 2.0 mempunyai ciri yang lebih dinamik serta tidak terikat. Oleh itu, teknologi baru ini lebih baru dari media klasik seperti emel dan laman web (Levinson, 2009). Namun terdapat pelbagai aplikasi yang dapat dikategorikan dalam aplikasi Web 2.0 ini antaranya Wikis, blog dan rangkaian sosial seperti Facebook dan Twitter (Thyagi, 2012). Aplikasi Wikis digunakan secara kolaboratif oleh pengguna bagi berkongsi idea dengan menambah dan memperbaiki kandungan yang dirasakan kurang sesuai (Raman, 2012). Terdapat beberapa Wikis yang sering digunakan oleh pelajar ialah Wikipedia yang dapat dicapai melalui (http://en.wikipedia.org) dan Wikispace.

Dalam proses pembelajaran pelajar contohnya Wikis boleh digunakan bagi mengalakkan penglibatan pelajar serta mewujudkan persekitaran pembelajaran secara kolaboratif (Parker, 2007). Selain Wikis, terdapat beberapa aplikasi penulisan secara kolaboratif boleh dilakukan melalui aplikasi Web 2.0 lain seperti Google Docs, Padlet, Edmodo, Wallwisher, Wordpress dan Etherpad membantu pelajar supaya berfikiran terbuka (Brodahl, 2011).

Justeru itu, Luaran (2013), berpendapat bahawa aplikasi Web 2.0 dapat memberikan peluang dan menyokong kaedah pembelajaran secara *blended learning* dan *ubiquitous learning* dalam pembelajaran dan pengajaran di institut pengajian tinggi di Malaysia. Pelajar secara tidak langsung boleh berinteraksi dengan pensyarah di luar waktu kuliah dengan menggunakan aplikasi Web 2.0.

Walaubagaimanapun, Lewis dan Wall (1990), pula menegaskan bahawa terdapat be-berapa perkara yang menghalang penggunaan teknologi untuk digunakan secara meluas berkaitan tahap kemahiran penggunaan yang rendah serta halangan yang bersifat teknikal seperti perisian teknologi yang kompleks serta keupayaan perisian yang tinggi. Dalam pada itu, tahap kemahiran yang kurang memuaskan membataskan penggunaan Web 2.0 dalam kalangan pelajar.

Dapatan hasil kajian oleh Thayagi (2012) di sebuah universiti, telah membuktikan bahawa golongan professional berpendapat aplikasi Web 2.0 ini berfaedah untuk dilaksanakan di institusi pengajian tinggi.

Tanggapan terhadap kebergunaan dan kesenangan mengguna dalam penggunaan teknologi web ini sangat penting dalam pembelajaran pelajar kerana dengan tanggapan ini dapat membantu pelajar agar berfikiran positif dan mendapat manfaat melalui maklumat sedia ada.

PERNYATAAN MASALAH KAJIAN

Institusi pengajian tinggi ingin melahirkan ramai graduan yang terlatih dan melahirkan pelajar yang berkualiti serta berani menghadapi zaman teknologi serta mempunyai kemahiran ICT yang tinggi. Hal ini penting khususnya untuk pelajar jurusan pendidikan kerana kemahiran ICT ini dapat meningkatkan kompentensi pelajar dalam proses pembelajaran.
Oleh itu, penggunaan teknologi aplikasi Web 2.0 merupakan salah satu kemahiran yang perlu ada pada pelajar untuk membantu pelajar dalam meningkatkan kemahiran ICT dalam pembelajaran. Hal ini kerana aplikasi Web 2.0 adalah ruang interaktif yang dinamik dan fleksibel di mana pengguna boleh menyesuaikan idea dan kehendak mereka secara langsung (O'Reilly, 2005). Justeru itu, pelajar perlu mengambil inisiatif dalam mempersiapkan diri mereka untuk mengendalikan aplikasi Web 2.0.

Dalam kajian kemahiran ICT kita tidak dapat lari dari menggunapakai Teori Penerimaan Teknologi (TAM). Kajian ini diadaptasi dari Teori Penerimaan Teknologi (TAM) (Davis, 1989). Davis (1989) menyatakan bahawa penggunaan sebenar sesuatu sistem teknologi adalah ditentukan oleh sikap seseorang individu atau penggunaannya terhadap teknologi. Berdasarkan Teori Penerimaan Teknologi (TAM) menyatakan bahawa, tanggapan kebergunaan dan tanggapan kesenangan mengguna adalah dua penentu asas penerimaan penggunaan teknologi (Davis, 1989). Tanggapan kebergunaan ditakrifkan sebagai sejauhmana seseorang itu percaya bahawa menggunakan sistem tertentu dapat meningkatkan prestasi kerja masing-masing (Davis, 1989). Teori Penerimaan Teknologi (TAM) mendakwa bahawa tanggapan kebergunaan dipengaruhi oleh tanggapan kesenangan mengguna apabila pengguna mencari teknologi yang mudah untuk digunakan, maka mereka melihat teknologi sebagai mempunyai kebergunaan. Tanggapan kesenangan mengguna ditakrifkan sebagai sejauh mana seseorang itu percaya bahawa menggunakan teknologi tertentu memudahkan kerja mereka (Davis, 1989). Teori Penerimaan Teknologi (TAM) melibatkan hubungan antara sebab dan akibat daripada empat konstruk asas iaitu tanggapan kebergunaan dan tanggapan kesenangan mengguna dan kaitannya dengan dua konstruk akibat iaitu sikap terhadap tingkah laku dan niat untuk mengguna. Menurut Garisson dan Inner (2005) dalam Kristin (2012) yang mendapati pelajar tidak bersedia dalam pembelajaran yang kompleks terutamanya dalam pembelajaran secara *online*. Kebanyakan pelajar masih tidak menguasai kemahiran yang cukup dalam mengendalikan aplikasi Web 2.0 dalam pembelajaran. Ini menunjukan pelajar mempunyai tanggapan yang sukar diramal dalam penggunaan Web 2.0 dalam aspek tanggapan kebergunaan dan tanggapan kesenangan mengguna.

Walaupun terdapat banyak kajian yang telah dijalankan terutama kajian yang berkaitan tahap penggunaan terhadap Web 2.0 seperti yang di nyatakan sebelum ini tetapi dapatannya masih tidak konsisten. Didapati pengkaji-pengkaji terdahulu lebih tertumpu untuk mengkaji guru, pelajar di peringkat sekolah serta kajian fokus pada bidang kesihatan dan perbankan. Namun kekurangan kajian yang dijalankan terhadap pelajar sarjana sepenuh masa berada di semester akhir di institusi pengajian tinggi dalam bidang pengkhususan pendidikan. Rentetan daripada kenyataan di atas satu kajian dijalankan untuk mengkaji tanggapan kebergunaan dan tanggapan kesenangan mengguna aplikasi Web 2.0 ini dalam pembelajaran pelajar.

SOALAN KAJIAN

Kajian yang dijalankan ini bertujuan untuk menjawab soalan-soalan yang digariskan seperti berikut:

i. Apakah tahap tanggapan kebergunaan *(Perceive usefulness)* aplikasi Web 2.0 dalam pembelajaran pelajar?
ii. Apakah tahap tanggapan kesenangan mengguna *(Perceive ease of use)* aplikasi Web 2.0 dalam pembelajaran pelajar?

METODOLOGI KAJIAN

Kajian ini berbentuk kuantitatif yang menggunakan kaedah tinjauan yang melibatkan 59 orang respon terdiri daripada pelajar Ijazah Sarjana Pendidikan sepenuh masa di pusat Pengajian Pendidikan dan Bahasa Moden, Universiti Utara Malaysia.

DAPATAN KAJIAN DAN PERBINCANGAN

Tahap Tanggapan Kebergunaan Aplikasi Web 2.0 Dalam Pembelajaran Pelajar.

Analisis hasil kajian ini menunjukkan tahap tanggapan kebergunaan aplikasi Web 2.0 dalam pembelajaran adalah ditahap yang positif dengan nilai min keseluruhan 3.41 (SP= 0.38). Berdasarkan analisis item tertinggi tahap tanggapan kebergunaan aplikasi Web 2.0 ini dida-pati responden kerap merasakan bahawa menggunakan aplikasi Web 2.0 ini akan mening-katkan prestasi pembelajaran pelajar dengan nilai min 3.67 (SP=0.47).

Oleh yang demikian dapatan kajian ini juga menunjukkan bahawa pelajar Universiti Utara Malaysia mempunyai tahap tanggapan yang tinggi dan positif dengan penggunaan aplikasi Web 2.0 kerana membantu meningkatkan prestasi pembelajaran mereka. Dapatan kajian ini selari dengan dapatan kajian Waleed Mugahed Al-Rahmi, Mohd Shahizan Othman dan Mahdi Alhaji Musa (2014) dan Usoro, Aceng dan Grzegorz Majewki (2013).

Tahap Tanggapan Kesenangan Mengguna Aplikasi Web 2.0 Dalam Pembelajaran Pelajar.

Analisis hasil kajian ini menunjukkan tahap tanggapan kesenangan mengguna aplikasi Web 2.0 dalam pembelajaran adalah ditahap yang positif dengan nilai min keseluruhan 3.45 dan (SP= 0.42). Berdasarkan analisis, item tertinggi adalah tahap tanggapan kesenangan mengguna aplikasi Web 2.0 ini didapati bahawa pelajar kerap merasakan menggunakan aplikasi Web 2.0 ini adalah mudah dengan nilai min 3.61 (SP=0.49). Manakala pelajar yang kurang cenderung pula merasakan bahawa mereka akan mencari aplikasi Web 2.0 yang fleksibel dan mudah untuk berinteraksi dengan pelajar lain dengan nilai min 3.35 (SP=0.48). Ini membuktikan bahawa pelajar jurusan pendidikan di Universiti Utara Malaysia mempunyai tanggapan kesenangan mengguna yang sangat tinggi dan positif terhadap item menggunakan aplikasi Web 2.0 adalah mudah. Dapatan ini selari dengan kajian Saleh Alharbi dan Steve Drew (2014) dan Aucoin (2014) yang mempunyai dapatan kajian yang juga menyokong bahawa pelajar mempunyai tanggapan yang positif dengan kesenangan mengguna terhadap aplikasi Web 2.0 dalam pembelajaran di institusi pengajian tinggi.

KESIMPULAN

Secara keseluruhannya, kajian ini telah memberikan implikasi positif terhadap tanggapan kebergunaan dan tanggapan kesenangan mengguna aplikasi Web 2.0 dalam pembelajaran pelajar. Di harap pada masa akan datang penyelidik-penyelidik lain akan lebih memfokuskan konstruk-konstruk atau faktor-faktor lain yang menyumbang kepada peningkatan kemahiran penggunaan aplikasi Web 2.0 ini.

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ALEA SIMULATOR FOR GRID COMPUTING

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ABSTRACT

The high dynamicity in grid computing environment, has motivated the researchers to propose considerable scheduling policies to overcome the current limitations and further improve the performance. However, implementing each proposed scheduling policy in a real grid environment is an obstacle since this implementation imposes complex procedure and huge expenses. ALEA simulator enables the researcher to test and evaluate the proposed policy in a very similar scenario to the real one by dispatching a massive number of jobs that captured from real workloads to the scheduler. ALEA is designed to imitate the online scheduling systems, where each job reach the system arbitrarily. ALEA proved its efficiency by being one of the top-used simulators in grid computing in the recent years. Furthermore, many refreshers provided positive feedbacks from around the world indicating that using ALEA is quite advantageous.

Keywords: scheduling, simulation, ALEA, workload, cluster computing system

INTRODUCTION

Simulation approach is commonly applied in science, such as engineering fields and computer science. Simulation is based on designing a virtual framework that simulates/emulates a real one in actual life. This framework may represent a network topology, a mechanism or an instrument. The virtual framework is modeled using programming codes that executed via software namely "simulator". The simulator runs over a computing platform to calculate the results based on formulas, which reflect the simulated scenario. Simulation approach has the ability to measure the performance repeatedly without threats; this is the most advantageous feature in this approach [1, 2]. Simulation approach strikes a balance when it comes to the cost, process speed, difficulty level, trade-off evaluation and accuracy, in comparison with other approaches such as analytical modeling and measurement.

In dynamic, complex and heavy loaded environment such as grid computing, simulation is the favored approach in order to deeply analyze and indeed evaluate the performance of the scheduling policies. In such environment, the system is overwhelmed by jobs to be processed, whereas the dynamic resources may fail to handle the job. Thus, to acquire expressive findings, on the fly software that essentially simulates real scenario is indispensable. ALEA [3] achieves both aforementioned conditions, the structure of ALEA simulator was introduced previously[4]. Several studies in computational grid niche area have been accomplished using ALEA [5-9]. Figure 1 below presents the components of ALEA simulator [3].

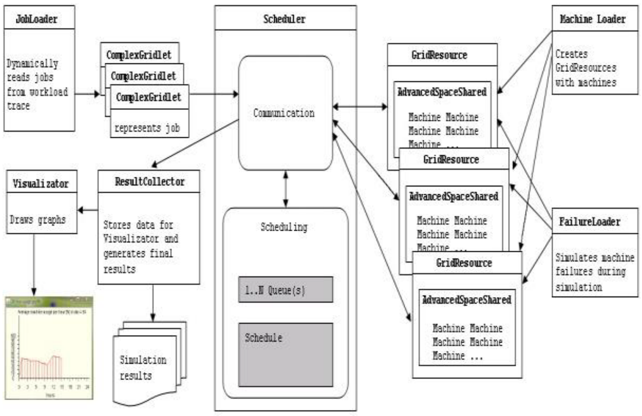

Figure 1. Main components of ALEA simulator

This paper highlights the main features of ALEA simulator, the scope and the limitations of this simulator. Furthermore, it guides the beginners to preface ALEA by providing initial tips. The rest of this paper as follows: Section II explains in details the scope of ALEA. Section III presents frequent questions that are significantly important to deal with ALEA. In Section IV, we briefly show how ALEA is employed in real implementation to improve the performance of two real computing systems. Finally, the paper is concluded in Section V. The paper is prepared using question and answer method for easy reading, and smooth idea presentation.

THE SCOPE AND FEATURES OF ALEA

Simulation approach is commonly applied in science, such

Q1: What are the supported scenarios?

ALEA supports one centralized scheduler that manages everything. The resources are cluster computing that dedicated to tackle the requested jobs in grid environment. The jobs belong to High Performance Computing applications (HPC).

Q2: What is the platform of ALEA?

ALEA platform is Microsoft Windows; all Windows versions from (XP- 10) are supported. The programming language that used in building the simulator is Java.

Q3: Does ALEA support inter-scheduling (load balancing)?

Basically no, load balancing is applicable only when the topology consists of many schedulers (two or more). However, this can be done by adding more schedulers and applying some load balancing logics, but this requires a non-trivial knowledge in Java.

Q4: Does ALEA support the dynamicity?

Yes it does, ALEA has the ability to handle common problems of job scheduling, for instance heterogeneity of jobs and resources, dynamic runtime alterations when new jobs arrive or recourse failures.

Q5: Is failure scenario supported?

Yes it is, as mentioned in the previous question. ALEA is able to deal with a killed job caused by machine failure. This feature adds more realistic to the conducted scenario (see Q24-25 for more details).

Q6: How the scheduler receives the jobs?

ALEA uses real workloads as "datasets" as input to the scheduler. The workload is captured and recorded from real traces. Therefore, ALEA has the capacity to simulate hundreds of thousands of recorded jobs as long as the experimental device has the computational power to perform such simulation.

Q7: What are the supported workload formats?

ALEA supports three workload formats, which are Standard Workload Format (SWF), Grid Workload Format (GWF) and Meta-Centrum Workload Format (MWF).

Q8: What types of jobs are supported?

ALEA supports both parallel and sequential jobs for HPC applications. While workflow applications are not backed.

Q9: How many scheduling approaches are supported?

Several scheduling approaches are implemented in grid projects such as pilot-based scheduling in Atlas project and Distributed Analysis Environment (DIANE). However, ALEA supports two scheduling approaches, which are queue-based approach and planning approach (schedule-based approach).

Q10: How many resource types considered in simulation?

ALEA supports two recourse types, which are Central Processing Unit (CPU) and Random Access Memory (RAM). However, some examples are currently provided with CPU as a main resource type only.

Q11: Does ALEA deal with space slicing processor policy?

Space slicing processor policy [10] enables parallel execution if the requested amount of CPUs is lower or equal to the number of CPUs in the cluster. This policy is fully supported in ALEA.

Q12: What are the metrics that currently ready to use?

After each simulation, ALEA provides a "results" file that contains the number of simulated jobs, number of killed jobs, response time, makespan, tardiness, waiting time (seconds), utilization (ratio), slowdown and bounded slowdown (fraction). Furthermore, average runtime of scheduling algorithm per job and the average time needed to create an initial schedule for a job are provided (milliseconds).

Q13: Are there any other features in ALEA?

Optimization algorithms are included in the simulator. Several optimization methods are ready to use which are empowered by online-metrics plugin (see Q29). Visualization is also provided; this feature displays the situation for each computing cluster such as cluster usage per hour, average machine usage per hour, number of requested and used CPUs and so on during the simulation. All graphs will be saved automatically in "graph" folder that included in "results" folder.

Q14: How fast is the execution?

ALEA is much faster than many other simulators. Other simulators need to read all the recorded jobs in the trace file before the simulation starts, which leads to allocate the memory. Consequently, the simulation will be slow and the experimental device will be totally consumed. ALEA dispatches the jobs "on the fly"; the memory will handle job by job rather than storing the whole trace file. This makes the simulation faster and minimizes the resources consumption.

Q15: Is ALEA currently supported and updated?

ALEA is a vital project; the last release of ALEA is version (4). The simulator has a cooperative supportive team. The support may demanded on Github [11] and ALEA webpage [12].

Q16: what are the scenarios and features that not supported in ALEA?

Although ALEA is based on GridSim [13], but ALEA does not support all the features in GridSim. Peer-to-Peer and super peer topologies, overlay networks, workflow applications that run in far distributed locations and decentralized schedulers are not taking place in this simulator. Workflow applications (i.e. jobs with dependencies) are not supported. Moreover, the energy consumption concept is not considered in ALEA.

ALEA: FREQUENT QUESTIONS

Q17: How to install the simulator?

First, the user has to assure that Java Development Kit (JDK), NetBeans IDE and GridSim simulator are installed successfully [14]. Then add "gridsim.jar" and "simjava.jar" into the libraries tab. Make sure that "simjava.jar" appears "earlier" or "before" than "gridsim.jar" in the library folder. Both files can be downloaded in ALEA webpage.

Q18: How to run the simulator for the first time?

Using NetBeans IDE, add ALEA as a new project. Once ALEA project is launched, go to "ExpirmentSetup.Java" and then press the play button to run the project. If the building is done successfully, graphs will be displayed.

Q19: How to set the basic simulation settings?

"configuration.properties" is responsible to edit, change and modify simulation settings. The file is located in ALEA folder directory. Here are the explanation of some parameters in that file. "use_speeds" is to enable differences in clusters speed (computing ability). "time_limit" is the simulation time. "total_gridlet" refers to number of simulated jobs. "runtime_multiplicator" is the factor that runtime estimation is multiplied with. Many studies have recommended to multiply the actual runtime estimates with a substantial factor [15]. "meta", this parameter should be enabled for workloads that belong to "Meta" computing cluster. "algorithms", to simulate an algorithm, type a valid number that belongs to the list of the supported algorithms. For example, number (6) belongs to Shortest Job First (SJF). Matching number to each scheduling mechanism is embedded in "ExpirmentSetup.Java".

"useEventOpt", this feature to enable Event-driven optimization. This feature was designed to fix schedule after early job completions. "sld_tresh", this parameter refers to threshold for bounded slowdown metric; the value of this parameter is given by seconds.

The responsibility of this value is to omit the effect of very short jobs. Typically, this value is equal to 10. “use_queues”, this parameter is related to some workloads that support multi-queues algorithms. Enabling this parameter if workload does not support this ability may cause error; also simulating the proper workload on supportive algorithm for this feature will be meaningless. “multiplicator”, this parameter refers to the number of requested iterations to run the optimization. For instance, if this parameter set to 100, that means the optimization will run 100 time to optimize the solution.

“arrival_rate_multiplier”, this parameter manipulates the arrival time for the jobs into the system. “failures”, this parameter must be enabled to conduct a machine failure scenario. “on_demand_time_limit” this parameter refers to iteration time, milliseconds is the unit of this parameter. “estimates”, this should be enabled when running a scheduling mechanism that belong to schedule based approach. Otherwise, the results will be unexpressive and unreliable. “visualize” to enable the visualization. “data_sets”, this field contains the name of the simulated workload; the file format has to be included (i.e. “*name of dataset”*.swf). Any modification in “configuration.properties” has to be followed by saving the file in order to activate the changes for next simulation.

Q20: Why the simulator hangs?

Make sure that the “data-set” folder contains the traces. If this error accords, the simulator will show “Fail to open file!” This is due to the simulator is looking for the workload to start the simulation, while the datasets file is empty or does not contain the specific workload in “configuration.properties”.

Q21: Does the optimization in ALEA work with queues?

Theoretically, any algorithm in any approach can be optimized. However, the optimization algorithms in ALEA only work with schedule-based approach. It is possible optimize a queue scheduling mechanism by re-designing the mechanism and conducting the simulation in ALEA.

Q22: How to add a new scheduling mechanism to ALEA?

“SchedulingPolicy” interface is responsible for jobs arrival and jobs execution. Two methods are included in this interface, the first one is “addNewJob(GridletInfo gi)” for job arrival and and “selectJob()” for job execution. A new class have to be created for “SchedulingPolicy” interface. Another interface is empowered in ALEA, which called “OptimizationAlgorithm”. This interface is optional (since optimization in scheduling is not mandatory). Both interfaces are located in package namely “xklusac.algorithms”. To define the proposed policy to ALEA, it has to be included into “ExperimentSetup.java” class as follows [12]:

```
{
if (alg == “Your Policy Number”) {
// create instance of MyPolicy
policy = new MyPolicy(scheduler);
suff = "MyPolicy";
}
```

Q23: What are the main components of the workload?

Each workload in ALEA consists of two files. The first one contains the recorded jobs (“data-set.swf”); the other file contains the description of the computing cluster of this workload ("data-set.swf.machines"). The second file is required for compatibility reasons with the simulator. The machine file looks like this [12]:

0	seth	120	2	1	1048576
1	zegox	48	12	2	94035968

That means, this workload has two commuting clusters, the first one called "Seth", Seth has 9 machines, two CPUs in each machine. The speed of Seth is one, and 1048 Terra Byte (TB) of RAM.

Q24: How to simulate a failure scenario?

To conduct a failure scenario, the workload has to support the case when a machine kills the job. The workload that supports this case has to contain a file that ends with ".failures". It is very important to enable "reqs=true" and "failures=true" in "configuration.properties". Make sure that the right name of the workload is accurately written in "data_sets" file before saving the changes.

Q25: What are the parameters in the failure file?

The failure file contains the following information:

1231771012 cluster_8 11231 2 3 4

This means that "Cluster 8" has three machines (2, 3 and 4) that fail duration is 11231 seconds. The failure starts at 1231771012 seconds.

Q26: What type of applied distribution in workloads?

Since ALEA uses real workloads, there is no distribution. That means every time the same workload is simulated, the same job order occurs, i.e. when simulating a classical scheduling mechanism (for instance SJF) for 20 times using the same workload and same simulation settings; the same results exactly in each time will be obtained. Therefore, to truly evaluate the scheduling policy, the verdict of performance must be released after using three different workloads at least [16]. While for non-deterministic algorithms such as "Gap Search", the mechanism will behave stochastically especially for large number of simulated jobs when the time limit is reduced and the number of iterations increased.

Q27: Is it possible to simulate many polices in a single run?

Yes, ALEA supports the ability to simulate several policies in one simulation. Then, a generated file will be created for each policy. However, each policy has its own features and specification that match the simulated dataset. The results may vary if unaware configurations were considered. Thus, it is recommended to simulate each mechanism alone to avoid such a confusion.

Q28: How many optimizations methods are supported?

ALEA supports two types of optimizations. The first one is periodic optimization. Which is done by "opt_alg". It is launched periodically by a call in "Scheduler.java". The second type is Event-driven optimization. This optimization is performed only when certain criteria are met. This type of optimization is made by algorithm specified in "fix_alg". Both methods of optimizations have no effect if "estimates" parameter is disabled.

Q29: What is online-metric plugin?

This plugin, enable the simulator to calculate the required metric during the simulation (for instance “makespan”). This ability is implemented for heuristic algorithms to adjust their performance.

Q30: What is the applied concept for fairness in ALEA?

There is no specific definition of fairness. In ALEA, the fairness is applied for different users not as a job related metric. To compute the fairness, ALEA calculates the Normalized User Waiting Time values (NUWT) and User Waiting Time (UWT). NUWT is obtained based on Total User Waiting Time (TUWT) and Total User Squashed Area (TUSA), while UWT is TUWT normalized by each user [17]. Least square method [18] is applied to guarantee that all the fairness values are positive.

ALEA AS PRODUCTION PURPOSES

ALEA simulator has two notable implementations to improve Czech national grid and cloud computing infrastructure Meta-Centrum. ALEA was used to verify the reconfigurations of Meta-Centrum computing system. The queues reconfiguration was required to apply a new fair-share scheduling mechanism. ALEA was implemented to emulate the reconfiguration of the complex-queue system alongside the new policy. ALEA indicated that some of the planned changes in the new configuration may cause unfair behavior [19].

Therefore, an amendment was made based on ALEA's recommendations. The reconfiguration took a place in practice. Later on, an analysis manifested that a significant improvement of Meta-Centrum performance is achieved. The number of accomplished jobs and utilization of resources have increased by 66.3 % and 43.2 % respectively [20].

In another use of ALEA as a production purpose in real environment, the operators of Meta-Centrum system decided to install a new job scheduler in late 2014 that supports several new features such as enabling the meta-heuristic and optimizing job schedule. ALEA extensively implemented to test how the newly installed job scheduler is stable. ALEA revealed that the new solution has improved the total usage and crucially minimized the average waiting time [19]. Figure 2 shows used CPU days per week before and after reconfiguration (left axis) and the average waiting time per week [19].

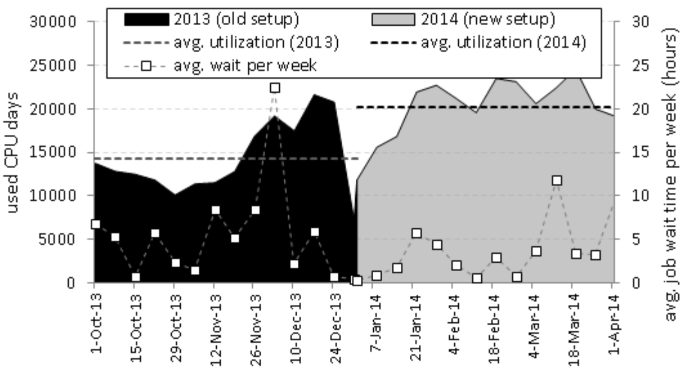

Figure 2. Observed difference in utilization between old and new setup

CONCLUSION

This paper has introduced the scope and features of job scheduling simulator ALEA. ALEA is designed to mimic the scenario where a centralized scheduler that manages everything for cluster computing systems in grid environment. The simulator fully supports the dynamicity and several optimizations criteria. Moreover, two well-known scheduling approaches are enabled for simulation purpose which are queues and schedule-based. Then, the paper introduced some technical details about the simulator, such as running failure scenario, explaining the most important parameters in simulation file and clarifying some details about the workloads. This section has covered the most basic concepts that every researcher needs to know when prefacing ALEA. Finally, two examples about real life implementation of ALEA have demonstrated. The analysis has revealed that ALEA significantly contributed in improving the performance of Meta-Centrum cluster computing system in several crucial aspects such as increasing utilization of resources and number of accomplished jobs and testing the stability of the new job scheduler when optimization features are enabled.

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WHERE DO WE EAT? TOWARDS LOCAL KNOWLEDGE-BASED MOBILE RECOMMENDATION SYSTEM

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ABSTRACT

Majority of the eatery recommender systems are designed to help locate nearby eatery based on user's current location. However, more often than not, the recommendations that user get are not satisfactory due to many factors. Hence, this study is proposing a local knowledge based recommender system with emphasis on quality of the recommendation. Local knowledge refers to the cumulative and complex bodies of knowledge, know-how, practices and representations that are maintained and developed by peoples with extended histories of interactions with the natural environment. Hence, the concept of local knowledge is perceived as promising for a more quality recommendation which not only benefit user but also other key entities in the context of food business. This paper discusses the content analysis performed on seven existing mobile apps for eatery recommendation. The analysis is discussed based on three main aspects; platforms, functions and features, and the local knowledge format.

Keywords: Local Knowledge, Mobile Recommendation Apps

INTRODUCTION

As part of the living lab research concept, one of the projects is to improve a living environment or local services particularly in the area of Changlun and Sintok. This is to be materialized through UUM-Changlun TechnoSphere project. Under this project, users can co-create social related artefacts and local services, such as mobile recommendation systems.

Recommendation systems are a particular type of personalized system, which filters information and presents only what is relevant to an individual. Where as, according to Lathia (2015), mobile location-based recommendation systems are accessed via mobile devices, use location data (current or otherwise, e.g. historical), involves and leverages users' movement around a physical space and, most importantly, provide personalised recommendations that are tailored to users' preferences. Commonly, mobile location-based recommendation system are used extensively in venue recommendation although there are location-based social matching applications, tailored to find people of interest in particular locations, and behaviour-oriented applications, such as those related to sport and physical activity. As far as venue recommendation is concerned, White and Buscher (2012) highlight the impacts of personalizing result based on local knowledge and how to leverage that knowledge to benefit non-locals. Yet, to the best of our knowledge, there is surprisingly little research on incorporating local knowledge in the design of mobile recommendation apps. With the synergy of smart gadgets and the Internet there is growing tendency towards the use of information from the Internet. In this research, we plan to propose a design model, which accentuates local knowledge in the development of mobile location aware recommendation system (for eatery location) through a systematic approach. To date, there is still a lack of systematic approach in developing such system that works with real time customization.

Local knowledge refers to the cumulative and complex bodies of knowledge, know-how, practices and representations that are maintained and developed by peoples with extended histories of interactions with the natural environment. These cognitive systems are part of a complex that also includes language, attachment to place, spirituality and worldview. Study of local knowledge has benefited in many different areas such as disaster management (Peters-Guarin, McCall, & van Westen, 2012), wild life conservation (Sousa et al., 2014; Padmanaba et al., 2013), contangious disease prevention (Dickin, Schuster-Wallace, & Elliott, 2013), and ecological management (Mellado, Brochier, Timor, & Vitancurt, 2013). In addition, there are also growing numbers of studies that incorporate local knowledge in the design of decision support system such as Yin et al. (2013), Oliver et al. (2012), Yanagisawa and Yamamoto (2012), Nakahara, Yanagisawa and Yamamoto (2012), and Bao, Yu, and Mokbel (2012). However, its either the studies were focusing more on the integration of several RS methods and improvising the algorithms or it's application at managerial level but least on modeling the local knowledge for social recommendation. Moreover, these days traveller prefer to experience a place like a local (Cecile & Christele, 2013)

There are a significant number of mobile location-aware recommendation apps available for smart phones focusing on eatery recommendation. The majority of applications are designed to help locate either nearby food outlet (e.g., Hungry MY, Urbanspoon, Where to Eat?, Upocket, Eat Drink KL, etc.), nearby branded food outlet (e.g., Starbucks, Nandos, McDonalds, Dominos), or nearby halal food outlet (e.g., Halal Food Finder, Zabihah, Zomato, hungryhouse, Halalspot, etc.). More often than not, the recommendations that user get are not satisfactory due to many factors. While content-based solutions could obtain a satisfactory level of recommendation quality, however it might not entirely capture the true users' preferences (Massimo et al., 2017). Also, recommendation approaches based solely on item's features or personalized web behavior could not achieve satisfactory results (Bozhi et al., 2014). Another factor that lead to user dissatisfaction is the lack of systematic approach to model the design of such system that can tailor to the decision context, for instance in tourism (Neidhardt, Kuflik, & Wörndl, 2018). On top of all these, from authors' observations, many of the existing mobile recommender systems fail to exploit information, evaluations or ratings provided through local knowledge, except for the commercialized apps as listed in the case studies section. Perhaps, the study by Bauman, Liu, and Tuzhilin (2017) by far, the closest example that can be associated to this study.

This suggests that an empirical work is required to depict the comprehensive design model that caters to the foundation, algorithms, issues, and evaluation of mobile recommendation systems using local knowledge. Therefore, a comprehensive design model is important to improve application and development of such systems as well as the quality of the recommendation, which not only assist in decision-making, but also elevates the user experience by providing trust aware information through the modeling of local knowledge. Hence, this paper discussed the preliminary steps taken towards developing a local knowledge-based mobile recommendation system.

CASE STUDIES

The main objective of this study is to design and develop mobile recommendation app which incorporate local knowledge as its focal point. Hence, seven related apps have been identified and examined, which provide basis for future design and developement works. The descriptions of each app are as described below.

Like a Local (https://www.likealocalguide.com/)

Like a Local (as depicted in Figure 1) is a hybrid recommendation system (i.e., works on both website and mobile app). It provides recommendations on the best local cafes, restaurants, bars and sights as recommended by locals. The recommender also work offline on mobile app version, which is convenience for traveller whom normally has limited access to Internet during their trip.

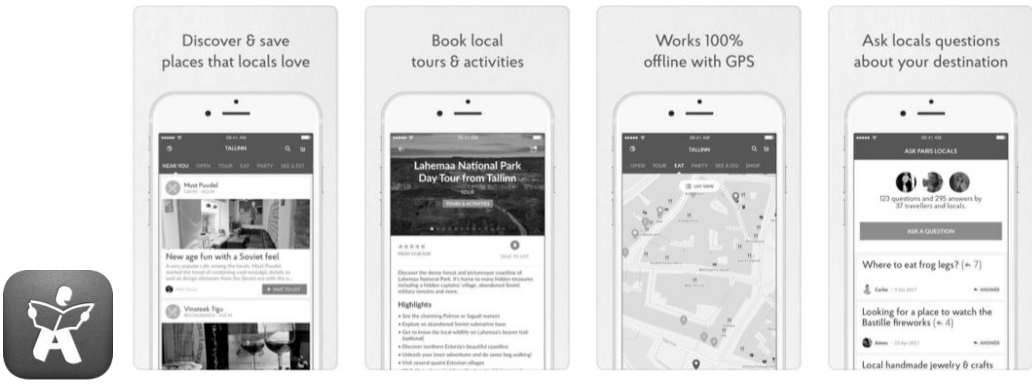

Figure 1. Logo and screenshots of Like a Local Guide app.

Ask a Local (http://askalocalapp.com/welcome)

Ask a Local (as depicted in Figure 2) is a hybrid recommendation system (i.e., website and mobile app) for travel info including food. The system provides information from the locals through collection of local stories in terms of websites, personal blogs and other social media outlets.

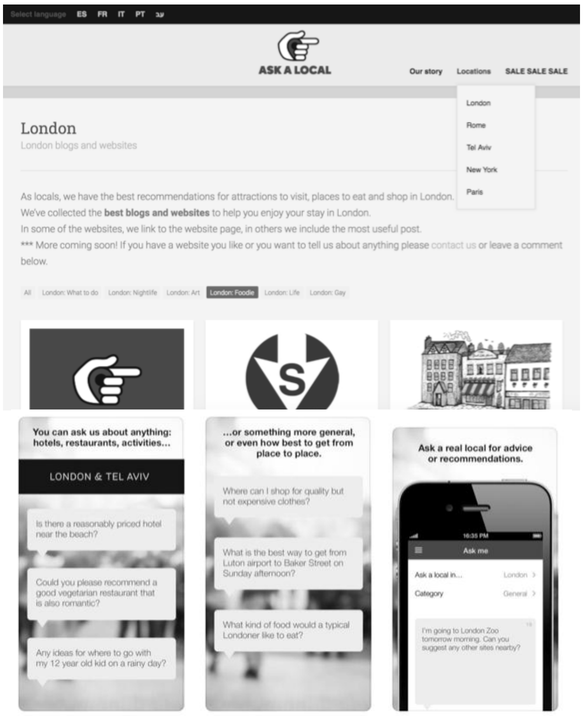

Figure 2. Screenshot of Ask a Local website and mobile app.

SpotLuck

Spotluck (as depicted in Figure 3) is a mobile app that has a game feel in suggesting an eatery venue with additional benefit like discounts. The system involves participation from local independent restaurants where they can get impactful and actionable analysis from the recommendation list.

Figure 3. Screenshot of SpotLuck app.

Localeur (https://www.localeur.com/)

Localeur (as depicted in Figure 4) is a hybrid recommendation system (i.e., it provides both website and mobile app options). Localeur serves recommendations on the best local places to eat, drink, play and more as recommended exclusively by locals in more than 80 cities around the world.

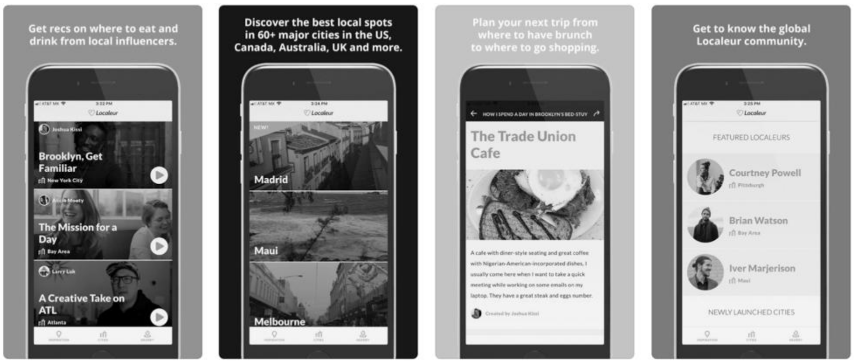

Figure 4. Screenshots of Localeur app.

Like a Hipster

Like a Hipster (as depicted in Figure 5) is a mobile app that recommends nearby restaurant by the local contemporary subculture known as "hipster". The hipster subculture is stereotypically composed of young adults who reside primarily in gentrified neighborhoods. It is broadly associated with indie and alternative music and genres.

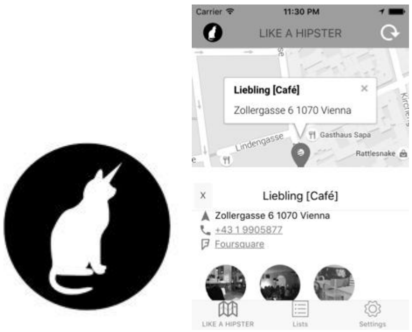

Figure 5. Logo and screenshot of the app.

Spotted by Locals

Spotted by Locals (as depicted in Figure 6) is a mobile app that uses a crowdsourcing technique where they accumulate locals's perspectives and experiences about famous places. The app can be used offline by the travellers. It enables the user to add new items like favourite and nearby spot, to be used like a travel organizer/planner.

Figure 6. Logo and screenshots of Spotted by Locals app.

Withlocals (https://www.withlocals.com/)

Withlocals (as depicted in Figure 7) uses peer-to-peer marketplace concept where local people offer experiences and their skills to travellers. The main focus of this service is to connect people and cultures through food and unique experiences. Basically, the system works by simply type a location and date into the search engine to discover a list of locals offering variety of experiences (e.g., private dinner in family home, tea picking on hill plantation, street food tour in a city).

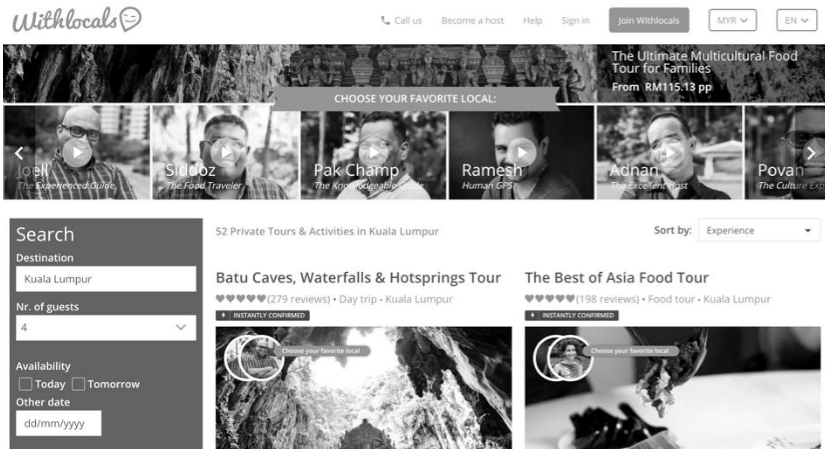

Figure 7. Screenshot of Withlocals website.

CONTENT ANALYSIS

Content analysis is a technique for systematically describing written, spoken or visual communication. It provides a quantitative description. Quantification allows to characterize the material in a way that is potentially reliable and valid. The information from the seven case studies is broken down into three main categories (i.e., platform/mode, features, and local knowledge format) and then summarized as displayed in Table 1. Mobile apps have both format and content. Format refers to the form or structure of the information. Content refers to the meaning of the information. Both format and content are quantified and summarized as displayed in Table 1.

Table 1. Comparative analysis of seven existing mobile apps for eatery recommendation based on local knowledge

No.	Apps Name	Platform/ Mode	Functions & Features	Local Knowledge Format
1	**Like a Local** (likealocalguide.com)	Website, Mobile app (offline)	• recommend venue of eateries & sights with addition of tips & tour activities • works like e-travel guide/book	• Tips & tour with locals (host/guide/show talent) • Register as local/earn points & rewards
2	**Ask a Local** (askalocalapp.com/welcome)	Website, Mobile app	• Support multi-language queries • recommend venues and activities • location-based recommendation system	Embeded in the form of storytelling post (i.e., collection of best blogs/websites that shares story/info/updates about a place including eatery)

3	**SpotLuck**	Mobile app	• Location-based recommendation system • Uses artificial intelligence based on parameters like weather, time and day to determine the recommendation and other deals.	• Involve participation of local businesses (provide discounts) • Include local info (e.g. weather)
4	**Localeur** (localeur.com)	Website, Mobile app (offline/ online)	Nearby recommendation system that uses collaborative filtering from verified locals	Verification of locals is made through social media account.
5	**Like a Hipster**	Mobile app	• Nearby recommendation system • Uses data from Foursquare, Facebook, Yelp & Google Map	suggests nearby eateries, activities, and places with local pop-culture influences (i.e., hipster)
6	**Spotted by Locals** (spottedbylocals.com)	Mobile app (offline)	• Can work 100% offline for maps and tips • Nearby recommendation	works like a tour/travel guide with insider tips from locals through specific crowdsourcing concept
7	**Withlocals** (withlocals.com)	Website	• register • find & book experience with local host • do payment online	• locals offer experiences & skills to travelers (e.g., things to do & food experience) • authentic review system (only verified locals) • verified supplier system – based on personal contact

DISCUSSION

Note that this paper compares seven existing recommender systems for eatery venue (mobile and non-mobile) with different baselines as in the following subsections; platforms, functions and features, and local knowledge format. These seven samples are considered because they embodied the local knowledge concept in their operations.

Platform

The observation made to all seven samples, has lead to the finding that the recommender system for eatery venue can be found under three groups of category; mobile-based (SpotLuck, Like a Hipster, and Spotted by Locals), web-based (WithLocals.com) and hybrid (Ask a Local, Like a Local, and Localeur). The technologial advances of mobile devices and as well as the rapid growth of social networking has demanded recommender system to be able to suggest items that help users while there are on the go, this include finding eatery venue. In mobile environment, many personal, social and environmental contextual factors can be integrated into the recommendation process in order to provide the correct recommendation to a special user, at the perfect moment, in the appropriate location based on his/her emotional state, his/her current activity and past behavior.

Functions and Features

In general, the studied samples serve almost similar purpose for a recommender system in eatery venue category, that is to recommend the eatery venue that suit the users' preferences. Most of the hybrid/mobile-based recommender systems incorporates location information into algorithms to attempt to provide more-relevant recommendations to users, known as the location-based recommendation. This type of recommendation also leverages on popular use of social media on the mobile devices which is known as location-based social network like Foursquare, Facebook, Yelp, and Google Map (as seen in Like a Hipster). The use of mobile devices also leverages Some recommendations are affixed to suggested activities (Like a Local, Ask a Local), food choices (Like a Local, Localeur), local host (withlocals.com), and deals/promotion (SpotLuck). These provide users with richer content to make decision. Although majority of the recommender systems work online (i.e., when there is positive Internet connection), some also work offline (Spotted by Locals). The reasons being that, considering the condition of the users which are mostly travelers, it cant be assumed that they have good connection when they are on the go. Thus, offline recommender systems for eatery venue is the better alternative. There are also example of recommendation system that give it's user a personalized experience, like booking a host to show them around, and experience things firsthand (as seen in withlocals.com). Another interesting concept is the context-aware recommender system (SpotLuck), when it incorporates the contextual data like time, temperature, location, and weather to determine the best recommendation for the users. All these contextual data could also be localised data which is based on users' location and preferences.

Local Knowledge Format

The main reason why the seven samples are selected is because they have embodied the concept of local knowledge, which is the core of this study. These seven samples have been examined and analysed to provide sufficient information on common features for such recommender systems and also how local knowledge is being embedded in the systems. As for the latter, this study has learned a number of important aspects; 1) about the reviewing system (i.e., how the recommender systems verify the locality of the reviewers and the reviews), 2) the content format (i.e., user generated contents like collection of personal stories and blogs, or tagged contents like links to other websites), 3) the algorithms of the recommendation system (i.e., contextual-aware, location-based, collaborative filtering), and finally 4) the additional features related to local participation in the system (i.e., reward system, point-collectible system, gamification etc.) as can be seen in Like a Local, SpotLuck and withlocals.com.

CONCLUSION

The study aims to bring innovation to the community (public) and allow them to get involve in the process of co-creating services or products that best suit their needs. Hence, local knowledge concept is being embraced as the focal point of this study. Seven samples of related mobile apps have been examined and analysed to provide sufficient information on common features for such apps and also how local knowledge is being embedded in the apps. As for the latter, this study has learned about the review system (i.e., how the app verify each review from locals), the information format (i.e., either its from the collection of personal stories, blogs, or websites), back end of the recommendation system (i.e., contextual-aware, locational-aware, collaborative filtering) and finally the additional feature related to local participation in the system (i.e., reward system, points collectible system, etc.). In a long run, this study will allow UUM to better serve the Changlun's community and fulfils its social responsibility (Abdul Hamid et al., 2018). In addition it will allow the university to leverage the UUM wifi usage as well provide a great opportunity to generate income through win-win collaboration with the local community.

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HEALTHY NUTRITION AND EATING HABITS (HeNEH) SMARTPHONE APPLICATION (APPS)

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ABSTRACT

This paper highlights on a smartphone application named as Healthy Nutrition and Eating Habits (HeNEH), which was developed targetting for teengers. Malaysian teenagers have dietary problem need to be tackled instantly. Dietary problem is a major global health problem, contributing to increased disease incidence, death, and impaired mental development. The cause of dietary problem include lack of nutritional knowledge.This smartphone application was developed to educate teenagers the importance of healthy nutrition and eating habits. Features of the application including a simple calculator to calculate BMI and calories, food categories, tips for healthy eating, list of foods should be taken in daily life, and quizzes. We conducted an evaluation using online survey to identify usability of the HeNEH smartphone apps. A questionnaire was prepared using Google Form which contains 18 questions. The questions were adopted from Usefulness, Satisfaction, and Ease of use (USE) Questionnire by Lund (2001). Findings shown that the HeNEH is a usable smartphone apps for Malaysian teenagers.

Keywords:, healthy nutrition, eating habits, teenagers, smartphone health application, usability evaluation

INTRODUCTION

Dietary problem is a major global health problem, contributing to increased disease incidence, death, impaired mental development. The Star Online (2016) reported that Malaysian children and teenagers have a dietary problem need to be solved instantly. The cause of dietary problem include lack of nutritional knowledge. The Ministry of Health (MOH) Malaysia concerns on the population's health state and realizes a wide gap between Malaysians' knowledge and their behavior. The gap is illustrated by a rise in the prevalence of obesity and overweight. In 2010, the country ranked top in both the prevalence of obesity and overweight in South East Asia (SEA), placed sixth in the prevalence of obesity (seventh in the prevalence of overweight) in Asia, and ranked 39th in the prevalence of obesity (44th in overweight prevalence) worldwide.

The populations' unhealthy eating habits has prompted the government via the Ministry of Health (MOH) to implement various policies and campaigns to promote a healthier eating behavior among the public. For example, the National Plan of Action for Nutrition of Malaysia, NPANM II (2006-2015) has been developed to tackle the issues of unhealthy eating practices in Malaysia. With regard to the campaigns launched at national level, some of the campaigns including "Healthy Lifestyle Campaign", "Reduce Sugar Intake Campaign", and "Guidelines on the Implementation of Healthy Eating in the Public Sector". This shows that the health problems are very serious in Malaysia.

National Heart, Lung, and Blood Institute (n.d.) states that a healthy eating plan will lower risk of heart disease and other health conditions. A healthy eating plan which consist of vegetables, fruits, whole grains, and fat-free or low-fat dairy products, includes lean meats, poultry, fish, beans, eggs, and nuts, and need to limit saturated and trans fats, sodium, and added sugars. To lose weight, people need to reduce the number of calories they get from food and beverages and need to increase their physical activity. According to Pellegrini, Pfammatter, Conroy and Spring (2015), the increasing prevalence of obesity and its association with cardiovascular disease, several forms of cancer, diabetes, and other chronic illnesses have prompted their interest in identifying effective ways to promote healthy eating and weight control.

Nowadays, teenagers have changed compared to teenagers in the past in many aspects. They have low levels of physical activity due to engaging too much with the smartphone and they prefer eating unhealthy foods. Since the smartphone become a necessary thing for teenager, it becomes a potential to be used in health-promoting strategies. Although there are many existing smartphone applications that related to health, we found that the materials contained in some existing applications are provided for general information purposes only. Its do not constitute medical legal or other professional advice on related subject matter. Furthermore, the nutritional fact of some foods and drinks in some applications are less accurate or not very suitable for Malaysian teenagers.

This papers highlights about healthy nutrition and healthy eating in general, teenagers and dietry problem, smartphone health application (apps), description of the HeNEH smartphone apps, and an evaluation conducted to identify usability of the HeNEH smartphone apps. Literature on smartphone health apps was reviewed and are explained in Literature Review section.

LITERATURE REVIEW

Smartphone application (apps) are a powerful tool for public health promotion. Apps can enable users to set targets, enhance self-monitoring, and increase awareness. The population of teenager is at high risk for becoming overweight or obese. In year 2011, it was estimated that 2.6 million adult and 500 thousand teenagers under 18 years old had obesity problems associated with various health complications physical and psychosocial (Alias and Shaffie, 2014). It is important for teenager to consider a healthy lifestyle by using health apps to change their behaviors towards a positive way. For example, monitoring calories intake in a day by using health apps.

Several studies mentioned that smartphone are popular nowadays and smartphone apps can enrich the delivery of health eating behavioral changes to individuals among teenager. According to Okumus and Bilgihan (2013), smartphone apps are innovative channels for delivering individual health behavior changes. They offer a range of services that can improve the daily habits of their users. Smartphone apps allow users to keep up with their diets, exercise routines, and overall health. Smartphone apps have an opportunities for their users to support establishing healthier lifestyle habits (Hebden, Cook, van der Ploeg, and Allman-Farinelli, 2012).

There has been increasing attention to use smartphone apps to promote healthy eating and support weight loss. Smartphone platforms have lowered costs, reduce the burden to participants, and overcome some limitations of traditional in-person behavioral weight loss programs. A variety of apps related to diet, nutrition, and weight control are available from major smartphone platforms such as iPhone, Android, Nokia, and BlackBerry. This shows that smartphone can be used as a good strategy to promote healthy eating in daily life (Azar, Lesser, Laing, Stephens, Aurora, Burke and Palaniappan, 2013).

There are various apps available for smartphone users which related to health and nutrition. For instance "Lose It", "Food & Nutrition", and many more which provide users with educational information about food and dieting. Additionally, it provides tools for selecting better foods. The health apps can educate users on topics of health, food, and fitness. Furthermore, smartphone apps allow users to keep up with their diets, exercise routines, and overall health by using just a click of a button and allow users to alert their meals with low calories.

In this research, we developed a smartphone application regarding healthy nutrition and eating habits for teenagers, named as Healthy Nutrition and Eating Habits (HeNEH). The application may help to improve the knowledge of teenager about the importance of healthy nutrition and eating habits.

Description of the HeNEH smartphone apps is detailed out in the next section.

PRODUCT DESCRIPTIONS

Figure 1 shows the home page of HeNEH smartphone application. A soothing background music was provided and user can choose to play/stop it while using the apps. User can click *Go* button to start the application and move to Main Menu page. The Main Menu page consists of four buttons which are Healthy Plan, BMI Calculator, Quizzes and Game as shown in Figure 2. If user click Healthy Plan button, it will shows the Healthy Plan menu which contains five sub menu (Food Pyramid, Daily Check List, Food Calories List, Dietary Guideline, and Recipe) as displayed in Figure 3.

Figure 1. Home Page

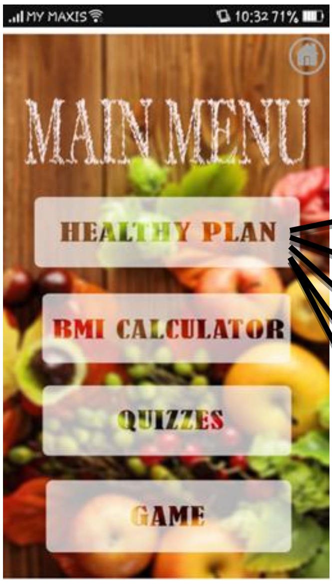

Figure 2. Main Menu

Figure 3. Healthy Plan Menu

If user click the *Food Pyramid* button, it will show an interactive food pyramid as in Figure 4. Each stage of the food pyramid is clickable and it will shows pictures and names of related food. Next, if user click the *Daily Check List* button in Figure 5, it will shows daily check list interface. The HeNEH smartphone application provides six main nutritions (fruit, milk, vegetable, grain, meat, and carbohydrate) that user needs to consume every day. User can click the tick button if he/she consumes certain nutrition and a message of *"Good..Keep it up!"* will appear on the screen to motivate user. Otherwise if user click *X* button, a message of *"Don't forget to take it tomorrow!"* will appear on the screen.

The HeNEH smartphone application also provides several types of food that Malaysian teenagers eat everyday. For instance, rice, and noodles. Each type of food has its own calorie, fat, and sodium. Thus, user can check the calorie in *Food Calories List* as shown in Figure 6 before choosing any food. This could help user to control their daily calories consumption.

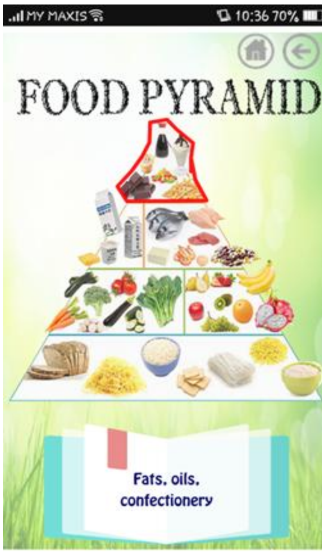

Figure 4. Food Pyramid

Figure 5. Daily Check List

Figure 6. Food Calories

Furthermore, the HeNEH smartphone application also suggests eight basic *Dietary Guidelines* that user might follow in Figure 7. These guidelines cover the basic of healthy eating that can help users to make healthier choices. For instance guideline number 5 is *Eat Less Salt.*

If user click the *Recipe* button, three meals of *Breakfast, Lunch,* and *Dinner* as shown in Figure 8 are available in video (less than one minute duration). We chose video because it can attract user's attention compared to regular text and user may not feel bored when watching it. Each type of meal contains four simple and easy to prepare recipes so that user might be able to cook/prepare by themselves.

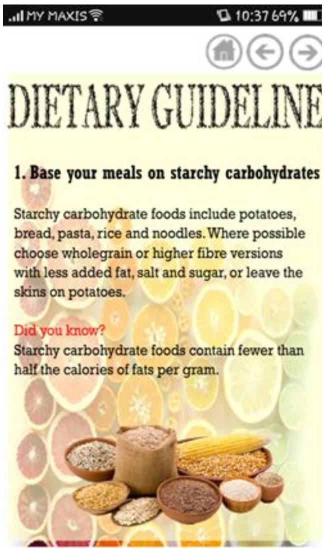

Figure 7. Dietary Guideline

Figure 8. Recipes

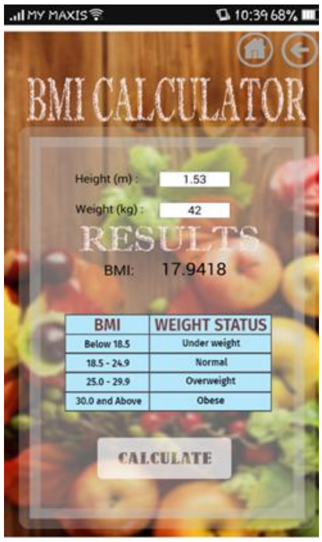

Figure 9. BMI Claculator

If user want to calculate their BMI, they need to fill-in height (metre) and weight (kilogram) in *BMI Calculator* (Figure 9) and click *Calculate* button. Then result will appear and user can refer to a provided table to check their BMI status.

Besides, users also can test their understanding of healthy nutrition and eating habits in *Quizzes* section. There were 10 questions provided. To start the quiz, they need to fill-in name and click *Start* button. If user correctly answer each questions, a message of *"Well Done"* will appear with some text explaning the answer. If user wrongly answer each question, a message of *"Sorry, that is incorrect"* will appear on the screen. Total score/marks will appear only after user finished answering all the questions.

The HeNEH smartphone application also contains *Game* to attract users. Users can read instruction provided on how to play the game and click *Play* button to start playing it. This game contains two levels. Each user must finish level 1 first, then only he/she can continue to level 2. If user fail in level 1, it means that the user loose the game. If the user complete level 1 and level 2, it means that the user win the game.

Next section explains in details about usability evaluation conducted on this product.

USABILITY EVALUATION

An evaluation was conducted to identify usability of the HeNEH smartphone apps in terms of usefulness, ease of use, ease of learning, and satisfaction. According to Preece, Roger and Sharp (2015), questionnaires can be used on their own or in conjunction with other methods to clarify or deepen understanding. We created an online questionnaire using Google Form and distributed it randomly to 30 teenagers respondents, aged 13 to 18 years old. The questionnaire was prepared adopting the Usefulness, Satisfaction, and Ease of use (USE) questionnaire by Lund (2001).

We asked 18 questions including two demographic questions. 16 questions adopted from the USE questionnaire were divided into four sections; usefulness (section 1), ease of use (section 2), ease of learning (section 3), and satisfaction (section 4). Each section contains four questions. A five-point Likert scale was used from 1-Strongly Disagree to 5-Strongly Agree. Likert scales can be used to measure opinions, attitudes, and beliefs, and consequently they are widely used to evaluate user satisfaction with products (Preece et al., 2015).

The respondents were asked to interact with the HeNEH apps that we uploaded into Wix.com, a cloud-based web development platform. Then they answered the online questionnaire. We sent two links (the HeNEH apps and the questionnaire) via WhatsApp Messenger to the respondents. They were allowed to use the apps and answered the questionnaire at their own preferable times. Finally, we analyzed data quantitatively and presented results using suitable graphs and charts.

Demographic results that we gathered shown that 57% female and 43% male teenagers participated in this evaluation study. It is quite balance and represented both genders. 40% of the respondents never used any healthy nutrition mobile apps. Thus, we think this product could be important and interesting for them. Scores for all questions in the four sections - usefulness (section 1), ease of use (section 2), ease of learning (section 3), and satisfaction (section 4) were high. 93% and above of the respondents agreed and strongly agreed that the product is useful, easy to use, easy to learn, and satisfying to use. It was exceptional for question 3 (Q3) in section 2 and question 4 (Q4) in section 3. The scores were decreased. Only 73% of the respondents agreed and strongly agreed that every time they can successfully use the product (ease of use) and quickly became skillful with it (ease of learning). Overall, majority of the respondents thought that the HeNEH smartphone apps is usable.

CONCLUSION

Healthy nutrition is important in keeping a healthy lifestyle and reducing risk of chronic illnesses (Okumus and Bilgihan, 2013). The Healthy Nutrition and Eating Habits (HeNEH) smartphone application was developed for Malaysian teenagers. It aims to educate teenagers the importance of healthy nutrition and eating habits. The product contains various interesting contents represented using several multimedia elements i.e. video, graphics, sound, and text. It is interactive and provides interesting features like game, BMI calculator, and quiz. An evaluation was conducted to identify usability of the HeNEH apps. A questionnaire was prepared and distributed through social media to teenagers. They gave possiitve feedback towards the HeNEH apps. Results showed that the product is usable in terms of usefulness, ease of use, ease of learning, and satisfying users.

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FAKTOR PENGGUNAAN RADIO INTERNET *THR RAAGA* DALAM KALANGAN MAHASISWA UNIVERSITI UTARA MALAYSIA

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ABSTRAK

Landskap penyiaran radio hari ini telah mula berubah dari segi teknologi, kandungan dan khalayak digital. Tidak ketinggalan juga siaran radio berbahasa Tamil mengalami perubahan dari segi sistem penyiarannya yang berkonsepkan radio digital kesan daripada perubahan Internet dan media sosial. Peranan radio hari ini menyampaikan maklumat dan hiburan kepada khalayak yang bersifat selektif dan digital melalui penggunaan Internet dan media sosial seperti *facebook, twitter, podcast*, *instagram* dan *YouTube.* Radio Internet atau radio dalam talian menggunakan siaran berbantukan isyarat audio melalui jaringan Internet atau dikenali sebagai 'siaran web'. Radio *THR Raaga* menggunakan 'siaran web' atau Internet yang digunakan oleh masyarakat India khususnya pelajar universiti. Objektif kertas kerja ini adalah untuk mengenalpasti pengaruh penggunaan radio Internet *THR Raaga* dalam kalangan pelajar Universiti Utara Malaysia. Metodologi kuantitatif yakni tinjauan soal selidik berstruktur diedarkan kepada 242 pelajar beretnik India Universiti Utara Malaysia (UUM) yang mendengar radio atas talian ini. Data dianalisis secara diskriptif dan inferensi dalam kajian ini. Dapatan kajian mendapati bahawa wujudnya perkaitan yang positif di antara berehat, informasi, keseronokan, interaksi sosial, melepaskan diri dengan penggunaan radio atas talian *THR Raaga*. Hasil kajian juga menunjukkan bahawa faktor informasi, interaksi sosial dan melepaskan diri mempengaruhi penggunaan radio atas talian *THR Raaga*. Kesimpulannya teknologi telefon pintar, komputer (notebook), *Ipad, Wifi,* dan *modem broadband* memudahkan aksesibiliti untuk melayari radio atas talian Internet di mana-mana sahaja. Selain itu, dasar jalur lebar yang diperkenalkan oleh kerajaan membantu untuk meluaskan prasarana Internet seluruh negara bagi memberikan fasiliti akses Internet berkeupayaan tinggi untuk generasi baharu memanfaatkan penggunaan radio atas talian Internet sebagai medium pemerolehan maklumat.

Katakunci: Berehat, Informasi, Keseronokan, Interaksi Sosial, Melepaskan Diri, Penggunaan, dan Radio Internet *THR Raaga*

PENDAHULUAN

Radio merupakan salah satu media teknologi yang boleh menyampaikan mesej dan maklumat dalam bentuk suara atau audio kepada khalayak sasaran melalui gelombang radio. Mesej yang diberikan adalah dalam bentuk hiburan, sama ada berbentuk lagu, iklan, penyampaian dan sebagainya yang boleh meningkatkan keupayaan pendengar untuk terus mendengar siaran radio sehingga ke penghujung rancangan dan boleh memberikan kesan kepadanya. Maklumat yang diberikan pula adalah dalam bentuk berita, sama ada berita mengenai isu-isu semasa, isu-isu tempatan, mahupun isu-isu luar negara yang terkini dan tidak basi. Maklumat tersebut boleh meningkatkan pengetahuan pendengar mengenai perkara yang sedang berlaku saat ini. Stesen radio ini telah berubah kepada sistem analog kepada sistem digital. Sistem digital ini memberikan dimensi penyediaan kandungan digital yang berasaskan teknologi dan Internet (Carl Hausman, Messere, Benoit & O'Donnell, 2016).

Penyiaran Radio Berbahasa Tamil

Penyiaran radio berbahasa Tamil diuruskan oleh dua organisasi yang berlainan iaitu kerajaan dan swasta. Pihak kerajaan mengurus penyiaran radio Minnal fm, manakala swasta pula mengurus *Time Highway Radio* (*THR Raaga)* melalui saluran radio THR fm (Tolasi, 2007). Sekitar tahun 1996, pertama kali stesen radio Minnal fm di Malaysia mengendalikan stesen ini 24 jam dalam bahasa Tamil. Sementara itu, stesen radio *THR Raaga* mula bersiaran pada 2 April 2001 (Subramanian, 2007). Selain itu, radio TH *Raaga* juga mengekalkan sistem audio dan video yang dimuatnaik dalam *YouTube, Facebook, Twitter* dan Instagram (Astro Radio, Ogos 2016). Kandungan siaran radio *THR Raaga* seperti *THR Raaga, Hindi Power, Gegar* dan sebagainya (Tolasi, 2007). Konsep komersil diutamakan dalam radio ini dan ia dinamakan 'time' untuk menyampaikan "informasi keadaan lalu lintas dan juga hiburan kepada para pendengar yang mengikuti stesen ini semasa memandu (Tolasi, 2007:16)". Tema atau konsep radio ini adalah "*THR Raaga* a:ha: sirantha isai" (*THR Raaga* membawa muzik yang terbaik). Di awal pembukaan radio ini, ia dikendalikan oleh tiga juruhebah dan bersiaran selama tiga jam (3 hingga 6 petang). Selepas itu, siarannya dilanjutkan dari enam pagi hingga ke dua belas malam (setiap hari dalam seminggu). Perlanjutan masa siaran menyebabkan radio ini dikendalikan oleh enam juruhebah secara sepenuh masa dan beberapa juruhebah sampingan lain untuk menyalurkan maklumat dan hiburan terkini kepada pendengar (Tolasi, 2007). Mulai 1 Disember 2014, siarannya dilanjutkan kepada 24 jam (Radio Malaysia, 2014). Ia juga mencatat sejarah kerana menjadi 'stesen radio swasta Tamil yang pertama menyiarkan rancangan dalam Bahasa Tamil' sepenuhnya (Tolasi, 2007). Antara program-program *THR Raaga* yang paling menarik ialah kalakkal ka:lai (pagi yang menyeronokkan), *mid morning show, hyper ma:lai (petang yang aktif), paddiyal 16 (16 lagu terpilih), Malaysi-an top 10 hit, Raaga top 10, Love at Raaga*, laporan trafik, *tagaval vatdara ne:ram* (berita-berita terkini) dan juga acara-acara yang berunsur pertandingan (Tolasi,2007).

Menurut Faizal Saharudini (2011) radio *THR Raaga* pernah dinobatkan antara saluran radio yang popular di tangga yang keempat selepas radio Sinarfm, Hotfm dan Erafm. Pada tahun 2015, seperti menurut Nielsen RAM Survey Wave # 1, *THR Raaga* mengekalkan kedudukannya sebagai stesen bahasa Tamil yang terkemuka di Malaysia dengan lebih daripada dua juta pendengar (Astro, 2015). Statistik pada bulan Ogos 2016 menunjukkan penggunaan media sosial *THR Raaga* seperti *facebook fans THR Raaga* adalah 469,308, *facebook post reach* 6,120,394, pengikut *Twitter* 47,184 dan *Instagram* 94,786. Dari segi media sosial *YouTube*, jumlah yang menonton video *YouTube THR Raaga* 5,879,867 dan *subscribers* saluran video tersebut adalah 15,270. Manakala seramai 222,481 pelawat mendengar *THR Raaga* melalui komputer/notebook dan 220,555 pula mendengarnya di telefon pintar. Dari segi demografi pendengar web radio ini, seramai 59% adalah wanita berbanding lelaki (41%). Lokasi pendengar di bandar besar (42%), ibu negeri (32%) dan luar bandar/desa (26%). Antara kategori umur yang mendengar radio ini adalah 15-17 tahun (2%), 18-19 tahun (2%), 20-24 tahun (13%), 25-29 tahun (24%), 30-34 tahun (21%), 35-39 tahun (11%), 40-44 tahun (8%), 45-49 (6%), 50-54 tahun (7%), 55-59 tahun 3%) dan 60 tahun ke atas (3%) (Astro Radio, Ogos 2016).

Kewujudan radio Internet swasta berbahasa Tamil selama 24 seperti *THR Raaga* memberikan satu dimensi perkembangan radio digital. Hasil daripada kewujudan melalui percantuman peralatan teknologi berbantukan komputer, penyiaran dan komunikasi telah mewujudkan *information age* pada era ini. Kemunculan *facebook, blog, twitter, web radio, podcast, youtube* dan lain-lain lagi secara tidak langsung mewujudkan penghebahan informasi kepada khalayak digital tanpa sempadan. Menurut Nur Aszul Hairi (2013) radio atas talian adalah medium yang menggunakan isyarat audio Internet dengan menggunakan sebagai "siaran web". Radio atas talian melibatkan media audio yang disalurkan secara terus tanpa henti dan kandungan radio siaran web diterbitkan melalui kandungan radio tradisional. Penyiaran radio atas talian boleh diakses di seluruh dunia tanpa mengira jarak dan waktu. Perkhidmatan radio ini menawarkan segmen rancangan, sukan, wawancara dan lain-lain lagi.

Teori Penggunaan dan Pemuasan Kehendak

Kajian ini mengadaptasikan Teori Penggunaan dan Pemuasan Kehendak. Menurut Kriyantono (2008) teori ini diperkenalkan oleh Herbert Blumler dan Elihu Katz pada tahun 1974 di dalam bukunya bertajuk *The Uses of Mass Communication: Current Perspectives on Gratification Research.* Teori ini menekankan bahawa pengguna media seperti radio memainkan peranan aktif menggunakan sesuatu radio. Pengguna berusaha mencari sumber media seperti radio yang bersesuaian di dalam mencapai keinginan mereka. Pada asasnya, khalayak menggunakan radio berlandaskan motif atau tujuan tertentu. Ini kerana radio adalah saluran yang berupaya memenuhi motif dan kehendak khalayak.Terdapat beberapa jenis motif penggunaan media radio. Antaranya adalah a) berehat (relaxation) iaitu mendengar radio untuk menghilangkan tekanan dan merehatkan minda, b) informasi (surveillance) yakni hal maklumat yang memberikan pengaruh individu atau membantu individu melaksanakan sesuatu, c) keseronokan (excitement) yakni menghilangkan masalah dan melepaskan emosi sedih, d) interaksi sosial (social interaction) iaitu faedah sosial yakni melibatkan informasi melalui perbualan/percakapan dan kepentingan persahabatan, dan e) hiburan (entertainment) iaitu memberikan hiburan tentang drama atau sesuatu kejadian (Severin & Tankard, 2005).

Teori ini relevan berbanding sebelum ini sebagai alat untuk memahami bagaimana individu berhubung dengan teknologi di sekelilingnya. Teknologi ini merangkumi segala-galanya dari Internet ke, permainan video hingga ke telefon bimbit. Penyelidikan penggunaan dan pemuasan kehendak ke atas telefon bimbit telah menemui bahawa orang ramai memperolehi kepuasan dari telefon mereka termasuklah kasih sayang / keramahtamahan, hiburan, dan mobiliti antara lain. Sebagai satu lagi contoh teknologi kontemporari, apabila menggunakan media sosial, pengguna boleh dimotivasi oleh faktor-faktor seperti keperluan untuk melepaskan perasaan negatif, pengiktirafan, dan keperluan kognitif. Media berita dan hiburan misalnya dua contoh teknologi media yang terus diterokai oleh penyelidik teori ini (David, 2016).

Saluran radio hari ini telah berubah peranannya dalam penyiaran digital. Radio sebagai sumber maklumat dan hiburan kepada khalayak. Namun perubahan teknologi komunikasi menjadikan peranan radio itu bersifat digital dengan capaian Internet dan media sosial sebagai medium kandungan maklumat yang bersifat kontemporari (Wan Mohammad Farizol & Norizah Aripin, 2014, Biagi, 2015). Sekaligus, ia telah mewujudkan cabaran kepada keupayaan siaran kontemporari dalam melaksanakan pengurusan penerbitan radio yang sealiran pada masa ini.

OBJEKTIF KAJIAN

Objektif umum kajian ini ialah untuk mengenal pasti faktor yang mempengaruhi penggunaan radio atas talian *THR Raaga* dalam kalangan pelajar di UUM. Manakala objektif khusus kajian ini adalah seperti berikut:-

1. Mengenalpasti hubungan antara berehat dan penggunaan radio atas talian *THR Raaga*.
2. Mengenalpasti hubungan antara informasi dan penggunaan radio atas talian *THR Raaga*.
3. Mengenalpasti hubungan antara keseronokan dan penggunaan radio atas talian *THR Raaga*.
4. Mengenalpasti hubungan antara interaksi sosial dan penggunaan radio atas talian *THR Raaga*.
5. Mengenalpasti hubungan antara melepaskan diri dan penggunaan radio atas talian *THR Raaga*.

METODOLOGI KAJIAN

Kaedah kuantitatif yakni pendekatan tinjauan borang soal selidik digunakan dalam kajian ini. Populasi responden adalah pelajar India dari 13 Inapan Siswa (INASIS) di Universiti Utara Malaysia (UUM) yang terdiri daripada 602 orang pelajar. Dengan menggunakan pengiraan sampel bagi kajian seperti yang diterangkan oleh Morgan (1970), saiz sampel yang didapati oleh pengkaji adalah seramai 242 orang responden. Dalam populasi yang dipilih, semua adalah daripada mereka etnik India. Ini adalah kerana kajian penyelidik tentang radio berbahasa Tamil. Penyelidik menggunakan persampelan bertujuan bagi mengenalpasti responden kajian terdiri daripada 242 orang pelajar India yang berijazah sarjana muda. Penyelidik mengadaptasikan persampelan ini supaya memudahkan hubungan responden kajian yang menjadi target kajian (Aiziz Yahaya, Shahrin Hashim, Jamaludin Ramli, Yusof Boon & Abdul Rahim Hamdan, 2007). Penyelidik memilih persampelan ini kerana penyelidik perlu mencari pelajar India yang menggunakan radio atas talian *THR Raaga*. Di samping itu, persampelan kuota turut diaplikasikan dalam konteks kajian ini. Persampelan ini mengadaptasikan teknik pemilihan jumlah sampel mengikut kuota bagi sub-kumpulan populasi kajian (Rohana Yusof, 2004). Di dalam kontek kajian ini, konsep kuota melibatkan pelajar India mengikut pecahan peratusan lelaki dan perempuan daripada 13 INASIS untuk mendapatkan maklumat secara seimbang mengenai penggunaan radio atas talian *THR Raaga* di UUM. Daripada 13 INASIS, penyelidik memilih 14 responden perempuan dan 5 responden lelaki bagi setiap INASIS dalam kajian ini. Hanya sebuah INASIS yang melibatkan 14 responden perempuan. Ini kerana INASIS tersebut adalah penginapan pelajar perempuan.

Kesemua item pembolehubah yang dikaji, diadaptasi dan diubah suai dari pengkaji lalu iaitu Cherry (2008), Nur Aszul Hairi (2013), Wan Mohamad Farizol dan Norizah Aripin (2014). Pengukuran item setiap pembolehubah seperti berehat mendengar radio atas talian *THR Raaga* (3 item), informasi radio atas talian *THR Raaga* (4 item), keseronokan mendengar radio atas talian THR Raaga (4 item), interaksi sosial radio atas talian *THR Raaga* (3 item), melepaskan diri mendengar radio atas talian *THR Raaga* (3 item), dan penggunaan radio atas talian *THR Raaga* (13 item). Pembolehubah kajian diukur menggunakan skala pengukuran nominal, skala ordinal, skala ratio dan skala interval. Dari segi pembolehubah jantina, etnik, kelayakan akademik, kursus pengajian, medium mendengar radio atas talian *THR Raaga* dan jenis capaian Internet, skala yang digunakan adalah skala nominal. Bagi pembolehubah tahun pengajian, dan pukul berapa mendengar radio atas talian pada setiap hari diukur dalam bentuk skala ordinal. Bagi pembolehubah umur, semester pengajian dan INASIS diukur dalam skala ratio. Selain itu, skala interval yang mana untuk mengukur pembolehubah berehat, informasi, keseronokan, interaksi sosial dan melepaskan diri di dalam borang soal selidik diukur dalam skala likert iaitu 1 mewakili sangat tidak setuju, 2 tidak setuju, 3 sederhana setuju, 4 setuju dan 5 mewakili sangat setuju. Seterusnya, untuk penggunaan radio atas talian *THR Raaga* diukur dengan menggunakan skala interval iaitu skala likert mewakili 1 sangat tidak kerap, 2 tidak kerap, 3 sederhana kerap, 4 kerap dan 5 mewakili sangat kerap. Dalam perbincangan hasil kajian ini, penyelidik menfokuskan kepada 242 responden yang telah membuat kajian sebenar soal selidik. Borang soal selidik diedarkan kepada mahasiswa/i secara bersemuka yang menetap di 13 INASIS. Dari segi penganalisaan data pula, data dianlisis dengan menggunakan ujian reliabiliti, statistik deskriptif (kekerapan dan peratusan) dan inferensi (korelasi pearson dan regresi linear).

HASIL KAJIAN DAN PERBINCANGAN

Analisis Reliabiliti

Penggunaan ujian reliabiliti dilakukan bagi menguji kebolehpercayaan item soal selidik. Pekali kebolehpercayaan atau nilai alpha yang hampir dengan nilai 1.0 menunjukkan komponen item adalah sah dan tinggi. Manakala nilai alpha 0.60 ke bawah mewakili lemah. Bagi nilai alpha 0.70, ia selalu digunakan dan diterimapakai bagi menentukan tahap atau aras kebolehpercayaan item instrumen (Sekaran, 2003). Sejumlah 30 responden terlibat dalam praujian kaji selidik dan 242 responden terlibat dalam kaji selidik pengumpulan data sebenar. Analisis reliabiliti menunjukkan nilai alpha praujikan kajian item atau instrumen berehat ialah 0.859, informasi 0.893, keseronokan 0.903, interaksi sosial 0.786, melepaskan diri 0.830 dan penggunaan radio atas talian *THR Raaga* 0.903. Manakala nilai alpha pengumpulan data sebenar (242 responden) bagi item instrumen berehat adalah 0.879, informasi adalah 0.884, keseronokan adalah 0.866, interaksi sosial adalah 0.883, melepaskan diri adalah 0.884 dan penggunaan radio atas talian *THR Raaga* adalah 0.939.

Analisis Deskriptif

Demografi Responden

Hasil kajian mendapati analisis untuk ujian keseluruhan adalah seramai 242 orang responden. Bahagian pertamanya ialah umur. Majoriti responden yang mendengar radio atas talian *THR Raaga* adalah responden yang berumur 23 tahun iaitu seramai 66 orang (27.3%) responden, diikuti oleh majoriti kedua responden adalah yang berumur 21 tahun seramai 61 orang (25.2%) responden, umur 22 tahun seramai 56 orang (23.1%) responden, umur 20 tahun seramai 26 orang (10.7%) responden, umur 24 tahun seramai 18 orang (7.4%) responden, umur 19 tahun seramai 12 orang (5.0%) responden dan umur 25 tahun seramai 3 orang (1.2%) responden. Dari segi jantina pula, majoriti responden yang mendengar radio atas talian *THR Raaga* ialah perempuan seramai 182 (75.2%) responden manakala lelaki seramai 60 orang (24.8%) responden yang mendengar radio atas talian *THR Raaga.* Manakala dari segi etnik pula, majoriti responden yang mendengar radio atas talian *THR Raaga* ialah etnik India seramai 239 orang (98.8%) responden dan etnik India-Muslim seramai 3 orang (1.2%) responden mendengar radio (*online*) tersebut. Bagi kategori tahun pengajian, majoriti responden berada di tahun pengajian 4 iaitu seramai 102 orang (42.1%) responden, diikuti tahun pengajian 3 tahun adalah seramai 66 orang (26.9%) responden, tahun pengajian yang 1 tahun adalah seramai 39 orang (16.1%) responden dan tahun pengajian 2 tahun adalah 36 orang (14.9%) responden.

Penggunaan Radio Atas Talian *THR Raaga*

Bagi kategori mendengar radio melalui medium, majoriti responden mendengar melalui telefon bimbit pintar iaitu seramai 118 orang (48.8%), diikuti mendengar radio melalui komputer riba iaitu seramai 116 orang (47.9%) responden, dan pendengar menggunakan *Ipad* seramai 8 orang (3.3%) responden. Dari segi jenis capaian Internet, majoriti responden menggunakan *wifi* yang disediakan di kampus iaitu seramai 188 orang (77.7%), diikuti menggunakan *Modem Broadband* seramai 32 orang (13.2%) responden dan *wifi* berbayar seramai 22 orang (9.1%) responden.

Dari segi kekerapan mendengar radio atas talian, majoriti responden mendengar radio atas talian *THR Raaga* adalah 2-3 kali iaitu 92 orang (38.0%) responden, diikuti setiap hari adalah seramai 59 orang (24.4%) responden, mendengar radio sebanyak 4 kali seramai 45 orang (18.6%) responden, 5-6 kali seramai 29 orang (12.0%) responden, dan mendengar radio tersebut melebihi 7 kali iaitu seramai 17 orang (7.0%) responden. Perbincangan terakhir ialah pukul berapa responden melayari laman web untuk mendengar radio atas talian THR Raaga. Majoriti responden melayari laman web untuk mendengar radio atas talian *THR Raaga* pada pukul 9 malam - 12 pagi iaitu seramai 92 orang (38.0%) responden, diikuti pada pukul 4 petang – 8 malam seramai 56 orang (23.1%) responden, pukul 11 pagi - 3 petang seramai 42 orang (17.4%) responden, pukul 6 pagi – 10.00 pagi seramai 26 orang (10.7%) responden, 1 pagi – 3 pagi seramai 18 orang (7.4%) responden dan 4 pagi – 6 pagi seramai 8 orang (3.3%) responden.

Statistik Inferensi

Hubungan Antara Berehat, Informasi, Keseronokan, Interaksi Sosial, Melepaskan Diri dan Penggunaan Radio Atas Talian *THR Raaga*

Ujian Korelasi Pearson mendapati bahawa kesemua pembolehubah mempunyai hubungan yang signifikan pada tahap ($p<.01$). Dapatan ini memperlihatkan bahawa kesemua pemboleh ubah kajian membentuk hubungan linear positif.

Jadual 1: Hubungan Antara Berehat, Informasi, Keseornokan, Interaksi Sosial, Melepaskan Diri dan Penggunaan Radio Atas Talian *THR Raaga*

Pemboleh Ubah	Nilai r	Sig
Berehat	.360	.000
Informasi	.559	.000
Keseronokan	.420	.000
Interaksi Sosial	.654	.000
Melepaskan Diri	.626	.000

*. p<.01

Pengaruh Penggunaan Radio Atas Talian *THR Raaga*

Ujian Pekali Regresi digunakan untuk mengenal pasti pengaruh penggunaan radio atas talian *THR Raaga*. Terdapat tiga langkah untuk melaporkan hasil kajian ini. Berehat dimasukkan dalam langkah 1. Pembolehubah berehat didapati menerangkan varians perubahan kepada berehat bagi penggunaan radio atas talian *THR Raaga* 41.8%, F (1,240) = 35.831. Berehat ($\beta=.360$, $p<.05$) memberi pengaruh signifikan terhadap penggunaan radio atas talian *THR Raaga*. Langkah 2 dilaksanakan dengan memasukkan pembolehubah informasi. Dapatan kajian menunjukkan pembolehubah berehat ($\beta=.054$, $p>.05$) tidak signifikan terhadap penggunaan radio atas talian *THR Raaga*. Namun begitu, informasi ($\beta=.528$, $p<.05$) memberi pengaruh signifikan terhadap penggunaan radio atas talian *THR.* Varians perubahan penggunaan radio atas talian *THR Raaga* meningkat sebanyak 18.5% menjadikan jumlah perubahan varians 31.5%. Peningkatan ini kerana kehadiran pemboleh ubah informasi. Seterusnya langkah 3 yakni dengan memasukkan pembolehubah keseronokan, interaksi sosial dan melepaskan diri. Hasil kajian mendapati bahawa pembolehubah berehat (β=.033, p>.05) dan keseronokan (β=.077, p>.05) tidak signifikan terhadap penggunaan radio atas talian *THR Raaga*. Hanya pembolehubah informasi (β=.156, p<.05), interaksi sosial (β=.307, p<.05) dan melepaskan diri (β=.329, p<.05) sahaja yang signifikan terhadap penggunaan radio atas talian *THR Raaga*. Varians perubahan penggunaan radio atas talian *THR Raaga* meningkat sebanyak 06.4% menjadikan jumlah perubahan varians kepada 53.8%.

Jadual 2 Pekali Regresi Hirarki Meramalkan Penggunaan Radio Atas Talian *THR Raaga*

Pemboleh Ubah	B	SE(B)	β	t	Sig. (p)
Langkah 1					
Berehat	.418	.070	.360	5.986	.000
R^2		.130			
F untuk perubahan dalam R^2		35.83*			
ΔR^2		.130			
Langkah 2					
Berehat	.063	.076	.054	.821	.412
Informasi	.550	.069	.528	8.025	.000
R^2		.315			
F untuk perubahan dalam R^2		64.40*			
ΔR^2		.185			
Langkah 3					
Berehat	.038	.070	.033	.550	.583
Informasi	.163	.071	.156	2.301	.022
Keseronokan	.093	.074	.077	1.247	.214
Interaksi Sosial	.281	.060	.307	4.727	.000
Melepaskan Diri	.276	.048	.329	5.705	.000
R^2		.538			
F untuk perubahan dalam R^2		32.54*			
ΔR^2		.064			

Nota: *.p<.05

KESIMPULAN

Hari ini radio atas talian Internet menjadi medium maklumat kepada generasi muda. Penggunaan radio atas talian Internet berdasarkan informasi, interaksi sosial dan melepaskan diri. Teknologi telefon pintar, komputer (notebook), *Ipad, Wifi, dan modem broadband* memudahkan penggunaan untuk melayari radio atas talian Internet di mana-mana sahaja. Pelan dasar jalur lebar negara dan prasarana Internet yang diperkenalkan oleh pihak kerajaan dapat memberikan manfaat kepada generasi muda untuk menggunakan radio atas talian Internet sebagai medium pemerolehan maklumat. Bagi penyiar radio pula, perlu menyusun dan menerbitkan rancangan radio yang selari dengan selera khalayak yang digital berkonsepkan pendidikan dan hiburan bagi mengekalkan *rating* dan jumlah pendengar/khalayak digital atau media sosial. Dengan adanya radio atas talian Internet memungkinkan medium ini memberikan faedah kepada para penyiar radio untuk menyebarkan maklumat bersifat interaktif seiring dengan peredaran zaman dan citarasa khalayak generasi baharu.

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PEMBINGKAIAN TRAGEDI MH370 DALAM AKHBAR POPULAR BAHASA MELAYU MALAYSIA

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ABSTRAK

Kehilangan pesawat Malaysia Airlines (MAS) MH370 pada 8 Mac 2014 merupakan satu tragedi besar kepada Malaysia dan industri penerbangan dunia. Bagi menjelaskan senario tersebut, kajian ini meneroka pembingkaian tragedi MH370 oleh akhbar Malaysia berbahasa Melayu popular iaitu Sinar Harian. Sejumlah 140 item dijadikan sebagai sampel kajian. Bentuk pembingkaian dikenalpasti melalui kaedah analisis tematik. Dapatan kajian mendapati terdapat empat tema pembingkaian iaitu kebertanggungjawaban, konflik, moraliti, dan kemanusiaan. Rumusan kajian ini menyumbang kepada pemahaman corak pembingkaian media berhubung tragedi berimpak besar kepada Malaysia. Selain itu, ia turut meneguhkan asas ilmu pembingkaian sesuatu berita dan kaitannya dengan orientasi institusi media tersebut.

Keywords: komunikasi krisis, berita, kewartawanan, Sinar Harian, MH370

PENGENALAN

Peristiwa kehilangan pesawat MH370 pada 8 Mac 2014 bukanlah sebagaimana kemalangan yang biasa berlaku dalam industri pengangkutan awam. Tragedi kehilangan sebuah pesawat yang membawa begitu banyak nyawa - secara tepatnya 239 orang - tanpa dapat dikenal pasti apa yang menjadi punca kehilangannya, selain tidak diketahui di mana lokasinya adalah satu kejadian yang sangat luar biasa sekali gus menjadi catatan hitam dalam sejarah industri penerbangan dunia. Argenti (2009) menyatakan, krisis adalah peristiwa yang tiba-tiba dan tidak dijangka, yang boleh membawa ancaman reputasi kepada organisasi termasuk kehilangan kredibiliti organisasi serta fizikal, kecederaan emosi dan kewangan kepada pemegang kepentingan. Ini membabitkan ahli komuniti yang sangat ramai. Dalam peristiwa kehilangan MH370, mereka yang terbabit dan yang memberikan perhatian terhadap kejadian ini terdiri daripada ahli komuniti, pelanggan dan mangsa krisis. Sehubungan itu, harus diperakui bahawa peranan media adalah sangat penting dalam menguruskan krisis sama ada sebelum, semasa atau selepas kerana apa yang dipaparkan media akan membentuk persepsi dan pemahaman dalam pemikiran masyarakat. Khodarahmi (2009) menyimpulkan pengurusan krisis yang berkesan pada dasarnya adalah perlu untuk menyelamatkan imej dan reputasi organisasi selain meminimumkan isu-isu lanjutan yang mungkin berbangkit daripada krisis itu.

Sonnevend (2018) menyatakan, kehilangan pesawat MH370 telah mendedahkan banyak ciri utama peristiwa seperti mengganggu aliran masa, mencetuskan perdebatan dalam kalangan masyarakat antarabangsa, mengubah pemahaman masyarakat mengenai dunia serta menggoncang kepercayaan kita terhadap kecanggilan teknologi sedia ada.

Secara umum, diketahui bahawa laporan media berupaya untuk mempengaruhi pemikiran dan pandangan masyarakat. Apa yang dipaparkan oleh media menentukan pandangan masyarakat terhadap sesuatu isu atau peristiwa berdasarkan maklumat yang disalurkan kepada mereka menerusi media. Sehubungan itu, secara khususnya kajian ini berusaha untuk menjelaskan fokus pembingkaian tragedi MH370 oleh akhbar berbahasa Melayu di Malaysia.

AKHBAR DAN LIPUTAN TRAGEDI

Entman (1993) dan Reese (2007) mendefinisikan pembingkaian sebagai suatu usaha untuk memilih beberapa aspek dan menjadikannya lebih penting dalam teks komunikasi (atau berita) sebagai satu cara untuk membantu menyelenggarakan pendefinisian masalah, tafsiran moral dan saranan untuk bertindak. Dalam kata lain, pembingkaian dilakukan apabila didapati wujud fakta dalam sesebuah cerita berita yang kelihatan realiti, dipilih dan diolah dengan menjadikannya lebih menonjol bertujuan untuk menjelaskan definisi masalah, penyebab kepada masalah, penilaian moral dan juga cadangan untuk menyelesaikan masalah itu.

Teori pembingkaian mencadangkan bahawa media massa bukan sahaja berperanan dalam membuat penonjolan maklumat tetapi dengan memilih apa yang akan disiarkan dan apa yang tidak disiarkan, media telah membingkaikan berita itu (Iyengar & Kinder, 1987; Pan & Kosicki, 1993). Dengan itu, media mengehadkan atau mendefisinikan maksud berita sekali gus membentuk tafsiran atau pandangan masyarakat terhadap sesuatu peristiwa (Hallahan, 1999). Sementara itu, Knight (1999) merumuskan pembingkaian sebagai satu mekanisme yang sangat berkuasa dalam membantu menentukan dan menyelesaikan masalah, juga membentuk pendapat awam berhubung sesuatu isu.

Entman (2004) menyatakan bahawa pembingkaian memainkan peranan penting dalam mendefinisikan terma perbincangan umum dengan membentuk pendapat orang ramai melalui penggunaan bahasa dan mengarah kepada perubahan polisi awam. Pembingkaian bertindak sebagai mekanisme kepada media, golongan elit politik dan pegawai awam untuk mendemonstrasikan rangka politik mereka. Pembingkaian sering dikaitkan dengan objektif sosial dan objektif institusi (Reese, 2001). Lecheler dan de Vreese (2011) mengkaji kesan pembingkaian dari perspektif yang pelbagai. Mereka mengkaji kesan jangka panjang pembingkaian terhadap pendapat orang ramai lalu mendebatkan bahawa eksperimen pembingkaian mempunyai kesan kekal terhadap individu tetapi kesan-kesan ini bergantung kepada tahap pemikiran seseorang.

Laporan media mengenai peristiwa kehilangan pesawat MH370 yang boleh disifatkan sebagai misteri meletakkan media pada kedudukan yang sangat penting sebagai sumber maklumat masyarakat. Dengan itu, apa jua yang dipaparkan oleh media berupaya mempengaruhi pemikiran orang ramai. Dalam konteks ini, berapa banyak laporan media yang disiarkan berkaitan peristiwa itu serta bagaimana hal kejadian itu dipaparkan, boleh dijadikan petunjuk kepentingan sesuatu peristiwa bencana kepada masyarakat sebagaimana pendapat yang diutarakan oleh Doka (2003) yang menjalankan kajian berkaitan pemaparan berita tragedi oleh pihak media. Beliau menyifatkan definisi tragedi yang diguna pakai oleh pihak media berkaitan sesuatu peristiwa yang melibatkan kehilangan banyak nyawa akan diterima umum kerana media yang menjadi sumber maklumat masyarakat mengenai perkara itu, memberikan gambaran yang signifikan. Media juga, menurut Doka (2003) berperanan untuk mencadangkan langkah yang perlu bagi orang ramai bagaimana mahu menghadapi tragedi itu.

Adalah menjadi tanggungjawab wartawan dan akhbar untuk mengkritik sebarang kegagalan oleh pihak yang berkenaan bagi memperbetulkan semula keadaan. Menurut Lim dan Chibundu (2018), media sering menjadi pendahulu dalam mengkritik. Semasa krisis, orang akan sentiasa mencari jawapan bagi setiap persoalan dan dalam keadaan ini, peranan akhbar sebagai sumber maklumat adalah sangat penting. Para sarjana yang mengkaji peranan media semasa krisis (Spence, Lachlan & Griffin, 2007) mendapati fungsi sosial media adalah menarik perhatian masyarakat terhadap krisis itu dengan melaporkan tindakan pihak lain (seperti pegawai kerajaan ataupun sumber-sumber maklumat yang lain) seterusnya memberikan mereka panduan bagaimana mereka seharusnya bertindak balas terhadap krisis itu.

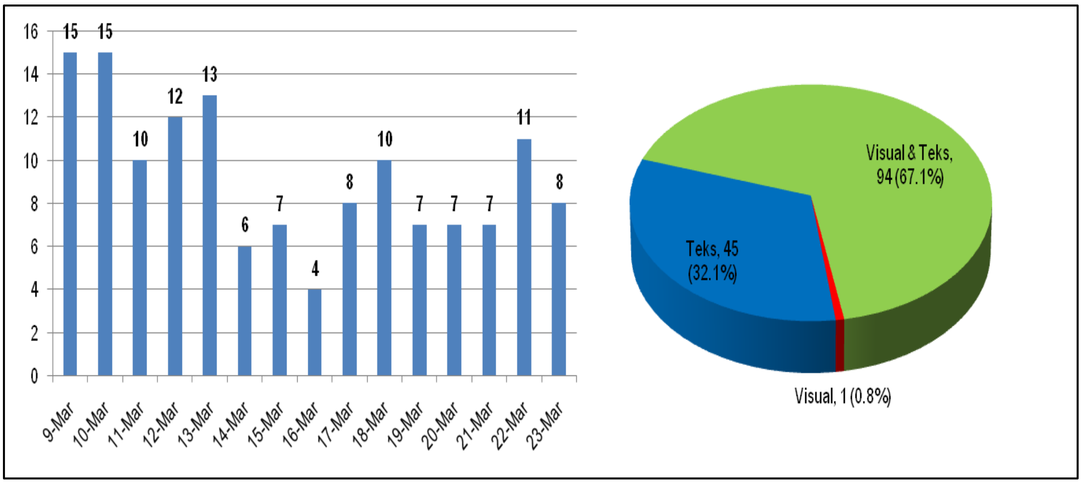
Kajian ini yang meneliti pemaparan akhbar Sinar Harian berkaitan tragedi MH370 akan berusaha mengenal pasti kepentingan memahami kesan pemaparan media terhadap krisis tersebut dengan keyakinan bahawa ia adalah sesuatu yang perlu diberikan perhatian oleh semua pihak terlibat bagi meminimumkan kesan buruk dan mengekalkan sokongan terhadap industri penerbangan negara selepas tragedi itu.

METOD KAJIAN

Kajian ini menganalisis kandungan akhbar popular Bahasa Melayu iaitu Sinar Harian yang berhubung kait dengan tragedi MH370 sepanjang tempoh 15 hari pertama selepas kejadian itu. Persampelan bertujuan digunapakai dalam membentuk sampel kajian. Ini dilakukan dengan memilih bahan-bahan berhubung insiden MH370 yang disiarkan dari mukasurat satu hingga mukasurat lima akhbar berkenaan bagi tempoh 9 Mac hingga 23 Mac 2014. Data-data yang dikumpul dikod dan dilaksanakan analisis kandungan berbantukan perisian analisis kualitatif, NVivo. Kaedah analisis yang digunakan adalah kaedah analisis tematik. Konsep pembingkaian berita sebagaimana menurut Semetko dan Valkenburg's (2000) dan Neuman, Just dan Crigler (1992) telah dijadikan asas dalam meneliti topik atau fokus pembingkaian MH370.

DAPATAN KAJIAN

Umumnya, liputan yang diberikan kepada tragedi besar Malaysia dalam abad ke-21 ini agak besar. Analisis akhbar Sinar Harian sepanjang tempoh 15 hari terawal misteri kehilangan MH370 mendapati terdapat 140 bahan kandungan berkaitannya. Secara purata, sebanyak sembilan bahan berkaitan MH370 akan dipaparkan setiap hari sepanjang tempoh tersebut. Data di Rajah 1 mencatatkan lima hari selepas kejadian, jumlah bahan yang disiarkan adalah melebihi jumlah purata harian sepanjang tempoh analisis. Pola penerbitan bahan tersebut boleh diteliti dalam rajah tersebut.

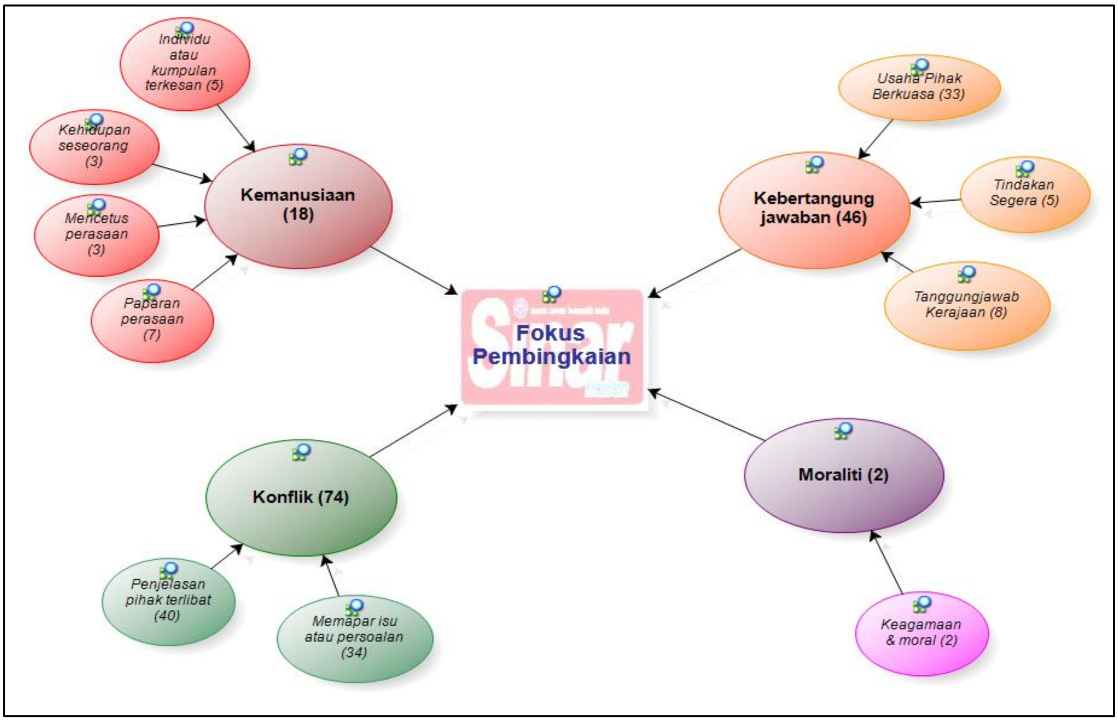


Rajah 1. Frekuensi Item Mengikut Hari Terbit dan Jenis Bahan.

Hasil analisis mendapati terdapat tiga bentuk pemaparan utama tragedi MH370 ini. Bahan-bahan tersebut yang disiarkan oleh Sinar Harian dapat dikategorikan sebagai bahan berteks, visual sahaja dan bahan yang menggabungkan visual serta teks. Berdasarkan Rajah 1, bahan dengan gabungan teks dan visual menunjukkan yang tertinggi dengan 94 bahan atau mewakili 67.1% keseluruhan bahan. Ini diikuti dengan bahan berteks sahaja iaitu 45 (32.1%) sementara itu hanya ada satu (0.8%) bahan dalam bentuk visual sahaja.

Analisis tematik ke atas 140 bahan daripada Sinar Harian memaparkan empat tema utama dalam membingkaikan tragedi MH370. Secara umumnya, tema tersebut dikenalpasti sebagai kebertanggunjawaban, konflik, kemanusiaan dan moraliti sebagaimana ditunjukkan oleh Rajah 2. Melalui analisis ini, kajian mendapati pembingkaian yang mendominasi berita tragedi MH370 ialah dengan memberi fokus kepada pembingkaian konflik. Pembingkaian konflik berusaha membuat pembaca berfikir secara kritikal. Laporan-laporan yang disiarkan oleh Sinar Harian cenderung merangsang pembaca untuk berfikir mengenai tragedi tersebut. Hasil analisis tematik lanjut menjelaskan pembingkaian konflik ini dilakukan melalui dua kaedah iaitu dengan penjelasan pihak-pihak bertanggungjawab berhubung pelbagai isu dan memaparkan isu atau persoalan dalam tragedi ini.

Kebertanggungjawaban muncul sebagai tema kedua penting dalam pembingkaian Sinar Harian terhadap tragedi MH370. Terdapat tiga sub-tema yang membingkaikan tema kebertanggungjawaban. Dalam membingkaikan tentang kebertanggungjawaban, hasil analisis tematik mendapati sub-tema ‘Usaha Pihak Berkuasa’ mendominasi fokus pembingkaian kebertanggunjawaban. Sinar Harian memperlihatkan bahawa pelbagai pihak telah memainkan tanggungjawab tertentu dalam usaha mencari dan menyelamat MH370. Turut dibingkaikan ialah sub-tema 'Tanggungjawab Kerajaan'. Tema ini memfokuskan kepada usaha-usaha segera yang dilakukan oleh pihak terbabit khususnya MAS, Jabatan Penerbangan Awam (DCA) dan Kementerian Pengangkutan berhubung tragedi ini. Sub-tema terakhir yang menyokong pembingkaian ini ialah 'Tindakan Segera'.



Rajah 2. Pembingkaian Tragedi MH370 Akhbar Sinar Harian.

Pembingkaian kemanusiaan memperlihatkan tema ketiga yang menjadi fokus utama Sinar Harian. Pembingkaian kemanusiaan meliputi 'paparan perasaan', 'individu atau kumpulan yang terkesan', 'kehidupan seseorang' dan 'mencetus perasaan'. Kesemua tema ini membingkaian tentang aspek-aspek kemanusiaan yang dapat mencetuskan nilai dan perasaan terhadap mangsa dan keluarga mereka.

Moraliti merupakan pembingkaian terakhir yang muncul hasil analisis kandungan. Apa yang ditemui dalam analisis ini ialah Sinar Harian membingkaikan tema moraliti ini dengan aspek 'keagamaan dan moral' sebagaimana dipaparkan pada Rajah 2. Hasil analisis data juga menunjukkan terdapat hanya ada dua laporan Sinar Harian berhubung perkara ini.

RUMUSAN

Akhbar Sinar Harian memberikan lebih banyak ruang untuk pembingkaian konflik yang memberi fokus kepada usaha untuk mendorong pembaca berfikir secara kritikal daripada pemaparan berita dan rencana tentang tragedi itu. Tema konflik menerusi pembingkaian laporan Sinar Harian dikenal pasti bertujuan membina pemikiran berhubung kemungkinan serta unsur-unsur yang membawa kepada berlakunya tragedi pesawat MH370. Hasil analisis tematik lanjut menjelaskan pembingkaian konflik oleh pihak editorial Sinar Harian dilakukan dengan dua kaedah iaitu memaparkan isu dan persoalan dalam tragedi itu, juga penjelasan oleh pihak-pihak yang bertanggungjawab.

Dengan pembingkaian yang dibincangkan di atas, didapati Sinar Harian cenderung untuk mengikut atau mencetuskan corak pemikiran yang kritis dalam kalangan pembacanya dengan memberikan ruang untuk persoalan-persoalan berkaitan tragedi itu dibangkitkan. Bagaimanapun, sebagai akhbar yang bertanggungjawab, persoalan-persoalan itu tidak pula dibiarkan tergantung tidak bertali untuk terus menjadi gossip atau spekulasi sebaliknya disiasat dan diusahakan jawapan daripada pihak yang berkenaan.

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REKABENTUK IKLAN DAN KOMUNIKASI DUA HALA DALAM INSTAGRAM

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ABSTRAK

Instagram merupakan satu aplikasi yang sangat popular pada masa ini di kalangan penjual produk *online*. Aplikasi *Instagram* ini juga menyediakan kemudahan dalam menyunting gambar dan video dan ini adalah sesuatu yang sangat berguna dalam melakukan promosi sesuatu produk. Disebabkan kemudahan ini, penjual produk *online* menggunakan *Instagram* untuk membolehkan gambar atau video produk mereka dimuatnaik ke alam maya untuk disaksikan oleh pengikutnya. Setiap pengikut yang tertarik terhadap gambar atau video yang dimuatnaik akan memberikan status menyukai pada gambar tersebut. Dengan cara ini ianya memudahkan pengguna *Instagram* melihat iklan-iklan berkaitan produk yang ditawarkan dengan lebih mudah dan menarik. Kertas kerja ini membincangkan rekabentuk iklan dan komunikasi dua hala dalam *Instagram*.

Kata Kunci: *Instagram*, Rekabentuk Iklan, Komunikasi Dua Hala

PENGENALAN

Instagram merupakan satu aplikasi yang membolehkan gambar atau video dimuatnaik ke alam maya dengan begitu mudah sekali. *Instagram* yang berasal dari perkataan *instant* dan *telegram* diasaskan oleh Kevin Systrom dan Mike Krieger pada tahun 2010 (Chafkin, 2012). Menurut Hochman dan Schwartz (2012), *Instagram* merupakan aplikasi rangkaian sosial mudah alih yang membolehkan pengguna untuk mengambil gambar, membuat penapisan imej, melaraskan kontras dan warna serta boleh berkongsi dengan rakan-rakan di laman media sosial yang lain. Instagram juga membolehkan perkongsian gambar atau video ke *Facebook*, *Flickr* dan *Twitter*.

Menurut Chafkin (2012), 11 bulan selepas Kevin Systrom dan Mike Krieger menubuhkan *Instagram*, pada 30 Mei 2011 telah berkembang dengan cepat dari memiliki hanya empat pekerja dan empat juta pengguna telah meningkat dengan mendadak kepada dua belas orang pekerja dan lebih 27 juta pengguna di *Instagram*. Pada hari ini, *Instagram* telah diambil alih oleh *Facebook* dengan bayaran sebanyak satu billion. Aplikasi ini adalah percuma dan boleh dimuat turun melalui *Google Play Store* atau *Apple Apps Store*.

KEUPAYAAN *INSTAGRAM*

Antara keupayaan *Instagram* seperti yang dinyatakan oleh Silva, Melo, Almeida, Salles dan Loureiro, (2013) iaitu sistem media sosial *Instagram* menyediakan data yang amat berguna kepada pengguna melalui pengesanan lokasi gambar di tempat-tempat tertentu. Selain itu pengguna *Instagram* juga boleh menetapkan profil peribadi, memaparkan gambar-gambar terbaru untuk dikongsi, maklumat biografi dan lain-lain.

Keupayaan *Instagram* dari segi penyimpanan dan pengolahan gambar dapat dilihat dari kenyataan Alper (2013), yang menyatakan aplikasi *Instagram* membolehkan gambar diambil, disimpan, ditapis dengan menggunakan peranti mudah alih dan dikongsi secara percuma ke aplikasi *Facebook*. Ini bermaksud seseorang boleh memperbaiki gambar secara langsung di dalam *Instagram* untuk menjadikannya lebih menarik antaranya mengolah warna gambar tersebut kepada gambar hitam putih versi lama. Selain itu penggunaan *hashtag* dalam *Instagram* membolehkan sesuatu gambar disimpan di satu laman secara khusus. Gambar yang dimuatnaik di *Instagram* membolehkan pengikutnya memberikan komen atau status disukai.

Selain itu keupayaan *Instagram* yang lain adalah ianya menyediakan satu platform untuk komunikasi bukan lisan. Dapat dilihat daripada kajian yang dijalankan oleh Bakhshi, Shamma & Gilbert (2014), di mana mereka mendapati gambar yang dimuatnaik di *Instagram* merupakan komunikasi bukan lisan yang sangat kuat. Ini dikuatkan lagi dengan kenyataan McNely (2012), *Instagram* amat mudah untuk digunakan sebagai alat komunikasi yang berkesan. Ini kerana jika dilihat kebanyakan gambar yang menarik akan mendapatkan *like* dan komen yang banyak dari pengikutnya. Selain itu gambar kontroversi dan viral juga mendapat perhatian segolongan pengikut di *Instagram*. Oleh itu secara tidak langsung sebenarnya, *Instagram* menjadi satu perantara yang amat penting dalam membentuk tanggapan pengguna dalam mengenali seseorang.

Pentingnya komunikasi dalam perhubungan dinyatakan oleh Pinheiro (2011), komunikasi merupakan perhubungan yang dapat menyatukan manusia ketika berinteraksi. Komunikasi dapat menjadikan pengguna media sosial memahami mesej yang cuba disampaikan. Selain itu, persaingan perniagaan yang wujud dalam komunikasi di media sosial untuk menarik perhatian pelanggan terhadap produk dan perkhidmatan yang ditawarkan. Pelanggan akan tertarik dengan maklumat yang ringkas serta mudah difahami tetapi lengkap. Penyampaian maklumat melalui komunikasi dalam mengiklankan produk atau perkhidmatan amat penting untuk memberikan kefahaman kepada pelanggan periklanan yang cuba disampaikan

Menurut Straubhaar & Larose (1997), komunikasi media sosial berkesan kerana membenarkan dua atau lebih manusia berkomunikasi tanpa berhadapan pada waktu yang sebenar melalui capaian Internet. Selain itu, komunikasi membenarkan interaksi berlaku antara pengiklan dan pengguna di laman media sosial ketika mendapatkan maklumat serta urusan pembelian. Keupayaan media sosial dalam membolehkan komuikasi dua hala berlaku menjadikan masyarakat dunia berinteraksi tanpa sempadan. Justeru itu, ini membolehkan periklanan di media sosial berkembang kerana keupayaannya dalam menyediakan ruang untuk berkomunikasi tanpa batas dengan sesiapa sahaja. Pengguna boleh membuat permintaan untuk mendapatkan maklumat yang diinginkan daripada pengiklan yang mengiklankan produk atau perkhidmatan secara terus.

Menurut Heldman (1997), dalam menyampaikan maklumat tentang produk dan perkhidmatan, persaingan akan berlaku dalam cara menyampaikan maklumat kepada pengguna. Pengiklan akan berusaha memilih medium yang paling terbaik untuk berkomunikasi dengan pengguna akan mesej yang ingin disampaikan berkesan dan lebih baik daripada pesaing. Persaingan yang berlaku dalam komunikasi menjadikan tahap penyampaian maklumat dalam periklanan ini meningkat.

Terdapat satu kajian yang dijalankan oleh Wahyu Hidayat dan Wulan Trigantanti pada tahun 2015 terhadap Urban Coulture iaitu sebuah laman *Instagram* yang mempromosikan produk mereka untuk dijual. Urban Coulture memilih *Instagram* untuk mempromosikan produk mereka kerana aplikasinya percuma dan lebih menarik kerana penggunaan gambar dan video. Dengan jumlah pengikut sebanyak 1,387,000, Urban Coulture sering memberikan maklumat-maklumat terkini berkaitan produknya dan juga promosi-promosi yang dilakukan. Oleh itu, pengguna *Instagram* yang menjadi pengikutnya sentiasa tahu akan kedudukan terkini produk keluaran Urban Coulture serta membina keyakinan dan kepercayaan dengan produk tersebut.

Daripada kajian tersebut mereka menyimpulkan dengan melakukan promosi di media *Instagram* sebenarnya membawa banyak kebaikan iaitu ianya mudah, murah, dan mempamerkan kandungan yang menarik seperti pemaparan gambar dan video. Selain itu, promosi berkaitan produk dan perkhidmatan di *Instagram* juga dapat mengsasarkan khalayak sasaran dengan tepat kerana pengguna *Instagram* yang menjadi pengikut dan memberikan status menyukai pada laman berkenaan merupakan mereka yang tertarik dengan produk dan perkhidmatan yang ditawarkan.

Memandangkan kini terdapatnya banyak produk yang dipromosikan di aplikasi media sosial *Instagram*, maka adalah sesuatu yang menarik untuk melihat keupayaan *Instagram* sebagai salah satu medium untuk mempromosikan sesuatu produk dalam kalangan pelajar di institusi pengajian tinggi. Satu kajian telah dijalankan di Universiti Utara Malaysia melibatkan pelajar-pelajar di Inapan Siswa EON pada tahun 2015.

PERBINCANGAN KAJIAN

Menggunakan kaedah kajian kuantitatif kajian dan dijalankan di Universiti Utara Malaysia. Dengan menggunakan kaedah tinjauan menggunakan borang soal selidik. Responden kajian ini terdiri daripada pelajar-pelajar Inapan Siswa EON, Universiti Utara Malaysia dan seramai 278 orang pelajar Sarjana Muda Universiti Utara Malaysia terlibat sebagai responden kajian. Di bawah adalah perbincangan hasil analisis kajian.

Keupayaan Dari Segi Rekabentuk Iklan di *Instagram*

Jadual 1 memaparkan hasil kajian terhadap rekabentuk iklan yang terdapat di dalam *Instagram*. Hasil kajian mendapati majoriti responden bersetuju dengan kenyataan “penggunaan warna pada iklan amat penting bagi saya” mempunyai nilai min tertinggi iaitu 3.97 dan dengan jumlah responden sebanyak 81 orang sangat bersetuju (29.1%) dan 133 orang bersetuju (47.8%) .

Terdapat tiga kenyataan yang mempunyai nilai min yang sama iaitu 3.81, kenyataan pertama “iklan yang mempunyai penerangan yang jelas tetapi ringkas menarik perhatian saya” dengan 56 orang (29.1%) responden sangat bersetuju dan 151 orang (54.3%) responden bersetuju, kenyataan kedua “iklan yang mempunyai gambar dan model yang cantik menarik perhatian saya” sebanyak 61 orang (21.9%) daripada keseluruhan responden sangat bersetuju dan 139 orang (50%) orang responden bersetuju (50%) dan kenyataan ketiga “saya gemar melihat iklan di *Instagram* yang menarik sahaja” dengan 66 orang (23.7%) responden sangat bersetuju dan 117 orang (42.1%) bersetuju. Manakala bagi kenyataan yang mendapat min ketiga tertinggi iaitu 3.69 adalah “iklan yang mempunyai gambar dan model yang cantik menarik perhatian saya” dengan 52 orang (18.7%) responden sangat bersetuju dan 124 orang (44.6%) responden bersetuju.

Jadual 1: Rekabentuk Iklan di *Instagram*

Item	Sangat Tidak Setuju %	Tidak Setuju %	Kurang Setuju %	Setuju %	Sangat Setuju %	Min
Penggunaan warna pada iklan di *Instagram* amat penting bagi saya.	7 (2.5)	11 (4.0)	46 (16.5)	133 (47.8)	81 (29.1)	3.97
Saya gemar melihat iklan di *Instagram* yang menarik sahaja.	13 (4.7)	13 (4.7)	45 (16.2)	151 (54.3)	56 (20.1)	3.81
Iklan di *Instagram* yang mempunyai penerangan yang jelas tetapi ringkas menarik perhatian saya.	10 (3.6)	15 (5.4)	53 (19.1)	139 (50.0)	61 (21.9)	3.81
Iklan yang menggunakan audio dan video dalam *Instagram* menghiburkan saya.	5 (1.8)	15 (5.4)	75 (27.0)	117 (42.1)	66 (23.7)	3.81
Iklan di *Instagram* yang mempunyai gambar dan model yang cantik menarik perhatian saya.	8 (2.9)	20 (7.2)	74 (26.6)	124 (44.6)	52 (18.7)	3.69

Dengan kemudahan yang disediakan oleh aplikasi *Instagram* memudahkan lagi pengeditan terhadap gambar dan video boleh dilakukan oleh penjual produk *online* secara segera. Oleh yang demikian terhasillah gambar-gambar dan video-video yang mempunyai rekabentuk lebih menarik perhatian pengikutnya.. Ini dapat dilihat dari hasil kajian di atas iaitu majoriti responden bersetuju dan sangat bersetuju dengan kenyataan yang mengambarkan rekabentuk iklan yang terdapat di *Instagram* menarik perhatian mereka.

Keupayaan Dari Segi Komunikasi Dua Hala *Instagram*

Berdasarkan Jadual 2 di bawah, majoriti responden dengan nilai min paling tinggi dalam kajian ini bersetuju dengan kenyataan "komunikasi dua hala sangat penting dalam periklanan masa kini" dengan min sebanyak 4.14 dengan jumlah responden seramai 78 responden sangat setuju (28.1%) dan 83 responden bersetuju (29.9%). Ini diikuti dengan kenyataan "komunikasi dua hala menjadikan iklan di *Instagram* lebih berkesan" dengan nilai min sebanyak 4.04 dan jumlah responden seramai 72 responden sangat setuju (25.9%) dan 158 responden bersetuju (56.8%). Kenyataan ketiga yang mempunyai nilai min tertinggi sebanyak 3.91 dan jumlah responden seramai 59 responden sangat setuju (21.2%) dan 155 responden bersetuju (55.8%) adalah "iklan bersifat komunikasi antara pengiklan dan pengguna membolehkan saya mendapatkan maklumat yang lengkap berkaitan produk atau perkhidmatan".

Kenyataan "saya lebih tertarik dengan iklan yang membolehkan berlakunya komunikasi antara pengiklan dan pengguna" dengan nilai min sebanyak 3.89 dan seramai 61 responden sangat setuju (21.9%) dan 147 responden bersetuju (52.9%) mendapat tempat keempat. Kenyataan yang terakhir, dengan nilai min sebanyak 3.82 dan iaitu seramai 63 responden sangat setuju (22.7%) dan 129 responden bersetuju (46.4%) adalah "iklan di *Instagram* akan menjadi bosan jika tidak berlakunya komunikasi antara pengiklan dan pengguna".

Daripada hasil kajian ini, dapat dilihat kemudahan komunikasi dua hala dalam *Instagram* penting kepada pengguna *Instagram*. Ini dapat dilihat dari hasil kajian di atas iaitu majoriti responden bersetuju dan sangat bersetuju dengan kenyataan yang menyatakan kepentingan komunikasi dua hala yang terdapat di *Instagram* kepada mereka.

Jadual 2: Komunikasi Dua Hala

Item	Sangat Tidak Setuju %	Tidak Setuju %	Kurang Setuju %	Setuju %	Sangat Setuju %	Min
Komunikasi dua hala di *Instagram* sangat penting dalam periklanan masa kini.	37 (13.3)	28 (10.1)	52 (18.7)	83 (29.9)	78 (28.1)	4.14
Komunikasi dua hala menjadikan iklan di *Instagram* lebih berkesan.	4 (1.4)	6 (2.2)	38 (13.7)	158 (56.8)	72 (25.9)	4.04
Iklan di *Instagram* bersifat komunikasi antara pengiklan dan pengguna membolehkan saya mendapatkan maklumat yang lengkap berkaitan produk atau perkhidmatan.	3 (1.1)	14 (5.0)	47 (16.9)	155 (55.8)	59 (21.2)	3.91
Saya lebih tertarik dengan iklan di *Instagram* yang membolehkan berlakunya komunikasi antara pengiklan dan pengguna.	3 (1.1)	16 (5.8)	51 (18.3)	147 (52.9)	61 (21.9)	3.89
Iklan di *Instagram* akan menjadi bosan jika tidak berlakunya komunikasi antara pengiklan dan pengguna.	5 (1.8)	17 (6.1)	64 (23.0)	129 (46.4)	63 (22.7)	3.82

KESIMPULAN

Secara keseluruhannya, dapatlah dirumuskan bahawa rekabentuk iklan yang menarik dan komunikasi dua hala dalam *Instagram* mendapat perhatian pengikut pada masa kini. Ini adalah disebabkan aplikasi *Instagram* itu sendiri yang memberikan perkhidmatan untuk menjadikan sesuatu iklan itu boleh diubahsuai dan menjadikannya lebih menarik lagi dari segi pengunaan warna, gambar yang menarik dan penjelasan yang ringkas dan padat serta kebolehannya melakukan komunikasi dua hala. Manakala komunikasi dua hala yang wujud dalam aplikasi *Instagram* adalah salah satu kebolehan yang menyebabkan inetraksi antara pengikut dan pemilik *Instagram* menjadi lebih santai. Kini, promosi untuk sesuatu produk perlu lebih cepat dan lebih tertumpu kepada khalayak sasaran, dan aplikasi *Instagram* menjadikannya kenyataan kerana kebiasaannya pengikutnya adalah terdiri daripada mereka yang menyertainya atas kerelaan dan minat mereka sendiri. Oleh yang demikian, keupayaan yang terdapat di *Instagram* ini menyebabkannya mendapat tempat di hati penjual produk *online* dalam mempromosikan produknya.

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TINJAUAN PENERIMAAN PENGGUNA TERHADAP PENYESUAIAN IKLAN MEDIA SOSIAL

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ABSTRAK

Kertas kerja ini membincangkan satu tinjauan ke atas penerimaan pengguna terhadap proses penyesuaian iklan (advertising customization) media sosial. Memandangkan Revolusi Perindustrian 4.0 (IR4.0) membolehkan data yang banyak disimpan dan dianalisis, proses penyesuaian iklan ini akan dapat dijalankan dengan lebih tepat. Tinjauan ini dijalankan untuk melihat kesediaan pengguna media sosial untuk berkongsi maklumat dan seterusnya menerima iklan yang disesuaikan (customized ads). Seramai 47 orang responden telah diperoleh melalui borang soal selidik atas talian. Tinjauan ini menunjukkan bahawa kebanyakkan pengguna tidak bersedia berkongsi maklumat untuk penyesuaian iklan.

Kata kunci: iklan, penyesuaian, maklumat pengguna, media sosial

PENGENALAN

Perkembangan teknologi yang begitu pesat telah mencetuskan Revolusi Perindustrian 4.0 (IR4.0). Tugas yang sebelum ini hanya digantikan dengan proses automasi, kini menuju ke arah yang lebih sofistikated iaitu dengan data yang diperolehi, khidmat yang disediakan oleh peralatan teknologi boleh disesuaikan (customized) mengikut keperluan individu atau konteks. Melalui *Internet of Things (IoT),* sistem mengintegrasikan data merentasi pelbagai alatan. Individu dapat menggunakan pelbagai alatan yang diihubungkan melalui rangkaian maya dan komunikasi dapat dijalankan dengan pantas dan mudah.

Pengiklanan menggunakan media massa sebelum ini, mensasarkan khalayak yang besar secara umum memandangkan peralatan yang digunakan untuk memancarkan mesej merupakan media statik atau dinamik sehala. Media statik bermaksud media paparan bercetak seperti akhbar, majalah, gegantung (streamers), dan kain rentang (banners). Manakala contoh media dinamik sehala adalah seperti televisyen, layar pawagam dan papan iklan elektronik. Apa yang terpapar di media-media tersebut tidak mampu disesuaikan kepada khalayak secara individu tetapi telah ditetapkan oleh pengiklan mengikut segmentasi khalayak yang dipilih sebelumnya. Pengiklan sedaya mungkin mensasarkan kumpulan khalayak yang bersesuaian berdasarkan kandungan bahan yang dipaparkan bersama-sama dengan kandungan iklan. Contohnya menyesuaikan iklan produk kecantikan dengan siaran telefilem yang disasarkan kepada golongan surirumah secara umum.

Namun, dengan wujudnya capaian terus kepada peralatan komunikasi seperti komputer dan telefon pintar pada hari ini, sistem boleh menganalisis data carian maklumat, sejarah pembelian dan lain-lain maklumat yang dikongsikan oleh pengguna bagi membolehkan sistem membuat cadangan tentang produk yang mempunyai kemungkinan yang tinggi untuk dibeli oleh individu pengguna tersebut. Proses *customization* iklan produk merentasi media dapat dilaksanakan dengan keupayaan sistem menyimpan jumlah data yang besar (Big Data) di dalam pangkalan data yang dimiliki atau dikongsi dengan pemilik-pemilik data yang lain.

Seperti contoh sekiranya seseorang individu menjadi ahli kepada sesuatu laman web seperti laman web carian hotel, apabila carian destinasi tertentu dijalankan dan proses carian tersebut tidak diakhiri dengan tempahan, laman web tersebut akan menggunakan maklumat carian tersebut dan akan menghantar emel untuk mencadangkan hotel-hotel yang bersesuaian. Ini adalah contoh bagaimana sistem mengoptimumkan penggunaan maklumat yang disimpan di dalam pangkalan data mereka dan menggunakan pelbagai platform media untuk mengiklankan produk mereka. Sebelum ini, setiap langkah mengiklan dalam medium-medium yang berbeza ini dilakukan oleh manusia. Sistem hanya mengikut arahan yang diberikan. Namun, IR4.0 membolehkan sistem menjalankan analisis terhadap data yang tersimpan dan mencadangkan penyelesaian berdasarkan hasil analisis.

Penggunaan media sosial yang menyimpan segala bentuk maklumat pengguna juga membantu pihak pengurusan media sosial tersebut memaparkan iklan-iklan yang bersesuaian dengan produk yang diiklankan. Oleh kerana terdapat beberapa media sosial yang berada di bawah pengurusan yang sama, maka maklumat tersebut dikongsikan dan digunasama bagi memastikan pengulangan (repetition) berlaku. Dalam bidang pengiklanan, proses pengulangan adalah amat penting bagi membolehkan sesuatu maklumat produk itu dapat diterima oleh pengguna. Schmidt dan Eisend (2015) mendapati bahawa untuk mencapai sikap positif yang paling maksimum, sepuluh pendedahan iklan adalah diperlukan. Semakin banyak pendedahan terhadap sesuatu iklan, semakin tinggi ingatan (recall) terhadap iklan tersebut. Namun pendedahan yang terlalu banyak pula akan membawa sikap negatif terhadap iklan tersebut.

Aksu, Babun, Conti, Tolomei dan Uluagac (2018) telah mencadangkan struktur sistem yang membolehkan iklan disampaikan kepada pengguna berdasarkan data peribadi mereka yang disimpan dalam pangkalan data yang disesuaikan dengan lokasi dan keadaan fizikal individu tersebut. Contoh yang diberikan dimana pemandu kenderaan tersebut meminati kopi (berdasarkan maklumat dalam pengkalan data), dan berada dalam keadaan mengantuk (berdasarkan maklumat imbasan mata). Pemandu tersebut akan menerima iklan tentang kedai kopi berdekatan berdasarkan sistem GPS di telefon pintarnya. Dalam masa yang sama, anaknya yang meminati muzik (berdasarkan maklumat dalam pangkalan data) turut akan menerima iklan tentang konsert (berdasarkan maklumat GPS).

Untuk masa hadapan, idea pengiklanan berasaskan maklumat individu bukan hanya melibatkan alat yang dimiliki pengguna kerana jika seseorang individu tidak menggunakan sebarang media pada saat itu, pengiklan masih boleh menyampaikan iklan bersesuaian kepada mereka. Idea ini pernah dizahirkan dalam satu filem barat bertajuk *Minority Report* di mana, proses *customization* iklan dilaksanakan berdasarkan data pembelian yang disimpan di dalam pangkalan data. Dalam filem tersebut, apabila watak utama melangkah masuk ke dalam keretapi bawah tanah dan juga ke kedai, retina mata beliau akan diimbas. Sistem akan mengenalpasti identiti beliau dan dipasangkan dengan maklumat pembelian yang tersimpan di dalam pangkalan data. Sistem kemudiannya akan memberi cadangan produk-produk yang sesuai berdasarkan analisis terhadap kriteria produk-produk yang pernah dibeli oleh beliau.

Maka, itu merupakan idea-idea kepada keadaan-keadaan yang mungkin berlaku pada masa hadapan berkaitan bagaimana perkembangan peralataan teknologi, sistem pengkomputeran, pangkalan data yang mampu menampung sejumlah data yang besar dan keperluan untuk menghasilkan iklan pada tahap individu bagi membenarkan proses penyesuaian (customization) berlaku selaras dengan perkembangan IR4.0.

SOROTAN LITERATUR

Konsep penyesuaian iklan telah dibincangkan sejak iklan atas talian diperkenalkan. Para pengiklan teruja dengan keupayaan internet yang membolehkan komunikasi berlaku secara meluas namun dapat disasarkan secara individu.

Nam (2018) mendapati keupayaan pengguna untuk mengawal kandungan iklan melalui penyesuaian kandungan iklan membawa sikap positif terhadap pendedahan iklan berbilang. Kepelbagaian iklan turut membawa kesan yang sama. Walaupun pengulangan adalah penting agar pengguna mengingati sesuatu iklan (Batra dan Ray 1986; Chatterjee 2011; Kononova dan Yuan 2015; Lee dan Cho 2010; Li dan Lo 2015), namun pengulangan pada ketika pengguna sedang menikmati kandungan utama yang lain akan menyebabkan gangguan dan menjengkelkan para pengguna (McCoy, Everard, Galletta dan Moody 2017) . Oleh itu, penyesuaian perlu dibuat bukan hanya terhadap kandungan sesebuah iklan yang meliputi produk atau servis yang sesuai termasuk bentuk rayuan yang digunakan tetapi juga dari segi masa dan bilangan iklan.

Dalam mengkaji persepsi pengguna terhadap iklan yang disesuaikan, Bright dan Daugherty (2012) mendapati jika pengguna menyangkakan sesuatu iklan yang mereka lihat itu telah disesuaikan, maka mereka akan lebih terdorong untuk berinteraksi dengan iklan tersebut. Namun sikap terhadap terhadap iklan adalah lebih positif sekiranya mereka menyangkakan bahawa iklan tersebut tidak disesuaikan.

Van Doorn dan Hoekstra (2013) melihat hubungkait penyesuaian iklan dan keperluan data peribadi pengguna. Mereka mendapati bahawa penyesuaian iklan yang tinggi akan membawa kepada peningkatan keinginan membeli. Pada masa yang sama, peningkatan rasa terganggu terhadap privasi pengguna juga berlaku.

Bagi memahami tindakbalas pengguna dengan lebih menyeluruh terhadap penyesuaian pengiklanan dijalankan, pengkaji perlu memahami sikap pengguna daripada ketiga-tiga aspek kognitif, afektif dan tingkahlaku. Maka tinjauan awal ini dibuat untuk mengenalpasti penerimaan pengguna terhadap penyesuaian iklan dan kesediaan mereka untuk berkongsi maklumat peribadi.

METOD TINJAUAN

Tinjauan awal ini dilakukan untuk mengenalpasti reaksi pengguna terhadap iklan atas talian terutamanya media sosial apabila sistem media sosial tersebut menyesuaikan kandungan iklan dengan profil peribadi pengguna-pengguna ini. Satu soal selidik ringkas telah dibangunkan dan dimasukkan ke dalam *Google Forms.* Alamat URL soal selidik tersebut telah dikongsikan melalui aplikasi *Whatsapp* dan laman sosial *facebook.*

KEPUTUSAN TINJAUAN

Seramai 47 responden telah menjawab soal selidik ringkas tersebut. Mereka terdiri daripada 25.5 % lelaki dan 74.5 % perempuan. Responden tinjauan ini berumur di antara 18 hingga 54 tahun, di mana kebanyakan responden berumur di antara 35 hingga ke 44 tahun. Hampir 60% responden tinggal di bandar dan masing-masing 17% tinggal di bandaraya dan pekan. Hanya 6.4% tinggal di kawasan kampung. Kebanyakkan responden terdiri daripada bangsa Melayu dan lebih 60% responden memiliki ijazah sarjana muda dan ke atas.

Jadual 1. Profil Responden Kajian (n=47)

Profil	Kekerapan	Peratus
Jantina		
Lelaki	12	25.5
Perempuan	35	74.5
Umur		
18 - 24 tahun	9	19.1
25 – 34 tahun	4	8.5
35 – 44 tahun	31	66
45 – 54 tahun	3	6.4
Bangsa		
Melayu	40	85.1
Cina	5	10.6
India	2	4.2
Agama		
Islam	42	89.4
Buddha	3	6.4
Kristian	1	2.1
Hindu	1	2.1
Status Perkahwinan		
Tidak/Belum Berkahwin	10	21.7
Berkahwin	35	76.1
Pernah Berkahwin	1	2.2
Kelulusan Tertinggi		
SPM dan setaraf	2	4.3
STPM dan setaraf	3	6.4
Sijil	2	4.3
Diploma	5	10.6
Ijazah Sarjana Muda	21	44.7
Ijazah Sarjana	12	25.5
Ijazah Doktor Falsafah	2	4.3
Kawasan Tempat Tinggal		
Bandaraya	8	17
Bandar	28	59.6
Pekan	8	17
Kampung	3	6.4

Dalam menyatakan tiga media sosial utama yang sering digunakan oleh responden, seramai 33.33% menyatakan Facebook sebagai pilihan diikuti dengan Instagram sebanyak 27.78% dan Whatsapp sebanyak 21.3%. Media sosial lain yang turut disenaraikan adalah Twitter, YouTube, Telegram, Line dan WeChat. Terdapat juga 2 orang respondenyang tidak menggunakan media sosial.

Jadual 2. Media sosial yang sering digunakan.

Media Sosial	Kekerapan	Peratus
Facebook	36	33.33
Instagram	30	27.78
Whatsapp	23	21.30
Twitter	7	6.48
YouTube	4	3.70
Telegram	4	3.70
Line	1	0.93
WeChat	1	0.93
Tiada	2	1.85

Sebanyak 78.7% responden mengatakan bahawa mereka pernah menerima iklan produk yang sama dalam media sosial yang berbeza.

Jadual 3: Pernah menerima iklan produk yang sama dalam media sosial yang berbeza.

	Kekerapan	Peratusan
Ya	37	78.7
Tidak	10	21.3

Bagi melihat reaksi mereka terhadap iklan produk yang sama dalam media sosial yang berbeza, 60.5% memilih jawapan "Itu hanya satu kebetulan" manakala 20.9% memilih jawapan "Hairan". 8 orang responden telah memberi jawapan sendiri dan hanya 4 orang responden yang memberi jawapan tentang rekod, data, teknik dan strategi pemasaran.

Jadual 4: Reaksi terhadap iklan produk yang sama dalam media sosial yang berbeza.

	Kekerapan	Peratusan
Itu hanya kebetulan	26	60.5
Hairan	9	20.9
***Padam**	1	2.3
***Berkongsi emel**	1	2.3
***Media punyai rekod**	1	2.3
***Perniagaan pertukaran data**	1	2.3
***Menyibuk saja**	1	2.3
***Strategi pemasaran**	1	2.3
***Sebahagian daripada teknik pemasaran**	1	2.3
***Biasa**	1	2.3

* jawapan daripada responden

Lebih 80% responden mengatakan bahawa mereka tidak membenarkan maklumat diri mereka digunakan untuk proses penyesuaian iklan yang dipaparkan pada mereka. Berdasarkan jawapan terbuka yang diberikan, kebanyakkan responden menyatakan maklumat mereka adalah peribadi dan mereka tidak mahu maklumat tersebut didedahkan.

Mereka juga risau akan kemungkinan maklumat tersebut disalahgunakan. 2 orang responden telah menyatakan keterikatan dengan PDPA.

Jadual 5: Membenarkan maklumat diri digunakan untuk proses penyesuaian iklan

	Kekerapan	Peratusan
Tidak	38	80.9
Tidak Pasti	7	14.9
Ya	2	4.3

PERBINCANGAN

Daripada keputusan tinjauan ini didapati kebanyakkan pengguna tidak membenarkan maklumat diri mereka digunakan untuk penyesuaian iklan dan tidak begitu sedar bahawa maklumat mereka sedang digunakan oleh pemilik media sosial untuk tujuan penyesuaian iklan. Walaupun mereka tidak membenarkan maklumat diri mereka digunakan, namun, mereka tetap memasukkan maklumat peribadi yang agak terperinci dalam media sosial masing-masing.

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NILAI AGAMA DAN FILEM SERAM: CABARAN REVOLUSI INDUSTRI 4.0

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ABSTRAK

Perkembangan industri teknologi 4.0 pesat membangun. Secara tidak langsung ia memainkan peranan penting dalam apa jua bidang. Ia tidak terkecuali dalam bidang perindustrian perfileman di Malaysia. Oleh itu, dalam makalah ini akan membincangkan adakah aspek nilai agama penonton filem terpinggir akibat daripada cabaran revolusi perindustrian 4.0. Namun, di dalam makalah ini hanya akan membincangkan instrumen nilai agama yang digunakan berdasarkan (Kauss et al. 2007) terhadap penontonan filem seram terhadap kepercayaan alam ghaib di Malaysia. Dengan menggunakan kaedah pengumpulan data secara kuantitatif yang melibatkan sampel kajian iaitu N=dapatan 354 di Kedah. Dapatan dianalisis dengan menggunakan aplikasi PLS. Justeru, dapatan menunjukkan bahawa instrument nilai agama dalam kajian ini AVE=0.512 >0.50, *Composite Reliability* (CR=0.940 >0.70) adalah tinggi. Ini menunjukkan nilai agama penonton Muslim terhadap filem seram tidak menjadi satu kebimbangan.

Kata kunci: Industri 4.0, nilai agama, filem seram, kepercayaan alam ghaib.

PENGENALAN

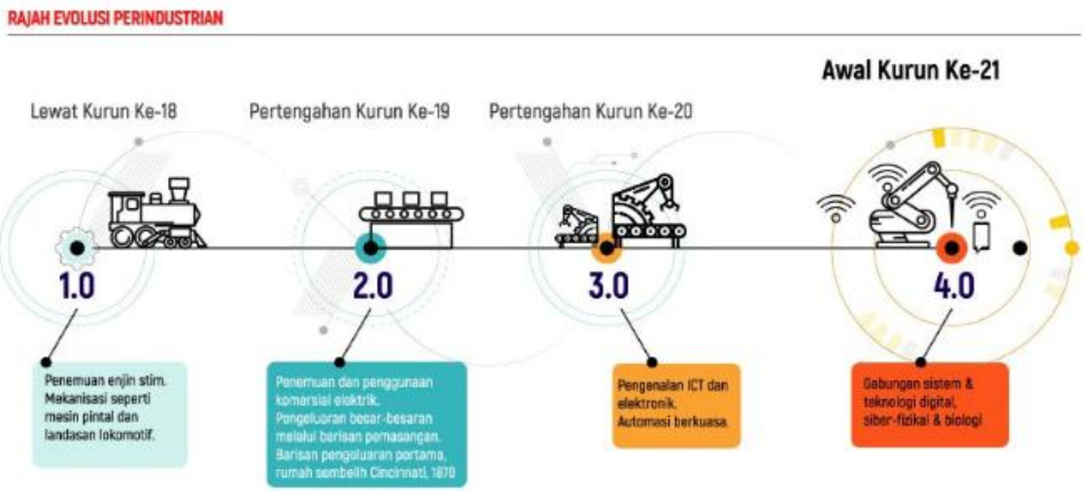
Revolusi industri 4.0 mula berkembang di Jerman pada tahun 2011. Industri 4.0 merupakan gabungan daripada dunia biologikal, fizikal dan juga digital. Gabungan ketiga-tga elemn ini akan menghasilkan kepelbagaian teknologi baharu secara tidak langsung akan memberi impak dalam pelbagai disiplin, ekonomi malah industri. Dengan erti kata lain industri 4.0 adalah dunia mesin yang akan menggantikan sumber tenaga menusia dalam kehidupan seharian. Justeru, isunya di sini, ialah jika kebergantungan sumber manusia akan berkurangan dan manuasia akan bergantung kepada teknologi yang banyak adalah aspek kemanusiaan terutama nilai agama turut menjadi keruntuhan.

Sehubungan dengan itu, dalam makalah ini akan membaincangkan secara terperinci instrument nilai agama dalam konteks penontonan flem seram terhadap kepercayaan alam ghaib penonton Muslim.

CABARAN TEKNOLOGI 4.0 TERHADAP INDUSTRI FILEM

Isu teknologi yang mendominasi revolusi industri 4.0 yang mana menurut Rubaneswaran iaitu Ketua Eksekutif Knowledgedotcom Corporation Sdn. Bhd menyatakan:

> “*Industri 4.0 akan berdasarkan kepada sembilan tonggak – robot automasi, simulasi, integrasi sistem, IoT, keselamatan siber, pengkomputeran awan, pembuatan bahan tambahan, realiti diperkukuhkan, analisis data besar, serta integrasi sistem menegak dan melintang.*” – Rubaneswaran



Rajah 14 Revolusi Perindustrian

Sehubungan itu, Rajah 1 menunjukkan revolusi perindustrian sejak lewat kurun ke-18 sehingganlan pada awal kurun ke-21 yang mana perubahan boleh dilihat daripada revolusi 1.0, revolusi 2.0, revolusi 3.0 dan revolusi 4.0 (Mah Siew Keong, Berita Harian, 2017).

Berbalik kepada perkembangan revolusi teknologi ini menerusi dalam perindustri perfileman global bermula di Jerman yang mana filem seram pertama di dunia iaitu *The Cabinet of Dr. Calligary* (1920) pada era filem bisu. Pada ketika itu juga revolusi 1.0 lewat kurun ke 18 mula dicetuskan. Pada ketika itu pertemuan enjin stim mesin pintal dan landasan lokamotif telah mendahului permulaan revolusi pada ketika itu. Dalam dunia perfileman pula filem seram bisu yang pertama diterbitkan di atas dorongan budaya dan juga kepercayaan alam ghaib masyarakat Barat pada ketika itu. Walau bagaimanapun, di Malaysia filem seram mula menapak di dalam penerbitan perfileman bermula meneusi filem Roh Pembela (1955) oleh BN Roa. Pada ketika itu, revolusi perindustrian di Malaysia berada pada tahap 2.0 yang mana penemuan penggunaan elektrik yang bermula pada pertengahan kurun ke-19.

Melangkah pesat menerusi dunia perfileman di samping dengan kemajuan industri teknologi 3.0 pada kurun ke-20, industri filem seram di Malaysia juga terus menapak di persada industri seni tanah air dengan bermulanya pengeluaran genre seram secara besar-besaran bermula dengan filem Mistik (2003) sehinggalah kepada filem Jangan Pandang Belakang (2006) yang mula mendapat tempat di hati penonton (Azlina Asaari & Jamaluddin Aziz, 2018) kerana mendapat kutipan panggung yang tinggi iaitu RM6.33 juta. Justeru, ia menjadi lonjakan dan suntikan kepada penerbit serta pengarah filem untuk menerbitan genre seram selaras dengan revolusi ICT serta elektronik yang berleluasa memudahkan audiens mendapat matlumat dengan pantas.

Walau bagaimanapun, perkembangan revolusi perindustrian ini menerusi pelbagai aspek media sosial membuatkan penonton mudah percaya dengan apa yang dipaparkan menerusi filem seram seperti mana sekumpulan remaja bermotorsikal telah ke lokasi sebenar selepas menonton filem Villa Nabila (2015) untuk mengetahui dan merasai tentang alam ghaib dan melihat lokasi sebenar filem tersebut (Utusan Online, 2015).

Sehubungan degan itu, apa yang menjadi kebimbangan adalah kesan penontonan filem seram dari aspek nilai agama penonton yang mudah percaya apa yang ditonton dan dibimbangi akan memberi kesan pegangan agama penonton Muslim.

Nilai Agama Dalam Filem Seram

Agama sering kali menjadi topik dalam permasalahan kehidupan masyarakat hari ini terutama dalam cabaran revolusi perindustrian 4.0 yang mana manusia seringkali menjadikan teknologi sebagai gaya hidup terkini. Maka, suatu kajian perlu dilaksanakan bagi mengukur secara saintifik hubungan antara tahap kefahaman dan penghayatan seseorang terhadap agama khususnya dalam impak penontonan filem seram.

Agama adalah melambangkan identiti individu, iaitu tahap komitmen individu terhadap agama. Bagi individu yang mempunyai nilai agama yang kuat, agama bertindak sebagai satu kepentingan dalam membimbing kehidupan mereka dalam aktiviti harian (Bindah & Othman, 2012). Bahkan agama juga bertujuan untuk memberi panduan kepada individu dalam bertingkah laku (Mutsikiwa & Basera, 2012). Secara tidak langsung, agama menjadi pembimbing kepada penonton dalam soal keseronokan menonton filem seram dan kepercayaan alam ghaib (Horsfield, Hess & Medrano, 2004).

Dalam kajian ini, nilai agama yang diukur merangkumi perlakuan atau ibadah Muslim seperti sembahyang, berdoa, pemujaan kepada Tuhan dan kepercayaan terhadap sesuatu yang suci, kudus atau *supernatural* (Asmadi et al., 2006). Namun, perkara yang ingin diketengahkan dalam kajian ini ialah kefahaman dan penghayatan Muslim dalam agama Islam dan impaknya terhadap keseronokan menonton filem seram.

Justeru, kekuatan nilai agama mempunyai kaitan dengan pembawakan personaliti seseorang Muslim. Personaliti Muslim (Krauss & Hamzah, 2009) merupakan manifestasi pandangan agama seseorang dalam menyesuaikan diri dengan situasi yang pelbagai di dunia. Ia termasuk tingkah laku, motivasi, sikap dan emosi yang bertujuan untuk menilai dan memanifestasikan ajaran dan arahan dalam Islam secara peribadi (Annalakshmi & Abeer, 2011).

Justeru, dalam kajian ini penyelidik juga menggunakan pengukuran MRPI untuk mengukur tahap nilai agama sebagai pemboleh ubah penyederhanaan kepada pengaruh personaliti, psikologi dan filem terhadap penonton Muslim dalam kepercayaan alam ghaib.

Dalam erti kata ringkas, ritual Rukun Islam didapati mempunyai kaitan yang signifikan dengan daya tahan seseorang individu. Dapatan ini disokong oleh Nicholson, Richard dan Bobak (2009) di mana mereka menyatakan bahawa nilai agama sangat berkait rapat dengan nilai kesihatan diri melalui amalan ibadah harian. Di samping itu, Krauss et al. (2006) berpendapat bahawa amalan ritual dalam ibadah seharian adalah satu hubungan langsung dengan Tuhan.

Justeru, kekuatan nilai agama mempunyai kaitan dengan pembawakan personaliti seseorang Muslim. Oleh itu, instrument nilai agama (Krauss & Hamzah, 2009) sebanyak 15 item digunakan dalam kajian ini seperti mana kajian lepas iaitu (Annalakshmi & Abeer, 2011).

Dalam kajian lepas, nilai agama merujuk kepada manifestasi pandangan agama seseorang dalam menyesuaikan diri dengan situasi yang pelbagai di dunia. Ia termasuk tingkah laku, motivasi, sikap dan emosi yang bertujuan untuk menilai dan memanifestasikan ajaran dan arahan dalam Islam secara peribadi seperti zikir, solat, membaca Al Quran, kasih sayang, memberi salam dan sebagainya (Annalakshmi & Abeer, 2011).

Nilai Agama dan Kepercayaan Alam Ghaib

Kepercayaan terhadap alam ghaib bermaksud keyakinan individu tentang alam yang tidak dapat dilihat oleh pandangan mata manusia (Dewan Bahasa, 2001). Dalam erti kata lain, alam ghaib itu adalah satu alam yang diyakini wujud, namun ia tidak boleh dilihat dengan mata kasar manusia. Maksud erti kata ini boleh diperkukuhkan dengan ayat Al-Quran dalam surah Al-Baqarah yang bermaksud:

"*Beriman kepada perkara ghaib itu adalah ciri orang yang bertaqwa.*"

Selari dengan itu, Imam Ibnu Kathir, di dalam Tafsir Ibn Kathir ada menyatakan bahawa orang yang beriman adalah orang yang percaya dan yakin kepada perkara yang ghaib. Perkara ini termasuk dalam Rukun Iman yang mewajibkan seseorang yang beragama Islam untuk beriman kepada Allah, malaikat, kitab-kitab, rasul, hari akhirat, syurga dan neraka, pertemuan dengan Allah dan kebangkitan selepas mati (Abdul Hadi Awang, 2008).

Justeru, nilai agama dalam filem seram sering kali dihubungkan dengan kepercayaan alam ghaib terutama menerusi aspek individu. Kajian Norenzayan (2015 & 2016) tentang kepercayaan terhadap alam ghaib yang mengukur pengaruh personaliti terhadap kepercayaan alam ghaib di India menunjukkan bahawa tiga dimensi personaliti mempunyai pengaruh yang signifikan terhadap kepercayaan alam ghaib iaitu *openness to experience, neuroticism* dan *conscientiousness.* Sementara itu, dimensi *agreeableness* dan *extraversion* didapati tidak signifikan dengan kepercayaan terhadap alam ghaib.

Selain itu, Norenzayan dan rakan-rakannya telah banyak menjalankan kajian tentang kepercayaan terhadap alam ghaib serta paranomal. Kajian mereka meneroka pendekatan Tuhan sebagai suatu kuasa yang melihat segala aktiviti yang dilakukan oleh manusia (Shariff & Norenzayan, 2007; Norenzayan & Shariff, 2008; Gervis & Norenzayan, 2012). Oleh itu, kajian lepas menunjukan nilai agama memainkan peranan menerusi aspek individu atau personaliti penonton terhadap sesuatu kepercayaan.

Justeru, dalam kajian ini nilai agama menjadi disposisi kepada penonton Muslim terhadap sesuatu kepercayaan dalam konteks kajian ini ia merujuk kepada kepercayaan kepada alam ghaib.

METODOLOGI KAJIAN

Kajian ini menggunakan kaedah kuantitaif dengan mengedarkan borang saol selidik sebanyak 450 kepada audiens Muslim di Kedah. Namun, hanya 354 borang soal selidik dapat digunakan untuk tujuan analisis kajian ini. Manakala, penganalisaan data kajian menggunakan Pemodelan Persamaan Struktur (SEM) yang dibantu dengan aplikasi SmartPLS (Hair et, al. 2014).

DAPATAN KAJIAN

Jadual 1 menunjukkan bahawa majoriti responden kajian adalah perempuan (64.7%), manakala selebihnya adalah lelaki (35.0%). Manakala profil umur respondan pula menunjukkan majoriti berumur dalam lingkungan 19-23 tahun dengan nilai peratusan sebanyak 58.9%. Respondan yang berumur dalam lingkungan 14-18 tahun seramai 109 bersamaan dengan 30.9 % merupakan respondan kedua terbanyak. Seorang respondan tidak memberi maklum balas tentang umur, bersamaan 0.3%. Respondan yang berumur di antara 24-28 tahun seramai 26 dengan 7.4%. Maklum balas juga diterima daripada respondan yang berumur antara 29-33 tahun seramai 7 orang dengan 2.0% dan respondan berumur 34-38 tahun seramai 3 orang dengan peratusan sebanyak 0.8%.

Jadual 1. Demografi Responden

Profil	Kekerapan	Peratus (%)
Jantina		
Lelaki	125	35.0
Perempuan	229	64.7
Umur		
14-18	208	58.9
19-23	26	7.4
24-28	7	2.0
29-33	3	.8
34-38	1	.3
N/A	1	.3
Etnik		
Melayu	350	98.9
Cina	-	-
India	1	0.3
Lain-lain	-	-
Pendidikan		
PT3	59	16.7
SPM	65	18.4
Sijil	14	4.0
STPM	85	24.0
Diploma	10	2.8
Sarjana Muda	116	32.8
Sarjana	5	1.4

Majotiti respondan terdiri daripada etnik Melayu seramai 350 orang bersamaan dengan 98.9%. Manakala, respondan India seorang dengan peratusan 0.3% dan lain-lain etnik 3 dengan 0.8%.

Manakala, taburan mengikur tahap pendidikan, majoriti respondan mempunyai pendidikan di tahap ijazah sarjana muda seramai 116 dengan 32.8%. PT3 seramai 59 orang dengan 16.7%. Manakala respondan menduduki tahap pendidikan SPM seramai 65 orang dengan 18.4%. Sijil seramai 14 orang dengan 4.0%, STPM seramai 85 dengan 24.% dan Sarjana seramai 5 orang dengan 1.4%. Ini dapat dilihat dalam jadual 1.

Instrumen Nilai Agama mengandungi maklumat mengenai ciri personaliti muslim yang diadaptasikan daripada Skala Personaliti Beragama (MRPI) yang dibangunkan oleh sekumpulan penyelidik dari Universiti Putra Malaysia (Azimi Hamzah et al., 2007). Skala pengukuran ini mengandungi 15 item.

Jadual 2. Instrumen Nilai Agama

Instrumen	Indikator	Faktor Beban	AVE	*Composite Reliability*	*Cronbach Alpha*
Nilai Agama	1. Saya sentiasa berzikir.	0.688	0.512	0.940	0.932
	2. Saya bersedia untuk membantu orang-orang tua apabila mereka memerlukannya.	0.806			
	3. Saya berasa tenang apabila mendengar bacaan Al Quran.	0.684			
	4. Saya sayang adik-beradik seagama saya seperti saya sayang diri saya sendiri.	0.791			
	5. Saya berusaha untuk meningkatkan pemahaman saya tentang pengajian Islam.	0.655			
	6. Saya mengajak orang lain untuk menunaikan solat wajib bersama.	0.747			
	7. Saya mencari masa untuk membaca Al-Quran walaupun saya sibuk.	0.777			
	8. Saya cuba untuk memahami makna Al-Quran.	0.777			
	9. Saya menjalin hubungan yang baik dengan jiran-jiran saya.	0.643			
	10. Saya menjemput orang lain untuk menunaikan solat fardhu.	0.739			
	11. Saya orang pertama yang akan memberi salam apabila bertemu dengan Muslim yang lain.	0.725			
	12. Saya tidak mendedahkan kekurangan orang lain.	0.714			
	13. Saya menggunakan bas awam, laluan pejalam kaki, dan lain-lain, dengan rasa rendah hati dan hormat.	0.677			
	14. Saya sentisa mengadap Allah terlebih dahulu sebelum memberitahu orang lain bila menghadapi maslah.	0.638			
	15. Saya menjaga maruah rakan-rakan saya.	0.630			

Hasil dapatan menunjukkan lima belas indikator yang digunakan menacapai tahap yang dikendaki iaitu kesemua instrument nilai agama dalam kajian ini mencapai paras AVE=0.512 >0.50, *Composite Reliability* (CR=0.940 >0.70) adalah tinggi. Seacra keseluruhan menunjukkan indikator “saya sentiasa berzikir” menunjukkan faktor beban (β=0.688 >0.50), “Saya bersedia untuk membantu orang-orang tua apabila mereka memerlukannya” =(β=0.806 >0.50), “Saya berasa tenang apabila mendengar bacaan Al Quran” =(β=0.684 >0.50), “Saya sayang adik-beradik seagama saya seperti saya sayang diri saya sendiri” =(β=0.791 >0.50), “Saya berusaha untuk meningkatkan pemahaman saya tentang pengajian Islam” =(β=0.655 >0.50), “Saya mengajak orang lain untuk menunaikan solat wajib bersama” =(β=0.747 >0.50), “Saya mencari masa untuk membaca Al-Quran walaupun saya sibuk” =(β=0.777 >0.50), “Saya cuba untuk memahami makna Al-Quran” =(β=0.777 >0.50), “Saya menjalin hubungan yang baik dengan jiran-jiran saya” =(β=0.643 >0.50), “Saya menjemput orang lain untuk menunaikan solat fardhu” =(β=0.739 >0.50), “Saya orang pertama yang akan memberi salam apabila bertemu dengan Muslim yang lain” =(β=0.725 >0.50), “Saya tidak mendedahkan kekurangan orang lain” =(β=0.714 >0.50), “Saya menggunakan bas awam, laluan pejalam kaki, dan lain-lain, dengan rasa rendah hati dan hormat” =(β=0.677 >0.50), “Saya sentisa mengadap Allah terlebih dahulu sebelum memberitahu orang lain bila menghadapi maslah” =(β=0.638 >0.50), dan “Saya menjaga maruah rakan-rakan saya” =(β=0.630 >0.50).

KESIMPULAN

Secara keseluruhan instrument nilai agama yang digunakan dalam kajian ini dalah mencapai nilai faktor beban melebihi >0.50. Dengan ini menunjukkan nilai agama penonton Muslim tidak memberi kebimbangan walaupun pelbagai genre filem seram yang mereka tonton dan ia tidak memberi kesan terhadap pegangan agama penonton. Dapatan juga menujukkan walaupun revolusi industri 4.0 dalam industri filem di Malaysia berkembang seiring dan pelbagai isu yang dibangkitkan serta masalah yang dihadapi oleh audiens filem seram di Malaysia, namun dengan nilai agama dan jati diri yang tersemat di dalam hati penonton tidak menjadi satu kegusaran akan memberi impak terhadap keruntuhan nilai agama serta akidah penonton.

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GELAGAT PENGUNDIAN DALAM PILIHAN RAYA KECIL: SEJAUH MANA FAKTOR CALON, PARTI DAN ISU MENJADI PERTIMBANGAN PENGUNDI?

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ABSTRAK

Pilihan raya adalah satu proses di mana ahli masyarakat memilih dan mengesahkan wakil-wakil mereka untuk membuat dasar dan keputusan politik. Pilihan raya umum diadakan apabila parlimen dan Dewan Undangan Negeri (DUN) dibubarkan, manakala pilihan raya kecil pula diadakan apabila kerusi parlimen atau DUN berkenaan dikosongkan atas apa jua sebab. Kajian ini bertujuan mengenal pasti pengaruh faktor calon, parti dan isu terhadap niat mengundi dalam pilihan raya kecil. Kajian tinjauan keratan rentas ini dijalankan terhadap pengundi-pengundi berdaftar dalam parlimen Kuala Kangsar. Seramai 193 orang responden dipilih melalui kaedah persampelan rawak sistematik. Borang soal selidik mengandungi lima instrumen utama untuk mengukur ciri calon, parti, isu, sikap terhadap parti dan niat mengundi. Data dianalisis secara deskriptif dalam bentuk frekuensi dan peratus berbantukan perisian SPSS. Manakala analisis inferensi melibatkan analisis Partial Least Square-Structural Equation Modelling (PLS-SEM) berbantukan perisian SmartPLS 3.0. Hasil kajian menunjukkan faktor calon dan isu memberi pengaruh yang signifikan terhadap sikap terhadap parti kecuali ciri parti. Sikap terhadap parti juga memberi kesan yang signifikan terhadap niat mengundi. Dapatan kajian ini diharapkan dapat memberi gambaran yang berguna kepada parti-parti politik yang bertanding untuk memahami gelagat pengundian dalam sesuatu pilihan raya kecil.

Kata Kunci: *Gelagat Mengundi, Teori Aksi Bersebab, Pilihan Raya, PLS-SEM*

PENGENALAN

Pilihan raya adalah satu proses demokrasi untuk memilih calon yang sesuai bagi mewakili rakyat di Parlimen atau di Dewan Undangan Negeri (DUN). Ia juga merupakan satu mekanisme untuk memberi peluang kepada rakyat jelata melaksanakan hak mereka bagi menentukan penubuhan sesebuah kerajaan baik di peringkat persekutuan mahu pun negeri. Justeru pilihan raya adalah satu ciri penting dalam sistem demokrasi berparlimen di Malaysia. Rakyat negara ini telah melalui pengalaman mengundi dalam pilihan raya umum sejak sebelum negara mencapai kemerdekaan lagi iaitu pada tahun 1951 dan 1955. Terdapat dua jenis pilihan raya iaitu pilihan raya umum dan pilihan raya kecil. Pilihan raya umum diadakan untuk memilih ahli Dewan Rakyat dan ahli Dewan Undangan Negeri. Pilihan raya umum ini dijalankan secara serentak di seluruh Malaysia. Manakala pilihan raya kecil pula diadakan apabila berlaku kekosongan mana-mana kerusi Parlimen atau Dewan Undangan Negeri. Kekosongan ini mungkin disebabkan oleh kematian, perletakan jawatan atau perlucutan jawatan wakil rakyat berkenaan. Pilihan raya adalah penting dalam proses demokrasi negara kerana ditangan para pengundilah sesebuah kerajaan akan terbentuk.

Pernyataan Masalah

Negara kita telah berhadapan dengan 13 kali pilihan raya kecil selepas Pilihan Raya Umum ke 13 yang lalu. Daripada jumlah itu hanya satu kawasan parlimen berpindah tangan iaitu kawasan P076 Teluk Intan yang berjaya dimenangi oleh BN daripada tangan DAP. Manakala kawasan-kawasan lain yang dipertandingkan tidak berubah status quo, sebaliknya mengekalkan parti yang memenangi kawasan tersebut dalam pilihan raya umum ke 13 yang lalu. Persoalannya kenapakah ini berlaku? Adakah pengundi kawasan berkenaan selesa dengan parti yang mewakili kawasan mereka? Atau adakah calon parti lawan tidak memenuhi selera pengundi dikawasan berkenaan? Sejauh manakah pula isu-isu yang dimainkan sepanjang kempen pilihan raya tersebut memberi kesan kepada aliran sokongan mereka? Justeru kertas kerja ini cuba meninjau sejauh manakah faktor calon, parti dan isu mempengaruhi gelagat pengundian dalam pilihan raya kecil.

SOROTAN KARYA

Konsep gelagat politik atau tingkah laku politik terbahagi kepada dua iaitu partisipasi dan persepsi (Amer Saifude, 2009). Gelagat partisipasi merujuk kepada tingkah laku atau penyertaan pengundi dalam sesuatu proses politik sama ada bertindak secara aktif dalam parti politik mahupun mendaftar sebagai pengundi aktif iaitu sama ada menjadi ahli parti politik atau mendengar ceramah, memberi sumbangan kepada parti seperti dalam bentuk kewangan, kebendaan atau berkempen untuk parti, memberi ceramah, mengedarkan risalah atau memasang poster.

Gelagat persepsi pula merujuk kepada pandangan pengundi terhadap parti politik, pemimpin politik, atau isu-isu politik serta faktor-faktor dan pola kemenangan sesuatu parti politik dalam pilihan raya. Gelagat pengundian merupakan satu subkajian dalam memahami mekanisme pilihan raya. Kelakuan dan tingkah laku ini merujuk kepada penyataan hasrat dan minat pengundi dalam sesebuah pilihan raya melalui gelagat pengundian. Gelagat ini pula menggambarkan tingkah laku yang lahir dari pengalaman yang diperolehi melalui interaksi dengan persekitaran masing-masing.

Gelagat atau tingkah laku dapat didefinisikan sebagai suatu perangai atau perlakuan seseorang yang membuat perkara untuk mencapai sesuatu matlamat. Gelagat atau perlakuan boleh dilihat dari aspek membuat keputusan dan persepsi terhadap sesuatu perkara. Gelagat pengundian menjelaskan pertimbangan yang dibuat oleh pengundi dalam membuat keputusan untuk mengundi atau tidak calon yang bertanding dalam pilihan raya. Selain itu, gelagat pengundian menjadi asas untuk memahami kehendak rakyat seterusnya menjelaskan persoalan sebab-musabab seseorang mengundi dan faktor-faktor yang mempengaruhi pilihan undi.

Terdapat tiga pendekatan utama digunakan para pengkaji sains politik bagi menjelaskan gelagat pengundian. Pendekatan yang pertama ialah Model Columbia, yang menumpukan kepada faktor-faktor sosiologi atau demografi seperti status sosial ekonomi, agama, bangsa, dan daerah tempat tinggal sebagai penentu kepada keutamaan politik (Berelson et al., 1954). Keduanya ialah Model Michigan, yang menekankan faktor-faktor sosial-psikologi, seperti identifikasi parti, sikap pengundi terhadap isu-isu penting, dan imej calon yang bertanding (Bartels, 2000). Ketiga ialah Model Pilihan Rasional, yang menekankan pengiraan kos dan manfaat daripada pengundian untuk satu calon parti berbanding calon yang lain (Hinich & Munger, 1997). Dalam konteks kajian ini, pengkaji akan menggunakan Model

Michigan dan Model Pilihan Rasional sebagai kerangka perbincangan disamping penggunaan Teori Aksi Bersebab oleh Ajzen & Fishbein (1980) bagi membina model teoritikal kajian.

Model Michigan

Model psikologi sosial, atau Model Michigan, merupakan model yang pertama mencuba untuk mengaitkan psikologi bagi memahami keputusan pilihan raya. Campbell et al. (1960) menekankan bahawa faktor psikologi, seperti identifikasi parti pengundi, sikap pengundi terhadap isu-isu penting dan imej calon merupakan penentu utama kepada pilihan pengundian individu. Berdasarkan model ini, faktor-faktor tersebut bertindak sebagai penapis maklumat yang mengekalkan konsistensi kognitif dengan menguatkan antara satu sama lain. Walau bagaimanapun, identifikasi parti dilihat lebih cenderung mempengaruhi sikap terhadap calon, dan isu berbanding dengan faktor-faktor lain. Ini adalah kerana identifikasi parti seseorang pengundi merupakan ikatan psikologi dirinya dengan parti, kekal lebih lama berbanding isu-isu dan calon (Markus & Converse, 1979).

Model Pilihan Rasional

Berdasarkan Key (1966), Model Pilihan Rasional menekankan aspek kognitif dan rasional dalam gelagat pengundian. Menurut model ini, pengundi bergelagat secara rasional dalam politik. Mereka secara sedar mengira kos dan manfaat pilihan terhadap pengundian mereka, dan matlamat utama adalah bertujuan untuk memaksimumkan utiliti mereka. Berdasarkan model ini, pengundi rasional mendasarkan keputusan politik mereka kepada kedekatan isu iaitu sejauh mana dekatnya kedudukan isu pengundi dengan kedudukan isu calon, atau penilaian terhadap calon. Pengundi menilai bagaimana prestasi calon atau parti pada masa lalu, atau pun perkara yang bakal dilaksanakan oleh calon atau parti tersebut (Hinich & Munger, 1997). Secara ringkas, model ini berpendapat bahawa pengundi bertindak balas terhadap rangsangan yang melibatkan isu-isu, prestasi kerajaan dan penilaian calon serta membuat keputusan yang bersesuaian dengan kepentingan peribadi mereka.

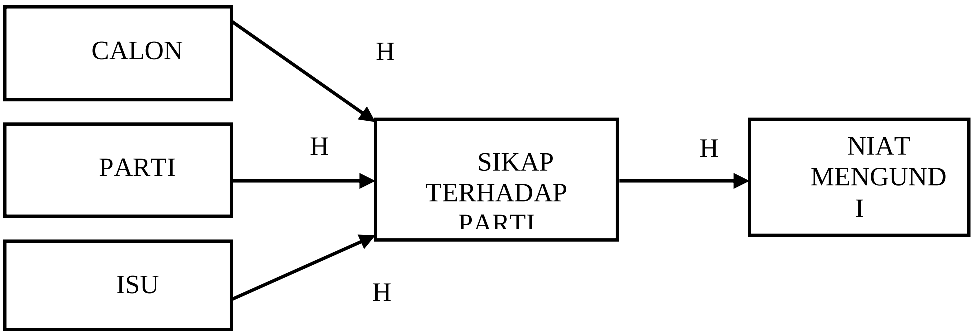
Teori Aksis Bersebab

Teori Aksi Bersebab (TRA) oleh Ajzen dan Fishbein (1980) merupakan suatu model teoretikal psikologi sosial yang popular dan sering diguna pakai dalam menerangkan pelbagai situasi gelagat. Fokus utama teori ini adalah konsep niat. Teori ini menegaskan bahawa niat untuk melaksanakan sesuatu gelagat dipengaruhi oleh sikap terhadap gelagat dan norma subjektif. Sebagai suatu teori gelagat yang umum, teori ini boleh digunakan bagi menerangkan gelagat mengundi khususnya dalam pilihan raya kecil. Teori ini juga merupakan model yang kerap digunakan oleh penyelidik bagi meramal gelagat pengguna khususnya dalam kajian gelagat mengundi (Gill, Crosby & Taylor, 1986; Singh et al., 1995; dan Vaskee & Donnelly, 1998). Teori aksi bersebab mencadangkan bahawa niat gelagat adalah penentu paling hampir kepada gelagat dan sebagai perantara yang penting dalam hubungan antara gelagat dan faktor sikap terhadap gelagat dan norma subjektif.

Niat gelagat merujuk kepada keinginan seseorang untuk melaksanakan sesuatu gelagat dan ianya merupakan anteseden sebelum berlakunya gelagat. Ajzen (1991), mendefinisikan sikap terhadap gelagat sebagai penilaian yang baik atau tidak baik yang ada pada seseorang individu ke atas sesuatu gelagat. Antara faktor-faktor yang menentukan sikap termasuk kepercayaan gelagat yang merupakan penilaian keatas hasil atau akibat sesuatu gelagat. Menurut Ajzen (1991), sikap dipengaruhi oleh kepercayaan ke atas hasil atau akibat yang pemberatnya diukur melalui penilaian ke atas sesuatu hasil. Norma subjektif pula merujuk kepada tekanan sosial yang tertanggap oleh individu sama untuk melakukannya ataupun tidak bagi sesuatu gelagat. Kepercayaan yang menggariskan norma subjektif dikenali sebagai kepercayaan normatif. Kepercayaan normatif ini dipengaruhi kepercayaan ke atas individu atau kumpulan yang dirujuk apabila seseorang akan cuba untuk melaksanakan sesuatu tindakan ketika ianya melihat atau menerima bahawa penting bagi orang lain untuk melaksanakan tindakan tersebut. Norma-norma sosial ini akan memberi kesan kepada kepatuhan kerana individu cenderung untuk mencari persetujuan orang lain.

Cadangan Model Kajian

Berdasarkan kepada kerangka Model Michigan, Model Pilihan Rasional dan Teori Aksi Bersebab, pengkaji mencadangkan model kajian bersama-sama hipotesis kajian berikut untuk diuji.



Rajah 1. Model Kajian

Hipotesis Kajian

H1: Calon memberi kesan yang signifikan terhadap sikap terhadap parti.
H2: Parti memberi kesan yang signifikan terhadap sikap terhadap parti.
H3: Isu memberi kesan yang signifikan terhadap sikap terhadap parti.
H4: Sikap terhadap parti memberi kesan yang signifkan terhadap niat mengundi.

METODOLOGI

Reka Bentuk Kajian

Kajian berasaskan pendekatan kuantitatif ini menggunakan rekabentuk keratan rentas (*cross-sectional design*). Borang soal selidik digunakan sebagai instrumen untuk meninjau pandangan pengundi berdaftar dalam parlimen Kuala Kangsar.

Kaedah Persampelan

Populasi kajian ini ialah pengundi berdaftar di parlimen Kuala Kangsar. Berdasarkan cabutan rawak, empat pusat daerah mengundi terpilih sebagai lokasi kajian. Jumlah pengundi berdaftar dalam kawasan parlimen Kuala Kangsar ialah 33,321 orang. Saiz sampel yang diperlukan adalah sekurang-kurangnya 70 berdasarkan jadual penentuan saiz sampel dalam pemodelan persamaan struktur (PLS-SEM) untuk mencapai nilai R^2 = 0.25 pada aras signifikan 0.05. (Hair et al., 2014). Jumlah sampel 380 pula diperlukan berdasarkan jadual persampelan Krejcie & Morgan (1970). Penyelidik menggabungkan kedua-dua teknik ini untuk mendapatkan ketepatan minimum jumlah sampel yang boleh berada di antara 70 sehingga 380. Gabungan ini bertujuan membolehkan generalisasi dibuat dan menepati keperluan teknik analisis lanjutan Partial *Least Squares-Structural Equation Modeling* (PLS-SEM) (Hair et al., 2014) dan teknik yang biasa digunakan sebelumnya.

Instrumen Kajian

Instrumen kajian bagi mengukur konstruk ciri calon, parti dan isu dibangunkan berdasarkan dapatan kajian oleh Mohd Fuad Mat Jali, Junaidi Awang Besar, & Kamaruddin M Said. (2009), Mohd Fuad Mat Jali et al, (2011), Junaidi et al., (2012), dan Junaidi et al, (2015),. Manakala konstruk sikap terhadap parti dan niat mengundi menggunakan skala pengukuran yang diadaptasi daripada Hansen & Jensen (2007). Konstruk ciri calon diukur menggunakan lima item pernyataan, iaitu 1) saya akan mengundi calon yang berwibawa, 2) saya akan mengundi calon yang mampu menunaikan tanggungjawabnya, 3) saya akan mengundi calon yang berkeperibadian baik, 4) saya akan mengundi calon yang sama parti dengan saya, dan 5) saya akan mengundi calon yang sama ideologi dengan saya. Manakala konstruk ciri parti diukur menggunakan lima pernyataan, iaitu 1) saya akan mengundi parti yang peka terhadap masalah rakyat, 2) saya akan mengundi parti yang mampu menyelesaikan masalah rakyat, 3) Saya akan mengundi parti yang mempunyai trek rekod yang diyakini, 4) saya akan mengundi parti yang dapat menunaikan janji, dan 5) saya akan mengundi parti yang mendapat kepercayaan yang tinggi oleh rakyat. Bagi isu pula, konstruk ini diukur menggunakan lima item pernyataan, iaitu 1) isu Cukai Barangan & Perkhidmatan (GST) akan mempengaruhi keputusan pengundian saya, 2) isu 1MDB akan mempengaruhi keputusan pengundian saya, 3) isu derma RM2.6 bilion kepada Perdana Menteri akan mempengaruhi keputusan pengundian saya, 4) isu kenaikan kos sara hidup akanmempengaruhi keputusan pengundian saya, dan 5) Isu rasuah akan mempengaruhi keputusan pengundian saya. Kesemua item dalam konstruk-konstruk tersebut diukur menggunakan skala sela lima tahap iaitu daripada 1=sangat tidak setuju hingga 5=sangat setuju.

Pengukuran bagi konstruk sikap terhadap parti dan niat mengundi diadaptasi daripada instrumen yang digunakan Hansen & Jensen (2007). Konstruk sikap terhadap parti diukur menggunakan dua item pernyataan; 1) mengundi parti yang sama seperti yang saya lakukan pada pilihan raya lalu akan sepadan dengan sikap politik saya, dan 2) saya yakin bahawa mengundi parti yang sama sekali lagi akan memberi manfaat kepada Kuala Kangsar. Manakala konstruk niat mengundi diukur menggunakan tiga item pernyataan iaitu 1) sejauh manakah anda bersetuju bahawa parti politik yang mewakili Kuala Kangsar sebelum ini wajar dikekalkan, 2) adakah anda akan mengundi parti yang sama sekali lagi, dan 3) saya yakin bahawa saya akan mengundi pihak yang sama sekali lagi. Item satu diukur menggunakan skala sela lima tahap iaitu daripada 1=sangat tidak setuju hingga 5=sangat setuju. Manakala item 2 dan item 3 diukur menggunakan skala sela lima tahap iaitu daripada 1=sangat tidak mungkin hingga 5=sangat mungkin.

Analisis Data

Data kajian dianalisis menggunakan statistik deskriptif untuk memperihalkan profil responden kajian berbantukan perisian IBM SPSS 21.0. Manakala statistik inferensi digunakan untuk menguji hipotesis kajian dengan menggunakan teknik analisis lanjutan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) melalui perisian SmartPLS 3.0. Penganalisaan data kajian dibentuk berdasarkan model pengukuran reflektif dan model persamaan struktur. Penganalisaan demografi responden serta pengujian model kajian hanya melibatkan 193 orang responden kajian.

DAPATAN KAJIAN

Profil Responden

Daripada 210 borang soal selidik dikemukakan kepada para pengundi berdaftar di Parlimen Kuala Kangsar hanya 193 borang soal selidik dapat digunakan untuk tujuan analisis. Majoriti responden kajian adalah lelaki (60.2%), manakala selebihnya adalah perempuan(39.8%) dengan pecahan kohort umur yang paling tinggi ialah berumur antara 31- 40 (34.2%) dan yang paling rendah responden yang berumur 61 tahun ke atas (10.9%). Majoriti responden adalah Melayu (97.9%), diikuti Cina (21.1%), dan India (9.0%). Sebanyak 54.9% responden adalah dari kawasan bandar berbanding 1.1% dari pinggir bandar dan selebihnya 14.0% dari luar bandar. Majoriti responden kajian ialah adalah berpendidikan menengah (58.7%), dikuti pendidikan tertiari atau universiti(36.3%), dan pendidikan rendah (5.0%). Majoriti responden kajian ini berada dalam kumpulan yang berpendapatan RM1,501 ke RM3,000 (46.5%), manakala 14.0% berpendapatan kurang daripada RM1,500, hanya 39.5% responden berpendapatan lebih daripada RM3,001.

Penilaian Model Pengukuran Reflektif

Jadual 1 menunjukkan hasil penilaian model pengukuran yang dinilai dari empat aspek iaitu 1) ketekalan dalaman berdasarkan nilai *alfa cronbach* dan kebolehpercayaan komposit, 2) kebolehpercayaan setiap indikator berdasarkan nilai pemuatan faktor (outer loading), 3) kesahan konvergen berdasarkan nilai *Average Variance Extracted* (AVE), dan (4) kesahan diskriminan berdasarkan nilai *cross loading*, kriteria *Fornell-Larcker* dan HTMT (Hair et al., 2014).

Jadual 1. Penilaian Model Pengukuran Refletif

Konstruk	Indikator	ʎ	ρc_I	α	ρc_k	AVE	Diskriminan
Had Diterima		(>0.708)	(>0.501)	(>0.7)	(>0.7)	(>0.5)	
Calon	CL1	0.714	0.510	0.818	0.862	0.557	Ya
	CL2	0.732	0.536				
	CL3	0.640	0.410				
	CL4	0.776	0.602				
	CL5	0.853	0.728				
Parti	PT1	0.936	0.876	0.927	0.945	0.775	Ya
	PT2	0.880	0.774				
	PT3	0.841	0.707				
	PT4	0.853	0.728				
	PT5	0.888	0.789				
Isu	IS1	0.875	0.766	0.945	0.957	0.818	Ya
	IS2	0.943	0.889				
	IS3	0.910	0.828				
	IS4	0.884	0.781				
	IS5	0.908	0.824				
Sikap Terhadap Parti	SP1	0.943	0.889	0.864	0.936	0.880	Ya
	SP2	0.934	0.872				
Niat Mengundi	NM1	0.686	0.470	0.860	0.916	0.787	Ya
	NM2	0.973	0.947				
	NM3	0.973	0.947				

Nota: ʎ = Pemberatan faktor, ρc_I = kebolehpercayaan indikator, α = alfa cronbach, ρc_k = kebolehpercayaan konstruk, AVE = kesahan konvergen

Penilaian ketekalan dalaman menunjukkan nilai *alfa cronbach* (α) dan nilai kebolehpercayaan komposit (ρc) bagi lima konstruk kajian melebihi 0.7 yang menunjukkan ketekalan dalaman yang baik. Kebolehpercayaan setiap indikator juga dicapai berdasarkan nilai pemuatan faktor melebihi 0.7. Walau pun terdapat beberapa item mempunyai nilai pemuatan yang kurang dari 0.7 tetapi ia masih dikekalkan kerana nilai ρc dan AVE telah dicapai pada tahap yang ditetapkan (Hair et al, 2014). Penilaian kesahan konvergen mendapati nilai AVE bagi konstruk kajian ini diterima iaitu calon (AVE=0.557), parti (AVE=0.775), isu (AVE=0.818), sikap terhadap parti (AVE=0.880), dan niat mengundi (AVE=0.787). Kesahan diskriminan kajian ini turut dicapai apabila nilai bagi setiap indikator (ditebalkan) mempunyai nilai tertinggi berbanding nilai dengan konstruk yang lain (Jadual 2).

Jadual 2. Pemberatan Silang Antara Item Konstruk Model Pengukuran

Konstruk	Item	(1)	(2)	(3)	(4)	(5)
	CL1	**0.714**	0.457	-0.075	0.239	0.201
	CL2	**0.732**	0.566	-0.074	0.233	0.199
Calon (1)	CL3	**0.640**	0.674	0.021	0.247	0.252
	CL4	**0.776**	0.361	-0.116	0.430	0.531
	CL5	**0.853**	0.273	-0.195	0.489	0.462
	PT1	0.563	**0.936**	0.148	0.257	0.253
	PT2	0.533	**0.880**	0.065	0.241	0.202
Parti (2)	PT3	0.436	**0.841**	-0.091	0.284	0.315
	PT4	0.478	**0.853**	0.016	0.281	0.263
	PT5	0.456	**0.888**	0.128	0.326	0.354
	IS1	-0.026	0.185	**0.875**	-0.240	-0.298
	IS2	-0.097	0.089	**0.943**	-0.319	-0.444
Isu (3)	IS3	-0.154	-0.058	**0.910**	-0.360	-0.523
	IS4	-0.214	-0.053	**0.884**	-0.336	-0.469
	IS5	-0.105	0.190	**0.908**	-0.260	-0.326
Sikap Terhadap Parti (4)	SP1	0.530	0.403	-0.281	**0.943**	0.815
	SP2	0.359	0.189	-0.364	**0.934**	0.812
Niat Mengundi (5)	NM1	0.303	0.113	-0.611	0.482	**0.686**
	NM2	0.497	0.359	-0.377	0.869	**0.973**
	NM3	0.473	0.325	-0.377	0.879	**0.973**

Jadual 3 pula menunjukkan kesahan diskriminan dicapai berdasarkan keputusan analisis penilaian *Fornell-Larcker* di mana semua nilai punca kuasa dua AVE melebihi nilai korelasi yang ditunjukkan melalui nilai-nilai sebelah bawah pepenjuru jadual.

Jadual 3. Kriteria *Fornell-Larcker*

Konstruk	(1)	(2)	(3)	(4)	(5)
Calon (1)	**0.746**				
Isu (2)	-0.140	**0.904**			
Niat (3)	0.489	-0.469	**0.887**		
Parti (4)	0.557	0.061	0.321	**0.880**	
Sikap (5)	0.477	-0.342	0.867	0.320	**0.938**

Nota: Nilai bertulisan tebal adalah nilai punca kuasa dua AVE

Jadual 4 menunjukkan keputusan analisis *Heterotrait-Monotrait Ratio* (HTMT). Nilai korelasi antara konstruk kurang daripada 0.85 yang menunjukkan bahawa semua konstruk adalah berbeza di antara satu sama lain (Hair et al., 2014).

Jadual 4. Nisbah *Heterotrait-Monotrait* (HTMT)

Konstruk	(1)	(2)	(3)	(4)	(5)
Calon (1)					
Isu (2)	0.175				
Niat (3)	0.499	0.556			
Parti (4)	0.708	0.143	0.330		
Sikap (5)	0.508	0.372	0.976	0.349	

Nota: HTMT.85<0.85

Penilaian Model Persamaan Struktur

Jadual 5 menunjukkan penilaian kolineariti berdasarkan nilai (*Variance Inflation Factor - VIF*). Hasil analisis mendapati pemboleh ubah kawalan calon, parti, isu, dan sikap terhadap parti mempunyai VIF yang kurang daripada 5. Dapatan ini menunjukkan bahwa tidak wujudnya isu kolineariti (pertindanan) di antara pemboleh ubah kajian.

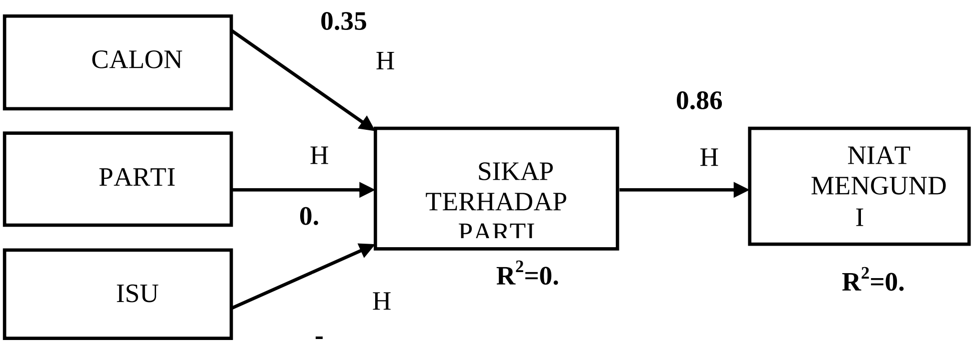
Jadual 5. Penilaian Kolineariti Konstruk

Niat Mengundi	
Konstruk	**VIF**
Calon	1.517
Parti	1.493
Isu	1.050
Sikap	1.000

Jadual 6 menunjukkan hasil analisis kesignifikanan hubungan antara pemboleh ubah yang turut disusun sebagai pengujian hipotesis. Hasil pengujian hipotesis 1 menunjukkan faktor calon memberi pengaruh positif yang signifikan terhadap sikap terhadap parti (b=0.358, t=3.816, p=0.000, CI [0.170,0.528])(Hipotesis 1). Manakala hasil pengujian hipotesis 2 pula menunjukkan hipotesis ini ditolak kerana nilai p≥0.05. Oleh itu faktor parti tidak memberi pengaruh yang signifikan terhadap sikap terhadap parti (b=0.138, t=1.670, p=0.096, CI [0.009,0.314]) (Hipotesis 2). Hasil pengujian hipotesis 3 mendapati faktor isu memberi pengaruh negatif yang signifikan terhadap sikap terhadap parti (b=-0.300, t=6.562, p=0.000, CI [-0.390,-0.211]) (Hipotesis 3). Manakala pengujian hipotesis 4 pula menunjukkan sikap terhadap parti memberi pengaruh positif yang signifikan terhadap niat mengundi(b=0.867, t=36.193, p=0.000, CI [0.813,0.909]) (Hipotesis 4).

Jadual 7. Penilaian Kesignifikan Hubungan Dalam Model Hipotesis

Hipotesis	Hubungan	B	T	p	95%CI	Keputusan
H1	Calon → Sikap Terhadap Parti	0.358	3.816	0.000	[0.170,0.528]	Diterima
H2	Parti→ Sikap Terhadap Parti	0.138	1.670	0.096	[0.009,0.314]	Ditolak
H3	Isu→ Sikap Terhadap Parti	-0.300	6.562	0.000	[-0.390,-0.211]	Diterima
H4	Sikap Terhadap Parti→ Niat Mengundi	0.867	36.193	0.000	[0.813,0.909]	Diterima



Rajah 2. Model Persamaan Struktur Kajian

PERBINCANGAN DAN KESIMPULAN

Matlamat utama kajian ini adalah untuk menguji sejauh manakah keupayaan faktor calon, parti dan isu dalam meramalkan sikap pengundi terhadap parti dan niat mereka untuk mengundi. Keputusan kajian menunjukkan dalam pilihan raya kecil Kuala Kangsar, pengundi didorong oleh faktor calon dan isu dalam menentukan niat pengundian mereka. Faktor calon memberi kesan positif terhadap sikap pengundi ke atas parti dan seterusnya mendorong mereka untuk mengundi calon daripada parti berkenaan. Ciri calon seperti berwibawa, mampu menunaikan tanggungjawab, berkeperibadian baik, calon parti dan ideologi yang sama mendorong kepada kemenangan kepada calon Barisan Nasional, Datin Mastura Yazid yang diketahui umum merupakan balu kepada penyandang ahli parlimen Kuala Kangsar sebelum ini dan beliau sendiri memang dikenali rapat oleh para pengundi berbanding dengan calon daripada parti Amanah yang merupakan bekas pensyarah di universiti awam dan kurang dikenali sungguhpun merupakan anak tempatan dalam parlimen tersebut.

Manakala faktor isu dilihat berkadaran negatif dengan sikap pengundi terhadap parti yang bertanding. Ini secara langsung menunjukkan bahawa semakin tidak pentingnya isu-isu tersebut maka semakin tinggilah sikap pengundi terhadap parti yang hendak diundinya. Ini bermakna isu-isu seperti cukai barangan & perkhidmatan (GST), kenaikan kos sara hidup, rasuah dan 1MDB kurang penting dalam konteks pilihan raya kecil parlimen Kuala Kangsar. Oleh itu tidaklah menghairankan apabila calon Barisan Nasional, Datin Mastura Yazid diberi kepercayaan oleh para pengundi Kuala Kangsar untuk mewakili mereka didalam parlimen sungguhpun parti pemerintah ketika itu diselubungi dengan pelbagai dakwaaan dan isu besar. Kajian juga menunjukkan sikap terhadap parti mempunyai kesan yang positif dan signifikan terhadap niat pengundian. Ini menunjukkan bahawa semakin positif sikap pengundi terhadap parti berkenaan, maka semakin positiflah niat pengundi untuk mengundi parti tersebut. Secara keseluruhan, dapatan kajian ini seiring dan menyokong hasil-hasil kajian terdahulu yang dilakukan oleh penyelidik tempatan seperti Mohd Fuad Mat Jali, Junaidi Awang Besar, Kamaruddin M Said. (2009), Mohd Fuad Mat Jali et al, (2011), Junaidi et al., (2012), dan Junaidi et al, (2015), serta penyelidik-penyelidik luar negara seperti Hansen & Jensen (2007), Vaskee & Donnelly (1998), Singh et al.(1995); dan Gill, Crosby & Taylor (1986).

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KEBERKESANAN PELETAKAN PRODUK DALAM FILEM

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ABSTRAK

Peletakan produk dalam filem merupakan salah satu strategi dalam komunikasi pemasaran yang berkesan. Peletakan produk dalam filem bermaksud meletakkan produk atau jenama ke dalam adegan filem di mana produk yang ingin diiklankan dapat dilihat atau didengar namanya. Kertas kerja ini adalah untuk membincangkan tentang hasil kajian mengenai keberkesanan peletakan produk yang diukur keberkesanannya melalui ingatan terhadap jenama, niat untuk pembelian dan kesetiaan responden terhadap jenama. Pengkaji menggunakan rekabentuk kajian kuantitatif dengan mengedar 350 borang soal selidik kepada pelajar Ijazah Sarjana Muda Universiti Utara Malaysia. Secara ringkasnya, hasil kajian menunjukkan bahawa kesemua pembolehubah bebas kajian mempunyai hubungan yang signifikan dengan keberkesanan peletakan produk dalam filem.

Kata kunci: Peletakan Produk, Ingatan Terhadap Jenama, Niat Untuk Pembelian, Kesetiaan Terhadap Jenama, Komunikasi Pemasaran.

PENGENALAN

Peletakan produk dalam filem bermaksud meletakkan produk atau jenama ke dalam adegan filem di mana ia boleh dilihat atau didengar namanya (Karrh, McKee dan Pardun, 2003). Menurut Balakrishnan, Shuaib, Dousin dan Permarupan (2012), peletakan produk dalam filem merupakan satu strategi dan kepelbagaian dalam komunikasi pemasaran yang paling berkesan. Sesuai dengan definisi periklanan iaitu sebagai satu bentuk komunikasi bukan peribadi yang berbayar tentang maklumat produk atau perkhidmatan oleh pihak penaja yang dikenalpasti untuk membujuk dan mempengaruhi tingkah laku khalayak (Arens, Weigold & Arens, 2009), peletakan produk telah turut dikenalpasti sebagai salah satu cara periklanan untuk memberitahu khalayak tentang produk atau jenama di pasaran dan seterusnya meningkatkan jualan produk atau jenama tersebut.

McCarty (2004) memaklumkan bahawa peletakan produk dalam filem sebenarnya telah wujud sejak tahun 1940-an. Segrave (2004) turut mengakui bahawa pada permulaan amalan peletakan produk, ia dilakukan secara tersembunyi dan tidak pernah diterima. Amalan peletakan produk juga pada mulanya dikomen secara negatif oleh keseluruhan pengguna dan orang awam. Namun, penentangan terhadap peletakan produk dalam filem kian merosot hanya pada akhir tahun 1970-an. Ini kerana sebaik sahaja peletakan produk mula memberi manfaat yang ketara kepada kedua-dua pengeluar filem dan syarikat yang mengiklankan jenama mereka, peletakan produk mula diamalkan secara besar-besaran dan orang awam menjadi lebih bertolak ansur terhadap amalan peletakan produk.

Ini dipersetujui oleh Brennan, Dubas, dan Babin (1999) yang menyatakan bahawa idea mengenai peletakan produk dalam filem bermula atas usaha produser bagi meningkatkan realiti sesebuah filem dengan meletakkan produk atau jenama sebenar dalam filem. Namun begitu, apabila produk mula muncul di dalam filem seterusnya diikuti dengan kenaikan jualan produk secara tidak langsung menarik perhatian pemasar sebagai saluran baru untuk promosi.

Jelasnya, amalan peletakan produk telah melalui pelbagai evolusi yang menurut kebanyakan penyelidik berpendapat bahawa peletakan produk bermula lebih awal daripada hanya beberapa dekad yang lalu (Karrh, McKee, dan Pardun, 2003; Galician dan Bourdeau, 2004; Balasubramanian, Karrh, & Patwardhan, 2006; dan Walton, 2010). Galician dan Bourdeau (2004) turut mengaitkan evolusi peletakan produk sebagai saling ketergantungan antara eksekutif studio untuk mencari bantuan dalam perbelanjaan produksi dengan eksekutif pemasaran syarikat yang turut mencari cara yang baru untuk mengiklankan produk mereka. Ini membuktikan bahawa alasan utama evolusi peletakan produk adalah sebagai satu strategi pemasaran yang cekap.

Selain itu, kewujudan kepelbagaian saluran media digital seperti TiVo, IPTV, DVD, banner elektronik, dan kandungan editorial yang lebih terfokus seperti filem, drama dan rancangan realiti juga telah menyebabkan saluran pemasaran melalui peletakan produk telah menjadi semakin penting dalam kalangan pemasar kerana pengguna pada masa kini telah berupaya untuk mengenalpasti kandungan komersial dan kandungan editorial sehingga mampu untuk menghindari daripada menonton iklan dari saluran media tradisional seperti di radio, televisyen, surat khabar dan majalah (Fransen, M.L., P.W.J. Verlegh, A. Kirmani, & E.G. Smit, 2015; Fanny Fong Yee, Chan Ben, & Lowe Dan Petrovici, 2016). Sebaliknya, apabila pemasar melakukan peletakan produk dalam program bersifat kandungan editorial (seperti dalam filem, drama, atau program realiti), pengguna didapati sukar menghindari dan membeza antara iklan komersial dengan peletakan produk dalam rancangan tersebut dan lebih menerima kewujudan peletakan produk yang digunakan dalam kandungan tersebut (Fransen, M.L., P.W.J. Verlegh, A. Kirmani, & E.G. Smit, 2015; Fanny Fong Yee, Chan Ben, & Lowe Dan Petrovici, 2016).

Ringkasnya, dapat dikatakan bahawa peletakan produk adalah untuk membuatkan sesuatu produk dikenali oleh khalayak. Namun begitu, jika terlalu banyak produk yang ditonjolkan dalam satu filem, bagaimanakah untuk mengukur keberkesanan peletakan produk tersebut? Hal ini kerana satu filem itu ada kemungkinan mendapat penajaan dari pelbagai pihak. Arens, Weigold & Arens (2009) telah mengenalpasti bahawa mesej iklan yang banyak dari pihak penaja merupakan satu gangguan dalam proses komunikasi periklanan. Oleh itu, dalam kes ini, gangguan ini menyebabkan hanya sesetengah peletakan produk sahaja yang mampu menarik minat penonton.

Sehubungan itu, kertas kerja ini adalah untuk membincangkan hasil kajian mengenai keberkesanan peletakan produk dalam filem.

KEBERKESANAN PELETAKAN PRODUK DALAM FILEM

Berdasarkan model Hirarki Kesan, kajian peletakan produk boleh dibahagikan kepada tiga peringkat iaitu kognitif, afektif dan konatif (Balasubramanian *et al.*, 2006). Keberkesanan peletakan produk merangkumi ketiga-tiga peringkat dalam model ini. Hasil kognitif merupakan pengukuran yang paling biasa untuk keberkesanan peletakan produk. Pengkaji lepas telah mengenalpasti perubahan dalam proses mengingat tentang peletakan produk, rekognisi dan kesedaran jenama yang memberi kesan kepada pendedahan jenama. Kajian menunjukkan bahawa penonton mampu mengingat semula dan mengenali jenama dan produk yang disiarkan dalam filem mahupun drama (Steortz, 1987; Ong dan Meri, 1994; Babin dan Carder, 1996a; Law dan Braun, 2000; Rössler dan Bacher, 2002; Ong, 2004; Tsai *et al.,* 2007; dan Brennan, 2008; Delattre dan Colovic, 2009) dan peletakan produk juga mampu meningkatkan kesedaran terhadap jenama (Karrh, 1994; Babin dan Carder, 1996b).

Namun begitu, keberkesanan peletakan produk bergantung kepada ingatan pengguna terhadapnya sama ada pada tahap penglibatan tinggi atau penglibatan rendah dan begitu juga dengan kesedaran terhadap jenama produk. Semuanya ini amat bergantung kepada bagaimana sesuatu produk mahupun jenama itu ditampilkan di dalam filem. Secara umumnya, terdapat dua dimensi peletakan produk yang dapat dibezakan iaitu sama ada melalui elemen modaliti (peletakan secara visual, audio, atau audio-visual) dan peletakan berdasarkan kesinambungan dalam plot cerita.

Hasil kajian-kajian lepas telah menunjukkan bahawa peletakan audio-visual adalah yang paling berkesan dalam mempengaruhi ingatan kerana ia lebih berkesan daripada peletakan audio-sahaja dan peletakan visual sahaja (Steortz, 1987; Russell, 1999; Law dan Braun, 2000; Brennan dan Babin, 2004, Bressoud *et al*., 2010; dan Wilson dan Till, 2011). Kajian terdahulu telah menunjukkan bahawa peletakan yang lebih baik adalah peletakan ketara (peletakan terkemuka - di mana jenama sangat kelihatan) yang lebih dikenali daripada peletakan yang halus di mana produk atau jenama tidak ditunjukkan dengan jelas contohnya sebagai prop (Brennan, Dubas, dan Babin, 1999; Gupta dan Lord, 1998; Delattre dan Colovic, 2009; Lehu dan Bressoud, 2009).

Menurut Lehu dan Bressoud (2009), dalam kes tahap kesinambungan plot (darjah plot sambungan: penempatan plot yang lebih tinggi yang sangat berkaitan dengan jalan cerita, mengambil tempat yang penting dalam saluran cerita atau membina personaliti seseorang; sementara plot yang lebih rendah melibatkan penempatan produk yang tidak menyumbang banyak kepada cerita), sekiranya terdapat adegan dalam skrip yang bermakna bagi penonton, ia mampu menghasilkan pengekalan memori yang lebih kuat kerana ia diproses oleh penonton pada tahap yang lebih mendalam. Selain itu, kajian terdahulu menunjukkan bahawa kemunculan rangsangan mampu menarik perhatian penonton. Rangsangan (stimuli) mampu memainkan peranan penting dalam bidang visual (contohnya atas rak kedai runcit, media cetak dan penyiaran) juga boleh menarik lebih banyak perhatian dan memberikan rangsangan yang jelas dan memberi ransangan yang lebih (Gupta dan Lord, 1998). Kajian terdahulu juga telah menunjukkan bahawa peletakan plot yang lebih tinggi adalah lebih berkesan dalam mempengaruhi memori berbanding peletakan plot yang lebih rendah (Russell 1999; Russell 2002; Lehu & Bressoud, 2009, Bressoud *et al.,* 2010).

INGATAN TERHADAP JENAMA

Seiring peredaran masa, peletakan produk terus berkembang di media. Penyelidikan telah membuktikan bahawa penonton mampu mengenalpasti dan mengingati peletakan produk. Menurut D'Astous dan Chartier (2000), peletakan produk bukan sahaja meningkatkan pengenalpastian jenama namun meningkatkan ingatan terhadap jenama. Ini dapat dibuktikan lagi dengan kajian yang dilakukan oleh Morton dan Friedman (2002), yang melakukan tinjauan dengan menggunakan telefon dan menemubual responden untuk mengetahui "hari selepas" pendedahan peletakan produk dalam filem. Hasil kajian mendapati sebanyak 38% penonton mengingati peletakan produk yang terdapat dalam filem. Oleh hal yang demikian, ingatan terhadap jenama yang muncul dalam peletakan produk akan lebih baik sekiranya diberikan keutamaan pada saiz produk, kedudukan yang betul pada skrin dan produk berada pada tempat yang tepat. Menurut Lehu dan Bressoud (2009), perletakkan produk merupakan salah satu cara menilai ingatan terhadap jenama dalam penyelidikan jika penonton mampu mengingat jenama dan produk dalam filem tanpa penerangan tambahan atau dikenali sebagai ingatan secara spontan.

Lebih lama tempoh peletakan produk dalam filem lebih baik kerana pengulangan peletakan produk membolehkan penonton memproses maklumat dan mengingat peletakan produk (Reijmersdal, Neijens, dan Smit, 2009). Peletakan produk yang berkesan dan membuatkan ingatan terhadap jenama lebih baik sekurangnya peletakan produk berlangsung selama 15 minit. Di samping itu, ingatan terhadap jenama akan lebih diingati apabila produk dan jenama diletakkan dengan jelas, disebut dan ditunjukkan oleh artis (Reijmersdal *et al.,* 2009).

Kajian menunjukkan bahawa peletakan produk mampu meningkatkan perhatian penonton dan meningkatkan memori penonton untuk mengingat jenama yang ditonjolkan. Hasil kajian ini menunjukkan bahawa ingatan pengguna adalah lebih tinggi apabila peletakan produk ditonjolkan berbanding dengan penampilan produk dalam iklan televisyen (Jin & Villegas, 2007).

NIAT UNTUK PEMBELIAN

Menurut Steven (1992), peletakan produk dalam filem adalah perkara “meletakkan” produk atau jenama dalam satu atau lebih adegan dalam filem dan sebagai balasan adalah bayaran kepada pengarah filem. Peletakan produk perlu mendapat perhatian daripada penonton bagi mewujudkan maksud tersirat dalam fikiran penonton. Jenama atau produk yang diletakkan dalam filem boleh menukar perhatian penonton secara tidak langsung dan ia mungkin dapat meningkatkan kemungkinan penonton untuk melakukan pembelian produk tanpa sedar (Balasubramanian *et al*., 2006).

KESETIAAN TERHADAP JENAMA

Menurut Saladino (2008), peletakan produk merupakan satu medium penting yang dapat membentuk cara berfikir pengguna dari segi sudut pandang dan kesetiaan terhadap jenama atau produk. Kesetiaan terhadap jenama penting dalam membantu syarikat untuk mengekalkan pasaran perniagaan. Peletakan produk yang menggunakan selebriti merupakan salah satu cara pemasar untuk mempengaruhi kesetiaan pengguna terhadap jenama dan produk. Oleh hal yang demikian, McKee dan Pardun (1998) berpendapat bahawa penggabungan antara selebriti dengan jenama lebih berkesan dan mampu menonjolkan lagi nilai sesuatu produk. Menurut Saladino (2008) lagi penggunaan selebriti mempengaruhi kesetiaan pengguna di mana pengguna melihat produk itu sebagai pilihan selebriti itu kerana selebriti menggunakan produk itu.

Berdasarkan perbincangan ini, dapat dikenalpasti bahawa keberkesanan peletakan produk dapat diukur dengan mengenalpasti ingatan penonton terhadap jenama atau produk yang diletakkan dalam filem, niat penonton untuk membeli jenama atau produk yang mereka lihat atau dengar dalam filem, dan juga kesetiaan terhadap jenama atau produk yang ditonjolkan dalam filem yang ditonton. Sehubungan itu, objektif kajian ini dibuat adalah untuk:

i) mengenalpasti tahap keberkesanan peletakan produk dalam filem
ii) mengenalpasti tahap ingatan terhadap jenama produk dalam filem
iii) mengenalpasti niat untuk membeli produk dalam filem
iv) mengenalpasti tahap kesetiaan terhadap jenama produk dalam filem

METODOLOGI KAJIAN

Kajian ini menggunakan pendekatan rekabentuk kajian kuantatif. Kaedah kajian yang dijalankan ialah kaedah tinjauan menggunakan borang soal selidik sebagai instrumen kajian ke atas 350 orang responden yang terdiri daripada pelajar yang mengambil program pengajian Ijazah Sarjana Muda di Universiti Utara Malaysia (UUM). Pembolehubah bersandar dalam kajian ini ialah keberkesanan peletakan produk, manakala pmbolehubah bebas kajian ialah ingatan terhadap jenama, niat untuk pembelian produk, dan kesetiaan terhadap jenama. Soalan-soalan pengukuran bagi setiap pembolehubah kajian diadaptasi daripada kajian Balakrishnan *et al*., (2012). Pengukuran bagi setiap item ditentukan mengikut skala Likert 5 mata, iaitu Sangat Tidak Setuju (1), Tidak setuju (2), Tidak Pasti (3), Setuju (4), dan Sangat Setuju (5).

HASIL KAJIAN

Jadual 1 menunjukkan min skor dan sisihan piawai bagi keseluruhan pembolehubah kajian. Hasil kajian menunjukkan bahawa majoriti responden menunjukkan tahap persetujuan yang agak tinggi dengan setiap pembolehubah yang dikaji.

Jadual 1: Min Skor dan Sisihan Piawai Keseluruhan Pembolehubah Kajian (n=350)

Perkara	Min	Sisihan Piawai
Keberkesanan peletakan produk	3.93	0.64
Ingatan terhadap jenama	3.92	0.76
Niat untuk pembelian	3.72	0.81
Kesetiaan terhadap jenama	3.82	0.74

KESIMPULAN

Secara ringkasnya, hasil kajian menunjukkan bahawa kesemua pembolehubah bebas kajian mempunyai hubungan yang signifikan dengan keberkesanan peletakan produk dalam filem. Fenomena ini amat bersesuaian dengan laporan mengenai perbelanjaan periklanan (*Advertising Expenditure*, ADEX 2017) yang menunjukkan penurunan perbelanjaan periklanan untuk media tradisional. Sebaliknya, pada masa sekarang, penggunaan media digital perbelanjaan iklan di pawagan telah semakin meningkat. Ini terbukti di mana perbelanjaan periklanan bagi tahun 2017 banyak tertumpu kepada pengunaan media digital berbanding penggunaan media tradisional seperti televisyen, majalah dan suratkhabar (The Star Online, 6 Mei 2017). Selain itu, perbelanjaan iklan juga semakin tinggi untuk media luar terutamanya di pawagam dan juga *billboard* (The Star Online, 6 Mei 2017). Fenomena ini juga bertepatan dengan gaya hidup mobil dalam kalangan masyarakat pada masa kini terutamanya golongan remaja dan pekerja yang sentiasa bergerak dan berada di luar rumah dalam jangka masa yang panjang. Hal ini pastinya juga telah membuka ruang dan peluang untuk para pemasar untuk mengiklan produk atau perkhidmatan mereka di dalam kandungan filem tanpa disedari oleh para penonton dan sebaliknya menerima cara penonjolan dan penggunaan produk sebagaimana ianya digunakan dalam filem (Fanny Fong Yee, Chan Ben, & Lowe Dan Petrovici, 2016).

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KOMUNIKASI PERUBAHAN SOSIAL: WACANA AGENDA NUKLEAR MALAYSIA

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ABSTRAK

Tenaga nuklear merupakan salah satu penggerak dan pencambah ekonomi di era Revolusi Industri 4.0. Untuk negara berkembang di era industri baharu, agenda nuklear perlu diterapkan secara positif dan prograsif kepada masyarakat. Sejauh mana media di Malaysia telah mengkomunikasikan perubahan minda serta perilaku masyarakat berhubung agenda nuklear negara? Sehubungan itu makalah ini membincangkan tentang fenomena wacana agenda nuklear yang dipaparkan oleh akhbar arus perdana berbahasa Melayu di Malaysia. Sejumlah 13 artikel sepanjang tahun 2017 telah diselidiki menggunakan pendekatan analisis tematik. Dapatan mendapati wacana agenda nuklear di Malaysia dapat dikategorikan dalam 3 aspek iaitu ilmu pengetahuan, pengkomersialan dan penyelidikan dan pembangunan.

Kata kunci: komunikasi, sains, pembentukan agenda, pembingkaian

PENGENALAN

Revolusi Industri Keempat (IR4.0) yang juga sinonim dengan Industri 4.0 adalah hasil ledakan dan ketangkasan teknologi. IR4.0 adalah merujuk kepada pola semasa pengautomasian dan pertukaran data dalam teknologi pembuatan. Ia turut meliputi sistem fizikal siber, Internet benda (Internet of things), pengkomputeran awan dan pengkomputeran kognitif. Menurut pengasas World Economic Forum, Klaus Schwab (2015), teknologi nuklear mempunyai peranan tersendiri kerana ia mempunyai keupayaan untuk mengabungkan teknologi yang melunturkan sempadan fizikal, digital, dan biologi.

Ke arah negara maju dan perindustrian, Malaysia tidak berupaya untuk hanya berperanan sebagai negara pengguna sahaja. Setidaknya, jika bukan sebagai peneraju, negara ini perlu menjadi pelaku aktif dalam mengaplikasikan kelebihan nuklear untuk industri pembuatannya dalam era IR4.0. Usaha ke arah itu bukan asing bagi Malaysia kerana pada 1972, sebuah agensi yang dikenali sebagai Pusat Penyelidikan Atom Tun Ismail (PUSPATI) telah ditubuhkan yang dikelolakan oleh Kementerian Sains Teknologi dan Alam Sekitar. Pada September 2006, pusat tersebut dikenali sebagai Agensi Nuklear Malaysia (ANM) sehinggalah kini. Di samping ANM, tidak dapat dinafikan peranan media massa seperti surat khabar dalam mempromosikan agenda nuklear terhadap masyarakat. Untuk itu, wajar diselidiki apa dan bagaimana surat khabar telah berperanan dalam memaparkan agenda yang seiring dengan IR4.0 ini.

AGENDA NUKLEAR DAN MEDIA SATU SOROTAN

Dalam konteks ini, surat khabar boleh dijadikan sebagai medium penerbitan kepada perbincangan isu-isu berkaitan sains dan teknologi nuklear di Malaysia secara positif. Penggunaan teknologi nuklear turut diperluaskan kepada produk pertanian seperti buah-buahan, sayur-sayuran, kekacang dan rempah-ratus. Hal ini dapat diperlihat kepada usaha Malaysia yang berhasrat untuk mengeksport produk buah-buahan ke negara luar seperti Amerika Syarikat, India dan lain-lain negara. Syarat utama yang dikenakan adalah penggunaan teknologi iradiasi sebagai rawatan kuarantin untuk mengawal kemasukan serangga perosak yang dilarang (Mohd Dzomir, 2011). Aktiviti R&D utama dalam bidang bioindustri adalah menjurus kepada aplikasi nuklear untuk peningkatan produktiviti tanaman dengan sasaran kepada keselamatan dan kecukupan bahan makanan (Agensi Nuklear Malaysia, 2015). Selain itu, teknologi tersebut turut digunakan dalam bidang agroindustri seperti penghasilan variasi baru terhadap tanaman hiasan melalui penggunaan teknologi mutasi aruhan sinaran seperti biakbaka. Perkembangan teknologi nuklear di dalam bidang perubatan pada masa kini adalah semakin pesat membangun serta dilengkapi dengan kemudahan peralatan yang canggih. Di Malaysia, terdapat sebanyak 14 jabatan pengimejan dan perubatan nuklear yang telah didaftarkan di bawah Kementerian Kesihatan Malaysia.

Penyebaran maklumat sahih kepada masyarat berhubung dengan kebaikan sains dan teknologi nuklear adalah merupakan satu perkara penting. Oleh itu, pemaparan dan wacana dalam surat khabar arus perdana bahasa Melayu dilihat sebagai medium penyebaran maklumat yang sangat kondusif kepada masyarakat kerana ia mengandungi pelbagai bahan maklumat yang relevan, teknik penulisan, gambar, grafik dan sebagainya.

Menerusi hasil kajian Yong dan Md Sidin (2012), yang berpendapat bahawa surat khabar paling banyak membingkaikan beberapa elemen konflik dan mempunyai bilangan penulisan yang kurang terhadap topik sains dan teknologi. (Muhammad Raqib, 2014) mempunyai pandangan yang sama iaitu surat khabar mampu mempengaruhi bentuk pendedahan dan inpretasi penyampaian mesej dikalangan khalayak apabila ianya mempunyai beberapa elemen seperti tajuk utama yang ingin disampaikan, ciri penyampaian berita yang menyentuh isu-isu semasa dan kualiti hasil penulisan pengarang atau tarikan gambar yang diletakkan di dalam surat khabar itu sendiri. Setiap elemen yang terdapat di dalam surat khabar seharusnya mampu memberikan kesan emosi dan tindakan rasional kesan tindak balas pembaca terhadap penulisan dihasilkan.

Muda, Khudri & Hassan (2004) pula mendapati dalam kajian beliau melihat pembingkaian isu alam sekitar yang dapat dikaitkan dengan aplikasi teknologi nuklear di dalam surat khabar arus perdana bahasa Melayu di Malaysia, mendapati sesetengah media akan memberikan liputan yang dirasakan penting kepada organisasi media tersebut, termasuklah tugas untuk memberikan pendedahan maklumat kepada masyarakat berkaitan agenda nuklear negara menerusi pemaparan dan wacana dalam surat khabar arus perdana bahasa Melayu di Malaysia. Dalam pembingkaian agenda nuklear negara menerusi pemaparan dan wacana dalam surat khabar arus perdana bahasa Melayu, baik pihak media mahupun sumber-sumber berita tersebut dijangkakan akan berfungsi untuk memainkan peranan dalam memberikan gambaran yang diinginkan kepada fikiran dan pandangan pembaca.

Oleh itu, penyampaian maklumat yang tepat mengenai kepentingan dan kebaikan penggunaan teknologi nuklear kepada masyarakat tempatan adalah sangat penting. Penyampaian maklumat yang berkesan dan informatif boleh disampaikan menerusi pewacanaan bermutu menerusi pemaparan di dalam surat khabar arus perdana bahasa Melayu. Pewacanaan mengenai pembangunan agenda nuklear negara hendaklah diperkemas kandungannya serta bilangan pemaparannya di dalam surat khabar arus perdana bahasa Melayu juga perlu diperbanyak kerana ini merupakan salah satu usaha murni dalam mendekatkan jiwa masyarakat serta penerimaan mereka kepada kemajuan teknologi di Malaysia. Selain pewacanaan, ciri-ciri dan kaedah pemaparan di dalam surat khabar arus perdana bahasa Melayu turut berperanan menarik minat masyarat untuk mengetahui isu berkaitan agenda nuklear negara dengan lebih lanjut serta menerusi kaedah penyampaian pemaparan yang baik ianya dipercayai mampu memberikan kesan baik kepada pemahaman masyarakat terhadap sesuatu isu yang dipaparkan menerusi surat khabar.

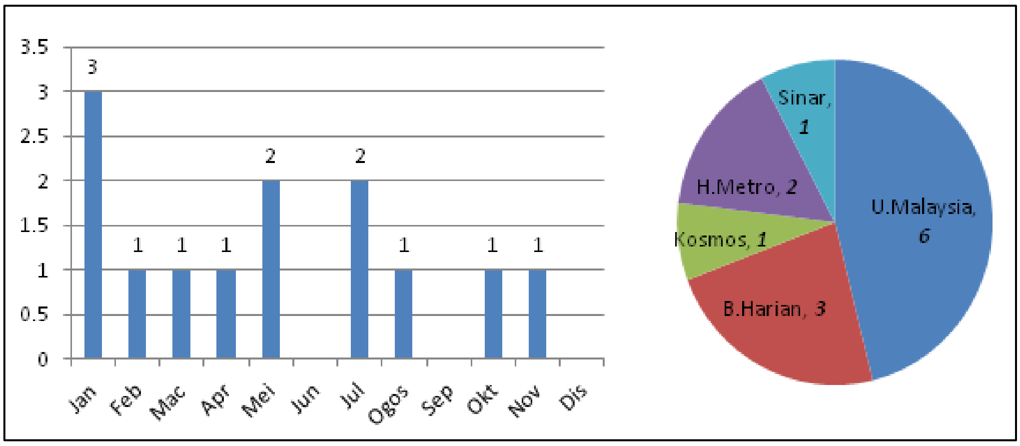
PENGKAEDAHAN KAJIAN

Memandangkan media berperanan dalam membentuk pemikiran dan sikap masyarakat (Scheufele & Tewksbury, 2007), menganalisis kandungan media merupakan antara pendekatan untuk memahami sesuatu yang diagendakan terhadap sesebuah masyarakat. Sampel kajian ini terdiri dari kandungan akhbar arus perdana Bahasa Melayu iaitu Utusan Malaysia, Berita Harian, Sinar Harian, Kosmo dan Harian Metro. Sampel kajian terdiri dari kandungan sama ada laporan berita, rencana mahupun bahan promosi seperti iklan. Hasil penelitian terhadap kesemua akhbar tersebut, sepanjang tahun 2017 didapati sejumlah hanya terdapat 13 bahan yang dapat dikaitkan dengan topik agenda nuklear.

Bahan-bahan tersebut telah direkodkan dalam perisian Nvivo untuk dlakukan proses pengkodan bagi mengenalpasti wacana topik nuklear ini di Malaysia. Dengan meneliti kandungan bahan dalam akhbar tersebut, analisis tematik dilakukan untuk mengesan jenis atau bentuk wacana yang dipaparkan oleh akhbar berkenaan. Proses analisis tersebut bermula dengan *open coding*, diikuti dengan *axial coding* dan seterusnya *selective coding* sebagaimana menurut saranan Strauss dan Corbin (1998).

DAPATAN DAN PERBINCANGAN

Secara amnya pemaparan agenda nuklear dalam surat khabar Bahasa Melayu di Malaysia adalah rendah. Bagi tempoh sampel kajian diperoleh iaitu selama 12 bulan, hanya terdapat 13 item yang dikaitkan dengan agenda nuklear. Secara puratanya akhbar berbahasa Melayu hanya menyiarakan satu bahan berkaitan nuklear bagi setiap bulan sepanjang tahun 2016 sebagaimana Rajah 1.

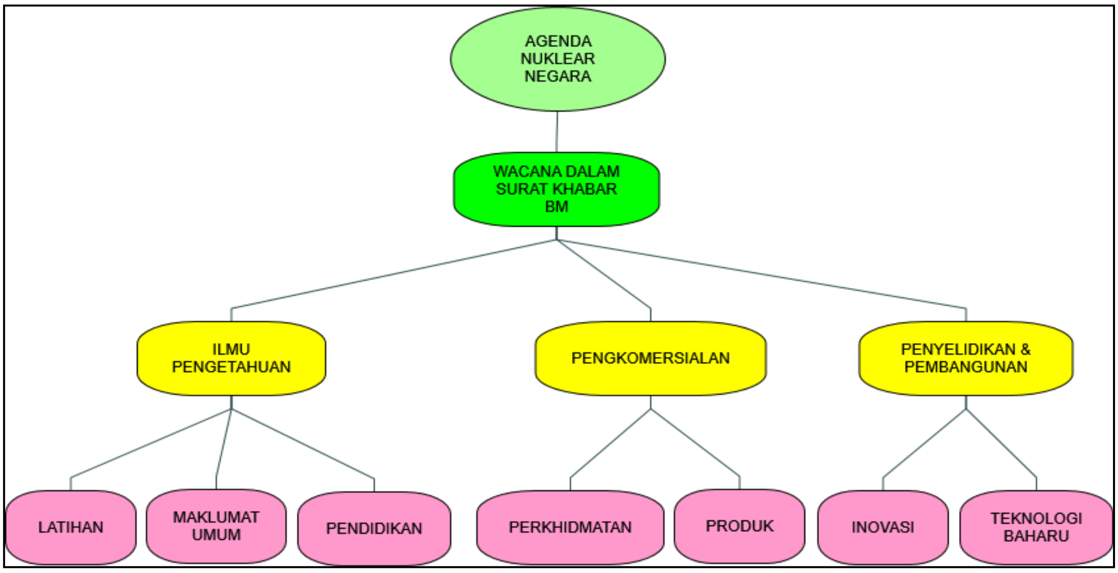


Rajah 1. Taburan Bahan Agenda Nuklear Mengikut Bulan Dan Akhbar

Perbandingan antara akhbar pula menunjukkan Utusan Malaysia merupakan akhbar yang paling banyak memaparkan agenda nuklear dengan liputan sekitar 46%. Ini diikuti Berita Harian sekitar 23%, Harian Metro 15% dan Kosmos serta Sinar Harian dengan masing-masing sekitar 8%.

Hasil analisis tematik berhubung apa yang diwacanakan oleh akhbar bahasa Melayu mendapati terdapat tiga tema utama iaitu ilmu pengetahuan, pengkomersialan dan penyelidikan dan pembangunan. Bagi setiap tema utama yang diwacanakan, hasil analisis turut memperincikan sub-sub tema berkaitan sebagaimana dinukilkan dalam Rajah 2.

Penyebaran ilmu pengetahuan merupakan satu usaha murni yang perlu disebarkan secara berterusan bagi tujuan meningkatkan kefahaman di kalangan masyarakat. Ilmu pengetahuan yang diperolehi didapati dalam pelbagai bentuk untuk difahami dan diaplikasikan dalam kehidupan seharian. Ilmu pengetahuan berkaitan sains nuklear melalui agenda nuklear negara boleh diperolehi dalam surat khabar arus perdana bahasa Melayu yang dapat memupuk minat dan memberi informasi kepada pembaca. Pewacanaan maklumat umum berkaitan agenda nuklear negara dilihat mempunyai banyak liputan berbanding pewacanaan latihan dan pendidikan kerana informasinya adalah meluas terhadap pelbagai bidang terutamanya di dalam bidang sains dan teknologi yang memfokuskan kepada sains nuklear. Pemaparan dan wacana dalam surat khabar arus perdana bahasa Melayu memberi input yang baik untuk pembaca mengetahui pelbagai latihan yang dianjurkan untuk meningkatkan kefahaman dan minat dalam bidang sains nuklear. Pewacanaan pendidikan di dalam surat khabar, ia tidak terhad kepada peringkat usia kerana melalui pewacanaan ini, ia dapat memberi lebih maklumat dan informasi yang dapat membantu semua golongan usia berkaitan agenda nuklear negara.



Rajah 2. Hasil Analisis Tematik Wacana Agenda Nuklear

Pewacanaan pengkomersialan tersebut merupakan satu strategi pemasaran dalam mempertingkatkan produktiviti dan perkhidmatan melalui promosi yang berteraskan kepada inovasi teknologi sains nuklear. Berdasarkan perkongsian maklumat di dalam pewacanaan pengkomersialan, masyarakat akan lebih terbuka terhadap kemajuan teknologi nuklear di negara ini. Berdasarkan data kajian yang diperolehi, pewacanaan pengkomersialan berkaitan perkhidmatan lebih kearah mempromosi kepakaran dan perkhidmatan yang ditawarkan oleh sesebuah organisasi. Melalui pewacanaan ini, ia dapat menghebahkan maklumat dan informasi berkaitan pekhidmatan teknologi nuklear yang ditawarkan seperti di dalam bidang perubatan, bidang pembinaan, bidang alam sekitar dan bidang kejuruteraan untuk pengetahuan masyarakat di Malaysia. pewacanaan pengkomersialan produk adalah penting untuk meningkatkan strategi pemasaran yang perlu diketahui oleh masyarakat. Melalui pewacanaan ini, ia dapat mengetengahkan keistimewaan dan kebaikan sesuatu produk yang dipromosikan terutama sekali yang melibatkan hasil produk teknologi nuklear seperti padi mutan, mas cotek dan cendawan volvariella.

Pewacanaan penyelidikan dan pembangunan yang memfokuskan kepada inovasi yang dapat ditonjolkan kepada masyarakat menerusi pewacanaan dalam surat khabar arus perdana bahasa Melayu di Malaysia. Segala input, informasi dan pengetahuan berkaitan adalah terkini dan diperolehi daripada golongan pakar mengenai inovasi dalam bidang teknologi nuklear di Malaysia. pewacanaan penyelidikan dan pembangunan yang membincangkan tentang isu teknologi baharu telah mengetengahkan beberapa kemajuan teknologi seperti kepakaran baru dalam melupuskan sumber radioaktif terkedap dan perancangan pembinaan loji kuasa nuklear sebagai alternatif tenaga baru. Menerusi pemaparan teknologi baharu ini, maklumat serta perkembangan kemajuan di dalam bidang ini dapat dibekalkan kepada masyarakat dan juga sebagai usaha untuk mendokong kepada agenda nuklear negara.

RUMUSAN

Berdasarkan kajian ini, surat khabar arus perdana bahasa Melayu telah dikenalpasti sebagai medium pemaparan dan pewacanaan yang terbaik berbanding dengan medium penyampaian yang lain. Hal ini kerana, maklumat dan kandungan disampaikan menerusi surat khabar arus perdana adalah sahih. Liputan agenda nuklear negara menerusi surat khabar arus perdana bahasa Melayu telah memfokuskan kepada tiga sub-tema iaitu ilmu pengetahuan, pengkomersialan dan penyelidikan pembangunan. Liputan agenda nuklear negara telah didominasi oleh sub-tema ilmu pengetahuan. Di dalam liputan tersebut, terdapat banyak isu dan perkara yang telah dibincangkan terutamanya berkaitan aplikasi teknologi nuklear di dalam kepelbagaian bidang.

Terdapat beberapa cabaran berhubung dengan isu agenda nuklear negara di Malaysia. Cabaran yang dilihat menerusi analisa yang dibuat adalah berkaitan sumber pemaparan agenda nuklear dalam surat khabar arus perdana bahasa Melayu yang begitu terhad. Hanya 13 artikel berkaitan agenda nuklear negara telah dipaparkan sepanjang tahun 2017 dan jumlah tersebut adalah begitu kecil. Selain itu, penyampaian pewacanaan yang dihasilkan adalah begitu saintifik serta sukar untuk difahami oleh pembaca. Isu agenda nuklear negara di Malaysia perlu diperkemas dan bilangan pemaparannya di dalam surat khabar arus perdana bahasa Melayu perlu dipertingkatkan dengan harapan untuk menerapkan minat pembaca untuk mengetahui dengan lebih jelas perkara tersebut.

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PEMBENTUKKAN GARIS PANDUAN PENGGUNAAN MEDIA SOSIAL DALAM ORGANISASI

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ABSTRAK

Penggunaan media sosial yang berleluasa mendatangkan berbagai kesan terhadap imej organisasi dan kakitangan sendiri. Salah satu media sosial yang sering digunakan kini ialah WhatsApp kerana beberapa kelebihan yang ada pada media berkenaan. Lantaran itu, kajian ini dilakukan untuk mengenalpasti potensi pembentukkan garis panduan berkaitan dengan penggunaan WhatsApp dalam kalangan kakitangan organisasi bagi tujuan berkongsi maklumat secara rasmi dan tidak rasmi. Garis panduan yang dibentuk adalah berdasarkan isu yang dikenalpasti dari hasil temubual yang dilakukan dengan kakitangan sebuah institusi pengajian tinggi. Antara cadangan perkara yang perlu diambilkira ialah privasi dan sensitiviti, media sokongan, ketelusan, imej organisasi, identiti diri dan tatacara berkomunikasi.

Katakunci: WhatsApp, media sosial, Internet

PENGENALAN

Rangkaian sosial adalah laman web yang popular dewasa ini di mana individu boleh membuat profil mereka dalam sistem berdaftar sama ada secara awam atau separa awam, melihat senarai serta status hubungan orang lain, dan juga membenarkan individu dalam kumpulan atas talian untuk berkongsi aktiviti serta mesej, mel eletronik, perbincangan, video, sembang audio dan fail (Boyd & Ellison, 2007; Manap dan rakan-rakan, 2016). Ciri-ciri paling penting dalam persekitaran ini termasuk membenarkan individu untuk bekerja dengan orang lain dan secara aktif mengambil bahagian, memberi dan menerima maklum balas dan menyesuaikan ruang mereka dalam suasana yang selesa, dalam proses komunikasi dua hala dan persekitaran interaktif (Lee & McLoughlin, 2008). Oleh itu, bentuk komunikasi yang terhasil adalah di mana perbincangan dan perkongsian hampir bebas berlaku serta mendatangkan berbagai implikasi.

Menurut kajian Suruhanjaya Komunikasi dan Multimedia (SKMM) (2017) sehingga November 2017, daripada 32 juta rakyat di Malaysia dianggarkan 24.5 juta dari mereka adalah pengguna Internet dan hampir kesemuanya (96.3%) menggunakan Internet untuk menghantar mesej menerusi platform mesej teratas seperti Whatsapp dan Telegram. Selain daripada menghantar mesej teks, laman web jejaring sosial juga lazim dalam kalangan pengguna Internet (89.3%).

Terdapat kira-kira 21.9 juta pengguna media sosial pada 2016, dan 97.3% mendakwa bahawa mereka memiliki akaun Facebook. Instagram (56.1%), YouTube (45.3%), Twitter (26.6%), LinkedIn (9.1%) dan Tumblr (4.8%) menyaksikan peningkatan berbanding tahun sebelumnya. Sebaliknya, pemilikan akaun WeChat Moments (43.7%), Google+ (28.3%) dan Line Timeline (7.6%), telah merosot sejak tahun sebelumnya iaitu tahun 2015.

Menjalinkan hubungan menggunakan Internet seperti media sosial dan sebagainya ada salah satu medium terpenting pada masa kini. Menurut Ezaleila (2010) media sosial seperti laman jaringan sosial membolehkan orang ramai untuk berkumpul dan berinteraksi tanpa mengira status atau kedudukan. Ini kerana perubahan masa amat memerlukan penggunaan Internet lantaran kebanyakan orang pada masa kini menggunakan media sosial untuk berhubung antara satu sama lain kerana ianya lebih cepat dan menjimatkan masa. Contohnya, Whatsapp membolehkan seseorang untuk berhubung dengan keluarga atau rakan yang berada di luar negara. Ia juga menghubungkan pengguna secara terus dengan lebih cepat dan tidak mempunyai tangguhan waktu seperti alat komunikasi tradisional.

Kajian oleh Pew Research Center di Washington, Amerika Syarikat mendapati 34 peratus daripada kakitangan pejabat menggunakan media sosial ketika waktu kerja bagi 'merehat-kan minda' sementara 27 peratus lagi menghubungi keluarga dan rakan sekerja mereka.Baki 39 peratus menggunakan media sosial ketika waktu kerja untuk perkara berkaitan urusan dan tugas di pejabat. Kajian itu juga mendapati 24 peratus pekerja yang menggunakan media sosial adalah disebabkan 'terpaksa' bagi menyokong perhubungan profesional sementara 20 peratus penggunaannya bertujuan mendapatkan maklumat dengan cepat bagi menyelesaikan masalah di tempat kerja (http://www.utusan.com.my/rencana/forum/guna-media-sosial-di-pejabat-tidak-salah-1.457247#ixzz5O7ZZ1yqa).

Sehubungan itu, kertas kerja ini bertujuan untuk membincangkan tentang perkara-perkara yang perlu diambilkira dalam membentuk polisi berkaitan dengan penggunaan WhatsApp dalam penyaluran maklumat didalam sesebuah organisasi. Kertas kerja ini merupakan hasil dari kajian yang dilakukan berkaitan dengan penggunaan WhatsApp bertujuan untuk mengenalpasti isu-isu berkaitan dengan pengunaan media berkenaan serta menghasilkan cadangan berkaitan dengan elemen yang perlu diambilkira dalam membentuk garis panduan penggunaan WhatsApp.

HASIL KAJIAN: ISU BERKAITAN PENGUNAAN WHATSAPP

Kaedah yang digunakan dalam kajian ini ialah temubual dengan kakitangan organisasi yang mempunyai akaun WhatsApp. Bagi tujuan pengumpulan data, satu prtokol temu bual telah dibentuk, Hasil dari temubual berkenaan beberapa tema telah dikenallpasti berkaitan dengan masalah dalam penggunaan WhastApp dalam organisasi yang perlu diambilkira dalam membentuk garis panduan penggunaan media sosial dalam organisasi. privasi dan sensitiviti, media sokongan, ketelusan, imej organisasi, identiti diri dan tatacara berkomunikasi.

Privasi dan Sensitiviti

Antara faktor yang dibincangkan oleh responden dari segi privasi dan sensitiviti ialah berkaitan dengan masa penghantaran dan penerimaan mesej. Terdapat pihak yang berpandangan bahawa mesej berkaitan dengan kerja hanya boleh dihantar melalui WhatsApp dalam tempoh waktu pejabat sahaja manakala ada yang berpandangan bahawa maklumat boleh dihantar melalui WhatsApp pada bila masa sahaja yang diperlukan seperti pandangan responden berikut:

> *Saya memang, pukul 2 pagi pun saya hantar. Kalau saya duk di luar negara pun, saya tak kira dah, kena respond waktu mana pun. Saya emmmm macamni, saya cuba tengok apa ni ermmmm, kalau dari segi kerja, ermmmm kalau amalan di luar, mat salleh ni kerja pukul 8 hingga 5 je dia kerja. Lepas pada tu memang takde dah isu kerja ni. Tapi ermmmm kita, ermmmm especially di keselamatan ni. Memang ada isu*

bekerja sampai tengah malam. Kalau saya ermmmm di di luar waktu pejabat Whatsapp keutamaan yang akan saya tengok adalah ermmm Whatsapp group pejabat, dan family. Yang lain lain tu, kalau kata ada masa lapang baru saya tengok, kalau takdak, memang tak tengok lah. Tapi ermmm yang sure saya akan tengok di luar waktu pejabat memang group pejabat dengan family.

Perkara sebegini menimbulkan pandangan yang berbeza bagi staf sokongan seperti yang disuarakan oleh salah seorang responden yang merupakan staf sokongan:

Kesan tu tengok macam tadi lah, gangguan tu lah. Bukan waktu kerja tu lah. Kalau dengan kawan-kawan takpa lagi, tapi ermmm kalau Bos yang tanya pasai kerja tengah malam, memang kita tak boleh nak jawab lah, dia kena waktu kerja. Kalau macam dengan kawan tak dak masalah apa la (Informan 3).

Ini dipersetujui oleh Informan 2:

Pada saya ia terpulang pada interpretation masing-masing la. Sebab tu saya kata tadi tu ada orang yang dia tak tahan sangat, ada orang yang setengah dia suka pagi-pagi tu mesti share, ermnmmm macam Assalamualaikum ke kan, salam Jumaat ke kan, itu ada yang sesetengah orang yang jenis tak tahan tu dia akan terus left group. Sebab kita nak tegur tu mungkin nanti jadi akan, ermmmm akan, akan effect relationship tu, jadi baik dia tinggalkan group tu atau pun dia unfriend di Facebook kan, daripada dia ditegur dan bergaduh kat situ kan. (Informan 2)

Informan 3 menambah:

…..Apa ni kalau macam, kerja pejabat tu, guna time waktu kerja saja ka. Kadangnya staf banyak terganggu, tak suka guna pasai tu la. Kadang bos ni nak hantaq mesej tu pukui 1 duk hantaq lagi. Mesej macam kata, nak buat, nak buat ni. Apa salah bagitahu ka-ta pukui 8 pagi ka. Time tu kita ready dah nak kerja. Macam tu takpa lah. (Informan 3)

Media Sokongan

Hasil kajian juga mendapati bahawa responden berpandangan bahawa dalam konteks penyaluran mesej melalui media sosial, penggunaan saluran lain juga perlu bagi tujuan pengukuhan maklumat. Mesej rasmi yang disalurkan melalui media sosial perlulah juga dikukuhkan lagi melalui komunikasi seperti pandangan responden berikut:

Ermmm sesuai, sesuai mengikut keadaan. Based on apa mesej yang kita nak sampaikan. Errrr sebab ada mesej yang lebih per-sonal tu, yang mungkin lebih memerlukan face to face, ada mesej yang mungkin tidak terlalu sensitif, errr dan mungkin tidak melibatkan orang lain, mungkin boleh la kita guna, errrr guna media-media sosial macam ni. (Informan 2)

Ermmm kadang-kadang kita sah kan tu tanya kawan-kawan, macam baru ni kan, gempa bumi ermmmm dekat ermmmm Indo-nesia Sumatera tu kan, lepaih tu ada kak duk kat Perak tu dia *bagitau kata, kata dia rasa gegaran kat rumah tu, maksudnya maklumat tu kita boleh percaya la pasai Perak tu dekat dah dengan gegaran tu kan. Kita cuba tanya dengan orang yang berdekatan. Kalau dia kata betui tu, ermmmm so memang betui la tu. Kalau dak kita tak tahu pulak la pasai gegaran tu betui ke bohong. Sebab kita pun tak tengok kat berita apa lagi, benda pun baru jadi. Lepas tu orang duk share, duk viral semua. Pakat riuh dah dekat FB tu. kita pun tanya kak, betui ka ni. Hurmmmm jadi betul la maklumat tu yang dapat tu. Lepas tu baru kita share kat orang. (Informan 3).*

Ketelusan

Respondan juga berpandangan bahawa dalam penyaluran mesej melalui WhatsApp, pihak yang menyalurkan maklumat perlulah telus iaitu menyampaikan maklumat secara jelas.

Ada, satu lagi yang penting adalah transparent. Transparent ermmmm mungkin dia ada kaitan dengan yang tadi tu. dari segi pengaruh apa semua tu. satu lagi confidentiality sebab dia akan contradict la kan antara dua isu tu. ermmm bila you nak communicate dalam social media, satu kita nak transparent. (Informan 2)

Implikasi Terhadap Imej Organisasi

Kakitangan dan organisasi tidak dapat dipisahkan. Tindak tanduk kaki tangan termasuk mesej yang dihantar mendatangkan kesan terhadap organisasi sepertimana yang dinyatakan oleh Informan 2 dan Informan 5:

…itu ermmmm of course, especially imej organisasi lah. Sebab kita tahu, kita pakai topi UUM, ermmmm contoh dalam Facebook, kawan-kawan dalam facebook kita tu memang mereka tahu kita kerja di mana kan. Lagi-lagi kita ni alumni UUM kan, tu kalau kiat nak share, nak cerita pasal ermmmm berita pasal UUM ni, kita memang nak share benda-benda yang bagus kan. Ermmmm kalau ada isu ermmm ada isu yang tak bagus so seboleh mungkin kita akan cuba counter back. (Informan 2).

Pada saya melainkan kalau organisasi tu memang menyediakan talian percuma atau pun subsidi atau biaya dan segala dia punya komunikasi dalam media sosial yang menggunakan kemudahan organisasi tu so dia kena take care, kena jaga, kena berhati-hati sebab itu, mencerminkan imej organisasi. Tetapi kalau smartphone dia sendiri, line pun dia sendiri, itu hak peribadi dia. Jadi di situ kita tak boleh mengaitkan dia dengan organisasi.(Informan 5)

Identiti Diri

Dalam konteks penggunaan WhatsApp, gambar profil yang dipilih dikatakan mendatang kesan terhadap tafsiran mesej di samping membantu menerima mesej mengenali penghantar mesej. Ini dijelaskan oleh Informan 3:

Ok gambaq tu dipilih , ermmmm kalau ikutkan memang kena buh gambaq kita la. Jadi mudah lah, kalau mai masuk nomboq baru yang kita tak kenai tu ka, bila ada gambaq kita ni mudah la sikit kan. Ni ada yang buh gambaq anak la, siapa la semua, jadi kita tak boleh kenai siapa. Kalau kita buh gambaq kita ni, haaa orang pun tau dah,ohhhh dia ni rupanya. Senang orang nak balas mesej kita tu balik. So di Whatsapp memang guna gambaq saya, di Facebook pun sama jugak. Kadang tu ada masuk mesej nomboq tak kenai, buh gambaq anak la. Kita pun tak set nomboq dia, lepaih tu masuk mesej, tengok-tengok gambaq profil, gambaq budak. Kita pun ishhh anak sapa lah ni. Hurmmmm eloknya buh gambaq sendiri lah. Senang sapa-sapa nak kenai. (Informan 3)

Tatacara Berkomunikasi

Peraturan dalam berkomunikasi melalui WhatsApp juga mestilah jelas kerana ianya merupakan elemen penting dalam penyaluran maklumat. Antara tatacara yang sering digunakan oleh informan ialah:

Errrrmmmm Facebook? Ermmm tu lah saya pun jarang post kat Facebook. Saya kadang-kadang post gambar-gambar biasa je. Banyaknya gambaq saya la. Buh gambaq school. Lepaih tu kalau kata nak berharap bagi feedback tu, tak jugak lah. Ermmm memang tak berharap sangat lah. Memang tak kisah sangat la, sebab kacau jugak kalau ada macam ni, dah upload nak suruh orang komen, like semua pulak. Jenoh gak lagu tu. kalau kita kata ada perasaan macam tu, ia boleh menganggu kehidupan dia tu. kalau pada saya, saya takdak lah pandangan yang macam tu. Saya upload je, sudah. Dah cukup takat tu. hang nak komen ka apa ka, kadang ada orang tu komen jugak. Saya tak reply apa pun lah. Saya memang jenis gitu, tak kisah sangat. Kalau kata benda tu ada manfaat guna lah. Kalau kata takdak manfaat pun biaq pi la. Kalau nak upload apa pun saya tengok jugak la dulu. Yang sensitive pun saya tak hirau sangat lah. (Informan 4)

Hurmmm ada prof. kadang kalau kita upload, ayat entah apa-apa dalam FB, orang akan kata kita ni pikiaq tak matang, ikut suka ka apa kan, kadang memang kita pikiaq jugak la sebelum nak kata apa-apa tu, pikiaq juga apa pandangan orang terhadap kita, tengok jugak la, apa yang kita nak share tu. bukan semua benda kita boleh share. Ermmmm kadang tengok jugak masa tu, pikiaq depa sibuk dak. Kalau kerja jangan duk share lawak ka apa ka, satgi orang marah pulak, tengok lapang-lapang sikit, agak lapang-lapang sikit ka, baru kita hantaq. (Informan 3)

CADANGAN POLISI

Perbincangan terakhir dalam kertas kerja ini melibatkan cadangan elemen yang perlu diambilkira bagi tujuan pembentukkan polisi penggunaan media sosial dalam konteks organisasi berdasarkan kepada tema-tema yang telah dikenalpasti dari hasil kajian. Informan-informan bagi tujuan kajian telah menyenaraikan beberapa aspek penting yang perlu diberikan penekanan dalam membentuk polisi berkaitan penggunaan media sosial iaitu merangkumi aspek privasi dan sensitiviti, media sokongan, ketelusan, imej organisasi, identiti diri dan tatacara berkomunikasi.

Privasi dan sensitiviti: Penggunaan media sosial bagi tujuan pentadbiran organisasi haruslah dilakukan hanya pada waktu bekerja sahaja dan tidak boleh membatasi waktu kerja kerana ini akan menggangu waktu rehat dan masa bersama keluarga. Pekerja berhak untuk tidak memberi respon sekiranya mesej di hantar luar waktu bekerja. Mencampur adukkan urusan kerja dengan urusan peribadi boleh menimbulkan tekanan kepada sesetengah individu, justeru adalah tidak wajar pihak majikan memberi arahan kerja di luar waktu bekerja.

Media sokongan: Penggunaan media sosial juga memerlukan perhatian tentang penyebaran berita yang dipaparkan di media sosial bagi mengelakkan penyebaran berita palsu. Setiap individu perlu melakukan 'tabayyun' iaitu menyelidiki terlebih dahulu kesahihan berita dengan merujuk kepada sumber yang berkredibiliti sebelum menyebarkan berita. Hukuman dan tindakan akan diambil ke atas individu yang tidak bertanggungjawab menyebarkan berita yang boleh menimbulkan huru-hara, salah faham, keresahan dan gangguan kepada mana-mana pihak. Setiap individu adalah bertanggungjawab memastikan setiap pernyataan/status/ maklumat yang dihebahkan di laman sosial.

Ketelusan: Penggunaan media sosial boleh dijadikan bahan rasmi dalam organisasi, namun ianya memerlukan organisasi untuk menyediakan perkhidmatan tersebut. Sumber maklumat dari media sosial boleh dikategorikan sebagai sumber rasmi sekiranya organisasi menyediakan subsidi kepada staf-staf mereka bagi tujuan penggunaan media sosial. Sekiranya individu dalam organisasi di beri kemudahan alat telekomunikasi, talian Internet percuma dan lain-lain kemudahan berkaitan, perbincangan dan arahan berkaitan kerja adalah dianggap rasmi dan perlu dipatuhi. Namun demikian, ianya terkecuali terhadap pekerja yang tidak mendapat kemudahan tersebut.

Imej organisasi: garis panduan juga perlu merangkumi perkara yang berkaitan dengan mesej-mesej yang boleh mendatangkan berbagai implikasi negatif terhadap organsiasi secara sedar atau tidak. Melalui garis panduan sebegini akan dapat menyedarkan kepada responden tentang kepentingan menjaga imej organisasi.

Tatacara berkomunikasi: semasa menggunakan media sosial perlu jelas di mana pihak majikan perlu menyenaraikan secara terperinci apa yang boleh dan tidak boleh dilakukan.

KESIMPULAN

Secara keseluruhannya kertas kerja ini membincangkan penemuan kajian yang mencadangkan beberapa perkara yang perlu ambil kira dapat membentuk sesuatu garis panduan berkaitan dengan media sosial. Dengan pembentukkan garis panduan yang jelas akan dapat membantu kearah penggunaan yang lebih bermanfaat. Penyeldikan seterusnya perlu dilakukan melibatkan media sosial yang lain dan organisasi yang berbeza budaya pengurusan.

PENGHARGAAN

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ISLAMIC ORGANIZATIONS PRACTITIONERS' PERCEPTION OF CONVENTIONAL NEGOTIATION PRACTICE

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ABSTRACT

Many studies have subsequently emerged from the field of negotiations, and each researcher has tried to investigate the phenomenon from his or her point of view. Therefore, extensive discussion of the negotiation practices has been largely conducted based on different perspectives that informed by different values. In view of that, this study purpose is to identify the perceptions of the conventional negotiations practice among Islamic organizations practitioners. Twelve interviews were conducted to drive data of this study. A set of thematic data analysis was directed by the assistance of the NVIVO 8 software. Finding acknowledged that the informants' perception of the conventional negotiations practice is based on four main standards; human theory, maximization of benefits, individual benefit focus and material satisfaction.

Keywords: Traditional Negotiation, Practitioners, Individual Benefit Focus, Material Satisfaction

INTRODUCTION

Negotiation is a universal mechanism for attaining an agreement that involves multiple individuals or parties (Hossain & Shakshuki, 2013). It is a specific form of communication in which the parties enter into purposely with different objectives and ends (Alavoine, 2012). Therefore, it is considered as a famous way, people uses daily to solve problems peacefully (Yousefvand, 2012).

According to Niedźwiecki, Rzecki, and Cetnarowicz (2013) negotiations are used in many fields, such as business, logistics, politics, and information technology. In view of that fact, negotiations have been the focus of scholars from different fields and orientations, and hundreds of books and articles have been written on the subject (Rubin & Brown, 1975). The possible reason for such a great deal of attention is that in the modern world, people have come to rely on negotiations more than any other problem-solving approach, because the topic has direct relevance to the development of managerial skills, and the world today has changed and become more interdependent (Nikolaev, 2001; Weingart, Thompson, Bazerman, & Carroll, 1990). As a result, different genres of negotiation have emerged.

In response to the interest in this topic, negotiation researchers in the last few decades have devoted a great deal of attention to the negotiation process (Nikolaev, 2001). Since the 1960s, the notion of negotiations has been under the focus of scholars and practitioners of different areas of human knowledge. They explored and investigated the negotiation phenomenon from different areas of knowledge in a variety of social science disciplines. That gave rise to a great and solid foundation for the negotiation conducts from the conventional different perspectives.

Among them, the sociological approach (game theory) which is the most used model in the social sciences, such as economics or political science (Bartos, 1977; Hopmann, 1998). The psychological approach (Spector, 1977) focused on the personality traits, and is based on the behavioural analysis technique. This approach uses the negotiators themselves as the focus of analysis (Zartman, 1984). The cognitive perspective of negotiation (Jonsson, 1983) looks at communication as the key to the whole negotiation process. It focuses on information-processing analysis. another perspective, the learning theory approach (Cross, 1977; Zartman, 1977) looks at negotiation as a learning procedure in which the negotiating parties learn and react to each other based on concession exchange. Additionally, the problem solving approach is also one of the most famous conventional approach (Hopmann, 1995).

However, studies from the conventional perspectives have been established and proven in several fields of knowledge. A number of theories have been approved on the practices of its models, and this has resulted in established institutions, which practice professional negotiations. Yet, according to (Ramdani, Mohammed, & Ahmad, 2016b) it appears that many of the previous research efforts studied negotiation context from several views, and most of them are western oriented. In the meantime, they ignored the influence of religion or spirituality on the conduct of negotiation. Therefore, the current study seeks to find out the perception of the exiting conventional approaches of negotiation among the Islamic organization practitioners in Malaysia. The findings of his study will empirically contribute to a better understanding of the negotiation foundation from the Islamic perspective.

STUDY METOD

A qualitative method by conducting an in-depth interview used to identify the informants' perceptions about conventional negotiations practice. The sample design was based on the purposive sampling technique. This technique is very applicable for this study because it meets specific criteria of what the researcher wants in order to gain in-depth understanding (Keyton, 2015; Treadwell, 2014). However, 12 informants from three expert groups (Academicians, Practitioners and Islamic/Shariah Bank Managers) was the total population of this research.

After conducting the interviews, the collected data were codified and classified under a main theme and sub-themes using the NVivo 8 software. The interview data analyzed by using a thematic data analysis technique. The interviewees were all asked about their perceptions and understandings about the practice of conventional negotiation.

FINDINGS

The below theme developed to analysis the Informants' perceptions of the conventional negotiations practice. The interviews' thematic analysis evidently demonstrated that the conventional approaches have four main standards that make its practice differ from the Islamic organizations practices. Those criteria are presented in Figure 1.

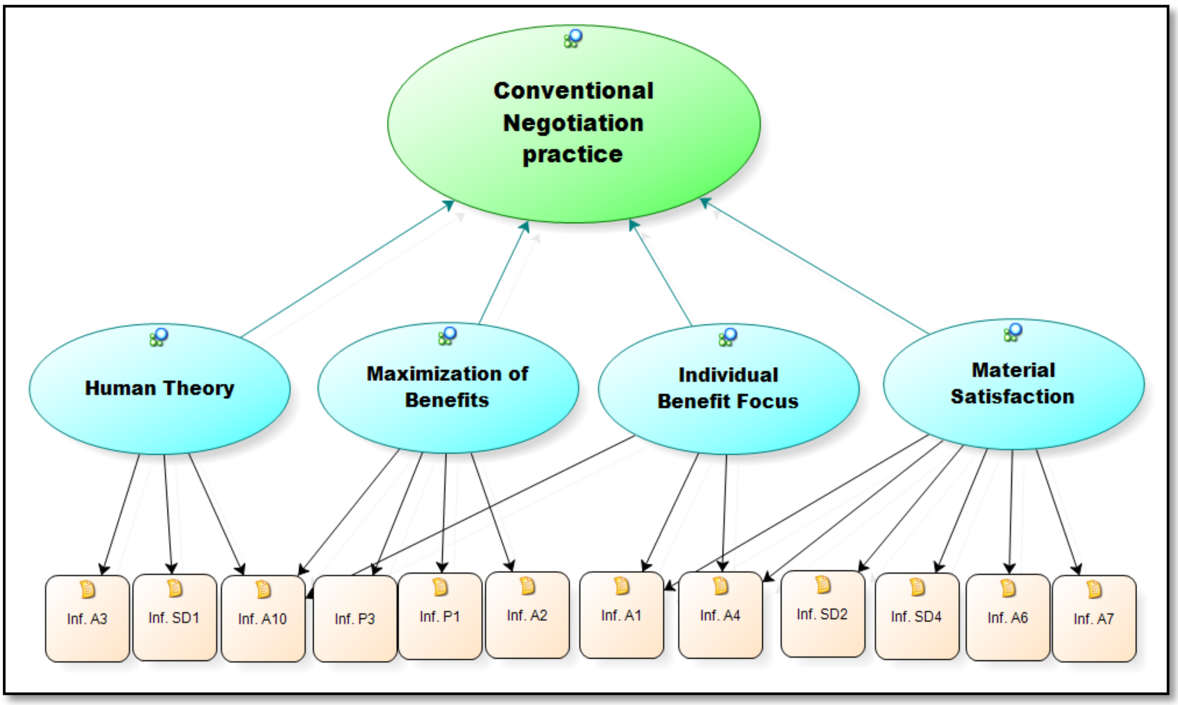

Figure 1. The Informants' Perception of Conventional Negotiation practice

1. Human Theory

Based on the Informants' perception, the first distinguishing standard is human theory. To elaborate, the thematic data analysis evidentially confirmed some of the Informants argued that conventional negotiation approaches are based on human theories. Informants A3 and SD1 stated that the epistemology of the conventional perspective is different from the Islamic approach; as it is established on the basis of human theories. Therefore, Informant A10 disclosed that it is subject to human error, because the moment you talk about theories, it means that they are debatable.

Informant A10 explained this factor in more detail. He preferred to respond by sharing a story from his experiences of what happened to him while he was conducting a training on Islamic organization's system of management in one of the East African countries. He said;

> I was giving training in Islamic finance in an East African country. During the third day of the training, a lady asked me; "Sir, I am a senior lawyer. I have been practicing law for 20 years. I have read Shariah and I know it thoroughly", and she started giving cautions. Then, she said; "Sir, given my background as a lawyer, and knowing your Shariah thoroughly, can I become a Shariah board member? So, I told her; "Look, young lady, I don't doubt your ability or your skills of argument, but Islam makes a contract. In Islam, we have two kinds of law; one is called "Qadhaan" and the other called "Diyanatan"; meaning, one rule of law is where the argument is based on apparent evidence that you see. But the other one is religious; it has to do with Halal and Haram. So, for the first one, I can see your ability of argument, but for the second one you need a passport; that is, you need to have the basic foundation of Halal

> and Haram, which is Iman, and this is what disqualifies you (Informant A10).

From this story, it can be argued that once it comes to the philosophical level, the conventional negotiation differs from the Shariah-compliant negotiation. Philosophically, the conventional negotiation scholars derive their concepts and principles from the human theories. Meanwhile, Islamic negotiation concepts and principles are derived from the Islamic religion (the Qur'an and Sunnah) (Informant A10). Additionally, he stated that the epistemological history of the western knowledge development indicates that its foundation is from human theories. That is why even in the methodology of their research, they talk about falsification of theories.

2. Maximization of Benefits

This study finding revealed that the motivation of conventional negotiation approaches practice is the angle of maximization of benefits. The Informants of this research are of the view that conventional negotiation practitioners focus on maximization of benefits as the second vital criterion that influences the negotiation practices. To elaborate, Informant A2 stressed that negotiation objectives in any perspective are same, which is to reach a certain goal and to attain it peacefully. The difference lies in the way, the process and the procedures to achieve such goals.

From the Islamic approach, it should be based on fundamental Islamic values, while from the conventional perspectives, it is benefits maximization-focused. In this regard, Informants P3 and A10 specified that the conventional negotiation procedures also have values and principles, but their main focus is maximization of benefits. Overall, Informant P1 debated that maximization of benefits relies on the principle of "ends justify the means", which means no matter the process, if it will help to achieve the objectives, then it is justified. Meanwhile, the opposite applies in Islam; the means justify the ends. Indeed, this distinguishes conventional perspectives practice from the Islamic way.

3. Individual Benefits Focus

The findings of the interviews of this study also showed that individual benefit focus is another criterion of the conventional negotiations practice. Informants A4, A1 and A10 opined that most of the conventional negotiation practices focus only on self-interests (benefits). This is because, from the conventional philosophical point of view, self-interest leads to public interest.

Self-interest refers to arrangements that produce the most personal benefit. The famous economist, Adam Smith, is the one who established this philosophical argument. He explains that the best benefit for all can usually be achieved when individuals act in their own self-interest. In conferring to this opinion, Informant A4 argued that this argument is one of the main differences between the conventional and the Islamic practices. According to his view, it means; "whatever I will get from negotiations based on conventional perspectives practice is only for personal benefit."

4. Material Satisfaction Process

As a final point, the thematic data analysis of this study evidentially showed that the material satisfaction process is a key factor that makes a distinction of the conventional negotiation practice from the Shariah-compliant negotiation approach. Based on this study Informants' perception, this standard is the outcome of the three above factors. They agreed that the focus on the material interest satisfaction and ignoring of the spiritual satisfaction is the central factor that makes Islamic organizations and Muslims prefer to conduct their negotiations based on the Islamic perspective.

More so, Informant A7 addressed this issue by saying;

> The conventional way of negotiation is; let us close our eyes and cooperate with each other in what we all agree over. And everyone should just forgive the other in what we don't agree over. This may have a lot of interpretations. So, the conventional method is just; we close our eyes for the benefit of the transaction regardless of the consequences, whether it affects our religion or not. (Informant A7).

Accordingly, Informant SD2 argued that conventional negotiations practice is for the sake of the benefit of the negotiation because their philosophy is based on the principle of "ends justify means". Similarly, Informant SD4 stated that the conventional negotiation practitioners are only concerned with dollars and cents, and they don't care about religious principles. Therefore, according to Informant A1, they ignore Shariah principles. In general, Informants A6 and A4 concluded that the negotiation practices from the conventional perspectives obviously focus only on interests and benefits because, due to their purpose and nature, they rely on material satisfaction.

DISCUSSION

From the perception of the study Informants, the conventional negotiation approaches have four distinctive standards, which make it different from the Islamic perspective.

First, this research emphasized that the conventional approaches is based on human theory rather than Islamic principles. For this reason, the informants argued that the philosophy and epistemology of negotiation is obviously the central and distinct pillar of the negotiation perspectives and approaches. Philosophically, the conventional negotiation researchers derive their concepts and principles from the human theories. Accordingly, Informant A10 argued that the epistemology paradigm of the western knowledge expansion indicates that its basis is human theories. Therefore, they engage in intensive discussions about the falsification of theories. This also confirms that the approach is changeable and debatable because of human-founded nature.

In contrast, another study conducted by Ramdani, Mohammed, and Ahmad (2016a)determined that the Islamic approach philosophy is religious and spiritual-based. Its conception, principles and practices are determined from the Islamic religion's authentic sources; the Holy Qur'an and Sunnah of the Prophet Muhammad (PBUH). Furthermore, they claimed that the negotiation Islamic approach's derivative sources are not questionable, and they are evidently true. It also confirms that Muslims may differ in the application, but they do not differ in the principles and values.

In view of that, Abdul Rahim (2013) stressed that Shariah views are very much different from the views of the conventional approaches; because if a group of people agree on an issue, then it becomes the rule and guideline to them. It indicates that human theories are the products of reason and outcomes of expected procedures. As a result, it never produces perfect conduct. This is because the good way of conduct for one group of people may not necessarily be good for another group. Hence, the practice of a good conduct would be dissimilar from others. Thus, it can be argued that once it comes to the philosophical level, the conventional negotiation perspectives are starkly different from the Islamic perspective.

Secondly, this study argued that the negotiation from conventional perspectives focuses on how to maximize the engaged parties' benefits. The informants' emphasized that the conventional approaches are based on benefits maximization process, if it could be compared to the Islamic approach, which is based on spiritual satisfaction. The also argued that in most of conventional approaches the negotiating parties would compete in the creation of rules in order to gain as much profit as possible.

Consequently, this practice would include considering a variety of tactics to ensure getting what they negotiated for, in which it focuses on using competitive and distributing outcome strategies, such that a win-lose ending could be achieved. Meanwhile, the negotiation form Islamic approach focuses on achieving a mutually satisfying value that contributes in maximizing all-win negotiated outcomes (Ramdani et al., 2016a).

Consistent with this discussion, Informant P1 concluded that conventional ways of negotiation also convey values, but they just focus on how to maximize benefits. They rely on the principle of "the end justifies the means", which means no matter the process, if it will achieve the objectives, then it is justified. Indeed, this makes conventional approaches distinct from the Islamic perspective because negotiation from Islamic approach relies on Islamic principles, which considers both the means and the ends.

Thirdly, this study data analysis as well showed that a number of the Informants identified individual benefit focus as another standard for conventional negotiation practice. This basic feature is related to the above factors. To discuss, if conventional approaches of negotiation are based on human theories, it means they are developed for human interests. That means they may be a perfect practice for some individuals and not for others, thus, they could have been embedded with selfish interests due to human nature. This is because they could serve as a perfect process for certain groups to maximize their benefits at the detriment of others. Indeed, this makes the conventional approach self-interest motivated. In relation to this discussion, Lange, Löschel, Vogt, and Ziegler (2010) assumed that in benefits maximizing conduct, the use of justice attitude by negotiating parties is driven by self-interest in order to influence the negotiating outcome to their own advantage.

In agreement with the above, the findings of this study again revealed that based on the Informants' perceptions, the conventional negotiation practice mostly focus on self-benefits motivation. This is due to their philosophical standpoint, which assumes that the self-interest motive leads to public interest. This philosophical view was established by the eminent economics scholar; Adam Smith in his publication-Wealth of Nations in 1776. It was one of the most substantial manifestations of the achievement of the interest paradigm. Generally, he assumed that the best-accomplished benefit for all could usually be achieved when individuals act in their own self-interest. That is because self-interest motive is the engine of all human behavior.

Despite this fact, even in conventional negotiation, several studies have been conducted about this basic element in the international negotiations context. Similarly, researchers found that material self-interest is not sufficient to explain what is seen in real-life situations of international negotiations, and suggested that researchers who develop negotiating models should take this evidence into account (LeVeck, Hughes, Fowler, Hafner-Burton, & Victor, 2014).

Fourthly, the findings of this research clearly revealed that the last basic standard of conventional negotiation approaches practice is material satisfaction process. The Informants also argued that the first three basic factors are integrated and are fundamentally lead to material interests' satisfaction. The present research argued that most of the well-known conventional approaches are based on this factor, due to its philosophy and epistemology, which ignores the spiritual factor in its negotiation practices. Therefore, it is considered a main differential feature between the conventional and the Islamic negotiation practices.

Interestingly, some of the Informants stressed that there is no doubt that the Islamic approach also focuses on material objectives, but those are principle-based. They should be justified by the Islamic value system. In the meantime, the conventional approaches outcomes philosophy is founded on the principle of "aims justify means". That what makes conventional negotiation concerns only to obtain a substantial outcome, no matter the means via which it is attained. From that point of view, there is no restriction on trying to achieve the target.

This study also argues that this argument cannot be generalized to all negotiation conducts from the conventional perspectives. That is because, some of conventional approaches are considered as principled approaches, the originate their process based on integrative analysis techniques, where the negotiating parties focus only on justice and fair outcomes for both of them. Thus, this research claimed that the only difference between those conventional integrative analyses approaches and negotiations practice form the Islamic view will only be in their value systems.

CONCLUSION

As declared above, the focus of this paper was to expose the Islamic organizations practitioners' perception of conventional negotiation practice. The findings thematically have shown that the core standard that makes the conventional negotiation approaches be different from the Islamic approach is the human theories foundation and the pure material satisfaction standard. However, this paper also claims that negotiation from the Islamic perspective is still considered as an evolved practice, compared to conventional approaches. The conventional practices have been in discourse since the 1960s (Langovic-Milicevic, Cvetkovski, & Langovic, 2011), and they have been studied from a different approach and a different point of view. Therefore, numerous books and many models of it have been approved and practiced around the world. In line with this fact, Informant SD2 and A10 expressively agreed that in terms of methodology and instruments, the conventional perspectives enjoy advanced studies in negotiations because they established institutions and practice professional negotiations.

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NILAI DAN VISI TUN DR. MAHATHIR DARI PERSPEKTIF PEMIMPIN PELAJAR UNIVERSITI

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ABSTRAK

Perspektif golongan belia terhadap komunikasi kepimpinan perlu diberi perhatian kerana belia merupakan pemimpin masa depan yang akan terus memimpin negara. Justeru, kajian ini bermatlamat meneroka ciri-ciri pembentukan visi dan penyampaian visi Tun Dr. Mahathir dari perspektif pemimpin pelajar. Di samping itu, kajian ini turut menilai peranan nilai *Confucianisme* dalam komunikasi kepimpinan Tun Dr. Mahathir daripada perspektif pemimpin pelajar. Kaedah temubual secara mendalam bersama 15 pemimpin pelajar di Universiti Utara Malaysia telah dilaksanakan. Hasil kajian mendapati terdapat tiga ciri pembentukan visi Tun Dr. Mahathir, iaitu pembangunan, berinovasi, berwawasan. Terdapat tiga ciri utama dalam penyampaian visi Tun Dr. Mahathir, iaitu beretika, berani dan bertanggungjawab. Selain itu, terdapat lima nilai *Confucianisme* yang berkaitan dengan komunikasi kepimpinan Tun Dr. Mahathir, iaitu nilai *Zhi* (bijaksana), *Ren* (kebaikan), *Qun li* (rajin), *Xin* (dipercayai) dan *Qian Xun* (rendah diri). Kajian ini memberikan perspektif baharu tentang komunikasi kepimpinan daripada konteks golongan belia yang menekankan pembangunan dan etika. Selain itu, kajian ini juga membangunkan satu rangka kerja bagi menyepadukan teori kepimpinan yang berteraskan nilai *Confucianisme* dalam konteks komunikasi kepimpinan di Malaysia.

Kata kunci: komunikasi kepimpinan, Tun Dr. Mahathir, pemimpin pelajar, belia

PENGENALAN

Kemajuan sebuah negara sering kali dikaitkan dengan faktor pemimpin. Senario kini memperlihatkan bahawa pemimpin generasi muda atau belia sebagai golongan yang mempunyai motivasi yang ingin melihat perubahan dan pembaharuan bagi mencapai pembangunan negara yang lebih sempurna (Karagianni & Montgomery, 2018). Ini bagaimanapun lebih penting sekiranya pemimpin membangunkan asas etika dan moral yang kuat untuk diri dan masyarakat (George & Uyanga, 2014). Perdana Menteri Malaysia ke tujuh, Tun Dr Mahathir Mohamad sering menekankan nilai-nilai murni dan menegaskan bahawa cabaran kepimpinan sekarang sering berkaitan dengan politik wang dan ini jelas mengganggu pembangunan negara (D'Alton, 2018). Nilai-nilai ini hanya boleh dicapai melalui disiplin. Malah, Tun Dr. Mahathir juga telah menggariskan beberapa piawaian moral yang diperlukan untuk individu atau masyarakat untuk berkembang, seperti kerajinan, tingkah laku yang baik dan kepimpinan melalui teladan.

Confucianisme adalah salah satu falsafah yang penting dan berpengaruh bukan sahaja di China tetapi di seluruh dunia (Chou, Tu & Huang, 2013; Wong, 2001: Xu, 2011). Dalam *Confucianisme*, sistem moral telah dibentuk di mana semua individu mempunyai tugas atau tanggungjawab masing-masing (Yan & Sorenson, 2006). Sistem ini adalah berdasarkan kepada *wu lun*, iaitu lima hubungan sosial asas, iaitu pemimpin-pengikut, bapa-anak, suami-isteri, abang-adik dan rakan-rakan (Yum, 1988). Sehingga kini, *Confucianisme* masih diamalkan dalam kalangan masyarakat Cina. Walaupun pengaruh semakin berkurangan pada dasarnya, namun ia masih diamalkan oleh masyarakat Cina serata dunia (Cheng, 2011). Oleh itu, adalah penting untuk mempertimbangkan kesan Confucian dalam usaha untuk memahami amalan kepimpinan di Malaysia.

Sebagai seorang pemimpin politik dan seorang intelektual, Tun Dr. Mahathir telah meninggalkan kesan yang mendalam ke atas lanskap politik Malaysia dalam tempoh 22 tahun pentadbiran. Sehubungan itu, beliau sangat mementingkan golongan belia khususnya kaum Melayu supaya membangunkan dan memajukan mereka. Justeru, kajian ini memfokuskan kepada perspektif pemimpin pelajar universiti terhadap komunikasi kepimpinan Tun Dr Mahathir. Kajian ini juga akan melihat penerapan nilai-nilai *Confucianisme* dalam komunikasi kepimpinan Tun Dr. Mahathir yang telah memberi impak besar kepada pelajar universiti secara keseluruhannya.

KOMUNIKASI VISI

Menurut Holladay dan Coombs (1994), kandungan mesej boleh diringkaskan dalam satu perkataan, iaitu visi. Visi boleh didefinisikan sebagai gambaran masa depan atau sesuatu yang dibayangkan tetapi belum menjadi kenyataan. Hal ini hanya berkesan melalui penerangan yang jelas terhadap pandangan masa depan (Shipman et al., 2010).

Visi tidak mungkin memberi kesan ke atas individu atau organisasi melainkan visi tersebut disampaikan dengan baik (Venus et al., 2018). Kajian tersebut telah membuat kesimpulan bahawa pemimpin yang mempunyai kemahiran komunikasi yang lemah tidak dapat menyampaikan visi dengan berkesan walaupun visi tersebut merupakan visi yang baik.

Selain itu, visi merupakan tingkah laku kepimpinan yang memberi halatuju dan tujuan yang dikongsi (Barnett & McCormick, 2003). Visi termasuklah amalan kepimpinan seperti membentuk visi yang dikongsi, mewujudkan persetujuan bersama, komitmen serta matlamat yang tinggi. Pembentukan visi melibatkan proses kerjasama dalam kalangan pemimpin dan pengikut untuk membangunkan visi secara bersama.

NILAI-NILAI CONFUCIANISME

Confucianisme diperkenalkan oleh Confucius, seorang guru dan ahli falsafah, yang ideanya telah mempengaruhi tamadun Asia Timur. Confucius telah digambarkan sebagai salah satu daripada dua pemikir etika terbesar di Timur selain Buddha (Cheng et al., 2013). Beliau merupakan pemikir intelektual yang pertama yang membentuk tamadun Cina secara dominan.

Confucius mengemukakan bahawa pembelajaran mempunyai dua tujuan: (1) belajar untuk menjadi individu yang jujur dan bermoral *(junzi*), dan (2) mengaplikasikan perkara yang telah dipelajari untuk berkhidmat kepada rakyat melalui negara. Sebagai seorang individu yang bermoral *(junzi),* seorang pemimpin perlu mengamalkan nilai kebaikan, bertanggungjawab, beribadat, kebijaksanaan, keberanian, dan amanah (Lin, Ho & Lin, 2013). Pemimpin yang mempunyai sifat-sifat ini, akan berperanan sebagai model peranan kepada pengikut (Park et al., 2018). Confucius menunjukkan nilai-nilai seperti kebaikan *(ren),* kebenaran *(yi),* ibadah *(li),* bijaksana *(zhi),* dipercayai *(xin),* berani *(yong),* dan sederhana *(zhong yong)*.

TUN DR. MAHATHIR MOHAMAD

Tun Dr. Mahathir bin Mohamad merupakan seorang pemikir dan revolusioner. Di bawah pentadbirannya, negara Malaysia telah melalui suatu proses transformasi yang tidak pernah digambarkan sebelum ini. Beliau mahu Malaysia menjadi sebuah negara maju dan rakyatnya mampu bersaing di peringkat antarabangsa (Ishtiaq, 2011).

Pandangan mengenai 'nilai-nilai Asia' berasal daripada Tun Dr. Mahathir. Beliau menjadikan negara Malaysia sebagai negara bangsa yang mempunyai nilai-nilai murni, hubungan kekeluargaan yang erat dan bertanggungjawab, samaada dalam kalangan masyarakat Cina, Melayu atau India. Tun Dr. Mahathir menggesa ibu bapa supaya mengajar anak-anak mereka nilai-nilai Asia dan kepentingan hubungan kekeluargaan (D'Alton, 2018).

Sehubungan itu, beliau sangat mementingkan golongan belia khususnya kaum Melayu supaya membangunkan dan memajukan mereka, seperti dalam ucapannya pada tahun 1993 kepada golongan belia, "kerajinan perlu diiringi dengan perubahan sikap yang positif. Ini bermakna golongan belia tidak boleh merungut ketika menghadapi tekanan kerja. Setiap orang mempunyai masalah. Ujian merupakan sama ada seseorang boleh menyelesaikan masalah tanpa kehilangan keyakinan". Ini menunjukkan betapa pentingnya nilai-nilai murni yang harus diamalkan oleh golongan belia masa kini.

Kesimpulannya, Tun Dr. Mahathir sememangnya pemimpin yang unik. Sehingga hari ini, beliau merupakan salah satu pemimpin yang paling penting dan berpengaruh di dunia. Pada pandangan penyelidik, kepimpinan yang unik inilah yang menarik untuk dikaji semula. Visi dan pemikiran Tun Dr. Mahathir amat signifikan dalam sejarah politik Malaysia dan adalah sesuatu yang sudah terbukti serta diakui. Justeru, analisis tematik pembentukan visi dan penyampaian visi beliau dikaji supaya dapat menonjolkan nilai-nilai yang mendasari visi karismatik yang menarik dan radikal.

BELIA DI MALAYSIA

Belia di Malaysia sentiasa memainkan peranan penting di dalam pembangunan sistem politik Malaysia. Teknologi yang semakin meningkat di media sosial telah meningkatkan kesedaran belia tentang isu-isu kepimpinan, khususnya kepimpinan politik yang berlaku di Malaysia Perlembagaan Malaysia menerusi Akta Pembangunan Belia (668) mendefinisikan belia sebagai antara umur 15 dan 40 tahun. Menurut Jabatan Perangkaan Malaysia (2015), belia di Malaysia kini terdiri daripada kira-kira 55 peratus daripada populasi penduduk. Minat golongan belia terhadap kepimpinan dapat dilihat dalam penglibatan aktif serta gabungan kepada parti politik dan NGO tempatan seperti UMNO, PAS, PKR, MCA, DAP, AMANAH dan ABIM. Organisasi tersebut masing-masing telah membentuk sayap belia mereka sendiri yang berkhidmat ke arah perancangan penggantian mereka serta menyediakan sokongan untuk aktivisme politik.

Sehubungan itu, penyertaan dan penglibatan aktif golongan belia dalam masyarakat sangat penting dalam usaha mencapai keperluan pemimpin yang beretika. Penglibatan golongan belia memberi peluang kepada mereka untuk menunjukkan keupayaan mereka untuk berinteraksi bagi pihak golongan belia yang lain dan melakukannya dalam cara yang boleh diterima dan memberikan kelebihan kepada mereka (Mohd Uzaini & Suhana, 2018).

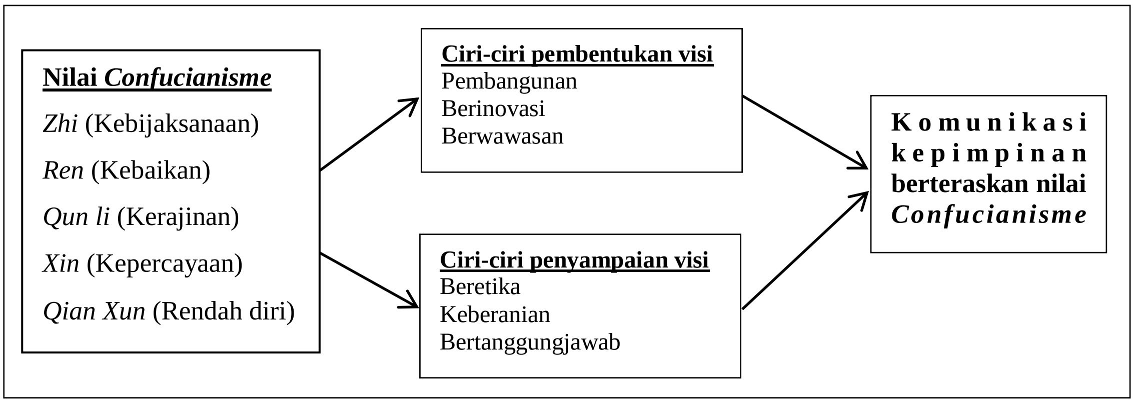
Kesimpulannya, selaras dengan keperluan hala tuju serta perubahan minat golongan muda masa kini yang berasaskan penggunaan teknologi dan penyertaan, kajian perlu dilaksanakan bagi memberi peluang kepada mereka untuk tentang perspektif mereka terhadap komunikasi kepimpinan, membuat keputusan supaya meningkatkan keyakinan diri dan kemahiran.

METODOLOGI KAJIAN

Kajian ini menggunakan 15 orang informan dalam mendapatkan maklumat daripada sesi temubual yang dikendalikan oleh penyelidik. Kesemua informan dalam kajian ini adalah pemimpin pelajar di Universiti Utara Malaysia yang mempunyai daya kepimpinan dalam universiti. Pemimpin pelajar ditakrifkan sebagai mereka yang memegang jawatan sama ada sebagai pengerusi persatuan atau badan pelajar dan ahli Majlis Perwakilan Pelajar (MPP) di peringkat pusat pengajian, kolej dan universiti.

Kajian ini dijalankan berdasarkan beberapa siri tembual, masing-masing telah ditetapkan selama kira-kira 45 minit. Temubual ini dijalankan untuk tempoh masa November 2017 sehingga Februari 2018. Temubual ini dilaksanakan untuk memahami pandangan dan persepsi pemimpin pelajar terhadap komunikasi kepimpinan Tun Dr Mahathir. Untuk mendapatkan perspektif holistik mengenai komunikasi kepimpinan, para informan dipilih untuk mewakili tiga kaum utama di Malaysia, iaitu Melayu, Cina dan India. Kepelbagaian kaum dipilih kerana diyakini bahawa mereka dapat memberikan variasi maksimum yang dapat menyumbang kepada pemahaman konsep kepimpinan silang-budaya di Malaysia (Creswell, 2013).

DAPATAN KAJIAN



Rajah 1. Visi dan Nilai Tun Dr. Mahathir melalui perspektif pemimpin pelajar

Pembentukan visi

Terdapat tiga ciri-ciri pembentukan visi Tun Dr. Mahathir yang muncul secara konsisten melalui temubual daripada 15 informan, iaitu pembangunan, berinovasi dan berwawasan.

Tema pembangunan merupakan tema yang paling kerap muncul di dalam hasil analisis temubual dengan pemimpin pelajar. Ini menunjukkan bahawa Tun Dr. Mahathir mementingkan pembangunan negara. Terdapat lapan informan yang menyatakan visi Tun Dr. Mahathir mempunyai tema pembangunan.

Selain itu, berdasarkan hasil temubual, ciri-ciri berinovasi juga dimiliki oleh Tun Dr. Mahathir. Ini menunjukkan bahawa beliau mempunyai matlamat berinovatif. Beliau juga menggalakkan inovasi dan sering merangsang intelektual khalayak semasa memberi ucapannya.

Apabila bertanya tentang komunikasi kepimpinan Tun Dr. Mahathir yang berwawasan, para informan bersetuju bahawa nama Tun Dr. Mahathir dan Wawasan 2020 berpisah tiada. Pemimpin yang bervisi mampu melihat di sebalik ketidakpastian dan cabaran dalam memberi gambaran pada masa akan datang.

Penyampaian visi

Daripada analisis 15 transkrip temubual menggunakan perisian *Nvivo 10* mendapati bahawa tiga ciri-ciri penyampaian visi telah dikenal pasti sebagai konsep utama dalam kajian ini. Berdasarkan Rajah 1., ciri-ciri penyampaian visi Tun Dr. Mahathir daripada perspektif pemimpin pelajar adalah beretika, keberanian dan bertanggungjawab.

Dua belas daripada lima belas informan menyatakan bahawa komunikasi Tun Dr. Mahathir adalah beretika. Informan 12 menyatakan Tun Dr. Mahathir disanjung sebagai seorang yang penyayang walaupun nampak tegas. Ini menunjukkan bahawa beliau melaksanakan tugas dengan adil dan berkomunikasi dengan penuh hormat dan berusaha supaya tidak menyinggung perasaan orang lain.

Seorang pemimpin yang mempunyai ciri-ciri keberanian sanggup mengambil risiko, walaupun dalam keadaan ketidaktentuan, beliau tidak mudah dipengaruhi oleh perkara lain dalam membuat keputusan. Sebelas daripada lima belas informan bersetuju bahawa Tun Dr. Mahathir mempunyai ciri-ciri penyampaian visi yang berani. Boleh dikatakan pemimpin yang berani bercakap secara langsung dan secara ikhlas, akan berterus-terang.

Tun Dr. Mahathir juga dikatakan seorang yang bertanggungjawab kerana beliau merupakan seorang yang teliti, boleh dipercayai dan melakukan tugas dengan bersungguh-sungguh.

Nilai *Confucianisme*

Berdasarkan analisis data, lima nilai-nilai *Confucianisme* muncul dalam kajian ini, iaitu *Zhi* (kebijaksanaan), *Ren* (kebaikan), *Qun li* (rajin), *Xin* (dipercayai), dan *Qian Xun* (rendah diri).

Hampir kesemua informan (14 informan) bersetuju bahawa Tun Dr. Mahathir mempunyai kebijaksanaan *(Zhi)* yang tinggi. Apabila bercakap tentang sifat Tun Dr. Mahathir, mereka berpendapat bahawa tabiat suka membaca telah menjadikan beliau seorang pemimpin yang bervisi, berpengetahuan luas dan berkemampuan sehingga dapat mencapai pembangunan dan kemajuan negara yang luar biasa.

Para informan berbicara tentang betapa pentingnya supaya beliau boleh memimpin melalui teladan. Mereka menyatakan bahawa mereka sangat mengagumi bagaimana Tun Dr. Mahathir berkelakuan sebagai seorang pemimpin. Paling tidak, beliau juga mahu bersikap seperti beliau yang sentiasa rajin *(Qun li)* dan aktif bekerja.

Hasil analisis menunjukkan bahawa informan menyatakan bahawa Tun Dr. Mahathir "mempunyai orientasi kebaikan" *(Ren).* Mereka juga menyatakan bahawa beliau "berorientasikan rakyat" semasa menjadi Perdana Menteri.

Berdasarkan analisis kajian ini, Tun Dr. Mahathir merupakan seorang pemimpin yang paling dipercayai oleh majoriti informan. Sejumlah enam daripada 15 informan mempercayai beliau. Jadi, ia adalah jelas bahawa nilai *Xin* mempunyai pengaruh yang penting dalam kalangan pelajar pemimpin di UUM.

Berdasarkan analisis, terdapat satu nilai yang jelas terbukti dipegang oleh Tun Dr.Mahathir adalah rendah diri. Para informan telah menekankan nilai rendah diri dalam beberapa kenyataan yang memuji kedua-dua Tun Dr. Mahathir dan juga isterinya Tun Siti Hasmah merupakan contoh pemimpin yang rendah diri.

KESIMPULAN

Kepimpinan yang baik dan masyarakat yang sihat adalah mungkin sekiranya pemimpin mengamalkan nilai murni. Tun Dr. Mahathir menekankan nilai rendah diri yang juga ditekankan oleh *Confucianisme*. Beliau jelas memahami peranan pemimpin dalam membangunkan negara yang sihat dan juga peranan mereka dalam mencipta sejarah, dengan nilai kerajinan, rendah hati, tidak mementingkan diri sendiri dan disiplin diri. Ini juga merupakan elemen umum dalam *Confucianisme* dan boleh dikatakan bahawa nilai-nilai ini adalah penting untuk pembangunan sosial dalam mana-mana masyarakat.

PENGHARGAAN

Kajian ini adalah sebahagian daripada penyelidikan Geran Kolej Universiti Utara Malaysia yang bertajuk: Nilai *Confucianisme* dalam Komunikasi Kepimpinan Tun Dr. Mahathir daripada Perspektif Pelajar di Universiti.

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INTERNALISING THE BRAND: CONSTRUCTING A CORPORATE SOUL

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ABSTRACT

This article will discuss the role of internal brand and its importance in portraying the true identity of an organization. Many organisations do not see the importance of adopting the values that they claim to have in their vision and mission statements. Many would only pay attention to building a façade for the organisation rather than a corporate soul. Most corporate brands act as a smokescreen and do not really represent the identity accurately. With reference to research done in 2016 this article will look at how internal brand is perceived by the administrative staff of a local institution of higher learning. The findings show that there is a strong need for a process of internalization of the brand. In order for an organization to be successful, the brand needs to be "lived" by the employees. In this way, employees will be able to contribute to the construction an effective and accurate corporate identity through the internalization of organisational values.

Keywords: internal brand, corporate soul, corporate mission

INTRODUCTION

Joep Cornelissen (2004) writes that a brand is a set of physical characteristics of a product or a service. It is a combination of name, logo, product and a unique service which is culminated in the minds of the audience. If a brand wants to attract the customers' attention, it should focus on its physical characteristics by elevating the customers' trusts and expectation towards it. In other words it is a promise made by an organization to the customers of what it can deliver to them via their products and services.

However Buyer (2011) has the opinion that brand is beyond names and symbols. A brand can affect image and organizational reputation. It is not merely a promise but more so a corporate strategy measure to enable and motivate employees to "live" the promise. Values promoted by the brand must be understood and internalized by each members of the organization. These internalized values will then help to construct the corporate soul.

WHAT IS INTERNAL BRAND?

Gini Dietrich (2011) states that a great brand must be able to deliver clear messages, has credibility, connects clients emotionally, and is able to motivate them apart from building loyalty amongst them. De Chernatony and McDonald (2000) write that a successful brand is easily recognized by the popularity of its products, services, the staff which is then strengthened by its ability to fulfill the customers' needs and fancies. Jim Siegel (2011) defines a successful brand as what you do, not what you say or present. Hence the understanding and awareness of internal brand needs to be studied further by the employees in order for them to understand their roles towards the internal brand.

Keller (2003) defines internal branding as a communication process that involves the employees in the development of the organisation's brand. This will allow the employees to be successful representatives of the company's brand and quality to the target audience. Punjaisri and Wilson (2007), wrote that internal branding as a way to build strength in corporate brand. It helps the organization to align its internal process and culture with its corporate brand.

Punjaisri and Wilson (2007) in their work entitled *The role of internal branding in the delivery of employee brand promise* have the opinion that a good process of internal branding is able to provide employee satisfaction and ultimately provide good image to the organisational publics. In their work *Internal branding: an enabler of employees' brand-supporting behaviours (2009)*, a quality service and good warranty from the management to the employees can motivate the employees to present good attitude and behavior to the clients. This can be achieved through integrated internal communication.

The internal brand that is well-communicated by the employer through various activities and widely shared between employees, understood and internalized by the employees will help them to build that sense of belonging to the organisation. This sense is then manifested through their behavior when interacting with the customers.

INTERNAL BRAND AND CORPORATE SOUL

Siddiqui writes that many corporations today are so obsessed with figures and profit that they have become soulless organisations. He further adds that the people in the organization are seen just as a factor of production. (2005 :15). So what is corporate soul?

Chris Edmonds (2013) defines corporate soul as the organisation's essence or spirit which exists in the hearts and minds of the humans who operate within the organization. It is about humanising the organization. One way for a large corporation to prove it possesses human feeling is to demonstrate compassionate concern for its employees. Marchand writes that a paternalistic display of kindness by the employer might alter public and employee perceptions that the corporation would seem more like a big family (1998).

Employees reflect the organisation's soul through cultural norms, social systems, and structures. Corporate soul may also be represented by the values stated in the company's statements like the organisation's vision, mission and the client's charter. These creeds are promises that an organization made to its customers and thus need to be fulfilled. Campbell (2008) states that a corporate mission should be clear and precise. It must be inspirational in that it can be seen by everyone and motivate the staff to contribute to the organization. Vision and mission present a concept that carries the added values to the organization (Campbell, 2008). In short, organisational vision and mission are promises made by the organisation to its clients.

Studies by Punjaisri, Evanschitzky and Wilson (2009) and Punjaisri and Wilson (2011) found a strong relationship between internal brand management and employee behavior which reflects the employees' performance towards the brand. Hence and integrated internal communication needs to be practiced to ensure good service.

In their earlier work, Punjaisri and Wilson (2007) wrote that a good internal branding process has the potential to provide satisfaction to the employees and an excellent image to the organization. It will also instill loyalty and create organizational citizenry among them.

INTERNAL BRANDING: INTERNAL COMMUNICATION AND THE CONSTRUCTION OF CORPORATE SOUL

According to Papasolomou and Vrontis (2006) in building internal branding, organization should organize programs that employs internal communication. Bergstrom, (2002) writes that internal branding can produce employees' brand identification and creates unity amongst them as it is about communication amongst them. Apart from that, a company's unique brand value is what makes it different form other organisations (de Chernatony, 2001). A well-designed internal communication will influence the employees' attitude and behavior and elevate their knowledge on the organisation's brand (Punjaisri and Wilson, 2007). This will result in workers' commitment, sharing of vision, having a mind on service, loyalty and satisfaction.

Schultz (2002) states that internal branding is vital amongst the employees in order for them to understand the organisation's brand and also to invoke the sense of organisational citizenry.

Reichheld (1996) states that loyalty is a concept of preparedness to stay loyal to an organisation. Employees' loyalty is important in generating ability in services to fulfill clients' needs. From another perspective, employees are inclined to keep their relationship with the management stable emotionally and also through their actions (Bloemer and Odekerken, 2006). Thus, employer needs to emphasise loyalty amongst the staff or the organisation risks losing employees' interest's hence low productivity and a drop in reputation.

DOES UUM HAS A SOUL: THE TEST

This article is based on a research done among the UUM staff in 2016. The purpose is to study the extent of understanding among UUM staff regarding internal branding and how it can affect the university's vision and mission in becoming the eminent management university. This study employs the model suggested by Punjaisri, Evanschitzsky and Wilson (2009).

Punjaisri, Evanschitzky and Wilson's (2009) model suggests the concept of internal branding process in an organisation which include training, briefing, orientation and meetings. These processes can lead to brand identification, commitment and loyalty towards the brand.

Four variables from Punjaisri et.al's model below is tested. There is the brand identification, brans commitment, brand loyalty and brand performance.

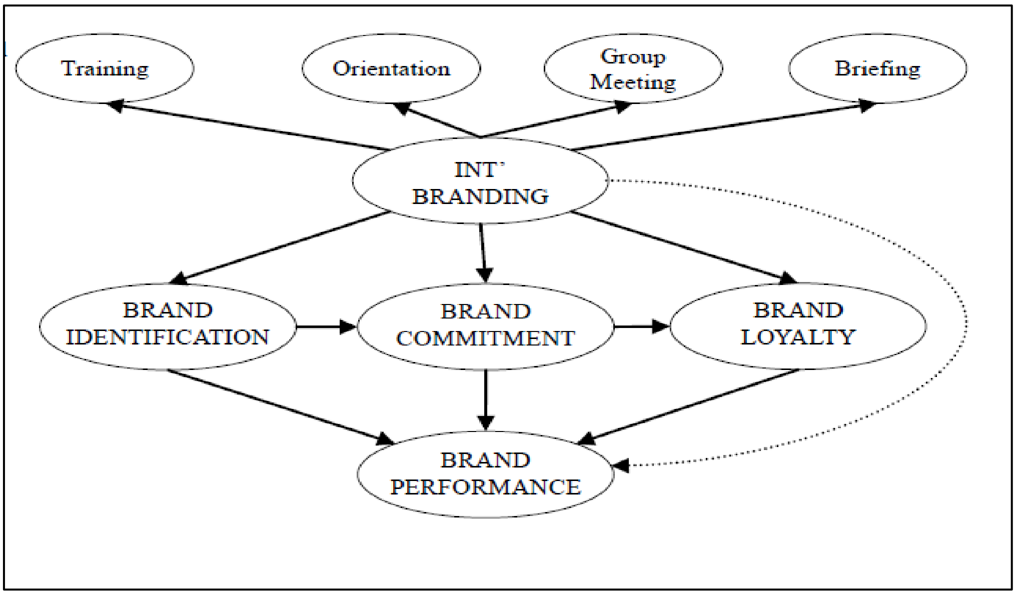

Figure 1: Internal branding model by Punjaisri, Evanschitzky & Wilson (2009)

The research was based on the following questions:

- **i.** Do the administrative staff understand the university's vision, mission and the client's charter?
- **ii.** Does internal brand have a relationship with the employees' commitment towards to organization?
- **iii.** Does internal brand have a relationship with the employees' loyalty towards to organization?
- **iv.** Does internal brand have a relationship with the employees' performance towards to organization?

This research was carried out amongst the administrative staff of the College of Arts and Sciences of University Utara Malaysia in Kedah, Malaysia. Seventy staff were selected based on the criteria that they have worked with the university for five years and more. Questions adopted from Punjaisri et.al's questionnaire were asked to these workers. The following are the answers to the above questions:

i. Do the administrative staff understand the university's vision, mission and the client's charter?

The descriptive analysis shows that the mean for the variable "brand identification" is the highest which is 3.50 (Table 1). Apart from that, the high correlation value for work experience which is .257* shows a significant relationship between brand identification and internal brand. This shows that the amount of work experience that they have allows them to understand the importance of the university's internal brand.

Table 1: Variables and Mean

Variables	Mean
1. brand identification	3.50
2. Commitment	1.45
3. Loyalty	0.85
4. Performance	1.68

ii. Does internal brand have a relationship with the employees' commitment towards to organization?

The finding shows that the relationship between the internal brand and commitment can be considered as moderate (*m=1.45*). Table 2 shows that the factors of education and work experience contribute to such finding. Most of the respondents possess only high school qualifications. This may not give them a wider opportunity to switch jobs to other organisations. Hence the need to stay working in one organization.

iii. Does internal brand have a relationship with the employees' loyalty towards to organization?

The relationship between the internal brand and loyalty has a very low significance. The mean for these two variables is *m= 0.85.* Such finding is a reverse to what was suggested by Schultz about the importance of internal brans in invoking the sense of organisational citizenry.

On the other hand, it also reflects the deficiency in the university's internal brand that is unable to capture and grasp its employees' loyalty.

iv. Does internal brand have a relationship with the employees' performance towards to organization?

The mean of 1.68 (m=1.68) shows a moderate relationship between internal branding and work experience. Correlation analysis of .224 *(r=.224*) indicates that work experience contribute to the employee's job performance.

Table 2: Item and value of Co-relation

Item	identification	Commitment	Loyalty	Performance
Sex		.205*		
Age			0.73*	
Position				.105*
Work experience	.257*	.251*		.224**
Level of education		.267*		

CONCLUSION

The above findings explain the relationship between internal branding and brand identification, commitment, loyalty and work performance. What is interesting is the overall results shows that "loyalty" has the lowest value. Although the relationship between internal brand

and the other three variables are significantly convincing, loyalty is questionable. As mentioned earlier, loyalty is important in generating good services.

Thus the management of the organization needs to create activities that can instill such loyalty amongst its employees. Employees need to live the values that are presented in any corporate statements and creeds. It is essential to invoke the sense of citizenry amongst them which will ultimately contribute to the construction of loyalty and corporate soul.

In conclusion, this study has shown the importance of internal brand to an organisation. It is the essence to a good corporate image and reputation.

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TAHAP ALIRAN KOMUNIKASI ORGANISASI PERINDUSTRIAN KECIL DAN SEDERHANA (PKS) SEKTOR PERKHIDMATAN DI UTARA SEMENANJUNG MALAYSIA

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ABSTRAK

Aliran komunikasi merupakan satu proses penyaluran maklumat dalam organisasi melalui pelbagai peringkat dalam organisasi seperti jabatan atau unit dalam sesebuah organisasi. Kajian ini bertujuan untuk mengenalpasti tahap aliran komunikasi dalam organisasi Perindustrian Kecil dan Sederhana (PKS) sektor perkhidmatan di Utara Semenanjung Malaysia. Kajian berbentuk tinjauan ini melibatkan seramai 418 orang sampel pekerja menggunakan borang soal selidik sebagai instrument kajian. Data yang diperoleh dianalisis menggunakan perisian IBM SPSS versi 22.0 dengan merujuk kepada min, peratusan, kekerapan dan sisihan piawai. Hasil dapatan kajian menunjukkan tahap aliran komunikasi ke atas berada pada tahap sederhana dengan nilai min= 3.64 dan sisihan piawai =0.830. Aliran komunikasi ke bawah juga berada pada tahap sederhana dengan nilai min= 3.67 dan sisihan piawai=0.880. Manakala aliran komunikasi mendatar berada pada tahap tinggi dengan nilai min=3.95 dan sisihan piawai=0.719. Kajian ini diharap dapat membantu pihak pengurusan PKS khususnya sektor perkhidmatan dalam meningkatkan kecekapan dalam penyaluran maklumat dalam organisasi supaya dapat membantu para pekerja PKS sektor perkhidmatan untuk melaksanakan kerja dengan lebih cekap dan berkesan agar organisasi dapat terus mengekalkan kelebihan daya saing dalam memenuhi cabaran-cabaran dalam persekitaran perniagaan global yang kompetitif.

Kata kunci: aliran komunikasi, komunikasi ke atas, komunikasi ke bawah, komunikasi mendatar, PKS, sektor perkhidmatan.

PENGENALAN

Komunikasi adalah proses pertukaran idea, pemikiran, pendapat dan pandangan (Hola & Pikhart,2014). Komunikasi merujuk kepada bagaimana cara sesebuah perniagaan, perusahaan, syarikat, firma, institusi atau kumpulan tertentu berkomunikasi dalam persekitaran dalaman mahupun luaran. Sistem komunikasi yang diuruskan dengan baik dan berkesan diperlukan untuk penyesuaian tugas-tugas pengurusan organisasi, berkongsi maklumat yang diperlukan di dalam dan di luar organisasi dan mewujudkan persekitaran kerjasama dan memenuhi jangkaan pekerja terhadap syarikat (Gondal & Shahbaz, 2012; Borca & Baesu, 2014; Hola & Pikhart, 2014). Komunikasi organisasi didefinisikan sebagai satu proses merangsang makna bagi membina kefahaman secara bersama melalui mesej lisan dan bukan lisan dalam konteks organisasi formal (Richmond, McCroskey & McCroskey, 2005; Richmond & McCroskey, 2009). Komunikasi organisasi merupakan proses pertukaran asas maklumat dalam sesebuah organisasi. Borca & Baesu (2014) mentakrifkan komunikasi organisasi sebagai satu proses teknikal, ekonomi dan sosial yang menyediakan kenalan, data, maklumat dan pertukaran pengetahuan antara jabatan, unit dan persekitaran organisasi dengan pekerja dan publik luaran seperti pemegang saham bagi memenuhi kepentingan dan keperluan pencapaian objektif dan prestasi. Komunikasi organisasi sebagai medium yang membentuk satu proses sosial yang menyediakan hubungan dan pertukaran maklumat antara kedua-dua jabatan dan unit serta persekitaran organisasi bagi tujuan operasi dan pencapaian objektif organisasi secara bersama (Blazenaite, 2011). Keberkesanan komunikasi organisasi berupaya meningkatkan proses perkongsian dan pertukaran maklumat dalam organisasi, contohnya membolehkan pekerja dapat memahami tentang peranan dan arahan tugas dengan jelas untuk dilaksanakan (Kandlousi, Ali & Abdollahi, 2010) dan mengurangkan kekaburan atau ketidakpastian (Hola & Pikhart,2014). Antara kepentingan peranan komunikasi dalam organisasi (Razi & More, 2010) ialah: 1) mengurangkan perasaan kehilangan, kebimbangan dan tekanan kerja; 2) memudahkan interaksi; 3) mempengaruhi keupayaan pekerja dalam penerimaan budaya baru; 4) membantu menguruskan reaksi dan persepsi pekerja; 5) membentuk iklim sokongan organisasi; 6) mencapai keberkesanan organisasi; dan 6) mempengaruhi komitmen, sikap dan tingkah laku pekerja (Lowry & Gaskin, 2014)

PERNYATAAN MASALAH

Kajian Hola & Pikhart (2014) mendapati kekerapan komunikasi berlaku adalah paling tinggi dalam syarikat kecil, namun begitu, komunikasi dalaman secara umum dianggap tidak dapat menyelesaikan masalah secara sistematik terutamanya dalam syarikat-syarikat kecil dan pengertian komunikasi dalaman kurang difahami oleh pihak pengurusan dan pengurus tidak memahami proses kerumitan sistem komunikasi dalaman. Selain itu, proses aliran komunikasi dalam organisasi PKS masih terbatas apabila masih wujud kekaburan peranan dalam kalangan pekerja menyebabkan berlakunya ketidakupayaan pekerja untuk melaksanakan tugas secara efektif (Sethela, 2011) serta wujud peluang komunikasi yang terhad apabila sesuatu permasalahan yang berlaku diselesaikan berdasarkan penyesuaian yang mudah dan cepat (Sethela & Rosli, 2011a). Kepentingan aliran komunikasi dalam organisasi masih dipandang ringan (Robson &Tourish,2005 (ketidakhadiran komunikasi ke atas) & Raina & Roebuck;2014), antaranya ialah: 1) pihak pengurusan atasan kurang melakukan pemantauan tentang kepentingan maklumat yang harus sampai kepada pekerja; 2) kurang penyertaan aktif, kelemahan pengaliran maklumat kepada pekerja dan proses pembelajaran berlangsung dalam keadaan tidak sempurna; 3) keperluan komunikasi ke atas masih terhad; 4) pekerja masih takut untuk memberikan maklum balas hanya bersetuju dengan apa yang diputuskan dalam organisasi. Dapatan kajian Raina & Roebuck (2014) mendedahkan bahawa amalan komunikasi ke bawah masih terhad dilaksanakan terutamanya dalam organisasi di India iaitu pengurus mempunyai komunikasi yang minimum dengan pekerja bawahan manakala komunikasi ke atas masih tidak digalakkan iaitu contohnya pekerja tidak digalakkan memintas saluran rasmi komunikasi serta tidak dibenarkan untuk mendapatkan penjelasan mengenai maklumat yang mereka terima kerana perbezaan status telah menyebabkan pekerja lebih gemar mendiamkan diri daripada mengambil risiko untuk bertanya soalan kerana takut soalan yang dikemukakan boleh menimbulkan teguran, kemarahan dan tindakan hukuman. Croucher, Rizov & Goolaup (2014) dan Croucher, Gooderham & Parry (2006) & Kumar & N. Giri (2009) mendedahkan tentang kelemahan komunikasi ke bawah menyebabkan berlakunya ketidakcukupan dan ketidaksampaian maklumat dalam organisasi mendorong pekerja untuk lebih senang beralih kepada komunikasi tidak formal dan khabar angina boleh mendorong kepada ketegangan, kebimbangan dan ketidakpastian yang tinggi dalam kalangan pekerja organisasi yang memberikan perkhidmatan. Kebanyakan kajian berkaitan aliran komunikasi ke atas, ke bawah dan mendatar dilaksanakan dalam konteks Barat dan bukan organisasi PKS (Sahin & Uslu, 2014; Croucher, Rizov & Goolaup, 2014; Gondal & Shahbaz, 2012; Ayatse & Ikyanyon, 2012; Neves & Eisenberger, 2012; Raina & Roebuck, 2014). Oleh itu, berdasarkan kepada permasalahan dan jurang kajian yang dikenalpasti berdasarkan kajian-kajian lepas serta selaras dengan saranan Leong & Rasli (2013), kajian ini dilaksanakan untuk mengenalpasti apakah tahap aliran komunikasi dalam organisasi PKS sektor perkhidmatan di Malaysia, khususnya di Utara Semenanjung Malaysia.

KAJIAN LITERATUR

ALIRAN KOMUNIKASI ORGANISASI

Aliran komunikasi merupakan satu proses penyaluran maklumat dalam organisasi melalui pelbagai peringkat dalam organisasi seperti jabatan atau unit dalam sesebuah organisasi. Garnett, Marlowe & Pandey (2008), mendapati aspek komunikasi organisasi seperti aliran komunikasi ke atas, ke bawah dan mendatar bukan sahaja meningkatkan penyaluran maklumat dalam organisasi, malah dapat menyelesaikan masalah kekaburan dan ketidak jelasan matlamat serta mengurangkan *red tape* yang sering berlaku dalam organisasi. Dalam konteks PKS, proses penyaluran kualiti maklumat dalam organisasi kecil dapat meningkatkan hubungan semasa bekerja dan prestasi yang dijangkakan (McDowell, Harris & Gibson, 2013). Selain itu, kepuasan pekerja terhadap aliran maklumat yang mencukupi dalam organisasi mendorong pekerja untuk meningkatkan pencapaian prestasi kerja terutama dalam aspek tingkah laku kewargaan organisasi seperti tingkah laku kemurnian sivik dan menolong kalangan pekerja.

KOMUNIKASI KE BAWAH

Komunikasi ke bawah mengandungi maklumat dan arahan tugas yang jelas, konsisten, lengkap mampu mengurangkan tekanan dan membentuk sikap, tingkah laku serta kesejahteraan fizikal pekerja menjadi lebih baik (Jiang & Probts, 2014; Mahajan, Bishop & Scott, 2012; Raina & Roebuck, 2014). Goris (2007) mendapati kepuasan terhadap komunikasi yang disampaikan oleh pihak pengurusan mendorong pencapaian pekerja dalam prestasi tugas. Di Malaysia, komunikasi ke bawah, contohnya perbincangan yang telus dan terbuka serta interaksi yang lancar dan sempurna di antara pihak pengurusan dan pekerja bawahan. (Wan Idros & Maizatul Haizan, 2014). Kavoo-Linge & Kiruri (2013) mendedahkan aspek komunikasi ke bawah yang membawa maklumat berkaitan dengan kerja seperti menyediakan kertas kerja dan maklumat-maklumat berkaitan produk dan organisasi kepada pekerja yang baru mula bekerja membolehkan pekerja-pekerja ini menjadi lebih produktif semasa bekerja adalah paling kritikal mempengaruhi prestasi pekerja terutamanya dalam sektor perkhidmatan. Contohnya maklumat yang tepat dan berkaitan hendaklah diedarkan melalui surat pekeliling dan notis serta maklumat mengenai syarikat telah dipertimbangkan sebagai kritikal seperti perubahan dasar atau proses syarikat, perubahan yang dirancang dalam tenaga kerja, perancangan masa depan, dan visi syarikat perlu disampaikan melalui pelbagai saluran dan disampaikan dengan cara yang pekerja boleh memahami (Raina & Roe-buck, 2014).

KOMUNIKASI KE ATAS

Aliran komunikasi ke atas didapti berupaya mempengaruhi pencapaian prestasi kerja pekerja dalam aspek prestasi dalam peranan,peranan tambahan dan adaptasi (Neves & Eisenberger, 2012). Meta analisis Ng & Fredman (2012) mendapati aliran komunikasi ke atas, contohnya seperti laporan mengenai bagaimana cara pekerja bekerja berupaya mempengaruhi prestasi dalam peranan, kontekstual iaitu kreativiti dan adaptasi iaitu pelaksanaan idea baru dalam kalangan pekerja. Begitu juga dengan kajian Neves & Eisenberger (2012), aliran komunikasi ke atas dan ke bawah mempengaruhi prestasi dalam peranan dan peranan tambahan.

KOMUNIKASI MENDATAR

Komunikasi mendatar berlaku apabila wujud ketelusan penyaluran maklumat dalam semua peringkat organisasi (Wan Idros & Maizatul Haizan, 2014). Peranan komunikasi mendatar, antaranya ialah: 1) dapat membantu pekerja menyelesaikan masalah yang berkaitan dengan kerja dan menerima nasihat atau pengetahuan dengan cara yang tepat pada masanya, contohnya pekerja dapat menyelesaikan masalah dengan segera dan mencapai tugasan sebelum tarikh akhir; 2) berupaya menyumbang kepada pencapaian prestasi kerja pekerja dalam aspek prestasi tugas dan tingkah laku kewargaan organisasi (Zhang & Venkatesh, 2013; ;Zeng, Chi Anh & Matsui (2013); 3) berupaya membantu para pekerja untuk bersama-sama bergabung kepakaran pengetahuan dalam kalangan pekerja untuk menyuarakan pandangan dan membina idea dan penyelesaian sebagai pelengkap dalam usaha untuk menyelesaikan masalah yang berlaku terutamanya dalam proses pengeluaran melalui komunikasi penyelesaian masalah (Zeng, Chi Anh & Matsui, 2013); dan 4) faktor motivasi yang berupaya meningkatkan komitmen dan memudahkan pencapaian prestasi adaptasi pekerja iaitu dapat menyesuaikan diri dengan pelaksanaan perubahan(Razi & More,2014)

METODOLOGI

Kajian ini mengkaji tahap tahap aliran komunikasi yang dilaksanakan dalam organisasi Perindustrian Kecil dan Sederhana (PKS) khususnya dalam sektor perkhidmatan di Zon Utara Semenanjung Malaysia. Populasi kajian dipilih dengan menggunakan kaedah persampelan berstrata mendapatkan maklumat secara terus daripada kumpulan sasar berdasarkan kriteria yang ditetapkan oleh pengkaji. Selain itu, teknik pensampelan ini dipilih kerana teknik ini menyediakan lebih banyak maklumat mengenai saiz sampel yang diberikan (Sekaran & Bougie, 2009). Kaedah tinjauan dan soal selidik digunakan untuk mengumpulkan data. Sampel kajian dipilih secara rawak mewakili peringkat pengurusan atasan, operasi dan sokongan. 900 set soal selidik yang diedarkan hanya 718 soal selidik yang dikembalikan semula dan hanya 570 soal selidik yang boleh digunakan untuk dianalisis. Kadar maklum balas kajian ini telah mencapai tahap 79.70 peratus dan dianggap mencukupi untuk kajian ini berdasarkan Baruch & Holtom (2008), Sekaran (2003) dan Hair et al., (2011), kadar 30 peratus adalah kadar maklum balas yang mencukupi untuk kajian kaji selidik.

Aliran komunikasi yang digunakan adalah daripada instrumen yang diadaptasikan daripada kajian Neves & Eisenberger (2012), Sahin & Uslu (2014) dan Al-Neshmi (2011) mengandungi 30 item dan mengukur dimensi komunikasi ke bawah, komunikasi ke atas dan komunikasi mendatar. Kesemua item diukur pada skala likert lima tahap dari 1=Sangat Tidak Setuju hingga 5=Sangat Setuju). Nilai alfa *Cronbach* aliran komunikasi adalah 0.937.

DAPATAN KAJIAN

Profil responden kajian

Taburan sampel kajian terdiri daripada 418 pekerja yang terdiri daripada pelbagai peringkat pengurusan. Analisis latar belakang responden melibatkan jantina, tempoh berkhidmat, dan jenis sektor perkhidmatan. Rumusan demografi responden adalah seperti dalam jadual 1:

Jadual 1: Profil responden kajian

Demografi	Kekerapan	Peratus
Jantina		
Lelaki	143	34.2
Perempuan	275	65.8
Peringkat Pengurusan		
Pengurusan	61	14.6
Pengoperasian	207	49.5
Sokongan	150	35.9

Jumlah keseluruhan responden yang terlibat dalam kajian ini adalah seramai 418 orang. Daripada jumlah tersebut majoriti responden adalah perempuan, 275 orang (65.8%), manakala selebihnya adalah lelaki, 143 orang (34.2%) merupakan responden lelaki. Majoriti responden bekerja dalam bahagian pengoperasian iaitu seramai 207 orang (49.5%). Manakala seramai 150 (35.9%) orang responden bekerja dalam bahagian sokongan dan 61 (14.6%) orang responden bekerja dalam bahagian pengurusan organisasi.

Analisis Deskriptif

Berpandukan jadual 2, hasil analisis mendapati tahap aliran komunikasi ke atas berada pada tahap sederhana dengan nilai min keseluruhan=3.64 dan sisihan piawai=0.83. Begitu juga dengan tahap aliran komunikasi ke bawah turut berada pada tahap sederhana dengan nilai min keseluruhan=3.67 dan sisihan piawai=0.880. Walaubagaimanapun, ianya tidak menunjukkan perbezaan yang ketara dan masih memberikan nilai min sederhana bagi tahap aliran komunikasi menegak. Manakala tahap aliran komunikasi mendatar berada pada tahap tinggi dengan nilai min keseluruhan=3.95 dan sisihan piawai=0.719.

Jadual 2 Analisa Tahap Aliran komunikasi dalam Organisasi PKS Sektor Perkhidmatan

Pembolehubah	Min Keseluruhan	Sisihan piawai	Interpretasi
Komunikasi ke atas	3.64	0.830	Sederhana
Komunikasi ke bawah	3.67	0.880	Sederhana
Komunikasi mendatar	3.95	0.719	Tinggi

PERBINCANGAN

Dapatan kajian menunjukkan bahawa tahap aliran komunikasi menegak iaitu komunikasi ke atas dan ke bawah masih berada tahap sederhana dalam organisasi PKS sektor perkhidmatan di Utara Semenanjung Malaysia. Hasil dapatan kajian selaras dengan dapatan kajian Sethela (2011) dan Raina & Roebuck (2014) iaitu apabila aliran komunikasi ke bawah masih tahap sederhana, menyebabkan tahap kekaburan peranan meningkat menyebabkan tahap prestasi kerja pekerja berkurang kerana pekerja tidak dapat memahami tugas yang diberikan dan melaksanakan tugas dengan kurang berkesan. Penemuan ini dapat menjelaskan bahawa pekerja dalam sektor perkhidmatan amat terdedah kepada kekaburan peranan terutama dalam konteks PKS kerana mereka umumnya menerima sedikit latihan dan melakukan penyeliaan yang minimum (Dubinsky & Mattson, 1979). Selain itu, dapatan kajian menggambarkan bahawa para pekerja PKS masih kurang berinteraksi dengan pihak majikan. Ia selaras dengan kajian Raina & Roebuck (2014), apabila pihak pengurusan masih berkuasa dalam penetapan sesuatu keputusan walaupun pekerja diberi peluang mengemukakan pandangan dan idea mereka. Namun begitu, komunikasi mendatar dilihat menjadi aliran penting dalam organisasi PKS sektor perkhidmatan. Tidak dinafikan, komunikasi antara pekerja menjadi sangat penting dalam kalangan pekerja yang melibatkan perkhidmatan. Dapatan kajian selaras kajian (Chan & Lai, 2017; Kandlousi, Ali & Abdollahi,2010) , komunikasi sesama rakan sekerja di setiap unit atau jabatan membolehkan para pekerja melaksanakan aktiviti kerja dengan berkesan dan ketepatan maklumat berkaitan dengan kerja membolehkan pekerja melaksanakan kerja dengan lebih baik terutamanya semasa melaksanakan kerja perkhidmatan khususnya dalam PKS.

CADANGAN DAN RUMUSAN

Dapatan kajian menunjukkan tahap aliran komunikasi menegak dalam organisasi PKS khususnya sektor perkhidmatan ini masih berada tahap sederhana, terutamanya dalam komunikasi ke atas dan ke bawah. Manakala komunukasi mendatar iaitu komunikasi antara pekerja dalam unit yang berbeza adalah tinggi. Hasil kajian ini memberikan gambaran bahawa aliran komunikasi menegak iaitu komunikasi ke atas dan ke bawah perlu dipertingkatkan agar para pekerja berpeluang menyampai dan berkongsi segala idea atau pandangan serta meluahkan permasalahan sepanjang proses perlaksanaan kerja dilakukan terutamanya melibatkan proses penyampaian perkhidmatan kepada pelanggan. Pihak pengurusan terutamanya penyelia perlu lebih aktif dalam menyampaikan maklumat berkaitan dengan aktiviti, matlamat dan objektif pencapaian organisasi yang telah dirancang kepada pekerja bagi memudahkan proses perlaksanaan kerja oleh pekerja. Aliran komunikasi menegak boleh dijadikan pemangkin dalam mencetuskan hubungan yang erat antara pihak pengurusan atasan dengan pihak bawahan. Namun begitu, komunikasi antara pekerja dalam organisasi PKS bukan sahaja dapat membantu mempercepatkan proses perlaksanaan kerja malah ia berupaya wewujudkan persekitaran kerja yang kondusif di sampingmeningkatkan keakraban hubungan antara ahli dalam organisasi. Jesteru itu, pengkaji melahirkan harapan agar pihak yang terlibat dalam pengurusan dan pembangunan sektor PKS khususnya sektor perkhidmatan memainkan peranan dalam memantapkan aspek pengurusan dan pembangunan PKS terutamanya dalam aspek pengurusan komunikasi dalaman organisasi kerana kecekapan dan keberkesananan dalam membina ketelusan penyebaran maklumat yang betul dan berguna, mencerminkan kecekapan dan keberkesanan organisasi PKS untuk terus kekal dan berdaya saing dalam pembangunan ekonomi negara.

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GENERATIONAL COHORT AND MEDIA CONGRUITY: A STUDY IN MALAYSIA

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ABSTRACT

This present study employs generational cohort theory an alternative method to segment and identify consumers' profile and its media congruity in a developing country (i.e. Malaysia). It is more efficient and reliable than other segmentation methods such as demographic variables and cross sectional. We aim to validate the generational cohorts' external events (e.g. historical, social events). A self-administered survey was used and the respondents consisted of two generational cohorts (Boomers and Generation Y). A total of 370 useable data was collected. The study indicated that respondents from both generational cohorts clearly responded to the external events occurred during their coming of age (i.e. age 17-24) this had an impact on them. We validated the external events proposed from the literature and empirically confirmed that the external events influenced by both generational cohorts. In addition, it suggests additional external events that influence generational cohorts apart from the literature. This study contributes to identifying and establishing generational cohorts in Malaysia. It will be useful in predicting consumers' media preferences by using generational cohort profile.

Keywords: generational cohort; media congruity; digital native; digital immigrant

INTRODUCTION

Nowadays, many firms face challenging conditions to remain competitive. There are a number of factors that contribute to the current situation such as globalisation, new digital technologies (e.g. internet, social networking sites) and the global financial crisis (Kotler, Kartajaya, & Setiawan, 2010; Meenaghan, 2013). These challenges make firms more careful in using marketing budget allocations to meet target consumers. "One size fits all" assumption is no longer practicable or feasible especially in current environments. Therefore, brands need to identify and segment consumers' profile (e.g. characteristics, attitudes, and preferences) before implementing marketing communication activities (Schewe & Noble, 2000).

There are several traditional methods in identifying and segmenting consumers (e.g. demographic variables and cross sectional). However, the previous studies found that generational cohort theory (GCT) was more efficient and reliable in segmenting consumers (Loroz & Helgeson, 2013; Schewe, Noble, & Meredith, 2000). GCT is defined as a group of individuals who were born in the same period and experienced the socialisation of external events (e.g. social, political, economic and technological) during their coming of age (Mannheim, 1952; Schuman & Scott, 1989). The external events experienced by individuals have an impact on the formation of a cohort. Generational cohort profiles are homogeneous among the same cohort members. However, the profile is distinct from other cohorts' (Motta, Schewe, & Rossi, 2002; Schewe & Noble, 2000). Each cohort has a unique profile (e.g. characteristics, values, attitudes, and preferences) as they have experienced different external events. It requires firms to identify significant external events encountered by a cohort that would affect their profiles (Schewe et al., 2000).

The uses of GCT as a segmentation method has been widely used in other countries such as the United States (U.S), Russia, China, New Zealand, Brazil and Mexico (Fernández-Durán, 2016; Meredith, Schewe, Hiam, & Karlovich, 2002; Schewe et al., 2013), and it is useful in determining and segmenting consumers' profile (Fam, Waller, Ong, & Yang, 2008; Gardiner, Grace, & King, 2013). Therefore, identifying generational cohorts' profiles (e.g. values, attitudes, and characteristics) in a particular country is pivotal in consumer segmentation since each country has a unique socialisation process (i.e. external events).

Our study focuses on the developing country context and chooses Malaysia as a multi-ethnic country with a diverse cultural backgrounds and a plural society (Fontaine, Richardson, & Foong, 2002; Jali, 2003; Milner, 1991). Malaysia has a unique characteristic not only among its cohorts but also between ethnic groups. To the best of our knowledge though, only three studies explored generational cohorts in Malaysia (de Run & Ting, 2013; Ting & De Run, 2012). However, these studies only focus on one particular state in Malaysia (i.e. Sarawak). Moreover, there is a lack of studies determining generational cohorts in Malaysia (Sharipudin, Gazley, & Fam, 2011; Ting, Run, & Fam, 2012). Therefore, it is necessary to validate the external events that classify generational cohorts in the country.

Based on the literature (see Table 1), five generational cohorts were identified in Malaysia. However, only two cohorts (i.e. Gen Y and Boomers) were chosen since Gen Y consists of a greater number of members (Department of Statistics Malaysia, 2012), and most Boomers are mature consumers and are established in their careers (Gardiner, Grace, et al., 2013). Both generational cohorts represent current and future consumers. We intends to address the limitations by conducting a generational cohort study in a developing country, specifically Malaysia. It requires the validation and reconfirmation of the external events that have been identified by conducting an empirical study rather than relying on the literature (Noble & Schewe, 2003).

Hence, the main objective of this current study is to validate and reconfirm the external events for both generational cohorts: Boomers and Gen Y. Moreover, this current aims to identify which type of media (e.g. new and traditional media) that congruent with generational cohorts based on their profiles. We use Digital Native and Digital Immigration definition to segment generational cohort congruity with media.

LITERATURE REVIEW

Generational cohort theory

Generational cohort theory (GCT) can be defined as a group of individuals who were born in the same period, and experienced the same external events (historical, social event) during their coming of age (i.e. late adolescence and early adulthood) (Mannheim, 1952; Schewe & Noble, 2000). The external events experienced by individuals have an impact on the formation of generational cohort's profile (i.e. values, characteristics, attitudes and behaviour) (Meredith & Schewe, 1994; Meredith, Schewe, & Karlovich, 2002; Schewe et al., 2000), and it remains unchanged for their entire life (Schuman & Scott, 1989). Motta et al. (2002) point out those individuals in the same generational cohort are homogeneous and share a common profile. However, they are different from other generational cohorts. It could be argued that each cohort might have a different profile compared to other cohorts based on external events that they encountered during their coming of age period (Schewe & Noble, 2000).

A number of scholars suggest that external events experienced by individuals during their coming of age (e.g. age 17-23) affect the formation of generational cohorts' profiles (Mannheim, 1952; Noble & Schewe, 2003; Schuman & Scott, 1989). Coming of age is a powerful period to create individuals' profiles and the profiles remain unchanged for their entire life (Loroz & Helgeson, 2013; Meredith, Schewe, & Karlovich, 2002). Therefore, this current study decided to choose 17 to 23 as the coming of age period to identify consumers' defining moments (Schewe & Meredith, 2004; Schewe et al., 2000).

Unlike the traditional generation segmentation method, a cohort's period is not determined by the length of the time (e.g. 20 to 25 years) (Meredith & Schewe, 1994). It can be shorter or longer than other cohorts', and it also does not have a fixed period since it depends on external events experienced during the cohort's coming of age (Meredith & Schewe, 1994; Meredith, Schewe, & Karlovich, 2002; Schewe et al., 2000).

Segmenting generational cohorts based on external events might be useful to distinguish one cohort from another (Gardiner, King, & Grace, 2013; Schewe & Noble, 2000). A number of scholars believe that external events have an impact on individuals' profile (e.g. values, characteristics, attitudes and behaviours) [e.g. (Gardiner, Grace, & King, 2014; Mannheim, 1952; Schuman & Scott, 1989). Thus, it is essential for marketers to identify the significant events experienced by consumers during their formative years in order to understand their values, characteristics and preferences (Noble & Schewe, 2003; Schuman & Scott, 1989).

Generational cohorts in Malaysia

We identified the significant external events that occurred in Malaysia, and these events contributed to the establishment of generational cohorts' profiles during their coming of age (Schewe & Noble, 2000). As mentioned earlier, we choose Malaysia as a multi-ethnic country with a diverse cultural background (Westwood & Everett, 1996), and a heterogeneous and plural society (Fontaine et al., 2002). Moreover, Milner (1991) states that the Malaysian population is diversified by ethnicities, religions, languages, cultures, and economic interests despite all citizens living in the same country. Based on the literature review related to Malaysian external events (e.g. history and past events), there are five generational cohorts in Malaysia (see Table 1).

Table 4. Generational cohorts in Malaysia

Generational cohort	External events
1. The end of colonial era Born : 1924 and 1940; Coming of age: 1941 to 1957; Current age 78 and 94 (2018)	• World War II, Japanese occupation, Malayan Union, The Malaysian emergency, The first general election in Malaysia, The Malaysian Independence Day
2. The post-independent cohort Born : 1941 and 1952; Coming of age: 1958 to 1969; Current age 66 and 77 (2018)	• Confrontation between Malaysia, Indonesia and Philippines, The formation of Malaysia, The separation of Singapore from Malaysia, Racial Riot in 1969
3. Boomers Born : 1953 and 1963; Coming of age: 1970 to 1981; Current age 55 and 65 (2018)	• New Economic Policy (NEP), National Ideology
4. Generation X Born : 1964 and 1979; Coming of age: 1981 to 1997; Current age 39 and 54 (2018)	• First national car, Privatization policy, Vision 2020, Look east policy, “Lalang” operation
5. Generation Y Born : 1980 and 1994; Coming of age: 1997 until recent; Current age 24 and 38 (2018)	• Internet advent, Financial crisis, Malaysian Deputy Prime Minister expelled, Reform movement, Coalition for Clean and Fair Elections (BERSIH) demonstration, 2008 General Election, 1Malaysia concept

Generational cohorts and media congruity

Self-image congruence may be defined as the level of individuals’ perceived or evaluated self-concept congruence with the brand, product, store, sponsorship event image or personality (Sirgy, 1985; Sirgy, Lee, Johar, & Tidwell, 2008). Self-image congruence is also known as “self-congruity” (Sirgy, 1985; Sirgy et al., 2008). We use media self-congruity throughout the article since it focuses on generational cohorts and its media preferences.

There are two types of media focus in this current study: new and traditional media. The term new media refers to digital media (e.g. websites, social networking sites), whereas, traditional media refers to non-digital media (e.g. newspaper, television and radio). The difference between both types of media is in terms of user interactivity. Liu and Shrum (2002) proposed three elements to define interactivity in media. Firstly, active control (users can control the media by accepting or declining information), secondly, two-way communication (online communication between the media and the users), and finally, synchronicity (the degree of synchronisation between a user’s input to a communication and the response they receive from the communication). All the interactivity elements are available only in new or digital media, and cannot be found in traditional or non-digital media. Taking the above discussion into consideration, this current study uses the definition to differentiate between new and traditional media.

Prensky (2001) coined the terms "Digital Native” and “Digital Immigrant” to distinguish groups based on their knowledge and capabilities in digital technologies (e.g. internet, social networking sites). He defined a Digital Native as “a group of people who grow up in the digital world and are fluent with the digital language”. Technology influences their profile, especially when it comes to media selection and preferences. On the other hand, a Digital Immigrant belongs to the generation born before digital technology emerged. These people need time to learn and understand digital technology (Prensky, 2001, 2004). Therefore, the basis for determining media congruence among generational cohorts is derived from digital capabilities and knowledge of the digital technology.

RESEARCH METHOD

The respondents consisted of alumni, staff and current students of major universities in Malaysia, and their involvement was voluntary. Besides, we applied a snowball sampling technique and requested the respondents to distribute the questionnaires to their family members, relatives and friends.

We adapted the scale from Schuman and Scott (1989) and Noble and Schewe (2003). The respondents received a list of the external events obtained from the literature (see Table 1). They were required to choose up to ten external events that were personally important to them (e.g. Please choose up to TEN (10) of the following historical events that are the most important to you). Then, they were required to allocate a value from 1 to 10 in order to indicate the importance of the external events (1= the most important event; 2 = second-most important; 10 = the least important event). In addition, the respondents were also asked to list additional external events that were not included in the external events list, but were personally important to them whether they were national or international events. An additional question was asked to verify whether the respondents lived in Malaysia during their coming of age (e.g. did you live in Malaysia when you were 17 to 23 years old). Only the respondents who had lived in Malaysia during their coming of age were considered as valid respondents to avoid any bias (e.g. did not experience personally) (Noble & Schewe, 2003).

FINDINGS

A total of 370 useable data was collected. This study found that Boomers (n=111) frequently referred to the Racial Riot of 1969, the establishment of the New Economic Policy (NEP), the formation of the National Ideology, Japanese Red Army hijacking the AIA building, and the "Memali" incident as the influential external events.

Meanwhile, Gen Y (n=259) cited the BERSIH demonstration was the most influential event for Gen Y (69.1%). The other influential events such as "Ops Daulat", the emergence of the Internet in Malaysia, tsunami in Aceh, Financial Crisis 1998, and Anwar Ibrahim's being expelled as the Deputy Prime Minister. Besides, the 2013 General Election was frequently suggested by Gen Y as an influential external event. As a result, these are the revised external events that have influenced Malaysian Gen Y: Coalition for Clean and Fair Elections (BERSIH) demonstration, "Ops Daulat" in Lahad Datu, The emergence of the Internet in Malaysia, Tsunami in Aceh, Financial crisis 1998, Anwar Ibrahim's dismissal from his position as the Deputy Prime Minister, 2008 General Election, 1Malaysia concept, Reform movement, and 2013 General Election.

DISCUSSIONS AND CONCLUSIONS

Based on the findings, we relate generational cohorts' profiles and their media congruity according to Prensky's definition (2001). Our study refers Digital Native generation to Gen Y, whose experience of the emergence of digital technology during their formative years could possibly have influenced their profile (e.g. values, characteristics, and preferences). Gen Y are more competent and more knowledgeable in digital technologies as compared to the Digital Immigrant generations. In contrast to the Digital Native generation, the Digital Immigrant generation needs more time to learn about digital technologies since the technologies were not available during their childhood.

Gen Y experienced the emergence of the internet era (i.e. digital technology) during their coming of age. This is considered a significant event that could have influenced them. Gen Y had a higher preference than other generational cohorts for digital media such as the internet (e.g. websites) and social networking sites (SNS) (e.g. Facebook) than non-digital media or traditional media (e.g. television, printed newspaper, radio) (Luck & Mathews, 2010; Moore, 2012; Obal & Kunz, 2013). They also spent more time using the internet than other traditional media (e.g. newspaper, radio, television) (Chan & Fang, 2007), and they were deemed to be more competent with digital technologies than older generations (Salajan, Schönwetter, & Cleghorn, 2010). They regularly used SNS as a medium of communication (Ellison, Steinfield, & Lampe, 2007; Subrahmanyam, Reich, Waechter, & Espinoza, 2008). In contrast, Boomers generation relied more on traditional media than digital media as a medium of information and purchase decision (Harmon, Webster, & Weyenberg, 1999; Keane & Fam, 2005) since they seemed to have little trust in the internet as compared to Gen Y (Obal & Kunz, 2013). Thus, we suggests that Gen Y are belonging to the Digital Native generation may have a high degree of congruity with digital media as compared to Digital Immigrant generations (e.g. Boomers).

Our findings imply that it is crucial to choose the right communication strategies (e.g. new or traditional media) that have more congruency with generational cohorts' profile to improve consumers' perceived congruence on a brand (Bridges, Keller, & Sood, 2000) and elicit a positive attitude (Rodgers, 2007; Suh, Kim, & Suh, 2011). Brands or firms need to choose an appropriate form of media that suits the target consumers in order to promote and communicate their brands or products since each generational cohort has its own media preferences (Bennett, Sagas, & Dees, 2006b).

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ADJUSTING TO A MULTICULTURAL SOCIETY: DOES REGION MATTER?

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ABSTRACT

Research suggests that success and failure of adjustment are associated with various reasons such previous experience, social support and family adjustment, the role of country of origin, which is usually associated with low- and high-context cultural background, in facilitating and inhibiting adjustment cannot be ignored. Thus, the main purpose of the paper is to discuss the differences in adjustment of Malaysia's hotel expatriates. Two-hundred and three usable data were analyzed. The result suggests th at region or country of origin, which also relates to culture distance, contributes towards expatriate adjustment in Malaysia. Beside the findings, the paper also discusses the implications and limitations of the study.

Keywords: expatriate adjustment, culture distance,

INTRODUCTION

Studies on expatriation have shown the association between cultural environment and adjustment and how the relationship affects individual adjustments, attitudes and behaviors (see for example Halim, Abu Bakar, & Mustaffa, 2017; Selmer, 2001; Yavas & Bodur, 1999). Church (1982) notes that culturally adjusted expatriates are open to the host culture and thus, able to adjust their behaviors, norms and rules to the present environment. On the other hand, maladjusted expatriates will experience anxiety which leads to various negative work-related consequences such as lower job satisfaction and performance (Naumann, 1993), that could lead to premature return to the home country (Harzing, 1995). Hence, expatriate adjustment has become important research area in international business and cross-cultural literature.

To date, most research on expatriation has the tendency to concentrate on studying expatriates in homogeneous and developed cultures such as Hong Kong, China, Japan and North America as assignment destinations (Black & Gregersen, 1991; Selmer, 2001), as well as those originated from a single country like North America or Japan (Myers & Pringle, 2005; Selmer, 2001; Peltokorpi & Froese, 2009). As argued by Kittler, Rygl, MacKinnon, and Wiedemann (2011), studies on expatriates in Asian countries (homogeneous culture) seem to have dominated past research efforts. While it is acknowledged that there has been research conducted on expatriates originating from a number of different countries locating in a single location (see for example Peltokorpi & Froese, 2009; Selmer, 2001; Shaffer, Gregersen, Harrison, Black & Ferzandi, 2006), these research however, did not look at the difference in adjustment of expatriates to the country of assignment.

Reviews of the literature have also revealed that empirical studies comparing adjustment of expatriates in a developing, multiracial country are still scarce although the higher failure rate in developing countries is described as rather frightening, as this is the region where the most "attractive" and "growing" countries of the world are located (Shay & Tracey, 1997, p. 32). In bridging this gap, the present research hopes to investigate the adjustment of expatriates in Malaysia. As a developing, multicultural society, Malaysia is worth investigating especially when the country has become one of the preferred foreign direct investment (FDI) destinations in the South East Asia (MIDA, 2009).

The research project focused on the hotel industry in respond to the call made by Causin, Ayoun, and Moreo (2010) who suggested that more studies are needed to look at adjustment among hospitality practitioners as to date only a handful of published studies have explored the issue in hotel industry. As argued by Causin et al. (2010), the desirable attributes for expatriates in the hotel industry are somewhat different from those of other industries. Shay and Tracey (1997) and Tung (1981) further noted, adaptability, flexibility and good communication skills may be desirable attributes for expatriate managers in general, but the nature of the hospitality industry requires a highly developed set of interpersonal and relational skills. Furthermore, this group of expatriate must understand the local culture and comprehend the needs of a diverse customer base.

LITERATURE REVIEW

Literature suggests that if an expatriate travels to a country where culture similarities exist, it is is more likely that the expatriate will succeed. On the other hand, those who come from a culture different from one's own will experience otherwise, since they will be more likely to encounter problems in understanding the values and practices of the new culture. Research by Parker and McEvoy (1993) suggest that culture distance affects the expatriate's interaction adjustment and general adjustment negatively. This means that the greater the culture distance the less likely they are to succeed. Peltokorpi and Froese (2009) posit that the bigger the difference between the home and the host cultures, the more difficult it is for the expatriate to adjust especially to work and nonwork related areas.

Early research on the issue of expatriation revealed that less than a third of premature returns were related to work-specific reasons. In most cases of failure, cultural adjustment was the main factor. Tung's (1981) study for example, provides the groundwork for topic on expatriate adjustment by examining success and failure rate among expatriates across several industries. The respondents of her study were expatriates from Europe, Japan and North America. In her study, Tung found that US expatriates record a higher failure rates than those of other countries (i.e. Japan and European). Tung suggests that the three most common reasons for American expatriates' failures are: (1) the inability of the spouse to adapt to the host culture; (2) the inability of the expatriates themselves to adapt to the host culture; and (3)family-related problems associated with foreign assignment. The higher failure rate among American expatriates could also be attributed to the attitude, values and beliefs, where Americans usually possessed greater feelings of superiority and ethnocentrism, which consequently affect their adjustment to foreign cultures. A lot of books and movies portray American culture, business and politics as superior and as a consequence, individual Americans may see themselves as superior to others in almost every aspect of lives.

Malaysia Truly Asia

Malaysia is a plural society that is made up of three main racial groups (the Malay, Chinese and Indian) and other ethnic groups, especially in Sabah and Sarawak. The last decades have seen Malaysia undergone remarkable changes and significant progress in race relations. Mutual respect for each other's culture, traditions, religious beliefs and way of life has created a peaceful social environment, stable political climate and a strong economy for the nation. Even though Malaysians in general still hold very strongly to the traditional values and beliefs, the values practiced in its social and business environment are rather flexible compared to the traditional values.

The inflow of expatriates to the country, especially the self-initiated expatriates (SIEs) helps meet the needs for skilled and professional human capital in various fields especially manufacturing, oil and gas, financial services, education and engineering. It was reported that In 2005 there were about 43,548 expatriates in the country, and although there was a slight drop in the number (32,609) in 2006, the figures were still significant (Kanapathy, 2008). The latest statistics provided by the Malaysian Office of Statistics (2012) puts the expatriate population at around 35,000, with no specific figures. In 2006, the top five sending countries of expatriates were India (28.2%), Japan, 14.8%), China (15.1%), the United Kingdom (8.6%) and Singapore (6.7%). A worldwide expatriate association, *Internations* in its publication (2012), reports that expatriates in Malaysia came from almost 180 countries and those from the low-context cultures such as United States, Australia, United Kingdom, Germany were among the top of the list.

Most of these expatriates are concentrated in the oil and gas industry and many of them live in Kuala Lumpur. Other areas where significant number of expatriates are employed are education, hotels and hospitality, banking and finance, IT and business consultancy. Besides them, there is also a large diplomatic community in the country (The Explorer, 2012).

Expatriate Adjustment

Different people may experience different types of difficulty in adjusting to the new culture, depending on how much difference there is between the home and host cultures (Black, Gregersen, & Mendenhall, 1992). It has been suggested that if the culture distance between the home and the host cultures is small, adjustment will be much easier for the expatriates. In other words, the more dissimilarities exist between the home and host cultures, the more difficulty the expatriate will face in adjusting to the work and nonwork areas (Peltokorpi and Froese (2009). SLT also suggests that the degree of difficulty also makes learning and modeling of behavior more difficult. Even though it could be argued that success and failure of expatriation are associated with various reasons as discussed in expatriation management literature, most importantly, this justifies that expatriates from different regions would adjust differently to a new of cultural environment.

Literature has also suggested that expatriates from a culture similar to the host country will experience less difficulty in adjusting themselves to the culture. Empirical research looking at the differences in adjustment of expatriates from different cultural backgrounds, located in one country is rather scarce. Even though Shaffer et al. (2006) specified that their research involved expatriates from 20 nationalities (Hong Kong samples), their research did not specifically looked at the difference of adjustment among these expatriates. Since the study involves expatriates from different cultural backgrounds, it is anticipated that those from a culture distant to the host country will experience difficulties to adjust to the Malaysian culture. Both the U-Curve Theory (UCT) (Oberg, 1960) and Social Learning Theory (SLT) (Bandura, 1977) suggest that those who move to work in a new cultural environment will experience a stage of shock within a few months of their stay. This relate to the literature in the sense that those who come from a country similar to the host, will experience less shock and less difficulty to adjust. Hence, it can be concluded that expatriates will adjust differently to a new culture due to the differences between the home and the host cultures. In proving this, the following hypothesis is generated.

Hypothesis 1: There are significant differences in the adjustment of expatriates from different regions.

METHOD

The research focused only on the 3-, 4- and 5-star hotels as expatriates are usually attached to these rated hotels. In Malaysia, the industry has contributed towards Malaysia's economic growth and it continues to grow very rapidly, especially in Kuala Lumpur, the capital city of Malaysia. As the industry continues to grow, it is also expected that more expatriates from diverse backgrounds and cultures will be needed to work at the facilities. This leads to the purpose of this study, which is to examine whether expatriates from different regions adjust differently to Malaysia's multicultural society.

Respondents

Three hundred and twenty three expatriates working in 3-, 4-, and 5-star hotels located in Peninsular Malaysia were identified. Their positions ranged from the management posts such General Managers, Chief Operating Officer, Chief Finance Officer to non-managerial post, which include chef and technical experts. Based on the total number of expatriates, the appropriate sample size identified for the study was 175 (Saunders, Lewis, & Thornhill, 2007) at a 95 per cent level of uncertainty (15 per cent margin of error). Since their numbers were rather small, all of them were considered as respondents of the study.

Instrumentation

The dependent variable of the research was the expatriate adjustment. The construct was measured using an adapted version of the instrument developed by Black (1988) and Black and Stephens (1989). This set of item was chosen as it had been employed by several researchers (see for example Black, 1988 and Black & Stephens, 1989), had shown high reliability coefficient (α=.84) and the values were consistent in every studies. The first part, of the questionnaire was designed to obtain the demographic characteristics of the respondents.

In measuring the region, the expatriates were asked a direct question about their home country (i.e. Q6: "Your citizenship"). The respondents had to specify their citizenship by filling in the answer in the space provided. From this information, the countries of origin were then categorized based on seven regions (according to the classification of the seven continents, (i.e. North America, Europe, Asia, etc). These were then tested against the adjustment variable.

A total of 400 self-administered questionnaires were distributed through a drop and collect method. The data collection process took almost three and a half months to complete as the researcher collected the data based on the regions (i.e. Langkawi, Penang, Kuala Lumpur and Selangor and the eastern and southern states of Peninsular Malaysia). The return rate was acceptable, where two hundred and forty one expatriates completed and returned the questionnaires, making the respond rates of 75 per cent. Only 203 usable data were analyzed.

RESULTS

In testing the hypothesis, the one-way ANOVA test was conducted. Table 1 revealed that there was a significant different in the pattern of adjustment among expatriates from different region (F=10.977, p<.05).

Table 1. Results of One-Way ANOVA on the Differences of Adjustment

Variable		Sum of Squares	df	Mean Square	F	Sig.
Adjustment	Between Groups	4.27	3	1.423	10.977	.000
	Within Groups	25.79	199	130		
	Total	30.06	202			

*Scheffe Alpha (0.05)

The Post Hoc Scheffe was also conducted to further examine the differences in the adjustment aspect of the expatriates based on the region which they came from. This would specify the specific regions that differ. The analysis showed that there were differences in adjustment for those from North America and Asia as compared to those from European countries. There were also significant differences in the adjustment between those from Australia/New Zealand region as compared to those from North America and Asia. Expatriates from North America and Asia seemed to show no significant difference. Table 2 displays the result of the Post Hoc Scheffe test.

Table 2. Post Hoc Scheffe Test on Differences of Adjustment

Variable	Region (I)	Region (J)	Mean Difference (I-J)	SE	Sig.
Adjustment	Europe	North America	.44103*	.11448	.002
		Asia	.29786*	.06640	.000
		Australia/NZ	.01346	.06177	.997
	North America	Europe	-.44103*	.11448	.002
		Asia	-.14317	.12194	.711
		Australia/NZ	-.42757*	.11948	.006
	Asia	Europe	-.29786*	.06640	.000
		North America	.14317	.12194	.711
		Australia/NZ	-.28441*	.07469	.003
	Australia/NZ	Europe	-.01346	.06177	.997
		North America	.42757*	.11948	.006
		Asia	.28441*	.07469	.003

* The mean difference is significant at the 0.05 level

DISCUSSIONS AND CONCLUSIONS

The descriptive analyses revealed that most expatriates were below 40, male, educated and married, with accompanying spouse. Most of them came from European countries and hold managerial positions ranging from GM, Chef Executive, Chief Finance Officer, Chief Operating Officer, F & B Manager and Chef. This is consistent with the discussions on the needs for foreign expertise to be recruited or transferred from parent companies to a new location provided earlier which suggests that the need arises due to the shortage of skilled-workers in the industry and the expatriates' know-how which was mostly critical at the senior management level.

A larger segment of the respondents had been in Malaysia between one and two years, which are the normal duration of the assignment and expatriation in hotel industry. A vast majority of the respondents had been on foreign assignments more than twice and they were able to speak foreign languages very fluently. They also admitted to be able to speak Bahasa Melayu although with limited ability (short and simple phrases). The ability helps them to better understand the people and the culture of the host country, and this helps facilitate their adjustment.

The results also revealed that there were differences in adjustment of those originating from North America and Asia as compared to those from European countries, and between those from Australia/New Zealand region as compared to those from North America and Asia. This suggests that the region or country of origin where expatriates came from, which is also related to culture distance contributes toward expatriate adjustment. As can be seen from the results, North American expatriates showed a different pattern of adjustment as compared to those from Asia. This could be linked to the description of low- and high-context culture proposed by Hall (1977). North America was known to belong to the low-context culture, whereas Asia belongs to the high-context culture. Interestingly, Malaysia is located in Asia and is categorized as a high-context culture, where meaning is derived from experiences and assumptions through a less direct verbal and nonverbal communication. Asians are similar and they share almost the same values and this could have led the expatriates from Asia to adjust easier and faster to Malaysian culture. The descriptions of the impact of culture similarities in the UCT and SLT, together with the categorization of low- and high-context cultures could have contributed to the difference in adjustment between expatriates from the two regions. As someone from a low-context culture, the North American values and norms could have contradicted the values and norms of Asians and the differences in their adjustment.

The result also revealed that expatriates from North America and Asia adjust differently than those from European countries. From the literature, European expatriates were known to adjust better than American expatriates. Even though the two countries were classified as "western" countries, but the attitudes, the way they view expatriation and other cultures could have been different, and this had been translated into the differences in their pattern of adjustment. Mendenhall and Oddou (1986) referred to American expatriates as "ugly Americans" due to their tendency to remain in the "expatriate bubble", which could have contributed to the differences in their adjustment. Apart from European, expatriates from North America and Asia are also different in their adjustment as compared to those from Australia/New Zealand region. Even though the Australian/New Zealand region is mainly comprised of Caucasians, where the values and norms differ but the close distance between Asia, especially Southeast Asia and Australian/New Zealand regions, as well as the distance between the region and Malaysia, could also contribute toward the differences in their adjustment. Clearly, the differences in cultures of the world had contributed toward the pattern of adjustment among expatriates.

Although there has been a number of research that look at the influence of country of origin on expatriate adjustment, the finding of this research is unique as it focuses on how expatriates from different countries of origin adjust themselves to a heterogeneous culture as compared to past studies that looked at expatriate adjustment in a homogeneous society. For example, Causin et al. (2011) claimed that they studied expatriates from multiple regions working in a homogenous culture but in their study, they simply described the country of origin of the expatriates but their main focus of the study was the management style of expatriates from different region. The findings from this study came out as expected as various literature had suggested that if expatriates originate from a country that is culturally similar to the country of assignment, they will be more successful in adjusting to the culture but if the culture distance between the home and the host are greater, difficulty in adjusting is expected. Mendenhall and Oddou's (1985) research conformed to the notion that cultural distance between home and host cultures plays an important role in successful expatriation.

Implications

The findings from the study contribute towards a new empirical findings to the literature on expatriation as: (1) there had been very minimal literature on research focusing specifically on expatriates in hotel industry that looked at the differences in adjustment of expatriates from diverse cultures; (2) it was conducted in a multicultural environment, as compared to previous studies which were mostly conducted in a homogeneous society such as in Taiwan, Japan or China. This contributes towards different findings than what literatures had already discussed; and (3) the respondents of the study represented 21 nationalities from seven continents of the world, suggesting that their experiences can be applicable to a wide range of people living and working in Malaysia.

Apart from theoretical implications, the present research also offers practical implications. The findings show that globalization has obviously changed the trend of expatriation from the traditional expatriation – sent by parent companies, to self-initiated traveling. Political and economic stabilities of countries around the world have enabled for more people to move and work abroad. In relation to this, Malaysian government has so far taken a number of initiatives in attracting more foreign talents to the country and the increase in employment of SIEs in certain National Key Economic Areas (NKEAs) could have been related to the government's policy in attracting more foreign talents to work in various industries in the country especially with regard to immigration procedures.

The knowledge gained from this study would definitely contribute to new knowledge in expatriation literature about the differences in adjustment of expatriates (both OEs and SIEs). This would also help organizations, as well as those who are involved with expatriates to be more aware of their needs and hence, help them to successfully adjust to the new environment.

Limitations

Despite its contributions, this study also has limitations in its statistical techniques and data as it only looked at only one particular industry (i.e. hotel). Albeit the aggressiveness of hotel companies expanding their businesses abroad, not much is known about hotel expatriates. This was the main reason why the industry was chosen as the subject of study. Besides, due to the time constraints and the small population of expatriates in the industry, the number of respondents was considered appropriate (return rate of more than 70 per cent). Also, owing to the constraints of time and financial resources, the samples of this study are also limited to expatriates located in Peninsular Malaysia. Thus, the generalization of the results (that all expatriates in Malaysian hotel industry) should be made with appropriate caution.

CONCLUSIONS

Although research on expatriate adjustment and expatriation management has been numerous, this study is meant to enhance our understanding of the issues related to cross-cultural adjustment and expatriation management within the context of hotel industry. It has generated fruitful avenues with regard to the influence of country of origin on expatriate adjustment Future research should consider exploring further on expatriates in other industries as bigger sample size and a wider representation of expatriates from different countries can contribute toward a greater generalizability of research findings.

Future research should also consider a mixed-method approach in studying expatriation as it would yield more comprehensive findings on expatriation. An interview method would enable a researcher to obtain an in-depth answer to a certain issue in adjustment, such as work roles would enable the researcher to obtain more information about their problems and motivations related to their work in a new cultural environment. As Earley and Peterson (2004) argued, the topic of cultural adjustment remains compelling but incomplete and this group of expatriate should be further explored in studies seeking to explain expatriate adjustment.

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MEDIA SOSIAL DAN KOMUNIKASI ANTARABUDAYA: SATU KAJIAN KES DALAM KALANGAN PELAJAR ANTARABANGSA

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ABSTRAK

Perkembangan pesat media sosial telah menjadi kekuatan utama dalam mempercepatkan trend globalisasi. Media sosial telah membawa interaksi manusia dan masyarakat menjadi kondusif dan mudah. Platform ini memberikan konteks di mana orang di seluruh dunia boleh berkomunikasi, bertukar mesej, berkongsi pengetahuan, dan berinteraksi antara satu sama lain tanpa mengira jarak yang memisahkan mereka. Komunikasi antara budaya melibatkan proses pemahaman melalui interaksi dalam kalangan masyarakat yang berlatar belakangkan budaya yang berbeza untuk hidup di dalam satu bumbung yang sama. Kajian menunjukkan bahawa individu asing cenderung menggunakan media sosial untuk mengadaptasi diri ke dalam budaya tuan rumah semasa penyesuaian mereka di negara baru. Oleh itu kajian dilakukan untuk mengenal pasti kepentingan penggunaan media sosial terhadap komunikasi antara budaya dalam kalangan pelajar daripada negara Timur Tengah dan untuk mengenal pasti kepuasan penggunaan media sosial terhadap komunikasi antara budaya dalam kalangan pelajar daripada negara Timur Tengah. Kajian ini menggunakan kaedah kualitatif dalam mengumpul data dengan melibatkan proses temu bual. Seramai enam orang informan telah dipilih secara rawak bagi menjawab persoalan kajian. Hasil kajian mendapati kepentingan media sosial merujuk kepada keperluan dan kepuasan manusia kepada lima kategori luas iaitu aspek Kognitif, Efektif, Integrasi Peribadi, Integrasi Sosial dan Melarikan diri dan terakhir sekali merupakan aspek kepuasan media sosial dalam komunikasi antara budaya.

Kata kunci: media sosial, komunikasi, antara budaya, kegunaan, kepuasan

PENDAHULUAN

Kelahiran pelbagai budaya di dalam suatu persekitaran yang sama menyebabkan kesukaran untuk berkomunikasi berlaku apabila masyarakat atau individu yang terdiri daripada budaya dan bahasa berbeza bertemu dan hidup di dalam satu atmosfera yang sama. Masalah perbezaan kebudayaan boleh menimbulkan situasi perselisihan faham, dan pandangan streotaip (Hammer, 1989). Salah faham antara budaya dapat dikurangkan apabila orang daripada sesuatu budaya itu mengetahui serba sedikit tentang bahasa dan perilaku budaya orang lain, apabila mereka mengetahui prinsip- prinsip komunikasi antara budaya dan mempraktikkannya dalam berkomunikasi dengan orang lain (Deddy Mulyana & Jalaluddin Rakhmat, 1996).

Interaksi sosial pada masa kini sangat berbeza dengan bentuk interaksi pada zaman dahulu yang menggunakan kaedah tradisional iaitu secara bersemuka. Bermula dengan interaksi sosial secara tatap muka (lisan) (Macionis & Plummer, 2005), kini interaksi sosial manusia telah melangkah ke satu era yang baharu, iaitu interaksi sosial dalam talian. Bertitik tolak dengan penggunaan e-mel pada tahun 1981 dan diikuti dengan Internet Relay Chat Client (1995), blog (1997) dan Yahoo Messenger (1998) di internet, seterusnya telah membawa pengguna kepada satu lagi bentuk interaksi sosial dimensi baru melalui medium yang dikenali sebagai laman jaringan sosial atau Social Network Site (SNS). Secara keseluruhannya, terdapat hampir 170 laman sesawang (web) jaringan sosial yang popular dan aktif termasuklah Facebook (Nazrul Azim, 2010).

Menurut Nicholson (2001), terdapat beberapa kajian lepas yang membincangkan tentang wujudnya pandangan bahawa negara dunia timur berkonteks rendah dan berdimensi kolektivisme, sementara negara dunia barat adalah sebaliknya iaitu cenderung berkonteks budaya tinggi dengan dimensi budaya individualisme menjadi faktor yang menentukan suatu proses adaptasi dan komunikasi antara budaya. Pandangan tersebut memberikan gambaran bahawa jika dua budaya yang berbeza melakukan interaksi, maka akan wujud permasalahan kerana unsur-unsur budaya yang dimilikinya adalah berbeza dan proses komunikasi antara budaya mungkin tidak efektif. Cabaran yang berpunca pada wujudnya perbezaan norma dan budaya dengan budaya asal penghijrah akan mewujudkan perasaan tertekan, tidak selesa bahkan perasaan

marah dan sedih. Pengalaman berhijrah dalam jangka masa tertentu memberikan satu proses pembelajaran ke atas budaya tempatan tanpa atau dengan disedari oleh penghijrah. Secara beransur-ansur penghijrah akan menemukan titik keselesaan dalam penghijrahan ketika pembudayaan sudah dicapai. Apabila tahap keselesaan tersebut sudah dicapai komunikasi antara budaya yang efektif dan aktif dapat dijalinkan dalam kalangan imigran dan juga penduduk tempatan.

Gabel, Dolen dan Cerdin (2005) melihat adaptasi dan komunikasi antara budaya sebagai satu proses transformasi yang dilalui oleh individu di dalam percubaan untuk menjalinkan hubungan dengan masyarakat di sesebuah negara baharu. Constantine, Okazaki dan Utsey (2004) pula menyatakan bahawa adaptasi dan komunikasi antara budaya memerlukan seseorang individu untuk mendalami dan memahami budaya baharu dan cuba untuk menggabungkan tingkah laku dan nilai hidup mereka dengan budaya masyarakat baharu melalui medium yang tertentu dan bukan secara terus. Sakurai, McCall-Wolf dan Kashima (2010) mengatakan bahawa antara cabaran utama pelajar berada di luar negara adalah merasa diri mereka terasing dan juga keliru dalam pemahaman budaya baharu. Gresham (2003) mengatakan bahawa para pelajar memerlukan sistem sokongan yang baik untuk mereka menerajui hidup di dalam budaya baru. Sistem sokongan ini boleh wujud dalam kalangan pelajar-pelajar Malaysia, rakan antarabangsa yang baru ditemui dan juga rakan yang seagama dengan mereka ataupun melalui medium media sosial yang dapat membantu proses komunikasi mereka.

Pengkaji melihat bahawa kajian proses adaptasi antara budaya lebih banyak dilakukan oleh pengkaji dahulu. Akan tetapi masih kurangnya kajian yang melihat tentang kegunaan dan kepuasan yang diperoleh oleh pengguna dalam konteks komunikasi antara budaya. Oleh itu, permasalahan kajian ini adalah untuk mengenal pasti kepentingan dan kepuasan yang digunakan terhadap komunikasi antara budaya dalam kalangan pelajar daripada negara Timur Tengah.

METODOLOGI

Kajian ini menggunakan pendekatan kaedah kualitatif iaitu dengan menggunakan kaedah temu bual. Seramai enam orang pelajar yang terdiri daripada pelajar Negara timur tengah merupakan informan bagi kajian ini. Soalan protocol temu bual adalah dalam bentuk berstruktur.

DAPATAN KAJIAN

Hasil daripada proses temu bual bersama enam orang informan yang terdiri daripada pelajar negara timur tengah ini telah memberikan pelbagai respon yang berbeza mengikut pengalaman dan perspektif mereka yang tersendiri. Bagi melihat kepentingan penggunaan media sosial di dalam komunikasi antara budaya dalam diri mereka berdasarkan sembilan aspek yang dinyatakan sebagai dimensi kepentingan penggunaan media sosial dalam komunikasi antara budaya dalam kalangan pelajar daripada negara timur tengah, aspek integrasi sosial didapati sebagai aspek yang paling tinggi sebagai tujuan kepentingan informan menggunakan media sosial untuk berhubung dengan keluarga, rakan dan juga masyarakat tempatan. Aspek kedua tertinggi yang dilihat sebagai kepentingan informan menggunakan media sosial dalam komunikasi antara budaya ialah aspek kognitif iaitu untuk mengacapi maklumat dan pengetahuan bagi mencapai kepuasan tertentu dalam komunikasi antara budaya. Seterusnya diikuti oleh aspek Integrasi sosial, Kognitif, Hubungan peribadi, Pengawasan, Efektif, Identiti peribadi, Integrasi peribadi, Melepaskan diri (diversion) dan terakhir sekali ialah aspek Menenangkan fikiran. Namun begitu, di dalam kajian ini hanya lima aspek keperluan yang akan difokuskan berteraskan soalan-soalan temu bual yang dibina berpandukan Teori Kegunaan dan Keperluan di dalam konteks komunikasi antara budaya iaitu aspek Kognitif, Efektif, Integrasi Peribadi, Integrasi Sosial dan Diversion (Melarikan diri).

Kognitif

Keperluan kognitif bermaksud individu menggunakan media untuk mendapatkan maklumat dan memenuhi keperluan mental dan intelektual mereka. Di dalam konteks komunikasi antara budaya ini melalui hasil temu bual dengan informan berkenaan medium apa yang digunakan mereka untuk berhubung dan mengetahui latar belakang dan budaya Malaysia hasil temu bual telah mendapati bahawa informan menggunakan media Facebook dan YouTube untuk mencapai maklumat dan pengetahuan yang diinginkan. Tambahan pula, antara keperluan pengetahuan yang diinginkan oleh mereka ialah keperluan maklumat tentang budaya masyarakat Malaysia, makanan, tempat dan juga untuk mempelajari Bahasa Melayu. Penggunaan YouTube dilihat sebagai penggunaan paling utama oleh informan hasil dari maklumat yang dikutip dari temu bual. YouTube digunakan sebagai platform untuk informan mempelajari Bahasa Melayu menerusi tontonan drama, kartun, lagu-lagu Melayu serta ia juga digunakan untuk mendapatkan pengetahuan tentang makanan serta tempat menarik di Malaysia.

Integrasi Sosial

Integrasi sosial merujuk kepada keperluan individu berhubung dan bersosial dengan orang lain bagi meningkatkan interaksi sosial. Berdasarkan analisis dari hasil temu bual informan dari aspek Integrasi sosial yang dipecahkan kepada satu segmen yang berkaitan iaitu bagi tujuan berhubung dengan masyarakat tempatan dan rakan asing yang lain. Apabila disoal tentang aspek hubungan dengan pelajar tempatan di Universiti Utara Malaysia dan adakah media sosial membantu informan dalam menjalinkan hubungan dengan rakan-rakan di sini, informan memberikan respon yang positif dengan menyatakan media sosial sangat membantu mereka dalam menjalinkan hubungan dengan masyarakat tempatan. Hampir kesemua informan menyatakan bahawa mereka mendapat rakan baru di Malaysia dengan menggunakan media sosial Facebook. Selain itu ada juga informan yang mengatakan bahawa wujud hubungan persahabatan mereka dengan masyarakat tempatan melalui aktiviti kelab dan persatuan, hubungan tersebut seterusnya akan berkembang ke fasa yang lebih rapat apabila mereka mula berinteraksi dengan Facebook. Tambahan pula, informan memberikan pendapat mereka dengan menyatakan bahawa platform Facebook digunakan oleh mereka untuk berhubung dengan individu yang tidak mereka kenali dengan rapat serta digunakan juga sewaktu mereka merasa takut, segan atau tidak selesa untuk mendekati seseorang untuk tujuan berkomunikasi oleh itu mereka akan menggunakan Facebook sebagai medium untuk mereka berkomunikasi dengan individu tersebut. Selain itu, informan juga menyatakan bahawa medium media sosial merupakan platform yang paling efektif untuk mereka menjalinkan hubungan dengan pelajar tempatan dan pelajar asing dari negara lain kerana tidak ada medium komunikasi lain yang boleh digunakan selain daripada komunikasi bersemuka. Informan juga menyatakan bahawa media sosial seperti Facebook dijadikan alat pengganti kepada komunikasi bersemuka mereka dengan rakan tempatan dan rakan dari negara asing yang lain dalam membentuk komunikasi antara budaya dengan mengemukakan pendapat mereka.

Efektif

Individu menggunakan media untuk memenuhi keperluan emosi mereka yang merangkumi semua jenis emosi, keseronokan dan perasaan orang lain. Apabila disoal tentang bagaimana media sosial membantu informan untuk menjalinkan hubungan dengan masyarakat tempatan, kebanyakan informan memberikan reaksi yang positif dengan mengatakan bahawa media sosial dijadikan sebagai tujuan berteman, hiburan dan perkongsian emosi dalam kalangan informan. Tambahan pula jika disingkap dari aspek hubungan komunikasi antara budaya pula, informan menyatakan bahawa mereka berkongsi masalah, cerita dan perasaan bersama rakan-rakan tempatan dan rakan lain mereka di sini di Facebook, dengan cara ini mereka boleh menjadi lebih rapat dan berkongsi pendapat antara satu sama lain. Informan menyatakan bahawa kehadiran YouTube dan Facebook membantu mereka untuk meluangkan masa dan berhibur dengan melihat video dan melayari Facebook, dalam masa yang sama tontonan video di YouTube tentang adat dan budaya Malaysia juga membantu mereka dalam mengetahui kebudayaan negara Malaysia. Ada juga informan yang menyatakan bahawa apabila mereka menggunakan media sosial untuk berkomunikasi dengan masyarakat tempatan dan rakan asing yang lain mereka berasa yakin untuk berkomunikasi melalui media sosial daripada melakukan komunikasi bersemuka.

Integrasi Peribadi

Individu menggunakan media untuk tujuan menaikkan kredibiliti dan status mereka. Dari konteks komunikasi antara budaya dalam kalangan informan dan juga pelajar tempatan dan pelajar asing yang lain, informan menggunakan media sosial atas beberapa tujuan yang penting untuk meningkatkan dan menguatkan nilai keperibadian mereka dan juga budaya mereka. Apabila disoal tentang adakah informan berkongsi maklumat atau gambar mengenai ciri-ciri ataupun budaya mereka di media sosial seperti Facebook, kesemua informan memberikan respon yang sinonim di mana mereka akan berkongsi maklumat seperti contohnya makanan dan juga tempat menarik di negara mereka di Facebook. Hal ini dikatakan dapat meningkatkan kredibiliti kebudayaan mereka kerana dalam masa yang sama apabila masyarakat lain yang berbeza budaya dengan mereka melihat maklumat ataupun gambar tersebut di Facebook mereka akan bertanya tentang kandungan maklumat tersebut.

Melalui cara ini secara tidak langsung proses komunikasi antara budaya dapat diwujudkan semasa proses interaksi tersebut. Berdasarkan analisis dari hasil temu bual informan dari aspek Integrasi Peribadi, mereka menggunakan Facebook dan YouTube atas beberapa tujuan dan kepentingan tertentu.

Melepaskan diri (Diversion)

Individu menggunakan media sebagai platform untuk melarikan diri dari masalah dan melegakan diri mereka dari stres. Hasil dari proses temu bual bersama informan mendapati bahawa para informan menggunakan media sosial sebagai platform untuk mereka menenangkan fikiran dan melepaskan diri dari masalah yang berlaku di sekeliling mereka. Hal ini dilakukan dengan kaedah interaksi yang berlaku melalui Facebook, Hal ini dapat disingkap dari aspek komunikasi antara budaya apabila mereka berkomunikasi dengan rakan-rakan mereka yang terdiri dalam kalangan pelajar tempatan dan juga pelajar asing yang lain. Selain itu mereka juga menggunakan YouTube untuk menonton cerita, kartun dan lagu bagi menenangkan diri mereka. Ada juga informan yang menyatakan bahawa dengan melihat kartun Upin dan Ipin bersama rakan sebilik yang merupakan pelajar tempatan dapat memberikan ketenangan kepada mereka, dan dalam masa yang sama informan boleh mempelajari Bahasa Melayu.

Kepuasan: Media Sosial membantu proses Komunikasi Antara budaya

Kepuasan penggunaan media sosial terhadap komunikasi antara budaya merupakan satu bahagian yang menentukan keberkesanan penggunaan media sosial dalam mewujudkan komunikasi antara budaya dalam kalangan informan daripada negara timur tengah. Apabila ditanya tentang adakah informan berpuas hati apabila menggunakan media sosial dalam proses komunikasi antara budaya dengan penduduk tempatan dan adakah platform media sosial membantu dalam berhubung dengan pelajar tempatan tiga responden memberikan respon yang positif dengan menyatakan bahawa media sosial merupakan kunci bagi memudahkan proses komunikasi antara budaya berlaku.

RUMUSAN DAN PERBINCANGAN

Teori yang digunakan dalam kajian sebagai teras kajian ini ialah teori kegunaan dan kepuasan. Teori ini mengandaikan khalayak bersifat aktif dalam mencari dan menggunakan media bagi tujuan tertentu dengan bermatlamatkan media yang dicari itu dapat memberikan kepuasan kepada mereka (Katz, Blumler & Gurevitch, 1974). Oleh itu, dapat dilihat dengan jelas bahawa informan menggunakan media sosial seperti Facebook dan juga YouTube untuk mencapai kepentingan dan kepuasan tertentu terhadap komunikasi antara budaya iaitu kepentingan dari segi Kognitif, Efektif, Integrasi Peribadi, Integrasi Sosial dan Melarikan diri (Katz, Blumler dan Gurevitch, 1974).

Lima aspek ini mempunyai kepentingan-kepentingan yang berbeza bergantung kepada kepentingan peribadi yang diperlukan oleh informan. Kepentingan-kepentingan ini secara langsung menyumbang kepada komunikasi antara budaya dalam kalangan informan dalam menjalankan kehidupan mereka di Malaysia. Sepertimana yang telah dibuktikan dalam kajian Elola dan Oskoz (2009) mendapati bahawa di dalam aspek bahasa asing penggunaan blog di internet dan media sosial bukan sahaja memberi kesan positif kepada perkembangan hubungan antara budaya, tetapi juga dapat meningkatkan tahap kecekapan komunikasi antara budaya.

Kepuasan akan diperoleh sekiranya matlamat yang memotivasikan mereka bertindak menggunakan media tercapai (Tiung et al., 2016). Berdasarkan analisis didapati, informan mendapat kepuasan terhadap penggunaan media sosial Facebook dan YouTube kerana ianya merupakan proses yang cepat, mesej mudah difahami, memberikan maklumat dan menjimatkan masa. Hal ini membuktikan bahawa, matlamat informan telah tercapai sehingga menyebabkan mereka mendapatkan kepuasan apabila menggunakan media sosial seperti Facebook dan juga YouTube.

Sebaliknya jika matlamat atau tujuan yang diinginkan oleh seseorang individu tersebut gagal direalisasikan, individu tersebut akan berakhir dengan kekecewaan (Tiung et al., 2016). Aspek ini dapat disingkap dari segi kajian terhadap kepuasan penggunaan media sosial oleh informan terhadap komunikasi antara budaya. Setiap informan mempunyai pandangan yang berbeza-beza terhadap kepuasan mereka dalam menggunakan media sosial untuk tujuan terhadap komunikasi antara budaya. Hujah yang diberikan bersifat positif dan negatif berdasarkan kepuasan dan perspektif mereka yang berbeza.

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THE PRACTICING OF SUDANESE NEWSPAPERS ON ANTI-CORRUPTION AND ECONOMIC PRESSURE CHALLENGE

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ABSTRACT

In spite of several other resources of national wealth, Sudan is classified amongst the world's poorest and corrupted. The main aim of this study is to identify how Sudanese press practicing the role of anti-corruption and the challenge of economic pressure. Therefore, the present study adopted a qualitative research method using in-depth interviews a purposeful sampling was adopted in selecting four Sudanese newspapers across both governmental and private newspapers operating in Sudan. The findings revealed that the economic pressure by government and media ownership is one of the fundamental factors has negative effect on the newspapers as the significant instrument in providing awareness and information to their societies. In addition, the limitation of this study is that, it is a conceptual paper, Therefore, an empirical study into this issue will help researchers to explore how far the Sudanese press in Sudan are capable of addressing anti-corruption issues in the country.

Keywords: Less press freedom, framing, issues of corruption, Sudan

INTRODUCTION

Corruption is a global threat to state efficiency which is common to both developed and developing countries alike (Delavallade, 2006; Fombad & Fombad, 2015). However, corruption is more evident in developing countries and its ravaging effects are particularly felt in Africa, which unfortunately has earned the status of the most corrupt continent of the world (Fombad & Fombad, 2015; Lawal, 2007). Corruption lies at the core of poor governance and accountability (Arya & Sharma, 2014) as it hinders budget balance, efficient governance of expenditure and mismanagement of the budgetary functions (Delavallade, 2006) as well as overall delivery of public goods and services (Lawal, 2007). In addition, corruption undermines social values as individuals become more at ease with corrupt practices since they see such as easier means of survival and more lucrative means of wealth acquisition compared with the legitimate means (Lawal, 2007). Corruption has thus led to major setbacks in overall progress of many developing countries in Africa. A typical case is Sudan which, in spite of rapid growth of its oil sector among several other sources of national wealth, is classified amongst the world's most poor and corrupt countries (El-Nafabi, 2010; Fombad & Fombad, 2015; IndexEconomicFreedom, 2016; TransparencyInternational, 2016; WorldBank, 2016).

Likewise, Sudan was classified with 0 points and occupied the bottom position along with Sao Tome, Democratic Republic of Congo and Equatorial Guinea in the Open Budget Survey (2008) conducted with Sudan and 84 other countries, The factors which contributed to this state of corruption and abuse of public funds in Sudan included the lack of efficient governance and control in managing public financial system, absence of transparency in government's performance, lack of law enforcement and regulatory bodies, lack of checks

and balances on procurement of funds, untrained and unskilled staff to keep accounts and maintain audits and above all poor wages of public sector workers (Logune, 2006; SudanJAM, 2005). As pointed out by (Lawal, 2007) however, once corruption becomes entrenched in a given society, its negative effects continue to increase. This suggests that the several factors contributing to corruption in Sudan will create more avenues for corruption to continue to multiply and thrive in the country. It therefore becomes of utmost importance for concerted efforts to be targeted at addressing corruption in the country. Just as it is important to have the knowledge of factors causing corruption, the investigation of ways of combating corruption is equally imperative (Bojanic & Madsen, 2014). Studies have identified government transparency and accountability as well as media sensitization, press freedom and citizens' rights to information as some of the major ways of curbing corruption (Arya & Sharma, 2014; Bojanic & Madsen, 2014; Riak, 2013). Given the role of the mass media in framing social reality, the present study focuses on the coverage of issues of corruption by the Sudanese Press as means of examining their effectiveness in combating corruption. Media contributes largely to the success of democracy in today's world. They carry a large database of information, along with their contents and analyses, which could be a useful source for law makers to legislate laws and policies and for voters to choose their governments (Besley & Burgess, 2002; Dunaway, 2008; Lippmann, 1922). Moreover, media is renowned for playing a crucial role in helping people fight against corruption. They can organize countrywide anti-corruption campaigns in order to educate people about corruption, develop awareness about its causes and suitable remedies. Media can also assist prosecution agencies in the investigation of corruption incidents (Sowunmi, Raufu, Oketokun, Salako, & Usifoh, 2010) popularly known for their watch dog functions, media thus can contribute usefully to fight corruption and promote good governance (Odugbemi & Norris, 2010). However, Stapenhurst (2000) opines that media's effectiveness depends much on their access to information, their freedom of expression, professionalism and ethical conduct of the investigative journalists.

Freedom of press contributes to improved accountability, good governance and desired economic development (FreedomHouse, 2015).

Private /public media ownership as well as concerns about media regulation and protection of journalists who investigate corruption issues determine the operations and effectiveness of the media in relation to their coverage of such issues (Stapenhurst, 2000).

The news published by newspapers is not just a report but established wisdom and that is the reason why often a crime news dominates other stories related to various other stories of social injustice committed either by the state or voluntary organizations. Such stories assume lesser importance and at times fall out of media's attention and also from the crime lexicon as understood by people (Muzzatti & Featherstone, 2007). However, the media does not refrain itself from reporting such events that might influence public perceptions and cannot omit them (Muzzatti & Featherstone, 2007) as they potentially create social images and shape people's perceptions. This power of the media in framing issues can very much be associated with issues of corruption for the purpose of my research.

Though Sudan has a large number of local and national newspapers, still not enough attention has been paid to issues of corruption(Spilker, 2012) . Previous studies have focused on the role of media to curb corruption (Sowunmi, Raufu, Oketokun, Salako, & Usifoh, 2010; Stapenhurst, 2000), or relationship between press freedom and corruption (Ahrend, 2002; Becker, Naab, English, & Vlad, 2013; Brunetti & Weder, 2003; Fardigh, 2007; McConnell & Becker, 2002; Sani, 2014; Sowunmi et al., 2010). Meanwhile other previous studies focused on government advertising and its relationship with media coverage of corruption scandals (Tella & Franceschelli, 2009) while (Motlhasedi & Phiri, 2015), focused on the impact of mass media on corruption in South Africa. A few previous studies focused on the practicing of Sudanese newspapers of the role of anti-corruption and the challenge of the economic pressure in Sudan so, this study focus on how Sudanese newspaper cover the news of issues of corruption in Sudan and the challenge of the economic pressure.

The main contribution of this work is to provide insight into the impact of challenge of economic pressure by the government and media owners on the newspapers in reporting the issues of financial corruption in Sudan.

Though the present study has some limitations, the findings could present insights about the analyses of four newspapers as well as the perspectives of editors and journalists on critical issues in Sudan. First, the present study was conducted in Sudan. As for the interviews, there was a necessity to schedule the appointments in advance with the interviewees. However, many pre-arranged interviews were canceled; a number of participants apologized for being interviewed after having an idea about the subject and the content of the interview questions. In addition, a few participants refused to conduct audio interviews, and other participants declined to be photographed, and some others required to receive written interview questions only to write the responses in a written form.

The second challenge is that the topic under exploration is very critical and serious and is under the authoritarian rule of the country. Therefore, the participants may not have responded completely, despite the confidential assurances and commitment that the data collection is only for academic research purposes. However, this problem might only have a little impact on the data collected.

Although few participants were reluctant to give full answers to the interview questions, many others were keen to participate and answer the interview questions clearly.

METHODOLOGY

The present study employed a qualitative research method using in-depth interviews to sufficiently investigation the perceptions of the Sudanese journalists and editors and explore how the practicing of Sudanese newspapers of the role of anti-corruption and economic pressure challenge. A purposeful sampling was adopted in selecting 19 of Sudanese journalists and editors across both governmental and private newspapers operating in Sudan. In order to achieve clearer understandings of the journalists' perspectives, the study adequately supported each theme with models generated by means of employing NVivo 8 software.

Sample design

The selection of the sample for this study was based on purposive sampling procedure. In qualitative research according to Yin (2011), qualitative is mostly examined through purposive sampling. In addition, Guest, Bunce and Johnson (2006) noted that, for a research that aims at examining the opinions and studying the involvement of moderately standardized individual, 12 interviewees are considered appropriate. In this study, twelve interviewees of journalists and editors (three journalists or editors from each one of the four Sudanese newspaper's namely; Aldar, Al Intibaha, Assayha and Sudan vision) was selected for an in-depth interview.

Selecting knowledgeable informants is the most important criteria when studying groups Blair, Czaja, and Blair (2013). Therefore, the researcher employs the following criteria for selecting interview participants for this study;

i. The interviewee must have considerable level of skills, experience and expertise in news editorial and news writing for a minimum of two years

ii. The interviewee must be consented to participate in the interview.

Data collection

In depth interview was the supplementary method for the collection of data for this study. In line with this, interview questions was designed as open-ended. The interview guide was explored the lived experience of editors and journalists on issues of corruption in Sudan. It also allowed the interviewer to ask probing questions as means of follow up. Therefore, the attached interview guide is drafted for the data collection. The interview guide questions are flexible for modification to accommodate responses during and after the interviews. According to Kajornboon (2005) an interview guide encompasses the topic, questions and issues that the researcher wants to cover during the interviews.

Furthermore, in order to have an open and truthful response, the interviewees were informed about the objectives of the study before each interview. Also, the researcher was clarifying to all the interviewees the confidentiality of information that will be given in line with agreement reached through the consent. Supporting this move Gill, Stewart, Treasure, and Chadwick (2008) noted that, it was gave the interviewees some idea of what to expect from the interview and was increase the prospect of honesty and is also, a fundamental aspect of the informed consent process.

All the interviews was recorded using digital voice recorder while notes was also be taken during interviews to compliment the voice recording. The tape recording is one of the best devices for gathering an accurate version of any interviews. (Creswell, 2015; Yin, 2011).

Data Analysis

The data analysis was carried out methodically as listed in Creswell (2015) recommendations. Though, particularly, thematic analysis was used for the analysis of the data. Interview questions was divided into the following themes; corruption, forth state or watchdog, ownership, internal factors and external factor. NVIVO 8 which has a data management software for qualitative data analysis was used to simplify the process of storing, coding, analysis and preparation of graphical representation of data. By using Nvivo 8 the process was faster, accurate and easier for the researcher to handle the many different codes, identified different relationships, and enabled diagrams of emerging findings and preparation of the research reports.

FINDINGS AND CONCLUSION

The data revealed that the newspapers' covering the issues of corruption in Sudan has inadequately. Hence, the present study aimed to identify how Sudanese press practicing the role of anti-corruption and the challenge of economic pressure.

The press industry in Sudan is directly related to the overall situation in the country. The press was not practiced their as anti-corruption instrument in their readers community unless the government has a willingness to provide a complete and comprehensive improvement of the system in the case of Sudanese laws compatible with democracy, thus ensuring the proper legislative environment to provide freedom of the press and also ensures the existence of investigative journalism and the ability to address sensitive issues such as financial corruption in the public sector Governmental organization.

The results of the present study could confirm that there is a clear difference between the newspapers in the way they present the news according to the tendencies, ideology, political color and according to the private interests, the interests of the stakeholders, companies, and the governmental officials which are all determined by the owners of these newspapers.

Another reason for the difference is the financial support provided by the companies in the form of advertisements for different media according to the motives that lead them. While many media outlets seek to ensure that significant financial resources are available, the independent media are not pressured by large companies and thus are more capable and efficient in presenting themselves to the public as independent, transparent and objective media. The study also highlighted the impact of the economic factor on newspapers when it reported on corruption issues in Sudan. Another main finding of this study was to identify how Sudanese press practicing the role of anti-corruption and the challenge of economic pressure.

The major challenges are faced by journalists, such as obstacles that make it difficult to obtain governmental information, taxes and economic pressures on journalists, such as delaying salaries, low wages, workload and poor training. As a result, the Press and Publications Law recommends that press organizations should devote part of their resources to training journalists.

Therefore, it is recommended that the state should remove the financial sanctions such as fines and large financial sanctions and stop the government's orders to punish the press with temporary suspension. Such practices by the government cause large losses to the press institutions, which adversely affect the press work and the development of the newspaper in Sudan.

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WARTAWAN ERA REVOLUSI INDUSTRI 4.0

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ABSTRAK

Kajian ini dijalankan untuk meneroka dan menganalisis hubungan antara komunikasi berantarakan media melalui Whatsapp dan impaknya terhadap tugas kewartawanan. Kajian ini berdasarkan pendekatan kualitatif yang melibatkan wawancara mendalam bersama sepuluh orang wartawan yang dipilih secara bertujuan dari sebuah agensi berita. Penemuan analisis tematik mengesahkan bahawa wartawan menikmati kesan positif yang besar melalui penggunaan Whatsapp untuk memenuhi peranan kewartawanan mereka. Walau bagaimanapun, hasil kajian turut mendapat wujud kesan negatif terhadap tugas wartawan.

Katakunci: Whatsapp, media sosial, kewartawanan, berita

PENGENALAN

Istilah *disruptive technology* yang diperkenalkan oleh Clayton Christensen menerusi karyanya 'The Innovator's Dilemma' pada 1997 menjelaskan bagaimana teknologi bakal merubah ekosistem ekonomi. Telahan tersebut kini menjadi realiti di mana dunia telah memasuki era Revolusi Industri ke-Empat yang juga dikenali sebagai Industri 4.0 (IR4.0). IR4.0 dinatijahkan antara lain dengan kemunculan *disruptive technology* dan pendigitalan. Impak IR4.0 ini tidak terhad kepada industri pembuatan malah turut mempengaruhi industri perkhidmatan seperti industri media.

Apabila teknologi berkembang, organisasi media tidak boleh menolak bahawa komunikasi perantaraan media (KPM) seperti media sosial memainkan peranan penting sebagai hambatan untuk komunikasi yang lebih pantas dan lebih cekap. KPM juga telah menjadi penting untuk mengasaskan, membangun dan menyelenggara perhubungan interpersonal (Walther, 2011). Kajian terhadap KPM biasanya melibatkan persekitaran komunikasi yang berlaku dengan penggunaan komputer berangkaian. Apabila teknologi berkembang, aturan KPM turut berkembang (Yu, 2011; Ismail, Ahmad & Mustaffa, 2017). Ini bermakna, penyelidikan mengenai KPM juga harus diteroka dengan mengambil kira teknologi terkini KPM iaitu aplikasi berasaskan internet mudah alih seperti Whatsap (WA). Dengan penggunaan WA yang kian meluas, makalah ini bermatlamat untuk menyelidiki bagaimana aplikasi WA memberi impak terhadap tugas kewartawanan di Malaysia.

KEWARTAWANAN ERA REVOLUSI INDUSTRI 4.0

Teori Penentuan Teknologi yang diilhamkan oleh Mcluhan (1962) mencadangkan teknologi media memberi impak bagaimana individu berfikir, merasa dan bertindak. Ia juga mengatakan bahawa media komunikasi juga adalah mesej. McLuhan berpendapat bahawa orang akan menyesuaikan diri dengan mana-mana teknologi komunikasi jika komuniti atau masyarakat menggunakannya untuk berkomunikasi. Merujuk kepada perkembangan semasa berkaitan IR4.0, pastinya industri media atau khususnya kewartawanan amat terkesan dan sangat releven dengan situasi tersebut.

Patrick & Skewes (2003) mencadangkan bahawa media dan kewartawanan terus melalui perubahan, sehingga menjadikannya menarik memahami bagaimana peranan kewartawanan terpengaruh dengan persekitaran semasa. Kajian terdahulu mengenai komunikasi pengembangan interaksi menunjukkan bahawa interaksi melalui pengantara komputer telah meningkatkan hubungan antara pendedahan dan keintiman, berbanding komunikasi bersemuka (Jiang, Bazarova & Hancock, 2011). Mereka selanjutnya mendapati bahawa peningkatan interaksi ini berlaku disebabkan oleh sifat yang terkandung dalam KPM.

Kajian terdahulu mengenai KPM yang berkaitan dengan komunikasi organisasi memberi tumpuan kepada penggunaan KPM di tempat kerja (Cheng, 2011). Penyelidikan mendapati bahawa KPM yang digunakan seperti e-mel dan mesej segera digunakan dengan kerap untuk berkomunikasi dengan penyelia dan rakan sekerja mereka, tetapi berhujah bahawa ia tidak menggantikan komunikasi bersemuka di tempat kerja malah sekadar alternatif terhadap keperluan kerja. Namun dengan perkembangan dan persaingan global industri media di era IR4.0 ini, apakah KPM dapat menyumbang secara signifikan terhadap industri media atau kewartawanan?

METOD KAJIAN

Untuk mendapat pemahaman yang baik berhubung fenomena penggunaan media baharu terhadap tugas kewartawanan, kajian ini telah menerapkan pendekatan kualitatif. Bagi maksud tersebut pengumpulan data dilakukan menerusi teknik temubual mendalam terhadap sekumpulan wartawanan. Untuk itu sejumlah sepuluh orang wartawanan dari sebuah agensi berita telah dipilih sebagai sampel menerusi kaedah persampelan bertujuan. Jumlah sampel ini sebagaimana menurut Crouch dan McKenzie (2006), adalah memadai serta berada dalam julat sampel yang sering mencapai tahap ketepuan data. Pemilihan sampel adalah dengan mengambil kira pengalaman tugas kewartawanan dan jantina. Rakaman temubual ditranskrip dan dianalisis menggunakan perisian NVivo. Bagi menjawab persoalan kajian, kaedah analisis tematik telah dilaksanakan terhadap transkrip tersebut.

DAPATAN DAN PERBINCANGAN

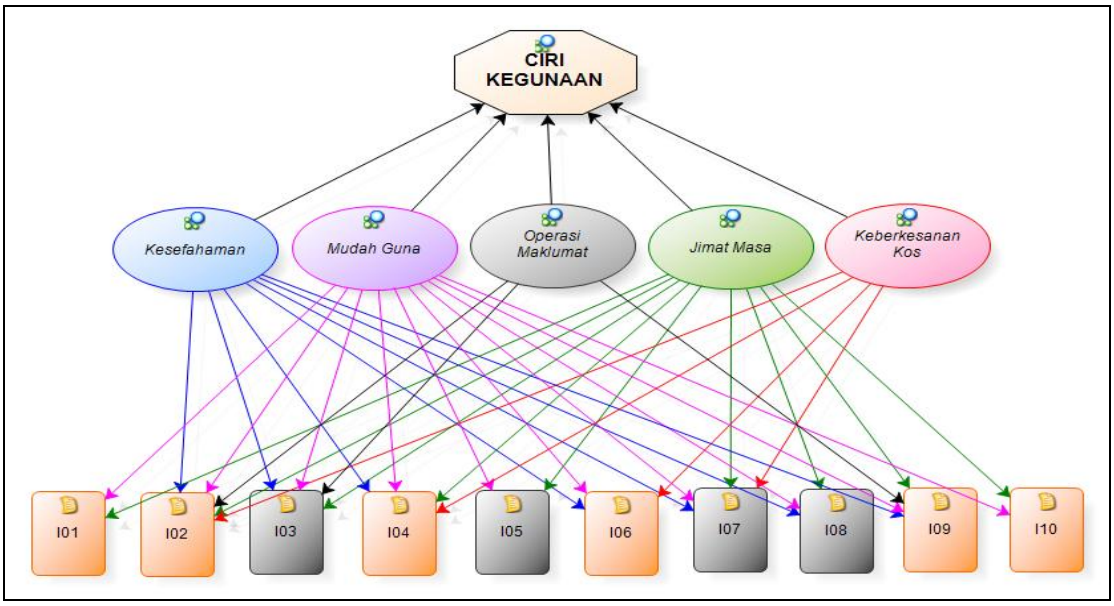
Secara keseluruhannya, informan kajian ini terdiri daripada lima orang wartawan lelaki dan lima orang wartawan wanita. Dari segi pengalaman kerjaya sebagai wartawan, 60 peratus daripada mereka dapat diklasifikasikan sebagai mempunyai pengalaman yang matang. Manakala 40 peratus lagi informan adalah dalam kalangan mereka yang masih baru dalam kerjaya wartawan dengan memiliki pengalaman lima tahun atau kurang sebagaimana dicatatkan dalam Jadual 1. Sebagai tambahan, kesemua informan kajian dapat dikategorikan sebagai Generasi Y yakni generasi yang celik teknologi komunikasi maklumat (Martin, 2005).

Bagi memahami penerimaan penggunaan aplikasi WA, analisis tematik awal dijalankan untuk mengenalpasti ciri-ciri WA terhadap tugasan kewartawanan. Hasil analisis seperti yang dilakarkan dalam Rajah 1 menunjukkan terdapat lima ciri berkaitan. Tema yang utama merujuk kepada mudah digunakan. Bagi para informan, mereka menyifatkan WA sebagai satu KPM yang bersifat anjal dari segi kegunaannya. Ia boleh digunakan pada sebarang masa serta sama ada dalam platfom mudah alih mahupun di komputer desktop. Dengan kepelbagaian fungsi, WA memudahkan urusan penghasilan tugasan. Ciri kedua yang dianggap penting ialah menjimatkan masa. WA dikatakan membantu mempercepatkan penyaluran dan penerimaan maklumat berhubung tugasan mereka.

Jadual 5. Latar Diri Informan.

Informan	Umur	Jantina	Pengalaman
I01	32	Wanita	Lebih 5 tahun
I02	30	Lelaki	Lebih 5 tahun
I03	28	Wanita	5 tahun atau kurang
I04	34	Wanita	Lebih 5 tahun
I05	28	Lelaki	5 tahun atau kurang
I06	37	Wanita	Lebih 5 tahun
I07	26	Wanita	5 tahun atau kurang
I08	29	Lelaki	5 tahun atau kurang
I09	32	Lelaki	Lebih 5 tahun
I10	27	Lelaki	Lebih 5 tahun

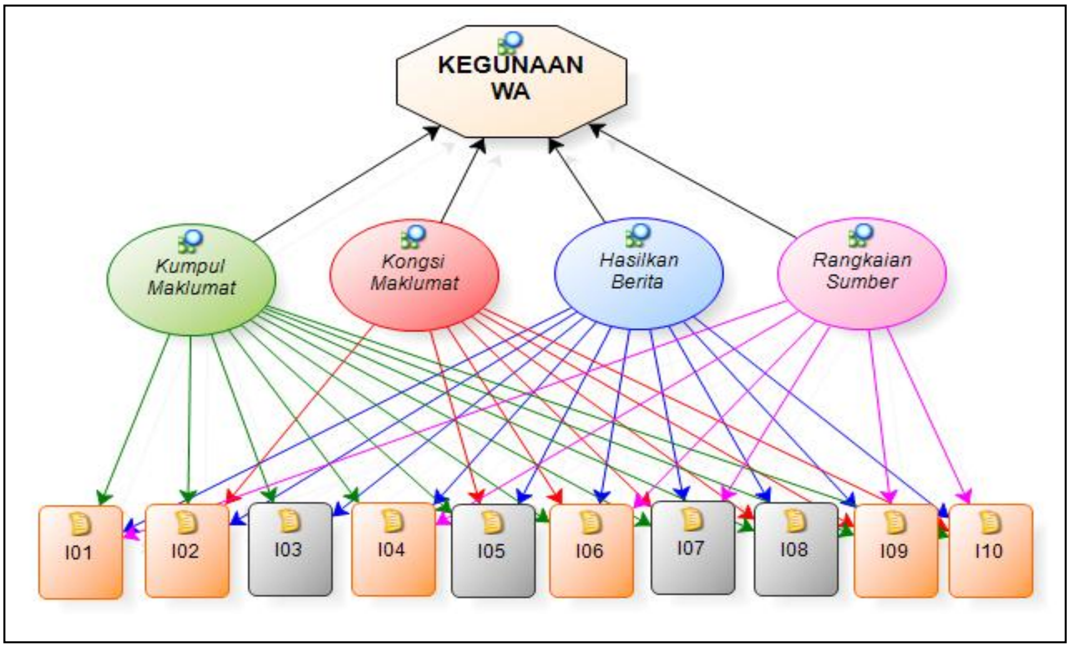
Membina kesefahaman dikenalpasti muncul sebagai tema ketiga. Ia merujuk kepada WA menjadi medium di mana para wartawanan dalam sebuah institusi dapat meruntunkan halangan keseragaman dan perkongsian maklumat penting bagi menghasilkan berita yang bersifat menyeluruh dan seragam. Dengan demikian ia dapat membantu penghasilan berita yang bermutu. Seperkara lagi, keberkesanan kos dikesan sebagai satu bentuk ciri yang membantu wartawanan serta organisasi mereka untuk berfungsi secara berkesan. Penggunaan WA dikatakan oleh para wartawan dapat mengurangkan kos operasi tugas mereka. Dengan demikian, tumpuan boleh dikembangkan lagi terhadap aspek lain yang dapat meningkatkan kualiti perkhidmatan industri ini. Manakala ciri terakhir dikesan adalah operasi maklumat yang merujuk kepada sistem alternatif dalam memperoleh, menyalur dan menyimpan maklumat berkaitan sesuatu tugasan wartawan. Memandangkan dunia kewartawanan hari ini memasuki era atas talian, maka proses kerja bukan sahaja perlu segera malah perlu terkini. Dengan adanya KPM seperti WA, ia mampu menyokong corak berita masa kini.



Rajah 15. Ciri WA Terhadap Tugas Kewartawanan.

Lanjutan daripada memahami ciri WA yang menyumbang kepada wartawan, kajian ini turut meneroka bagaimana WA digunakan bagi kerja-kerja kewartawanan. Hasil analisis tematik menunjukkan terdapat empat kegunaan utama WA terhadap tugasan wartawan seperti paparan di Rajah 2.

Berasaskan dapatan kajian seperti di Rajah 2, dapat disimpulkan bahawa terdapat dua tema utama untuk menjelaskan impak penggunaan WA terhadap kewartawanan. Pertama ialah dengan penggunaan WA maka para wartawanan telah dibantu untuk menghasilkan bahan berita. Inilah juga rutin matlamat wartawan seharian yang pasti. Penghasilan teks secara masa sebenar dapat dilakukan dan seterusnya dikirimkan terus kepada editor bagi tindakan selanjutnya. Malah melalui WA menurut para informan, kumpulan wartawan yang diarahkan dengan sesuatu tugasan dapat mengkorodinasikan tugasan mereka bagi menghasilkan satu berita yang menyeluruh dengan segera.



Rajah 2. Kegunaan WA Terhadap Tugas Kewartawanan.

Tema kedua iaitu mengumpul maklumat merupakan satu lagi bentuk tugas yang telah disokong oleh WA. KPM ini disifatkan memudahkan dan mencepatkan aliran maklumat. Malah WA telah membantu menghakis halangan capaian maklumat dalam banyak keadaan atau halangan mendapatkan maklumat. Ini bermakna, komoditi utama kewartawanan iaitu maklumat menjadi mudah diurus berbanding dengan kaedah tradisional.

Berkongsi maklumat tentang sesuatu berita atau tugasan dikesan sebagai tema ketiga menjelaskan kegunaan WA kepada wartawan. Para informan menjelaskan bahawa proses berkongsi maklumat dalam kalangan mereka menjadi lebih mudah, pantas dan berkesan dengan penggunaan aplikasi media sosial tersebut. Keupayaan melampir pelbagai bentuk dan format bahan, menjadikan KPM ini bersifat media serba boleh. Kegunaan terakhir WA kepada para wartawan ialah pembentukan jaringan rangkaian. Dengan pelbagai fungsi seperti membentuk pelbagai kumpulan WA dan komunikasi peribadi, ia membantu wartawanan mengurus dan mengorganisasikan sumber maklumat mereka yang pelbagai.

RUMUSAN

Berdasarkan dapatan yang dikupas pada bahagian terdahulu, umumnya KPM seperti WA telah memberi impak kepada tugas dan peranan wartawan. Malah yang lebih signifikan ialah WA telah dimanipulasikan dengan pelbagai kaedah untuk menyokong tugas wartawan dalam kajian ini. Ianya meliputi sistem dan juga pelaksanaan kerja kewartawanan. Namun demikian, dapatkan kajian ini mungkin mempunyai batasan tersendiri memadangkan semua sampel yang diselidiki adalah daripada generasi yang sama iaitu Gen Y yang juga dikenali sebagai generasi celik teknologi. Selain itu, kajian yang lanjut wajar dikendalikan untuk meneliti impak elemen digitalisasi dan fenomena data raya *(big data)* terhadap kualiti kewartawanan di era IR4.0 ini.

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INVESTIGATIVE JOURNALISM: THE PROSPECTS IN IR4.0

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ABSTRACT

This study is exploring challenges of investigative journalism and its prospects. This research incorporates IR4.0 phenomena to address the challenges of investigative journalism practices in Malaysia. A total of 16 informants were interviewed. Data were examined using thematic analysis. This study concludes that press freedom, journalism practices and motivation were main challenges facing by journalist in practicing investigative journalism. However, the advancement of technology and system in IR4.0 may become the potential and promising prospects for investigative journalism.

Keywords: press freedom, news, media culture, political communication

INTRODUCTION

For decades, newsrooms around the world have practiced the craft of investigative journalism. The practice has had its successes and failures but regained its popularity and started to attract newsrooms and public attention following the exposé of the Watergate scandal in 1972. The Watergate exposé was seen as the symbol of power of the press in America (Schudson, 2004). Since then, investigative journalism has been viewed as the highest and noblest form of journalism, which is crucial for democracy so that the public are never suppressed or deliberately misled by the people in power (Ettema & Glasser, 1984).

While some scholar claimed that information communication technology and commercialization often associated with lesser appearance of investigative reporting, in contrast, some scholars (Mair & Keeble, 2011; Shaw, 2011) have stated that the same factors have contributed to the evolution of investigative reporting. Consequently, since Malaysia is not immune from those changing factors, this research attempts to explore the impacts of the changes, in particular the Industrial Revolution 4.0 on investigative journalism in Malaysia.

JOURNALISM IN NEW INDUSTRIAL ERA

Investigative journalism is considered as the Cadillac of journalism (Greenwald & Bernt, 2000). Nearly a quarter century after Watergate exposé, newspapers have produced a lot of quality investigative reports. However, practicing investigative journalism is full of challenges involving the journalists themselves, editors, news organisations and even the readers. Tofel who is the president of ProPublica, a non-profit news organization believes that the digital revolution is not just disrupting the traditional media bussiness models but actually distroying it. When newspaper in the new industrial era is evolving from printed to digital forms, the traditional media is experiencing a lot of budget cuts. Investigative journalism is the most affected because sometimes producing investigative reports can be time consuming thus, expensive to produce (Birbrair, 2015).

It is undeniable that a good investigative story might be time-consuming and this has become a problem that could hinder more investigative stories to be written or published. Tofani (2001) said that: “Investigative stories took much more time than ordinary stories – months sometimes years. And there were cases in which a reporter would spend time investigating a story only to find that the thesis couldn’t be proven or editors found the finished product not worth printing” (p. 64). However, need exists for news organisations to value investigative journalism and they see it as something that should be a basic part of their charter. There are always journalists committed to shining the light into dark corners, but they need time and they need their stories to be backed by their papers and they need to feel valued (Tanner, 2002).

Another challenge mentioned by Haxton (2002) is the pressure on regional and suburban media, which means journalists do not have enough time to do research for investigative articles. They are pressured to write about local affairs, telling people what happens throughout the day. They are pushed to attend daily assignments like press conferences, seminars, workshops, and even to follow ministers’ visits. They do not have time to conduct an investigation although the issues were there. Journalists are only allowed to do investigative pieces as long as these stories do not interfere with weekly demands. When no resources are offered to support these journalists, it is like telling reporters not to do investigative reporting at all.

Another serious “disease” haunting investigative journalism is the influence of public relations and press releases. Journalists now rely increasingly on press releases as a source of information rather than just an addition. Waterford (2002) argues editors should not press journalists to spend much time processing press releases, but give them the opportunity to carry out investigative reporting, which will turn out to be more valuable news. The recent trend shows that journalists and even editors have become overly dependent on the press release, often reproducing gratefully whatever ready-made material comes their way (Hargreaves, 2003). This has become the attitude of today’s reporters and editors. They become too lazy to think ‘out of the box’, and, because the feeling of security that there are enough press release to fill the newspaper, hard work has become unnecessary. Waterford (2002) pointed out that this has become an acceptable culture in news organisations. Feldstein (2006) added that journalists are not only touched by partisanship but also by stenography. They just report the news and do not analyse the information and write a more meaningful report.

Although eight challenges have been detailed above, it does not mean that there is no hope for investigative journalism. Scholars like Hume and Abbott (2017), Feldstein (2009), Remollino (2007), Stein (1998), Willnat and Weaver (1998), and Barnhurst and Mutz (1997) believed that there are bright prospects awaiting the practice of investigative journalism. According to Hume and Abbott (2017), the digital tools made available by information technology advancement has open up possibilities for big data analysis and cross border collaboration. It gave birth to cross-border mighty scale investigative journalism as proven through Panama Papers exposé (2016). It was the biggest leak involving 400 journalists across 70 countries working secretly on 11.5 million documents or 2.6 terabytes of information, exposing the offshore holdings of people in 200 countrie. Twelve current and former world leaders were involved in this exposé including former Malaysian Prime Minister Najib Razak.

The use of the Internet as the platform for information and communication technology (ICT) has transformed the fundamental processes in journalism including news gathering, writing and disseminating. The Internet has been a saviour for investigative journalism because this revolutionary tool has unlocked information that was previously restricted to journalists, made available endless opportunity to gather and analyse information, and granted a new platform to publish investigative stories (Fleming, 2000). Before the ICT age, investigative reporters had to hunt down their sources through telephone directories, search data through piles of documents, and do shoe-leathering reporting. They were also denied access to various public documents which were vital to support their story. With those limitations in mind, investigative reporters had to strive really hard to prove their stories and publish good investigative reports. However, with ICT, most of that legwork work can be done online. Now, a reporter can interview a source located hundreds of miles away, instantly verify their facts with experts and access a wide range of information around the world. Even better, the Internet has provided alternative sources to those in authority. Reporters can also easily search for background information, context and perspectives to strengthen their investigation. These methods save a great deal of time, money and provide additional avenues of approach that can sometimes be faster and more comprehensive than traditional methods (Reavy, 2001). Bright prospects for investigative journalism to flourish also lies in the practice of Computer Assisted Investigative Reporting (CAIR) when technology are now available to help reporters analyse big data and crunch numbers.

METHODS

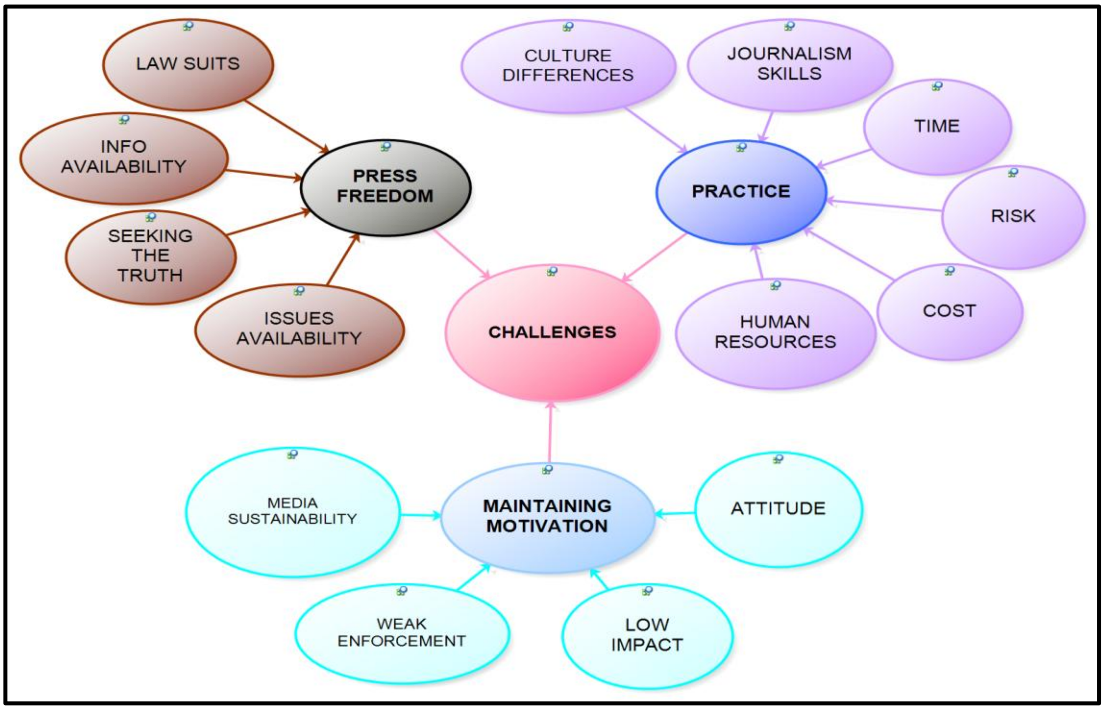
This study utilises qualitative methods which is in-depth interview of newspaper practitioners in Malaysia act as the main source of information. The interviews probe informants to elicit meaningful answers, asking open-ended questions enables informants to better express their attitudes and perceptions. Since this research aim is to explore newspaper practitioners' perceptions on investigative journalism, informants were purposefully selected as people with much experience in investigative journalism. There were sixteen informants aged between 32 and 62 years old; three were female and thirteen were male. There were eleven Malay, four Indian and one Chinese media practitioner who participated in this study. Informant includes those from mainstream and non-mainstream news agency as well as from conventional and online. Interviews were transcript and analysed using thematic analysis.

FINDINGS & DISCUSSION

The thematic analysis has revealed main themes and it's sub-themes of investigative journalism challenges as illustrate in Figure 1. These challenges were divided into three main themes namely press freedom, practice (media environment) and motivation. In terms of press freedom the challenges are lawsuits, issues availability, hard-to-get information and getting to the truth. Press freedom has close links to government control of the media. Through the interviews, informants mentioned four themes which are closely related to government control of information and laws and regulations governing media: lawsuits, information availability, seeking the truth and issues availability.

In relation to the practice theme, a few challenges during the practice of investigative journalism were mentioned by informants: human resources, cost, risk, time, journalism skills and multi culture. In addition, they described challenges they face in practising investigative journalism which are multi-cultural in nature: high risk, cannot process information, high cost of producing investigative reports, lack of human resources to spare, and the time consuming demands of simply working through the information gathering process.

Motivation is very important for investigative journalists to pursue investigative journalism in Malaysia's media environment. Judging by the interviews, informants noted four challenges to their motivation: media sustainability, weak policy enforcement, low impact and attitude of organisation, editors, and reporters.



Rajah 16. Themes and sub-themes of Challenges in Investigative Journalism.

Era of IR4.0 has push industry to intensify technology in their setting. News agency is not exempted from the wave of IR4.0. The phenomena of utilization of big data and data analytics found to be able to address or provide some remedy on the challenges face in investigative journalism. These two elements of IR4.0 contributes journalist with scale of data, velocity of data streaming and different form of data. These is believe to have address challenges issues such as information availability, issues availability, seeking truth, journalism skills, time, cost, risk, culture and media sustainability. With the help of the Internet, the media is no longer monolithic when audiences can satisfy their information hunger with online newspapers, news websites and endless information sources. This development has demolished government control of information and it has had to change its policy in order to remain relevant (Ahmad & Othman, 2014). Information and communication technology (ICT) brings two kinds of freedom to investigative reporters. Most respondents in this research noted the ease with which information can be found.

In addition, the World Wide Web is also opening an endless opportunity for reporters to search for information. Information searching techniques like Computer-Assisted Investigative Reporting (CAIR) has been fully utilised by Western reporters but not in Malaysia. It is the time for Malaysian reporters to take advantage of this technology. A few informants said that they are joining training sessions held overseas to improve their information searching skills. Thus, there is hope that this generation will help improve investigative journalism in Malaysia. Informants found the Internet favourable because it saves them time and money. Informants added that apart from getting information on the reports they are working on, the Internet is also helpful in giving them ideas and input on how to go about doing it. Informants also asserted that it has become a phenomenon in online publications to publish investigative stories because they have more freedom to do so. The Internet has also expanded the opportunity for investigative reports because online media groups are not subjected to licensing or censorship laws under the Multimedia Bill of Guarantee, which is mindful of the need to promote foreign investment in Malaysia (Tan & Zawawi, 2008).

CONCLUSION

In the Internet era, with the help of search engines, information searching has become much easier for investigative journalism (Ismail, Ahmad & Mustaffa, 2017). It is just a few key strokes away before the information being displayed on the screen, assuming of course, that information is correct. ICT has also improved the journalists' ability to evaluate their data. It helps them find things they might not otherwise find through traditional methods. The use of spreadsheets and statistical software helps journalists to easily crunch, compare, rearrange and manipulate data more easily. Further advance techniques offer by big data and data analytics allow journalist to discover patterns, trends, or relationships that might not possible to be discovered without the use of these contemporary technologies. This new techniques is the evolution of CAIR. CAIR become popular in 1994 when newsrooms were integrated with ICT facilities (Garrison, 2001a). Journalists used CAIR as a tool to find, store, organise, analyse, and manipulate their data. They used various databases found online, analysed huge volumes of government records and arrived with exclusive stories. Today, the advancement of CAIR in big data and data analytics helped them to see things they might not otherwise see through manual analysing techniques, provided richer information, better analysis and valuable explanations for their audiences.

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PENCARIAN MAKLUMAT DAN SUMBER MAKLUMAT BERKAITAN KESIHATAN SEKSUAL DAN REPRODUKTIF: SUATU ANALISIS LITERATUR

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ABSTRAK

Topik tentang kesihatan seksual dan reproduktif masih dianggap sebagai tabu di Malaysia. Ia mengakibatkan perbincangan dan pendedahan maklumat seksual dan reproduktif terhad sama ada dari segi pendidikan dan penyebaran maklumat serta komunikasi tentang topik ini. Namun, kajian-kajian lepas menunjukkan bahawa para belia pada masa kini didapati terdedah dengan pelbagai risiko berkaitan seksual dan reproduktif. Belia juga boleh memperolehi maklumat berkaitan seksual dan reproduktif melalui pelbagai cara dengan mudah. Kertas konsep ini bertujuan untuk memaparkan tindakan pencarian maklumat dan sumber maklumat yang diperlukan tentang kesihatan seksual dan reproduktif dalam kalangan belia. Fokus penulisan adalah berkaitan dengan pemilihan sumber maklumat, tujuan pemilihan sumber maklumat, keperluan maklumat, kredibiliti maklumat, dan pemilihan topik kesihatan seksual dan reproduktif. Kertas konsep ini dijangka dapat menjadi sumber informasi dalam menganalisis situasi berkaitan proses pencarian maklumat dalam kalangan belia di Malaysia. Penulisan ini juga dijangka dapat memberi manfaat kepada agensi kerajaan, swasta, dan pihak-pihak lain dalam merangka pelan komunikasi yang strategik dalam penentuan sumber maklumat dan penyampaian maklumat yang efektif tentang kesihatan seksual dan reproduktif dalam kalangan belia di Malaysia.

Kata kunci: Kesihatan seksual dan reproduktif, sumber maklumat, pelan komunikasi strategik

PENGENALAN

Topik tentang kesihatan seksual dan reproduktif masih dianggap sebagai tabu di Malaysia. Ia mengakibatkan perbincangan dan pendedahan maklumat seksual dan reproduktif terhad sama ada dari segi pendidikan dan penyebaran maklumat serta komunikasi tentang topik ini. Namun, kajian-kajian lepas menunjukkan bahawa para belia pada masa kini didapati terdedah dengan pelbagai risiko berkaitan seksual dan reproduktif. Belia juga boleh memperolehi maklumat berkaitan seksual dan reproduktif melalui pelbagai cara dengan mudah. Kertas konsep ini bertujuan untuk memaparkan tindakan pencarian maklumat dan sumber maklumat yang diperlukan tentang kesihatan seksual dan reproduktif dalam kalangan belia. Fokus penulisan adalah berkaitan dengan pemilihan sumber maklumat, tujuan pemilihan sumber maklumat, keperluan maklumat, kredibiliti maklumat, dan pemilihan topik kesihatan seksual dan reproduktif. Kertas konsep ini dijangka dapat menjadi sumber informasi dalam menganalisis situasi berkaitan proses pencarian maklumat dalam kalangan belia di Malaysia. Penulisan ini juga dijangka dapat memberi manfaat kepada agensi kerajaan, swasta, dan pihak-pihak lain dalam merangka pelan komunikasi yang strategik dalam penentuan sumber maklumat dan penyampaian maklumat yang efektif tentang kesihatan seksual dan reproduktif dalam kalangan belia di Malaysia.

KESIHATAN SEKSUAL DAN REPRODUKTIF

Kesihatan seksual dan reproduktif telah menjadi salah satu isu yang penting dan kritikal di Asia dan Malaysia (Rahman, Rahman, Ibrahim, Salleh Ismail, Ali, Wan Muda, Ishak & Ahmad, 2011). Di Malaysia, dianggarkan seramai 91,848 orang disahkan menghidap dan membawa penyakit HIV pada akhir tahun 2014 (Global AIDS Response Progress Report, 2015). Selain daripada itu, aktiviti seksual sebelum kahwin di kalangan remaja telah menjadi suatu kebiasaan dan ia semakin meningkat (Low, 2009). Fenomena ini boleh meningkatkan risiko penyakit kelamin, termasuk HIV atau AIDS, dan juga boleh membawa kepada kehamilan yang tidak diingini dan pengguguran. Menurut kajian yang dilakukan oleh Ruhaizan, Ravichandran, Rozima, Karalasingan, Soelar, Sa'at dan Baharum (2013), pada tahun 2011 dan 2012 di Malaysia, insiden kehamilan luar nikah di seluruh Malaysia semakin membimbangkan. Kajian mereka menyatakan bahawa kumpulan umur yang lebih muda di antara 10 - 20 tahun telah melahirkan bayi luar nikah sebanyak 40.8%, dan 21 – 30 tahun iaitu 45.8% daripada 260,959 wanita yang melahirkan anak. Ismail dan Hamid (2016) pula menyatakan bahawa kehamilan luar nikah dan pembuangan bayi semakin meningkat di Malaysia. Kenyataan ini adalah membimbangkan dan menyedarkan banyak pihak bahawa pencegahan dan perlindungan terhadap risiko tingkahlaku ini perlu dilakukan. Oleh itu, memahami tingkahlaku pencarian maklumat dapat membantu pihak yang tertentu dalam membentuk amalan komunikasi yang lebih strategik mengenai keperluan kesihatan seksual dan reproduktif.

Penulisan ini memberi tumpuan kepada belia kerana mereka adalah kelompok yang mengalami perubahan fizikal dan psikologi. Perubahan fizikal seseorang akan mewujudkan rasa ingin tahu tentang aspek seksual dan perkembangan seksual ini menyebabkan seseorang individu cenderung untuk meneroka dan mencari maklumat lanjut berkaitan seks (Low, 2004). Belia semakin berminat untuk membincangkan isu kesihatan seksual dan reproduktif, tetapi tidak ada perundingan atau perkhidmatan kesihatan yang mencukupi disediakan (Kamrani, Sharifah, Hamzah & Ahmad, 2011). Kekurangan pendidikan dan perkhidmatan tentang kesihatan seksual dan reproduktif secara formal atau informal menyebabkan belia cenderung untuk mengakses maklumat dari pelbagai sumber (Kamrani et al., 2011). Berikutan peningkatan kadar masalah kesihatan seksual dan reproduktif di Malaysia dan keinginan untuk mengetahui mengenai hal seksual dan reproduktif, maka maklumat yang berkaitan harus disampaikan dengan efektif kepada semua pihak khususnya para belia. Maklumat merupakan salah satu elemen teras untuk memastikan golongan belia mempunyai persepsi yang betul dalam menjaga kesihatan seksual dan reproduktif mereka. Menurut Low (2006), kekurangan maklumat berkaitan kesihatan seksual dan reproduktif adalah antara faktor yang meningkatkan risiko tingkahlaku seksual tidak sihat dalam kalangan belia dan menjadikan mereka mempunyai persepsi yang kurang tepat tentang seksual dan reproduktif. Manakala pendidikan mengenai kesihatan seksual dan reproduktif belum dibincangkan secara meluas di Malaysia (Rahman et al, 2011). Terdapat banyak organisasi, terutamanya organisasi pendidikan dan pembelajaran yang cuba untuk mengelakkan membincangkan topik ini atau tidak membincangkan secara mendalam kerana Malaysia dianggap sebagai sebuah negara yang konservatif dan topik tentang seksualiti masih tabu dalam konteks Malaysia (Ismail & Hamid, 2016). Oleh itu, sebaran komunikasi yang efektif oleh pelbagai pihak adalah tindakan penting untuk kesejahteraan belia pada masa kini dan akan datang.

Menurut Ismail dan Hamid (2016), golongan belia sering tidak bersedia untuk membincangkan topik seks dan yang berkaitan dengan sesiapa sahaja, kecuali perubahan akil baligh kerana soal malu dan sensitif. Ini menyebabkan golongan belia tidak mempunyai platform untuk mendapatkan maklumat mengenai kesihatan seksual dan reproduktif yang tepat. Oleh itu, terdapat keperluan yang masih tidak dipenuhi dalam mendedahkan sumber maklumat berkaitan kesihatan seksual dan reproduktif yang boleh dipercayai untuk membantu golongan belia mendapatkan maklumat yang tepat. Selain itu, program komunikasi dan pendidikan kesihatan seksual dan reproduktif di Malaysia yang kurang menyebabkan kesukaran kepada belia dalam pencarian maklumat berkaitan.

PENCARIAN MAKLUMAT DAN SUMBER MAKLUMAT BERKAITAN KESIHATAN SEKSUAL DAN REPRODUKTIF

Menurut kajian Zhang dan Shah (2007), golongan belia boleh mendapatkan pengetahuan kesihatan seksual dan reproduktif melalui sumber-sumber maklumat yang berbeza. Antaranya ialah media massa, keluarga, sekolah, penyedia perkhidmatan kesihatan dan masyarakat. Guru-guru sekolah dan media massa telah dikenal pasti sebagai dua sumber yang paling penting dalam membantu pencarian maklumat mengenai kesihatan seksual dan reproduktif. Golongan belia juga semakin bergantung kepada media massa untuk mendapatkan maklumat, sehinggakan peratusan remaja yang mencari maklumat daripada guruguru telah merosot. Kajian oleh Ismail dan Hamid (2016) turut menunjukkan bahawa kebanyakan pelajar Malaysia mendapat pengetahuan kesihatan seksual dan reproduktif daripada guru-guru, rakan-rakan, ibu bapa dan media. Selain itu, Ruppel dan Hujan (2007) pula menyatakan bahawa agensi kesihatan, keluarga, rakan-rakan, majalah, surat khabar, televisyen, buku dan internet adalah sumber maklumat yang boleh digunakan untuk mendapatkan maklumat kesihatan seksual dan reproduktif. Perkembangan teknologi pada masa kini menyebabkan internet semakin kerap digunakan untuk mencari maklumat tentang kesihatan seksual dan repsoduktif sehinggakan telah menjadi biasa dalam kalangan belia (Yan, 2010). Oleh itu, terdapat keperluan untuk mengetahui sumber-sumber maklumat yang digunakan oleh belia untuk mendapatkan maklumat lanjut berkaitan seksual dan reproduktif.

Kini, terdapat banyak maklumat mengenai kesihatan seksual dan reproduktif yang tidak sahih. Menurut kenyataan Timbalan Menteri Pembangunan Wanita, Keluarga dan Pembangunan Masyarakat, Datin Paduka Chew, akses yang mudah kepada bahan-bahan lucah dan kukurangan pengawasan orang dewasa di rumah menyebabkan belia mendapat maklumat yang salah dan keliru (dalam Fadzil, 2016). Oleh itu, kredibiliti maklumat menjadi isu yang kritikal dalam proses pencarian maklumat dalam kalangan belia. Para doktor atau pembekal penjagaan kesihatan juga telah mengambil alih sebagai sumber maklumat kredibiliti yang dapat memberikan maklumat dan pengetahuan (Yan, 2010). Selain itu, golongan muda juga lebih suka menggunakan Wikipedia dalam pencarian maklumat kerana mereka percaya bahawa maklumat adalah tepat dan boleh dipercayai (Zhang, 2013). Persepsi golongan muda terhadap kredibiliti maklumat akan mempengaruhi keputusan mereka dalam menerima maklumat dari pelbagai sumber maklumat. Oleh itu, bagaimana belia mempersepsikan kredibiliti maklumat dan kredibiliti sumber adalah suatu aspek yang perlu dikenal pasti.

Selain itu, belia Malaysia tidak dapat membuat keputusan seksual yang bertanggungjawab kerana kekurangan maklumat (Fadzil, 2016). Salah tanggapan tentang kesihatan seksual dan reproduktif adalah salah satu daripada sebab-sebab yang membawa kepada masalah ini. Pillay (2016) melaporkan bahawa seramai 34% daripada 1071 responden berfikir bahawa persetujuan seksual tidak penting. Selain itu, 35% daripada mereka tidak percaya bahawa seorang wanita boleh hamil dalam masa yang pertama dia mempunyai hubungan seks. Kaji selidik itu juga menunjukkan bahawa 19% daripada responden tidak mengetahui penggunaan kondom yang betul sehingga boleh menimbulkan risiko kehamilan. Selain itu, kajian itu turut mendapati bahawa 11% daripada golongan muda Malaysia yang aktif secara seksual telah mempunyai Sexually Transmitted Infections (STI). Situasi ini menunjukkan bahawa belia berkemungkinan tidak jelas tentang kesihatan seksual dan reproduktif dan tidak tahu melindungi diri mereka. Menurut Anwar, Sulaiman, Ahmadi dan Khan (2010), pengetahuan adalah salah satu faktor penting untuk mengurangkan risiko seksual. Belia perlu memahami akibat yang mungkin boleh berlaku dan langkah untuk memastikan aktiviti seksual adalah selamat. Oleh itu, jenis-jenis topik kesihatan seksual dan reproduktif yang perlu didedahkan dengan kepada anak-anak muda melalui sumber yang bersesuaian di Malaysia adalah perlu diberikan penekanan kini.

Kajian-kajian lepas menunjukkan bahawa golongan belia mendapatkan maklumat tanpa sebarang tujuan yang spesifik melalui pelbagai sumber seperti internet (Fasola & Olabode 2013; Zhang, 2013), doktor (Zhang, 2013), ibu bapa (Zhang, 2013), media sosial (Fasola & Olabode 2013; Zhang, 2013), perpustakaan (Fasola & Olabode 2013; Zhang, 2013), dan buku teks (Fasola & Olabode, 2013). Walau bagaimanapun, tidak semua sumber adalah sesuai untuk semua pencari maklumat. Golongan belia akan memilih sumber pilihan mereka sendiri mengikut jarak dan kualiti maklumat (Fasola & Olabode 2013; Zhang, 2013), ketersediaan sumber (Fasola & Olabode, 2013), kebolehcapaian dan kebiasaan sumber (Zhang, 2013), dan kredibiliti sumber (Zhang, 2013). Kajian lepas juga membuktikan bahawa pendidikan seks adalah penting dalam proses pembangunan diri remaja dan belia dari aspek penyebaran maklumat kesihatan seksual dan reproduktif yang bersesuaian (Rahman et al, 2011; Ismail & Hamid, 2016; Lester & Allan, 2006). Pendidikan kesihatan seksual dan reproduktif adalah penting untuk mengelakkan salah faham tentang kesihatan seksual dan reproduktif oleh semua pihak (Rahman et al., 2011), dan ia perlu bermula pada peringkat awal (Lester & Allan, 2006). Dalam berkongsi maklumat mengenai kesihatan seksual dan reproduktif, guru memainkan peranan yang penting untuk memberikan maklumat yang tepat (Rahman et al., 2011; Lester & Allan, 2006). Kajian sebelum ini juga menunjukkan bahawa komunikasi kesihatan seksual dan reproduktif di kalangan remaja dan ibubapa mereka adalah penting (Lester & Allan, 2006; Rahman et al., 2011; Ismail & Hamid, 2016). Walaupun ibu bapa bertindak sebagai sumber maklumat yang dipercayai, rasa malu itu masih menjadi halangan utama kepada remaja untuk membincangkan topik mengenai kesihatan seksual dan reproduktif (Lester & Allan, 2006; Ismail & Hamid, 2016). Quaye (2013) menyatakan bahawa ibu adalah sumber maklumat yang paling dipercayai dan boleh dipercayai. Ibu juga adalah orang yang akan menjaga privasi dan dapat memberikan maklumat yang sesuai dengan maklumat yang diperlukan. Manakala, buku dan internet dianggap sumber yang kurang dipercayai (Kamrani, et, 2011; Fasola & Olabode, 2013).

Berkaitan proses memilih sumber maklumat, didapati bahawa sumber yang dapat memenuhi kehendak dan keperluan, dan dapat dirahsiakan (Ruppel & Rains, 2012) adalah dua ciri penting dalam memilih sumber maklumat kesihatan dan reproduktif, diikuti dengan kepakaran perubatan (Ruppel & Rains, 2012; Zhang, 2013; Quaye 2013) dan mudah untuk mendapatkan sumber (Ruppel & Rains, 2012; Fasola & Olabode, 2013). Kebolehpercayaan dan kredibiliti (Quaye, 2013) juga kriteria yang membantu orang ramai memilih sumber maklumat.

PENUTUP

Kesimpulannya, tidak dapat dinafikan bahawa belia di Malaysia amat memerlukan maklumat yang tepat dan berkredibiliti berkaitan topik kesihatan seksual dan reproduktif. Sekiranya maklumat berkaitan hal ini dibiarkan tidak diurus dengan efektif, maka kebarangkalian belia di Malaysia tidak mampu untuk bertindak secara bijak dalam pencarian ilmu tentang menguruskan soal kesihatan seksual dan reproduktif sehingga boleh menyebabkan wujudnya peningkatan yang serius terhadap isu-isu kesihatan. Oleh itu, penulisan ini dapat membawa pihak-pihak tertentu di Malaysia untuk menilai kembali pelan strategik komunikasi dalam proses memberikan kefahaman dan kesedaran yang jitu berkaitan kesihatan seksual dan reporduktif dalam kalangan belia sama ada di institusi pengajian tinggi mahupun dalam kalangan belia yang yang sedang mengalami proses transisi kehidpuan daripada alam persekolahan kepada alam pekerjaan.

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ISU DAN CABARAN KOMUNIKASI INTRA-ORGANISASI ERA IR4.0 DALAM INDUSTRI PEMBUATAN DI MALAYSIA

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ABSTRAK

Kertas konsep ini bertujuan membincangkan isu dan cabaran komunikasi intra-organisasi dalam melangkah ke era IR4.0 bagi sektor pembuatan di Malaysia. Umum sedia maklum bahawa era IR4.0 akan mengubah bentuk komunikasi bersemuka kepada komunikasi bersepadu berasaskan komputer dalam keseluruhan aspek pengurusan organisasi, bagi mengurus aliran komunikasi dengan lebih sistematik. Namun, kesedaran dan kebersediaan para pekerja dengan kemahiran komunikasi khusus bagi mengekalkan hubungan baik, kepercayaan dan komitmen pekerja yang sebelum ini peranannya digalas oleh komunikasi bersemuka, tidak dapat diketepikan. Kertas konsep ini mengemukakan empat isu iaitu isu pemimpin komunikatif, limpahan maklumat, membina hubungan, kepercayaan, komitmen dan reputasi serta isu model intra-komunikasi. Diharapkan ia dapat mencetus idea akademia dan pengamal komunikasi organisasi ke arah langkah seterusnya.

Katakunci: Komunikasi Intra-organisasi, Industri Pembuatan, IR4.0

PENGENALAN

Polisi Negara untuk merealisasikan kilang pintar *(smart-factory)* dalam usaha menerobos fasa revolusi industry (IR4.0) dan mendepani cabaran persaingan global negara-negara pengeluar dunia telah mencetuskan kesedaran terhadap kepentingan memahami isu dan cabaran komunikasi intra-organisasi. Pembangunan *smart-factory* harus didahului dengan prasarana pintar dan modal insan terlatih. Hanya dengan kesedaran pentingnya pembolehubah ini, impian merialisasikan IR4.0 akan terlaksana. Saluran atau medium komunikasi pintar yang diurusguna harus menjadi salah satu perkara kritikal yang difikirkan di samping melatih para pekerja pelbagai peringkat pengurusan untuk mahir berkomunikasi di luar dan di dalam talian.

Komunikasi intra-organisasi adalah komunikasi antara ahli organisasi yang berurusan untuk tujuan operasi organisasi, di mana kenyataan ini dipersetujui oleh Srikanth & Puranam (2011) yang menyatakan komunikasi organisasi adalah mekanisme koordinasi fungsi bagi sesebuah organisasi. Dalam organisasi yang bersaiz kecil, lebih banyak pertukaran informasi boleh dilaksanakan dalam keadaan yang santai dan terarah. Namun, menghantar dan menyebar informasi kepada penerima yang tepat dan masa yang juga tepat, adalah suatu cabaran yang harus ditangani sebaik mungkin terutamanya kepada sesebuah organisasi yang bersaiz besar (Zerfass & Viertmann, 2017). Tourish (2005) menyebut, ketidakcukupan komunikasi ke atas, samada atas sebab penyampai, mesej atau saluran komunikasi akan menyebabkan seseorang pengurus itu tidak memperolehi cukup data dan panduan dalam membuat sesuatu keputusan. Komunikasi intra-organisasi juga didapati berkeupayaan meningkatkan pemahaman dan komitmen pekerja (Olcer & Ozenir, 2017) serta mengurangkan kekeliruan dan tentangan terhadap inovasi (Mishra, Pandey & Biswash, 2016). Hal ini adalah amat penting terutamanya dalam organisasi-organisasi pembuatan yang bersifat kalkulatif, dinamik dan sedang bersedia menyahut cabaran IR4.0.

LATAR BELAKANG

Tidak dapat disangkal lagi, Malaysia kini didesak oleh arus revolusi industri. Mahu atau tidak, negara harus bergerak pantas agar tidak ketinggalan dalam persaingan negara-negara pengeluar dunia. Tambahan pula, Malaysia telah dikategorikan sebagai lokasi pengeluar terbaik dunia dalam *new suitability index by Cushman and Wakefield* (Business Circle, 2014). Menyahut cabaran itu pada tahun 2016 kerajaan mula memperkenalkan polisi yang dikenali sebagai Revolusi Industri keempat atau IR4.0. Polisi ini mengenengahkan idea pengurusan dan pemprosesan pengeluaran berautomasi dan digital (The Sun daily, 12 Oct, 2017). Polisi baru ini dijangka akan menghasilkan pengeluaran yang lebih tepat, mengelakkan kecuaian manusia dan memperbaiki konsistensi kualiti barangan yang akan dihasilkan dalam jumlah yang besar. Seterusnya, matlamat utamanya ialah meningkatkan produktiviti, kualiti serta mengurangkan kos pengeluaran. Polisi ini juga akan dapat mengatasi masalah kekurangan pekerja yang kini dihadapi oleh industri pengeluaran Malaysia yang menyebabkan kebergantungan industri terhadap buruh asing.

Dengan sumbangan sebanyak 23% terhadap keluaran dalam negara pada tahun 2017, sektor pengeluaran menjadi penyumbang kedua terbesar selepas sektor perkhidmatan di Malaysia (BNM, 2017) dan dijangka akan mengekalkan peratusan ini untuk tahun 2018 (FMM, 2018). Untuk nilai eksport Negara pula, sektor ini adalah penyumbang terbesar kepada keseluruhan nilai eksport Negara iaitu sebanyak 81% dan 75% daripadanya dikeluarkan oleh syarikat-syarikat multinasional (MNCs). MNCs adalah sub-sektor yang menjadi target utama kerajaan dalam merealisasikan agenda IR4.0 ini.

Sistem *smart-factory* di bawah IR4.0 merancang menggunakan sepenuhnya automasi dan pertukaran data (*data exchange*) dalam teknologi pengeluaran termasuklah sistem siber-fizikal*,* internet pelbagai perkara *(internet of things),* data raya dan analitik *(big data and analytics),* realiti terimbuh *(augmented reality), additive manufacturing,* simulasi*,* integrasi sistem horizontal-vertikal*, autonomous robots* dan tidak ketinggalan *cloud computing* (Smart Investor, 8 Februari 2017). Jalinan sistem-sistem ini disebut akan mewujudkan era kecerdasan terhubung *(connected intelligence era)* (Liu, Shahriar, Al-Sunny, Leu & Hu, 2017).

Buat masa ini, Malaysia masih lagi ketinggalan berbanding pesaing-pesaing di rantau Asia berkaitan automasi sepenuhnya ini. Malaysia masih lagi bertumpu kepada penghasilan produk berintensifkan tenaga buruh atas alasan utamanya ialah kurang kesedaran dan pengetahuan tentang pelaksanaan IR4.0 (FMM, Malaysian Institute of Economic Research Business Conditions Survey, 2016). Kelewatan Malaysia bertindak mengautomasikan pengeluaran telah menyebabkan kos pengeluaran syarikat-syarikat pengeluaran kita tidak kompetitif berbanding pengeluar-pengeluar dari negara lain. Malaysia juga mengalami kebergantungan dan limpahan pekerja asing yang secara langsung dan tidak langsung telah membawa kepada implikasi sosial terhadap rakyat tempatan (Randhawa & Sethi, 2017). Malaysia tidak boleh mencontohi Negara China yang boleh kekal dengan ciri revolusi industri 2.0 iaitu berintensifkan buruh murah rakyat tempatan, namun terus kekal berdaya saing. Industri pengeluaran Negara harus mengadaptasi segera ciri IR4.0 jika ingin terus menjadikan sektor perindustrian ini sebagai tonggak ekonomi Negara.

KOMUNIKASI INTRA-ORGANISASI

Tujuan utama komunikasi intra-organisasi ialah untuk memastikan kesemua peringkat organisasi, pekerja dan pengurus akses kepada informasi (Abdullah & Antony, 2012). Secara teorinya kesemua peringkat organisasi terlibat akan bersetuju dengan tugasan-tugasan ke arah mencapai objektif organisasi dan setiap pekerja akan dapat bekerja dan bekerjasama secara terselaras, sekiranya mengamalkan komunikasi yang berkesan (Zerfass & Viertmann, 2017). Komunikasi yang berkesan ini akan menghasilkan keputusan yang positif, termasuklah meningkatkan produktiviti dan komitmen serta mengurangkan ketidakhadiran pekerja untuk mencapai matlamat organisasi (Mishra dll, 2016). Sekiranya ia berjaya dalam mengekalkan pekerja dengan informasi yang cukup untuk melaksanakan tanggungjawab mereka, ia juga akan dapat mengekalkan hubungan yang baik antara ahli organisasi, meningkatkan semangat dan mewujudkan suasana organisasi yang baik (Men, 2014; Bambacas & Patrickson, 2008).

Walaupun banyak kajian yang dijalankan telah mengenalpasti komunikasi sebagai faktor penting kejayaan sesebuah organisasi, secara praktisnya sistem komunikasi dan sturktur komunikasi intra-organisasi ini seringkali “terlepas pandang” oleh pemain-pemain industri. Kalla (2005) mencadangkan agar komunikasi secara berintegrasi diamalkan dalam organisasi yang menitikberatkan perkongsian informasi dan pengetahuan seperti organisasi pembuatan. Organisasi pembuatan adalah organisasi yang berteraskan mesin dan teknologi tinggi yang sering dipertingkatkan dari semasa ke semasa. Di dalam organisasi-organisasi seperti ini, perkongsian informasi dan data baru untuk diambilkira dalam pembuatan keputusan organisasi adalah sangat tinggi (Penning & Bain, 2018). Keadaan ini memerlukan interaksi secara bersemuka dan maya yang sangat efektif.

Apabila membincangkan lebih mendalam fungsi komunikasi intra-organisasi ini, di dalam kajian Kennan & Hazleton (2006), menegaskan ia adalah penting untuk kejayaan dan keberadaan organisasi tersebut dalam industri. Hal ini dikatakan begitu kerana komunikasi dapat menghubungkan kebijaksanaan dan kreativiti pekerja dalam menghasilkan kerja yang lebih bernilai. Hasil kajian ini disokong oleh Quirke (2008) dan menambah bahawa komunikasi menyediakan pekerja dengan informasi-informasi yang diperlukan pekerja untuk menyelesaikan tugasan mereka. Lebih asas daripada itu, komunikasi intra-organisasi juga memungkinkan perkongsian nilai dan kepercayaan yang membentuk organisasi keseluruhannya dan juga merupakan wadah terpenting kepada pihak pengurusan untuk menjalankan fungsi mereka dengan efektif (Ince & Giil, 2011). Peranan komunikasi ini menggambarkan bahawa organisasi dibentuk dan dikekalkan melalui sistem komunikasi dan menjadi asas kepada aktiviti-aktiviti organisasi (Gregory & Halff, 2013).

Oleh kerana kertas konsep ini bertujuan menyentuh aspek isu dan cabaran komunikasi intra-organisasi, maka meninjau sejenak beberapa model berkaitan akan memberi gambaran terhadap peranan komunikasi dalam organisasi ini.

Model pertama ialah model informasi. Model ini menitikberatkan sebaran maklumat. Namun, ia berandaian bahawa sekiranya maklumat itu telah masuk ke saluran yang betul, maka maklumat tersebut akan diterima. Hal ini mendapat kritikan daripada para sarjana. Model seterusnya ialah model assimetrikal yang lebih memberi tumpuan kepada kumpulan sasaran dan maklumbalas. Manakala simetrikal model adalah berdasarkan peluang berdialog yang ideal (McQuail, 2010). Model ini diguna secara meluas dalam membincangkan proses rundingan sehinggalah persetujuan dicapai. Model pembelajaran organisasi menyusul selepas itu dan kemudiannya dibincangkan juga bersama model-model media baru. Jenkins (2006), menyatakan bahawa perubahan budaya dan teknologi telah mengubah bentuk kandungan informasi kepada bentuk yang baru iaitu media baru menjadi pusat penghubung, penghantar dan pemberi maklumat (Ocasio, Laamanen & Vaara, 2018). Bentuk komunikasi intra-organisasi yang baru ini memberi cabaran kontemporari kepada pihak pengurusan organisasi dalam memastikan kesampaian, kecukupan dan kesahan maklumat yang diterima. Kelima-lima model komunikasi organisasi yang disentuh tadi boleh dibincangkan dengan lebih mendalam apabila memperkatakan tentang praktis komunikasi intra-organisasi dalam industri pembuatan era IR4.0.

ISU DAN CABARAN

Walaupun kemajuan teknologi komunikasi ini telah mengangkat kepentingan komunikasi ke satu tahap yang membanggakan, namun tidak dapat dinafikan isu dan cabaran penggunaan dan keberkesanannya sentiasa perlu diberi perhatian khusus (Maavak & Ariffin, 2018). Lebih-lebih lagi kepada industri pembuatan yang sedang melangkah ke era IR4.0 ini. Antara isu dan cabaran utama yang perlu terlebih awal ditangani apabila *smart-factory* ini dilaksanakan ialah melatif 'pemimpin komunikatif'. Pengurus atau pemimpin komunikatif dalam konteks ini perlu memahirkan diri mengkomunikasikan visi, misi, nilai dan matlamat organisasi secara komprehensif dalam bentuk komunikasi bersepadu dan terkawal (Mahmood & Hussin, 2018). Pengurus bukan hanya perlu bijak berucap dan mahir mengendalikan teknologi komunikasi, mereka juga harus kompeten menzahirkannya dalam bentuk penulisan kerana maklumat dalam talian adalah berbentuk tulisan dan grafik. Jika sekiranya selama ini kumpulan pengurusan diberi latihan pengucapan, kini mereka juga perlu menjalani latihan menyampaikan maklumat yang efektif melalui penulisan email yang baik dan tepat, *chat room*, portal dan sebagainya. Tidak kurang pentingnya ialah kebolehan para pengurus ini dalam menyampaikan maklumat melalui 'simbol-simbol' lain maklumat seperti video, grafik, diagram, carta, jadual dan penggunaan ruang-ruang maya yang lain seperti sepanduk *(banner), pops-up* dan lain-lain. Perkara ini boleh menyumbang kepada penciptaan suasana atau 'perasaan' sewajarnya yang diperlukan untuk merangsang keadaan yang diingini menggantikan peranan komunikasi bersemuka sebelum ini seperti '*morning prayer*' dan taklimat ringkas dalam tugas.

Isu dan cabaran kedua penggunaan teknologi komunikasi maklumat (ICT) dan *Internet of Things* (IoT) dalam industri pembuatan ini ialah isu limpahan maklumat. Sekiranya ia tidak dikawal sebaiknya, limpahan maklumat ini boleh menyebabkan berlakunya kekeliruan, stress dan kebocoran maklumat (Bock, Mahmood, Sharma & Kang, 2010). Seterusnya untuk membina informasi menerusi sistem komunikasi antara pihak pengurusan, pengurusan dan pekerja, pekerja dengan pekerja, bukanlah satu tugas yang mudah. Aliran maklumat di dalam organisasi ini pada hakikatnya dikawal oleh struktur organisasi itu sendiri (Sadia, Salleh, Kadir & Sanif, 2018; Cheney, Christensen, Zorn & Ganesh, 2004). Namun, IoT bakal memendekkan struktur organisasi dan aliran maklumat atas talian. Keadaan ini menyebabkan aliran maklumat yang lebih luas, mendatar dan kebanyakan pihak dalam organisasi akan akses atau menerima maklumat yang dibekalkan daripada punca yang sama. Hal ini boleh membawa kepada pekerja menghabiskan masa yang terlalu banyak membina, membaca, menyisih dan mengurus mesej-mesej berkenaan. Oleh itu, satu sistem maklumat yang lebih rapi perlu dirancang bagi menghasilkan aliran maklumat yang efisyen dengan mengambilkira kecukupan maklumat untuk setiap bahagian dan pekerja organisasi (Mudin, How, Rahman, Ibrahim & Jopony, (2018).

Isu dan cabaran yang tidak kurang hebat ialah untuk membina hubungan, kepercayaan, komitmen dan reputasi. Sepertimana yang kita ketahui, ia adalah antara fungsi utama komunikasi dalam organisasi (Guney, Diker, Guney, Ayranci & Solmaz, 2012). Keempat-empat fungsi ini pada kebiasaannya adalah lebih berkesan sekiranya menggunakan komunikasi bersemuka. Peranan komunikasi ini sangat sinonim dengan peranan komunikasi tradisional iaitu komunikasi interpersonal bersemuka. Komunikasi bersemuka terbukti selama ini sebagai wadah membina hubungan dan reputasi (Adler, 2013). Namun dalam era IR4.0 ini, kemungkinan untuk bertemu secara bersemuka akan menjadi sangat berkurangan. Ketiadaan ekspresi-ekspresi non-verbal yang biasanya dapat meyakinkan para pekerja juga harus diseimbangkan. Sikap percaya mempercayai yang wujud melalui maklumbalas bersemuka dalam tugas, kini harus digantikan dengan aktiviti lain. Oleh itu, ia menjadi suatu cabaran yang perlu difikirkan oleh pengamal komunikasi dan pengurus organisasi.

Keempat, isu pengimplementasian kilang pintar era IR4.0 dari sudut komunikasi intra-organisasi ini ialah dari segi model komprehensif sebagai landasan dan persediaan yang baik untuk melaksanakannya. Sepertimana yang disebut pada awal perbincangan, model-model komunikasi berkaitan seperti model informasi, model simetri dua-arah, teori pembelajaran orgaisasi (sekadar menyebut beberapa teori berkaitan) dan lain-lain teori komunikasi organisasi perlu diteliti keserasiannya dengan teori-teori teknologi maklumat dan teori media baru. Di Malaysia setakat ini, masih terlalu awal untuk sebuah model khusus komunikasi intra-organisasi dikemukakan untuk menjadi dasar amalan komunikasi dalam industri pembuatan pada era IR4.0 ini. Oleh itu, ia adalah satu cabaran besar kepada dunia akademik dalam bidang berkaitan untuk bekerja keras secepat mungkin bagi melahirkan model-model komunikasi intra-organisasi yang dapat mendukung dan membantu merealisasikan hasrat dan matlamat kerajaan untuk menjadikan industri pembuatan di Malaysia terus berdaya saing dan sekali gus menjadi tunggak ekonomi Negara pada masa depan.

KESIMPULAN

Kesediaan sektor pembuatan Malaysia dalam mentransformasikan automasi sepenuhnya system komunikasi dalaman organisasi banyak bergantung kepada kesedian para pemain industry itu sendiri selain prasarana yang efisyen Mohamad, Sukarma, Mohamad, Salleh, Rahman, Rahman & Sulaiman, (2018). Era pengurusan organisasi klasik yang bermula pertengahan abad ke-18 hingga pertengahan abad ke-19, telah mengajar kita tentang kesan pengurusan berorientasikan produktiviti (Crafts, 2011). Ketika itu, tujuan organisasi pembuatan adalah untuk meningkatkan pengeluaran pada skala yang besar. Akhirnya sejarah membuktikan masyakat pekerja bangun memberontak akibat tekanan kerja yang melampau di samping ketiadaan perhatian daripada pihak pengurusan terhadap masalah dihadapi pekerja. Era IR4.0 mempunyai objektif teras yang sama iaitu peningkatan produktiviti, dalam kes Malaysia peningkatan awal dijangka melebihi 18% (Kunalan, 2018) Sekiranya ketelitian komunikasi intra-organisasi tidak diambil berat dan diamalkan dengan baik, tidak mustahil ketidakpuasan hati, ketidak percayaan pekerja kepada majikan mungkin akan wujud dan komitmen pekerja kepada organisasi juga boleh menjadi isu besar dan akhirnya akan menimbulkan konflik antara pekerja. Oleh itu, adalah menjadi tanggungjawab pihak pengurusan untuk memastikan amalan komunikasi intra-organisasi diteliti dan disusun, bukan saja dari segi prasarana, malah seiring dengan itu ialah kemahiran berkomunikasi pekerja pengurusan dan bawahan bagi menjamin pengetahuan pekerja dalam menjalankan tugas masing-masing adalah pada tahap optima walaupun pemantauan bersemuka adalah terhad. Pengekalan hubungan antara semua pihak yang terlibat juga perlu diberi perhatian khusus tanpa kompromi dalam memastikan kejayaan matlamat IR4.0.

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MOTIF, KEKERAPAN, DAN KESAN PENGGUNAAN MEDIA SOSIAL DALAM KALANGAN PELAJAR INSTITUSI PENGAJIAN TINGGI AWAM

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ABSTRACT

Facebook merupakan media sosial yang paling popular di Malaysia. Populariti *Facebook* terserlah terutama dalam kalangan remaja dan pelajar institusi pengajian tinggi. Kajian ini bertujuan untuk mengkaji motif, kekerapan, dan kesan penggunaan media sosial (facebook) dalam kalangan pelajar universiti. Dengan menggunkan kaedah kajian kualitatif, data diperolehi melalui temubual separa berstruktur ke atas lapan orang pelajar Universiti Utara Malaysia (UUM) yang dipilih secara bertujuan. Dapatan kajian mendedahkan motif-motif yang dijangka. Namun pendedahan berkaitan kekerapan akses media sosial di kalangan para peserta kajian adalah sesuatu yang luar daripada kebiasaan masyarakat umum. Kekerapan melayari media sosial yang melampau dilihat cenderung untuk memberi kesan negatif kepada para pengguna.

Kata kunci: Media sosial, facebook, motif penggunaan facebook, kekerapan penggunaan facebook, kesan penggunaan facebook.

PENGENALAN

Media sosial yang paling popular di Malaysia adalah *Facebook* kerana ia menjadi kegilaan remaja termasuklah pelajar universiti (Mahmud & Omar, 2013). Hal ini berlaku kerana laman sosial seperti *Facebook* memudahkan masyarakat umum mendapatkan informasi yang bermanfaat pada masa kini (Ab Rahman & Adam, 2015). Ini menjadikan *Facebook* sebagai laman sosial yang terbanyak merekodkan jumlah pengguna berdaftar di Malaysia. Populariti *Facebook* telah menarik minat ramai pengkaji untuk menyelidik penggunaan laman sosial ini dari semasa ke semasa.

Walaupun banyak kajian menunjukkan facebook menjadi pilihan media sosial utama pelajar-pelajar universiti di Malaysia, namun bagaimana ia dimanfaatkan oleh mereka adalah kurang jelas. Oleh itu, dengan memfokuskan kepada pelajar-pelajar institusi pengajian tinggi awam khususnya Universiti Utara Malaysia (UUM), pengkaji mencari jawapan kepada persoalan-persoalan mengenai motif, kekerapan, dan kesan penggunaan facebook.

TEORI KEGUNAAN DAN KEPUASAN

Teori kegunaan dan kepuasan adalah salah satu teori media yang menggunakan pendekatan yang memfokuskan kepada bagaimana khalayak menggunakan media bukan apa yang media lakukan ke atas khalayak. Khalayak sebegini dipanggil sebagai khalayak yang aktif. Pada peringkat awal kemunculannya sejak 1940an, teori ini berasakan kepada kajian-kajian berkaitan dengan media massa, namun perkembangan teknologi semasa turut mengembangkan teori ini bagi membantu kita memahami bagaimana individu atau masyarakat berhubung dengan teknologi sekeliling mereka. Teknologi terkini tidak terhad kepada media massa sahaja, malah turut merangkumi internet, telefon pintar, dan permainan video.

Berdasarkan teori kegunaan dan kepuasan, khalayak yang aktif adalah dipandu oleh matlamat yang akan mendorong mereka mencari, memilih, dan memfokuskan kepada kandungan media yang memberikan kepuasan yang diperlukan oleh mereka (DeFleur, 2010). Contohnya, kajian teori kegunaan dan kepuasan berkaitan penggunaan telefon pintar menunjukkan orang ramai mencari pelbagai kepuasan seperti pembelajaran, dan bersosial (Campbell, 2007; Petrie, Petrovcic & Vehona, 2011) daripada telefon pintar mereka. Tidak kurang juga menggunakannya untuk bertemujanji di alam siber (*cyber dating*) (Bryant & Sheldon, 2017). Berdasarkan kepada teori penggunaan dan kepuasan dalam konteks kajian ini, media merujuk media sosial atau facebook secara khusus. Matlamat pula merujuk kepada motif.

PERMASALAHAN KAJIAN

Perkembangan pesat teknologi komunikasi maklumat (ICT) membolehkan orang ramai berurusan dalam talian dengan pelbagai cara. Antaranya adalah melalui jaringan media sosial. Ledakan penggunaan jaringan media sosial di seluruh dunia turut mempengaruhi pengguna di Malaysia. Penggunaan jaringan media sosial *facebook* telah menjadi satu trend di seluruh dunia termasuk di Malaysia. Ia turut popular dalam kalangan pelajar universiti (Mahmud & Omar, 2013). Laporan statistik daripada the Statistics Portal (2018) menunjukkan jumlah pengguna facebook di Malaysia terus mengalami peningkatan dari setahun ke setahun. Pada 2019, jumlah pengguna facebook di Malaysia dijangka mencapai 13.57 juta, meningkat sebanyak 2.53 juta daripada 2016.

Kemajuan ekonomi, pembentukan polisi dan undang-undang yang menyokong perkembangan ICT di Malaysia turut membantu negara melengkapkan setiap institusi pengajian tinggi dengan infrastruktur dan kemudahan yang terkini seperti penyediaan WiFi yang menjadikan maklumat hanya di hujung jari. Di bawah inisiatif 8, Pelan Pembangunan Pendidikan Malaysia 2015-2025 (2017), Kementerian Pendidikan Tinggi telah berjaya melaksanakan aku janji Kerajaan Persekutuan untuk menyediakan jalur lebar WiFi secara percuma di Universiti Awam dengan harapan ia memberi capaian berkelajuan tinggi bagi memberi impak yang positif kepada proses pengajaran dan pembelajaran di universiti. Antaranya, kajian Hamat, Embi, dan Abu Hassan (2012) ke atas 37 pelajar universiti di Malaysia menunjukkan hampir kesemua responden (97.8%) mempunyai peranti perkomputeran yang boleh mengakses internet di mana mereka turut menggunakan jaringan sosial media untuk berinteraksi dengan rakan sebaya bagi tujuan pembelajaran tidak formal.

Walaupun ramai pendidik dan penyelidik melihat potensi penggunaan media sosial untuk pengajaran dan pembelajaran, tidak kurang juga yang berpendapat penggunaan media sosial oleh golongan muda lebih sebagai platform untuk bersosial berbanding untuk tujuan pembelajaran (Madge, Meek, Wellens and Hooley, 2009; Hamat et. al., 2012). Berdasarkan kajian Norton Online Living Report (NOLR) di Malaysia mengenai tabiat penggunaan internet mendapati remaja menghabiskan masa 16 jam seminggu melayari internet (Hasan & Raja Abdul Rashid, 2012). Jumlah itu sebenarnya enam jam lebih banyak daripada masa purata NOLR peringkat global berdasarkan kajian ke atas 12 negara utama dunia.

Berdasarkan senario semasa perkembangan ICT dan penggunaan media sosial termasuk di institusi pengajian tinggi, adalah penting untuk dibuat satu kajian berkenaan penggunaan media sosial dalam kalangan pelajar universiti.

KAEDAH PENGUMPULAN DAN ANALISIS DATA

Data kajian dikumpul melalui temubual separa berstruktur ke atas lapan orang pelajar program Komunikasi, UUM yang dipilih melalui kaedah persampelan bertujuan yang memfokuskan kepada mereka yang menggunakan media sosial facebook. Teknik persampelan ini dipilih bagi mendapatkan maklumbalas yang mendalam daripada informan terhadap isu yang dikaji. Ciri-ciri demografi informan diringkaskan seperti Jadual 1 di bawah:

Jadual 1 : Ciri-ciri demografi informan

Informan	Jantina	Umur	Tempat asal
1	Lelaki	23	Kelantan
2	Lelaki	23	Johor
3	Lelaki	23	Pulau Pinang
4	Lelaki	23	Perlis
5	Perempuan	23	Kelantan
6	Perempuan	26	Perlis
7	Perempuan	22	Johor
8	Perempuan	23	Kelantan

Protokol temubual dibina berasaskan kepada ulasan literatur dan objektif kajian yang berkaitan dengan motif, kekerapan, dan kesan penggunaan sosial media atau facebook. Berpandukan pendapat DiCicco-Bloom dan Grabtree (2006) yang menyatakan temubual yang paling baik tidak melebihi 30 minit, pembinaan protokol temubual turut mengambilkira jangka masa tersebut. Dalam proses awal menemubual setiap informan, pengkaji memperuntukkan masa selama enam minit bagi menjelaskan mengenai kajian dan berbincang tentang perkara yang perlu diketahui informan sebagai peserta kajian termasuk hak dan etika, serta mendapatkan maklumat latar belakang informan. Ini dilakukan bagi meningkatkan kepercayaan informan terhadap pengkaji seterusnya membina hubungan yang baik bagi melancarkan proses temubual seterusnya.

Data yang dikumpul dan dirakam melalui proses transkripsi, *member-checking*, dan dianalisis secara tematik dengan bantuan NVivo 8. Berdasarkan kepada kaedah analisis tematik Braun dan Clark (2006), proses analisis data kajian ini melalui enam fasa: pengkaji membiasakan diri dengan data; menjana kod awal; mencari tema; mengkaji tema; menentukan tema; dan menghasilkan laporan.

ANALISIS DAN DISKUSI

Selaras dengan objektif kajian, hasil kajian mendedahkan mengenai motif, kekerapan, dan kesan penggunaan facebook dalam kalangan pelajar UUM berdasarkan maklumbalas yang diberikan oleh lapan pelajar yang telah ditemubual secara mendalam. Dapatan kajian ini diringkaskan seperti Jadual 2 di bawah:

Jadual 2: Ringkasan dapatan Kajian

TEMA	SUBTEMA	SUB-SUBTEMA	INFORMAN
Motif	Mencari maklumat	Bermanfaat	1&2
		Kepuasan	1&2
		Berita semasa	3,4,5,6,7&8
	Mencari kenalan	Baru	1,3,4,5&8
		Lama	1,2,5,6,7&8
	Berkomunikasi	Menyiapkan tugasan	1&5
		Berhubung	2,6&7
		Berkongsi maklumat	3,4&8

	Berhibur	Bermain Game	1,2&4
		Menonton video	3,5,6,7&8
Kekerapan	Jumlah jam/hari	4 jam	1,3,4&6
		5 jam	8
		8 jam	2,5&7
	Waktu utama	Selepas kuliah	1,2,3,4&6
		Tiada waktu khusus	5 & 7
Kesan	Positif	Mengeratkan hubungan	4,5&6
		Meningkatkan kepekaan terhadap isu semasa	1,&3
		Meningkatkan pengetahuan yang bermanfaat	7&8
		Memudahkan proses komunikasi	2
	Negatif	Melalaikan	5,6,7&8
		Membazir masa	1,3&4
		Ketagih	2

MOTIF PENGGUNAAN *FACEBOOK*

Secara umumnya, motif merupakan tujuan atau matlamat sebenar pengguna menggunakan media sosial (*Facebook)*. Berdasarkan dapatan kajian, motif penggunaan facebook di kalangan pelajar UUM adalah untuk mencari maklumat; mencari kenalan; berkomunikasi; dan berhibur.

Mencari maklumat

Dapatan kajian menunjukkan bahawa kelapan-lapan informan menyatakan bahawa motif utama mereka menggunakan *Facebook* adalah untuk mendapatkan maklumat. Namun terdapat perbezaan dari segi pencarian maklumat secara khusus di kalangan informan. Informan 1 dan 2 menekankan pencarian maklumat yang bermanfaat dan memberi kepuasan kepada mereka. Manakala kesemua informan lain mementingkan berita-berita semasa dengan informan 7 dan 8 mengkhususkan kepada berita-berita politik.

Mencari kenalan

Motif kedua informan-informan menggunakan *Facebook* adalah bagi mencari kenalan, sama ada kenalan baru atau lama. Kenalan baru merujuk kepada kenalan yang baru dijumpai di dalam media sosial *Facebook*. Manakala, kenalan lama pula merujuk kepada rakan-rakan yang sudah lama berpisah dan dijejaki melalui *facebook*. Kesemua informan menggunakan facebook bagi mencari kenalan, namun mereka merujuk kepada kenalan yang berbeza. Informan 1, 5 dan 8 menyatakan dengan jelas bahawa motif mereka adalah untuk mencari kenalan baru dan lama. Bagi informan 2, 6 dan 7, mereka menggunakan *Facebook* lebih kepada untuk mencari kenalan-kenalan yang lama tetapi baru dijumpai. Seterusnya, bagi informan 3 dan 4 pula, kenalan yang dicari adalah lebih kepada kenalan baru.

Berkomunikasi

Dapatan kajian menunjukkan bahawa motif pelajar UUM menggunakan media sosial *Facebook* juga adalah untuk berkomunikasi. Dalam konteks ini komunikasi yang dimaksudkan adalah berinteraksi. Kesemua informan menggunakan facebook sebagai medium komunikasi. Informan 1 dan 5 berkomunikasi menggunakan facebook bagi menyelesaikan tugasan kursus, informan 2, 6 dan 7 berinteraksi dengan rakan-rakan yang jauh dan dekat. Seterusnya, informan 3, 4 dan 8 menggunakan *Facebook* untuk berkongsi maklumat.

Berhibur

Dapatan kajian turut menunjukkan bahawa kelapan-lapan informan mempunyai motif yang sama dalam menggunakan *Facebook* untuk berhibur. Hiburan yang didapati adalah melalui permainan (*game*) di atas talian, dan penontonan video. Hal ini dinyatakan oleh informan 1, 2, dan 4 yang berhibur melalui permainan seperti *Poker zinga*, dan *snoker*. Manakala kesemua informan lain berhibur dengan menonton video yang dipaparkan seperti cerita lucu berbentuk parodi atau nyanyian seperti Gegar Vaganza.

Secara keseluruhannya, motif utama pelajar menggunakan *Facebook* adalah untuk mencari maklumat, mencari kenalan, berkomunikasi dan juga berhibur.

KEKERAPAN PENGGUNAAN *FACEBOOK*

Kekerapan penggunaan *facebook* dalam kajian ini mengambilkira kekerapan informan mengakses *facebook* mengikut jam, dan waktu utama yang sering dipilih untuk mengakses *facebook*.

Kekerapan Mengikut Jam

Kekerapan informan mengakses facebook adalah berdasarkan penilaian informan sendiri berasaskan kepada jumlah 24 jam yang ada dalam sehari. Dalam konteks ini, dapatan kajian mendedahkan majoriti informan iaitu informan 1, 3, 4, dan 6 mengakses facebook selama empat jam sehari. Ini menjadikannya 28 jam seminggu. Hanya informan 1 dan 6 yang menyatakan pembahagian jumlah jam secara khusus mengikut motif penggunaan di mana mereka mengkhususkan satu jam untuk pencarian maklumat, dan tiga jam lagi untuk untuk melihat status yang dimuat naik oleh kenalan di *Facebook*. Bagi informan 2, 5 dan 7 pula, kekerapan mereka melayari *Facebook* adalah selama lapan jam sehari atau 56 jam seminggu untuk pelbagai tujuan. Hanya informan 8 yang mengakses *Facebook* selama lima jam sehari atau 35 jam seminggu dengan tujuan mencari maklumat dan kenalan, berhibur dan berkomumunikasi. Ini menunjukkan bahawa kekerapan kelapan-lapan informan menggunakan *Facebook* dalam masa seminggu adalah berbeza-beza iaitu di antara 28, 35 dan 56 jam.

Waktu Utama

Waktu utama merujuk kepada waktu-waktu tertentu yang sering dipilih oleh informan untuk melayari facebook. Dapatan kajian mendedahkan bahawa majoriti informan gemar mengakses facebook selepas waktu kuliah iaitu di sebelah petang dan malam. Hanya dua informan, 5 dan 7 yang tidak mengkhususkan waktu tertentu untuk mengakses facebook. Namun mereka menghadkan penggunaannya ketika kuliah dan musim peperiksaan. Ini menunjukkan informan-informan terbahagi kepada mereka yang mempunyai waktu utama dan tidak mempunyai waktu utama untuk mengakses facebook.

Berdasarkan analisis kekerapan mengikut jam, bolehlah disimpulkan bahawa mereka yang lebih cenderung mengakses facebook tanpa mempunyai waktu utama adalah lebih kerap mengakses facebook mengikut jam.

Kesan Penggunaan *Facebook*

Kesan penggunaan Facebook diklasifikasikan kepada dua bahagian iaitu dari aspek positif yang mendatangkan manfaat dan aspek negatif yang membawa mudarat berdasarkan pendapat para informan. Dapatan kajian menunjukkan, kesan positif penggunaan *Facebook* yang utama adalah bagi mengeratkan hubungan dengan kenalan baru dan lama (informan 4,5, dan 6), meningkatkan kepekaan terhadap isu-isu semasa berkaitan politik, ekonomi, dan sosial yang berlaku samada di dalam mahupun di luar negara (informan 1 dan 3), meningkatkan pengetahuan yang bermanfaat terutamanya yang berkaitan agama dan pelajaran (informan 7 dan 8), dan memudahkan proses berkomunikasi (informan 2).

Dalam konteks kesan negatif penggunaan facebook, sebahagian besar informan bersetuju bahawa penggunaan facebook mengundang kelalaian yang menjadikan mereka malas mengulangkaji pelajaran dan boleh menyebabkan tugasan akademik tertangguh (informan 5, 6, 7, dan 8). Informan 1,3, dan 4 pula berpendapat, penggunaan facebook juga boleh membazirkan masa mereka dengan perkara yang tidak bermanfaat seperti *online game*. Manakala informan 2 melihat penggunaan facebook menjadikannya ketagih untuk sering melayarinya.

Secara keseluruhannya, kesemua informan berpendapat bahawa, *Facebook* banyak memberikan manfaat terutamanya dalam pembelajaran jika digunakan dengan sebaiknya. Namun, jika *Facebook* disalahgunakan ia juga memberi kesan yang negatif terhadap seseorang individu.

PERBINCANGAN

Selain daripada mencari maklumat dan berhibur, kesemua informan turut bersepakat menjadikan mencari kenalan sebagai motif utama mereka menggunakan facebook. Pelajar menjadikan laman sesawang *Facebook* sebagai medium untuk mencari kenalan lama dan menambah kenalan baru (Mohammad Aziz Shah et al., 2013). Ini menunjukkan tren yang sama diamalkan oleh pelajar-pelajar di universiti lain seperti yang didapati oleh Mahmud dan Omar (2013) dalam kajian mereka ke atas pelajar-pelajar Universiti Sains Malaysia. Berdasarkan kajian mereka, motif sebenar pelajar universiti menggunakan *Facebook* untuk merasa hebat berteman, menghiburkan, dan mencari maklumat adalah amat berkait rapat dengan kekerapan penggunaan facebook. Inilah juga yang berlaku di kalangan pelajar UUM apabila kesemua informan yang berkongsi motif tersebut merupakan mereka yang kerap melayari facebook. Dalam konteks ini, media sosial dimanfaatkan oleh pelajar universiti sebagai media interaksi (Destiana et. al., 2013).

Soalselidik ke atas 6358 pelajar institusi pengajian tinggi di Malaysia berkenaan penggunaan jaringan media sosial menunjukkan sebahagian besar pelajar menggunakan sosial media untuk bersosial lebih daripada belajar. Namun, mereka tidak berpendapat corak penggunaan tersebut memberi kesan kepada pencapaian akademik mereka (Hamat, et. al., 2012). Ini adalah berbeza daripada dapatan kajian ini di mana kesemua informan yang mengakses facebook di tahap maksimum mengaku bahawa perbuatan tersebut melalaikan, dan menjadikan penggunanya ketagih. Ini menyokong cadangan semakin banyak masa yang digunakan untuk melayari facebook, semakin besar kemungkinan mereka untuk menjadi ketagih (Jafarkarimi et. al., 2016).

Kajian Norton Online Living Report (NOLR) di Malaysia mengenai tabiat penggunaan internet mendapati remaja menghabiskan masa 16 jam seminggu melayari internet (Hasan dan Raja Abdul Rashid, 2012). Jika dibandingkan kepada dapatan kajian ini, kekerapan masa antara 28-56 jam seminggu yang diperuntukkan pelajar-pelajar UUM untuk melayari facebook mendedahkan yang peruntukan masa mereka melayari facebook adalah jauh lebih kritikal daripada remaja Malaysia keseluruhannya. Ini adalah sesuatu yang amat membimbangkan kerana kajian menunjukkan pengguna yang menghabiskan antara 40-80 jam di atas talian setiap minggu cenderung untuk mendapat kemudaratan yang berbeza (Jafarkarimi et. al., 2016).

Idea utama teori kegunaan dan kepuasan mengetengahkan khalayak yang aktif adalah dipandu oleh matlamat (DeFleur, 2010). Inilah yang sebenarnya diamalkan oleh informan-informan dalam kajian ini. Walaupun hanya dua informan yang menyatakan secara khusus motif mereka menggunakan facebook untuk mencari maklumat yang memberi kepuasan kepada mereka, namun motif-motif lain juga boleh dikategorikan sebagai motif-motif yang turut memuaskan mereka kerana apa yang dilakukan itu bertitik tolak daripada diri mereka sendiri tanpa sebarang paksaan daripada orang lain.

KESIMPULAN

Walaupun konsep teori kegunaan dan kepuasan dilihat memberi lebih kebebasan memilih kepada khalayak, sesungguhnya ia tidak dapat menjamin pengaplikasian yang ideal dalam semua keadaan.

Dalam konteks kajian ini, para pelajar institusi pengajian tinggi dikategorikan sebagai golongan muda yang masih memerlukan panduan dalam membuat pilihan yang terbaik untuk mereka. Tanpa panduan tersebut, penggunaan media sosial yang sepatutnya membantu mereka dalam pembelajaran dan memberi kesan yang positif dalam kehidupan akan menjadi sebaliknya apabila mereka terlalu kerap menggunakannya untuk motif yang kurang mendatangkan manfaat.

Oleh itu, dicadangkan pihak universiti atau pihak yang terlibat dengan pengurusan pelajar-pelajar institusi pengajian tinggi seharusnya mengambil langkah awal dengan mengadakan program-program kesedaran yang akan memandu mereka menggunakan media sosial secara lebih bermakna.

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KONSEP KECEKAPAN KOMUNIKASI ANTARA BUDAYA DARI PERSPEKTIF PELAJAR

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ABSTRAK

Banyak kajian telah dijalankan dalam bidang kecekapan komunikasi antara budaya namun kebanyakannya berasaskan pengalaman di negara barat. Bagaimanapun, perspektif kecekapan komunikasi antara budaya dari barat dikatakan kurang relevan untuk menggambarkan persekitaran di tempat lain. Justeru, perlu ada kajian yang meneliti konsep kecekapan komunikasi antara budaya dalam konteks Malaysia. Data kajian diperoleh menggunakan kaedah kumpulan fokus dengan pelajar sarjana muda yang terpilih dari tiga buah universiti di bahagian utara Malaysia. Hasil kajian menunjukkan kecekapan komunikasi antara budaya memerlukan tiga tema utama iaitu pembelajaran norma budaya, sensitiviti budaya dan keupayaan bahasa. Kajian ini memberikan perspektif yang dapat menyumbang kepada penelitian semula konsep kecekapan komunikasi antara budaya baharu dari konteks Malaysia.

Kata kunci: Kecekapan komunikasi antara budaya, Pengalaman antara budaya, perspektif Malaysia, perspektif Barat dan pelajar.

PENGENALAN

Kepelbagaian budaya di tempat kerja mahupun dalam struktur masyarakat kini telah mewujudkan keperluan terhadap kecekapan komunikasi antara budaya. Banyak kajian telah dilakukan dalam bidang kecekapan komunikasi antara budaya, namun kebanyakannya datang dari perspektif Barat. Justeru, kajian kecekapan komunikasi antara budaya perlu lebih banyak dilakukan dalam konteks budaya Asia (lihat cth; Dalib, 2014). Berpandukan keperluan ini, kajian ini meneroka konsep kecekapan komunikasi antara budaya dari perspektif pelajar.

PENGERTIAN KECEKAPAN KOMUNIKASI ANTARA BUDAYA

Perkembangan bidang kecekapan komunikasi antara budaya menunjukkan bahawa konstruk ini bukan sahaja mempunyai definisi yang pelbagai, malah ia juga mempunyai terminologi yang pelbagai (lihat Bennett, 2009). Walau bagaimanapun, Liu (2012) menyatakan bahawa istilah keberkesanan (*effectiveness*) dan kesesuaian (*appropriateness*) membentuk konsep asas kecekapan komunikasi antara budaya. Keberkesanan merujuk kepada kejayaan mencapai matlamat dan kepuasan yang diingini (Parks, 1994). Dalam kebanyakan model Barat, konsep keberkesanan ditumpukan kepada keupayaan seseorang individu untuk mengawal sesuatu situasi dan objektif sendiri (Chen, 2009; Parks, 1994). Menurut Parks (1994), konsep kawalan individu ini merujuk kepada kebolehan individu berkenaan untuk mempengaruhi hasil komunikasi bagi mencapai matlamat peribadi. Kesesuaian pula merujuk kepada kebolehan seseorang untuk mengikut norma, peraturan dan jangkaan sosial (Spitzberg & Cupach, 1984). Lustig dan Koester (2010) menyatakan bahawa seseorang perlu mengenalpasti peraturan dalam sesuatu situasi untuk mencapai kesesuaian komunikasi. Pengetahuan tentang perlakuan komunikasi yang dibenarkan dan tidak dibenarkan memberikan gambaran sama ada perlakuan seseorang boleh diterima dalam sesuatu situasi. Komunikator yang kompeten dilihat sebagai individu yang boleh mengawal dan mengkoordinasi perelakuan mereka untuk mencapai matlamat peribadi serta menyesuaikan diri dalam sesuatu situasi.

Selain kriteria kesesuaian dan keberkesanan, kecekapan komunikasi antara budaya memerlukan komponen motivasi, pengetahuan dan kemahiran (Spitzberg & Changnon, 2009). Menurut Spitzberg (2012), motivasi bermaksud kecenderungan yang ada pada diri individu terhadap sesuatu perkara. Pengetahuan bermaksud kebolehan untuk mendapatkan dan memahami informasi. Kemahiran pula merujuk kepada kebolehan melaksanakan pengetahuan dalam bentuk tindakan untuk mencapai matlamat. Berdasarkan beberapa definisi yang wujud dalam sorotan karya, kajian oleh Deardorff (2006) boleh dijadikan sebagai panduan asas dalam memahami konstruk kecekapan komunikasi antara budaya. Dalam pendekatan *grounded theory* yang telah dilaksanakan oleh Deardorff, kecekapan komunikasi antara budaya ditakrifkan sebagai keupayaan untuk berkomunikasi secara berkesan dan bersesuaian dalam situasi antara budaya berdasarkan pengetahuan, kemahiran dan sikap individu.

Perspektif barat sememangnya dapat membantu kita memahami konsep kecekapan komunikasi antara budaya. Bagaimanapun, terdapat kritikan tentang implikasi budaya yang boleh mempengaruhi kajian. Hofstede (1997) menunjukkan bahawa apabila para sarjana barat membina teori, isu yang dikenalpasti adalah isu yang relevan dalam konteks masyarakat. Berasaskan kenyataan ini, perspektif barat telah menerima kritikan dari segi aplikasi dalam konteks masyarakat Asia.(cth., Chen & Miike, 2006; Dalib, 2014; Dalib, Harun & Yusoff, 2014; Miike, 2007). Kebanyakan kritikan menunjukkan orientasi barat didapati berbeza dengan nilai budaya masyarakat di Asia (Chen, 2009a; Chen & Miike, 2006; Miike, 2007, 2010a, 2012b). Chen dan Starosta (2003) menyatakan bahawa konsep kendiri kebanyakan masyarakat Asia lebih tertumpu kepada aspek hubungan. Ini bermaksud masyarakat Asia melihat diri mereka sebagai individu yang mempunyai rasa kebergantungan yang harmoni diantara satu sama lain. Amalan komunikasi masyarakat Asia yang lebih tertumpu kepada aspek hubungan mempengaruhi perspektif mereka terhadap konsep kecekapan komunikasi. Beberapa kajian kecekapan komunikasi dalam konteks budaya Asia menunjukkan bahawa kebanyakan analisis unit bagi konstruk ini lebih menekankan faktor hubungan berbanding individu. (cth., Dalib, 2014; Dalib, Harun & Yusoff, 2014; Yeh, 2010; Yum, 2012; Xiao & Chen, 2009). Sebagai contoh, perspektif Korea menunjukkan bahawa keberkesanan komunikasi bukanlah berdasarkan pencapaian matlamat individu tetapi lebih kepada keupayaan individu berkenaan untuk membina dan mengekalkan hubungan dengan orang lain (Yum, 2012).

Dengan mengambil kira dominasi perspektif barat, penelitian terhadap konsep kecekapan komunikasi dalam konteks Malaysia haruslah dilaksanakan. Usaha ini bukan sahaja dapat menyumbang kepada konsep kecekapan komunikasi yang baharu, ia juga memberi peluang kepada penambahbaikan model kecekapan komunikasi antara budaya.

PENEROKAAN KECEKAPAN KOMUNIKASI ANTARA BUDAYA: TINJAUAN PERSPEKTIF PELAJAR

Malaysia boleh dijadikan sebagai satu lokasi kajian yang menarik untuk mengkaji konsep kecekapan komunikasi antara budaya. Kepelbagaian budaya di negara ini dapat dilihat terutamanya di institusi pengajian tinggi. Sejak Kementerian Pengajian Tinggi mempromosi pendidikan tinggi Malaysia di peringkat antarabangsa, aktiviti ini telah mendorong kehadiran pelajar antarabangsa yang ramai bukan sahaja dari rantau Asia Tenggara, malah dari Timur Tengah dan Afrika (Singh, 2012; Zuria et. al, 2010). Kewujudan pelajar antarabangsa disamping pelajar tempatan dilihat meningkatkan kepelbagaian budaya di universiti di Malaysia. Memandangkan terdapat kemungkinan pelajar tempatan berinteraksi antara satu sama lain, persekitaran kampus boleh dilihat sebagai lokasi kajian yang sesuai untuk meneroka pengalaman antara budaya pelajar. Justeru, persoalan kajian berikut dirangka:

Bagaimana pelajar memahami kecekapan komunikasi antara budaya berasaskan pengalaman interaksi mereka?

Kaedah Kajian

Kajian ini melibatkan tiga buah universiti di bahagian utara Malaysia iaitu Universiti Utara Malaysia (UUM), Universiti Sains Malaysia (USM) dan Universiti Malaysia Perlis (uniMAP). Responden kajian ini merupakan pelajar program sarjana muda di universiti berkenaan yang mempunyai pengalaman berinteraksi dengan pelajar antarabangsa di dalam kampus. Kajian ini menggunakan kumpulan fokus. Seramai lima belas orang responden telah ditemubual. Kebanyakan responden berinteraksi dengan pelajar di dalam kelas atau di asrama penginapan mereka. Jadual 1 menunjukkan profil responden bagi kajian ini:

Jadual 1. Profil responden kajian

Kumpulan fokus	Responden	Etnik	Jantina	Program Pengajian	Semester
Kumpulan Fokus 1 (KF1)	Responden 1 (R1)	Melayu	Lelaki	Komunikasi	8
	Responden 2 (R2)	Melayu	Lelaki	Komunikasi	7
	Responden 3 (R3)	Cina	Perempuan	Sains Sosial	5
	Responden 4 (R4)	Cina	Perempuan	Komunikasi	7
	Responden 5 (R5)	Melayu	Perempuan	Senireka	5
	Responden 6 (R6)	Cina	Lelaki	Biologi	5
Kumpulan Fokus 2 (KF2)	Responden 7 (R7)	Melayu	Lelaki	Komunikasi	6
	Responden 8 (R8)	Cina	Lelaki	Komunikasi	10
	Responden 9 (R9)	Melayu	Perempuan	Komunikasi	10
	Responden 10 (R10)	Indian	Perempuan	Komunikasi	4
	Responden 11 (R11)	Melayu	Lelaki	Komunikasi	4
Kumpulan Fokus 3 (KF3)	Responden 12 (R12)	Melayu	Perempuan	Komunikasi Media Baharu	6
	Responden 13 (R13)	Melayu	Perempuan	Komunikasi Media Baharu	6
	Responden 14 (R14)	Melayu	Perempuan	Komunikasi Media Baharu	6
	Responden 15 (R15)	Melayu	Lelaki	Komunikasi Media Baharu	4

Dari segi struktur temubual, kajian ini menggunakan model piramid oleh Deardorff (2006) sebagai kerangka teori yang memandu soalan kajian. Bagaimanapun, penyesuaian dibuat berdasarkan kajian lepas yang membolehkan pengkaji meneroka perspektif pelajar. Dalam temubual yang dijalankan, responden kajian diminta mengingati beberapa situasi dimana mereka berinteraksi dengan pelajar antarabangsa dan pengertian mereka terhadap komunikasi yang berkesan. Kajian ini menggunakan perisian NVIVO 10 untuk pengurusan data. Data dikategorikan berasaskan pengalaman pelajar dan tema yang dikenalpasti kemudiannya dibandingkan dengan model Deardoff (2006).

DAPATAN KAJIAN

Analisis data menunjukkan tiga tema utama yang menjelaskan perspektif responden terhadap kecekapan komunikasi antara budaya iaitu: (i) pemahaman budaya, (ii) rasa hormat dan (iii) keupayaan bahasa.

Tema 1: Pembelajaran budaya

Responden kajian menceritakan pengalaman antara budaya mereka. Hasil pengalaman berkenaan, mereka menyatakan pengalaman yang diperoleh memberi pemahaman tentang peraturan interaksi yang didapati berbeza dengan budaya lain.Berasaskan pengalaman yang telah dikongsi oleh responden berkaitan perbezaan budaya, responden berpendapat bahawa kecekapan komunikasi mesti bermula dengan keinginan untuk mempelajari perbezaan budaya. Sebagai contoh, responden dalam kumpulan fokus 2 berkongsi pengalaman memahami perlakuan pelajar antara bangsa yang dianggap sebagai “tidak boleh diterima” dalam budaya orang Malaysia. Perbincangan responden juga menunjukkan kepentingan mempelajari budaya orang lain yang boleh membantu pembinaan hubungan yang positif:

P= Penyelidik
R= Responden

R5:Kalau kata pengalaman saya dekat universiti ini baru mula tak rasmi dengan orang daripada luar negaralah… bagi saya ialah bila saya join silat UUM, silat olahraga pada semester pertama saya wakil uum untuk ke Thailand tournament
P: Ok
R5: jadi kat situlah saya dapat komunikasi lepas pada balik tournament. saya mengetuai pasukan silat untuk pengambilan ahli baru , dekat situ saya buka keahlian kepada orang luar negara sekali dengan master, phd kat sini dan semester lepas ada seorang Nigeria
P : Masuk silat?
R5: Haah, masuk silat
P : Silat apa?
R5: Silat olahraga, untuk atlet
P : Oooo, dia bkn silat gayung kan.. dia memang khas olahraga…
R5: dia macam…dia bukan silat gayung dia fokus untuk pergi tournament ja
P : ooooo..yang dia punya trainer?
R5: Trainer dia orang luar. Pastu bila dibawa masuk diaorang macam ada malu segan lagi, macam diaorang tak faham apa benda ni silat. Disitulah saya mula komunikasi dengan mereka (Nigeria) dan ada budaya yang… saya sendiri pun…. sebab baru belajar… saya tak tahu macam mana balas balik… sebab mereka kalau berjalan.. lelaki dengan lelaki…

mereka suka pegang tangan. Jadi ada satu malam tu… balik daripada latihan… kawan Nigeria saya pegang tangan saya, saya macam (ketawa)...
P : Nigeria?
R5: Haaa, Nigeria.
P: Dia pegang tangan jugak ya, saya ingat Arab sahaja (ketawa).
R5: Ya, dia pegang tangan pastu sambil borak borak macam biasa, jadi saya buat biasa (ketawa)
R1 : Kita dengar dia (orang Nigeria) pegang tanganlah apa tu semua tu kan , hmmmm, sebab kita tak tahu budaya mereka macam mana, dan kita belajar budaya mereka…
P: Okay..
R1: kita cuba tanya… pastu kongsi bersama perbezaan budaya..cuba bina hubungan baik.. baru kita ada tanggapan positif.

Tema 2: Sensitiviti Budaya

Responden menceritakan pengalaman mereka berhadapan dengan perbezaan budaya yang memerlukan sensitiviti budaya. Sebagai contoh, responden dalam kumpulan fokus 1 berkongsi pengalaman mengenai topik perbualan dengan pelajar bangsa yang melibatkan kepercayaan agama dan norma masyarakat Malaysia:

R6: Antara cabaran bila berinteraksi dengan pelajar antarabangsa ialah bila mereka tanya tentang kepercayaan agama. Sesetengah mereka ada yang beragama Kristian, Yahudi, Atheist… mereka tidak percaya kepada kewujudan tuhan tetapi fakta saintifik. Bila mereka tanya saya..saya jawab saya beragama kristian. Kemudian mereka tanya "kenapa saya percayakan tuhan?"
R5: Mereka juga ada tanya saya "kenapa wanita muslim mesti berhijab? Yang paling menarik mereka tanya "bagaimana kehidupan orang Islam (di Malaysia)?
R: Jadi, apa perasaan anda?
P5: Saya tak rasa marah… sepanjang tiga tahun saya disini (kampus), bila ada perbualan sebegini..err..saya nak mereka ikut agama saya.. lebih kepada…
R: Perkongsian?
P5: Perkongsian… ya.
R: Menarik. Bagaimana dengan yang lain? Ada cabaran seperti rakan kita (P5 & P6)?
P2: Ya. Kadang-kadang, mereka (pelajar antarabangsa) bertanya tentang norma masyarakat kita seperti 'Malaysian time'. Ianya satu cabaran kepada mereka.
P1: Saya pernah dengar pelajar antarabangsa mengeluh. Contohnya bila mereka pergi kelas, tiba-tiba 'last minute'.. kelas batal. Perkara sebegini tak pernah berlaku di negara mereka. Malaysia ni.. kalau bab pengurusan masa..maaf cakap. Kalau kita janji nak jumpa pada masa tertentu, belum tentu tepat. Dah jadi budaya kita. Jadi, kalau kita janji nak jumpa pelajar antarabangsa dan beritahu sekian masa, mereka akan tanya kita balik…'Malaysia time'(ketawa).

Tema 3: Kebolehan bahasa

Hasil analisis data mendapati faktor bahasa menjadi perkara yang menjadi perhatian responden apabila mereka berkongsi pengalaman. Sebagai contoh, responden dalam kumpulan fokus 1 melihat kebolehan berbahasa (terutamanya dalam Bahasa Inggeris) penting dalam mengurangkan jurang interaksi:

R: Bagaimana anda berinteraksi dengan pelajar antarabangsa? Cuba ingat kembali bagaimana anda berinteraksi dalam situasi seharian sebagai pelajar di kampus. Mungkin anda jumpa pelajar antarabangsa setiap hari. Sesiapa sahaja dalam kumpulan ini boleh mulakan.
P5: Adakah ia berkaitan dengan cara kami bercakap dengan mereka? Berapa lama kami bercakap?
R: Ya, berapa kerap anda berinteraksi, bila masa anda berinteraksi, adakah anda yang mulakan percakapan dengan mereka, berapa lama anda bercakap..
P6: Saya merupakan sukarelawan pelajar di pejabat mobiliti antarabangsa di kampus ini. Jadi, memang setiap hari saya berinteraksi dengan pelajar antarabangsa. Mereka akan datang ke pejabat untuk memohon bantuan dan biasanya saya akan tanya "apa yang boleh saya bantu" dan biasanya begitulah interaksi kami bermula.
P1: Saya pelajar dan juga staf kontrak di kampus ini di pejabat visa pelajar. Jadi, setiap hari saya berurusan dengan pelajar antarabangsa untuk pembaharuan visa. Saya berurusan dengan pelajar sarjana muda. Kebanyakannya datang dari China.
R: Jadi, kebanyakan masa kamu menggunakan bahasa Inggeris?

P1: ya
R: Bila kamu berinteraksi dengan mereka (pelajar antarabangsa dari Cina), bagaimana kamu berinteraksi?
P3: Aksen mereka tidak sama seperti kami, jadi kami perlu ubah aksen kami untuk mereka faham.
P6: Kalau saya, saya tahu bahasa Thailand (sebagai bahasa ketiga) sedikit. Jadi, kalau ada pelajar dari Thailand, saya cuba guna bahasa Thailand. Itu saja cara untuk perbaiki bahasa saya. Jadi, bila ada pelajar Thailand, saya akan cuba bercakap bahasa mereka.
P6: Pandangan saya, kalau interaksi dengan pelajar antarabangsa, bahasa utama tentulah bahasa Inggeris. Bagaimanapun, ia bergantung kepada keupayaan kita untuk menyesuaikan penggunaan bahasa apabila berinteraksi. Macam contoh, bila saya berkomunikasi dengan pelajar dari Jepun. Mereka kurang keupayaan untuk bercakap dalam bahasa Inggeris berbanding pelajar dari Eropah. Jadi, saya perlu perlahankan cara saya bercakap dan guna perkataan asas sahaja.

PERBINCANGAN

Kajian ini dijalankan untuk menjawab persoalan kajian berikut: Bagaimana pelajar memahami kecekapan komunikasi antara budaya berasaskan pengalaman interaksi mereka? Tiga tema utama telah dikenalpasti dari kajian ini iaitu pembelajaran budaya, sensitiviti budaya dan kebolehan bahasa.

Tema "pembelajaran budaya" menonjolkan pengalaman responden mempelajari peraturan budaya yang berbeza terhadap perlakuan komunikasi. Seperti yang telah ditunjukkan dalam hasil kajian, perbuatan memegang tangan dalam kalangan kaum lelaki dilihat sebagai perbuatan yang 'tidak boleh diterima' dalam masyarakat Malaysia tetapi dilihat sebagai satu perlakuan biasa bagi orang Nigeria. Tafsiran tentang perlakuan komunikasi menunjukkan perbezaan peraturan budaya. Hasil kajian ini mempunyai dimensi kesesuaian (*appropriateness*) yang merujuk kepada persoalan perlakuan yang boleh diterima atau yang tidak boleh diterima dalam interaksi sosial sesebuah budaya (Deardorff, 2006). Berbeza dengan kebanyakan model barat yang melihat kecekapan komunikasi sebagai konsep yang tertumpu kepada seseorang individu (Spitzberg & Changnon, 2009), perspektif responden juga menunjukkan perhatian mereka kepada aspek pembinaan hubungan. Hasil kajian ini menunjukkan satu perspektif yang menarik. Pemahaman responden terhadap kecekapan komunikasi antara budaya mempunyai persamaan dengan nilai saling bergantungan dan hubungan yang didapati penting dalam kebanyakan budaya Asia (cth., Miike, 2012; Yum, 2012; Zaharna, 2009). Berasaskan kepentingan pemahaman budaya, hasil kajian juga menunjukkan dimensi keberkesanan (*effectiveness*) berbeza dengan perspektif barat. Dalam konteks ini, matlamat komunikasi berubah dari pencapaian matlamat seseorang individu kepada ppembinaan hubungan. Hasil kajian ini mempunyai persaman dengan perspektif kajian dalam beberapa budaya Asia yang menunjukkan aspek hubungan merupakan matlamat utama dalam komunikasi kemanusiaan (cth., Chen & Starosta, 2003; Chen & Miike, 2006; Miike, 2010, 2012).

Tema "sensitiviti budaya" menunjukkan perspektif responden seseorang itu perlu mempunyai sensitiviti dalam interaksi antara budaya. Penemuan hasil kajian ini menyokong kajian lepas yang menunjukkan kepentingan sensitiviti budaya sebagai salah satu komponen utama dalam kecekapan komunikasi antara budaya (cth: Deardorff, 2009). Secara lebih spesifik, hasil kajian menunjukkan terdapat hubungkait antara sensitiviti budaya dan faktor agama. Kajian ini menyokong kenyataan Shamsul (1996) bahawa agama memainkan peranan penting dalam kehidupan kebanyakan masyarakat Malaysia dimana kepercayaan agama membentuk sebahagian besar konsep diri mereka. Dalam konteks inilah sensitivity sangat penting untuk mencapai kecekapan komunikasi antara budaya. Penekanan yang diberikan kepada sensitiviti budaya terutamanya dari aspek agama memberi implikasi yang signifikan kepada konsep kecekapan komunikasi antara budaya. Walaupun adaptasi adalah komponen penting dalam mencapai kecekapan komunikasi (Deardoff, 2006), ianya bukanlah satu-satunya kaedah untuk menjadi kompeten. Hasil kajian ini menunjukkan bahawa sensitiviti budaya membolehkan responden mengekalkan identiti agama mereka dalam mencapai kecekapan komunikasi antara budaya.

Tema "kebolehan bahasa" menunjukkan dapatan yang menarik tentang peranan bahasa yang sering dipinggirkan dalam kebanyakan model barat (Fantini, 2009). Lustig dan Koester (2010) menyatakan kesedaran tentang peranan bahasa timbul apabila bahasa dilihat boleh menjadi faktor penghalang dalam interaksi. Bertepatan dengan kenyataan ini, kajian ini memberi gambaran tentang pengalaman responden berkaitan bahasa. Pengalaman sebegini menimbulkan kesedaran mereka terhadap kepentingan bahasa dalam kecekapan komunikasi antara budaya. Tambahan lagi, memandangkan hasil kajian mendapati responden berhadapan dengan aksen bahasa yang pelbagai dalam penggunaan bahasa Inggeris, hasil kajian ini menunjukkan pengaruh elemen budaya terhadap bahasa. Baker (2011) menyatakan bahawa apabila komunikator berinteraksi dalam bahasa yang didapati asing bagi kedua-dua belah pihak, pertuturan akan dipengaruhi oleh bahasa asal mereka. Justeru, bagi membolehkan kelancaran interaksi, ianya memerlukan kesedaran komunikator tentang pengaruh budaya dalam pertuturan (Spencer-Oatey & Franklin, 2009). Kesedaran tentang pengaruh budaya terhadap bahasa ini menyumbang kepada satu perspektif yang menarik terhadap dimensi keberkesanan (*effectiveness*) dalam kecekapan komunikasi antara budaya. Perspektif responden menunjukkan kesedaran bahawa kecekapan komunikasi antara budaya bukan sekadar penguasaan bahasa. Sebaliknya, ia turut melibatkan keupayaan memahami perbezaan aksen dalam komunikasi yang membolehkan komunikator menguruskan perbezaan bahasa dan budaya.

Ketiga-tiga tema yang dikenalpasti menyumbang kepada perspektif kecekapan komunikasi antara budaya. Walaupun hasil kajian menunjukkan persamaan elemen asas kompetensi oleh Deardorff (2006), terdapat dua elemen yang perlu mengambil kira situasi budaya Malaysia. Pertama, kajian ini menunjukkan tumpuan (*locus*) kecekapan komunikasi antara budaya berbeza dengan barat. Jika perspektif barat lebih tertumpu kepada melihat kecekapan komunikasi sebagai kebolehan individu, kajian ini menunjukkan konsep kecekapan komunikasi lebih tertumpu kepada faktor pembelajaran budaya dan pembinaan hubungan. Kedua, memandangkan kajian ini meneroka pengalaman antara budaya responden, pengalaman mereka menunjukkan isu perbezaan perlakuan komunikasi, bahasa dan agama. Kesemua isu yang dinyatakan ini kurang ditonjolkan dalam model barat. Justeru, kajian ini memberi pemahaman baru tentang pengertian kecekapan komunikasi apabila ianya mengambilkira pengalaman komunikator berbilang bahasa dalam persekitaran kampus di Malaysia.

KESIMPULAN

Kajian ini menyumbang kepada perspektif kecekapan komunikasi antara budaya yang lahir dari pengalaman pelajar berinteraksi dengan pelajar antarabangsa dalam persekitaran kampus. Secara umumnya, kajian menunjukkan persamaan dari segi definisi asas kecekapan komunikasi yang membolehkan pemahaman yang bersifat universal terhadap konstruk ini. Bagaimanapun, faktor khusus seperti budaya dan bahasa menjadi elemen unik yang perlu diberi perhatian dalam meneliti kecekapan komunikasi antara budaya dalam konteks Malaysia.

Kajian ini memberi fokus kepada pengalaman antara budaya responden dan ianya tidak melihat kepada proses interaksi yang berlaku dalam situasi yang sebenar. Justeru, kajian lanjut boleh dilakukan dengan menggunakan kaedah pemerhatian terhadap situasi sebenar dimana interaksi berlaku. Kajian seperti ini dapat membantu memahami bagaimana individu berbeza budaya menguruskan perbezaan mereka dengan berkesan. Hasil kajian ini juga dapat membantu para pengkaji mencadangkan komponen perlakuan komunikasi yang berkesan dalam situasi interaksi antara budaya yang sebenar.

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PENGGUNAAN FACEBOOOK, JALINAN HUBUNGAN DAN PEMBENTUKAN IDENTITI PELAJAR INSTITUSI PENGAJIAN TINGGI

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Abstrak

Pembentukan identiti seringkali dikaitkan dengan kesan dari jalinan hubungan interpersonal dan pendedahan kepada komunikasi Internet. Hubungan antara pemboleh ubah berkenaan dibuktikan dalam kajian lepas yang banyak dijalankan di negara barat dan kurang dilakukan dalam konteks Malaysia. Sehubungan itu, kajian ini meneliti penggunaan Facebook dan jalinan hubungan dengan pembentukan identiti dalam kalangan pelajar program Komunikasi di Universiti Utara Malaysia yang berada dalam semester lima dan ke atas. Objektif kajian ini meneliti hubungan antara penggunaan Facebook dan jalinan hubungan dengan Pembentukan Identiti. Kajian ini mengaplikasikan kaedah kuantitatif. Data dikumpulkan melalui penggunaan soal selidik. Dapatan kajian ini menunjukkan terdapat hubungan signifikan di antara Penggunaan Facebook dengan Pembentukan Identiti. Tidak terdapat hubungan signifikan antara Jalinan Hubungan dengan Pembentukan Identiti. Hasil kajian ini mengukuhkan andaian yang terdapat dalam Teori Perkembangan Tujuh Vektor oleh Chickering (1993) dan menyumbang kepada pengetahuan dalam bidang berkaitan dengan komunikasi teknologi, media sosial dan psikologi.

Katakunci: Facebook, Pembentukkan Identiti, Jalinan Hubunan

PENGENALAN

Pembentukan identiti adalah sebagai satu siri tahap yang berbeza dalam perkembangan individu, termasuk perolehan pengetahuan diri, kebebasan dan identiti peribadi. Pembentukan identiti adalah satu aspek yang penting dalam kehidupan seseorang kerana pembentukan identiti ini menentukan masa hadapan. Melalui perubahan dalam ekonomi moden dan kesan globalisasi, krisis identiti manusia menjadi semakin popular terutama terhadap remaja yang secara semula jadi mencari identiti diri mereka sendiri. Kebanyakan remaja di negara ini kini menghadapi krisis identiti yang menyebabkan golongan ini tidak tahu membuat sesuatu keputusan. Pembentukan identiti yang negatif juga mampu membuatkan hidup seseorang itu hancur. jika individu tersebut tidak tahu bagaimana untuk menyelesaikan masalah tersebut. Kegagalan membentuk identiti mampu membuatkan seseorang individu itu untuk menghadapi masalah psikologi seperti kemurungan dan boleh menghalang peralihan individu ke alam dewasa. Pembentukan identiti pada masa kini juga bukan hanya dipengaruhi oleh zaman kanak-kanak dan jalinan hubungan tetapi juga dipengaruhi oleh media yang wujud pada zaman moden ini (Thompson, 1995).

Dewasa ini, kebergantungan remaja terhadap Internet sangatlah ketara kerana sifat Internet itu sendiri yang memerlukan penglibatan secara aktif oleh penggunanya. Aktiviti pengguna dalam persekitaran atas talian ketika ini sebenarnya lebih menggambarkan sifat atau ciri-ciri pengguna berbanding penggunaan media secara umum. Ini menjelaskan bahawa penggunaan Internet adalah mengikut tujuan dan mempunyai matlamat tertentu. Fenomena ini mewujudkan satu hubungan antara pengguna dengan Internet dan secara tidak langsung akan mempengaruhi aktiviti atas talian mereka.

Kandell (1998) mengatakan bahawa pelajar kolej lebih kerap bergantung kepada Internet berbanding golongan lain dalam masyarakat disebabkan keinginan yang tinggi untuk membentuk identiti dan menjalinkan hubungan dengan pelajar kolej lain ataupun mempelajari sesuatu yang baru. Selain itu, pelajar juga boleh mengakses atau menggunakan Internet dengan mudah kerana rata-rata universiti atau institusi pengajian memberi perkhidmatan WiFi dengan percuma kepada pelajarnya. Pelajar diera ini menganggap Internet sebagai jendela penting yang membenarkan mereka berkomunikasi berinteraksi dengan dunia luar.

ULASAN KARYA

Menurut Thompson (1995), identiti pada masa kini sebahagian besarnya, dipengaruhi oleh media. Berkomunikasi dengan orang lain di Internet adalah peluang untuk meneroka identiti diri dan meningkatkan penemuan diri. Identiti terbentuk hasil dari pengalaman dan pendedahan audiens tempatan kepada kehidupan luar yang ditonton daripada program televisyen global. Proses pembentukan identiti diri kini banyak dipupuk oleh sumber dari media disebabkan faktor budaya tempatan kian lemah (Thompson, 1995). Tambah Thompson (1995) lagi, media global kini bertindak sebagai sumber budaya alternatif kepada pembentukan identiti masyarakat tempatan.

Hasil kajian oleh Kathleen, Alice dan Oksana (1998) menunjukkan pembentukan identiti juga boleh dipengaruhi oleh ibu bapa di mana keputusan kajian menunjukkan bahawa taraf pendidikan ibu bapa tidak mampu mempengaruhi pembentukan nilai diri dan kepercayaan anak-anak tetapi perangai spesifik dari ayah yang mampu mempengaruhi pembentukan nilai diri dan kepercayaan anak-anak mereka. Seterusnya menurut Catherine (2014) ruang dalam talian seperti Internet dan media sosial mampu membentuk identiti seseorang, jalinan hubungan, mengintegrasikan pembelajaran formal dan tidak formal, dan mengembangkan literasi untuk pembelajaran sepanjang hayat. Menjalini kehidupan jauh dari rumah meningkatkan kepimpinan dan kemahiran interpersonal serta kesedaran budaya. Fenomena yang sama turut dialami oleh pelajar di institusi pengajian tinggi yang menetap berjauhan dari keluarga.

Kajian oleh Schwartsz dan Mariya (2017) mendapati bahawa sistem pendidikan mampu mempengaruhi pembentukan identiti. Menurut mereka sistem pendidikan mampu membantu remaja untuk menetapkan matlamat dan cita-cita mereka untuk masa depan. Pembentukan identiti juga amat menitikberatkan kepentingan individu, kemahiran, kebolehan, nilai dan kepercayaan. Pembentukan identiti yang berjaya juga termasuk membina rasa diigini serta hubungan dengan orang lain (Adams & Marshall, 1996).

Banyak kajian dilakukan bagi meneroka kesan penggunaan teknologi Internet. Menurut Lenhart, Purcell, Smith dan Zickuhr (2010), lebih daripada 75% remaja Amerika mempunyai sekurang-kurangnya satu laman web sosial untuk berkongsi maklumat dan membuat hubungan dengan orang lain. Komunikasi Internet, contohnya Facebook, memberi peluang kepada remaja untuk mengekalkan hubungan interpersonal yang ada serta membangun persahabatan baru. Bagi kebanyakan remaja, komunikasi Internet seolah-olah menjadi perkara biasa dan penting dalam hidup. Banyak kajian telah mendapati bahawa penggunaan Internet memberi manfaat kepada pelajar. Hong, Ridzuan dan Kuek, (2003) mendapati bahawa kebanyakan pelajar mempunyai sikap yang positif terhadap penggunaan Internet untuk pembelajaran. Manfaat lain yang dilihat adalah bahawa Internet meningkatkan kemungkinan untuk menghubungi rakan sebaya, meningkatkan harga diri dan perasaan kesejahteraan.

Kajian tentang kebergantungan terhadap Internet oleh Riffe, Lacy dan Varouhakis (2008) menunjukkan bahawa antara 31% dan 50% responden berkata mereka menggunakan Internet bagi tujuan interaksi. Kajian Awoleye, Siyanbola dan Oladipo (2008) juga menunjukkan bahawa kira-kira 92% daripada pelajar universiti telah menggunakan Internet secara konsisten. Jones dan Madden (2002) juga mendapati bahawa 79% daripada pelajar-pelajar kolej bersetuju bahawa penggunaan Internet memberi kesan positif kepada pengalaman akademik mereka. Tambahan lagi, 73% menyatakan bahawa mereka menggunakan Internet lebih daripada perpustakaan untuk mencari maklumat manakala hanya 9% menggunakan perpustakaan lebih daripada internet. Begitu juga Kumar dan Kaur (2005) telah menjalankan kajian tentang Internet dan penggunaannya di Engineering Colleges of Punjab. Penemuan mereka mendedahkan bahawa lebih daripada 70% daripada responden merasakan bahawa Internet adalah lebih berguna, lebih diutamakan, lebih bermaklumat, mudah untuk digunakan, lebih murah dan menjimatkan masa.

KAEDAH KAJIAN

Kaedah yang digunapakai bagi kajian ini adalah kaedah kuantitatif. Penyelidikan kuantitatif merujuk kepada penyelidikan yang memerlukan data numerikal serta melibatkan analisis statistik terhadap data tersebut untuk memahami dan menjelaskan fenomena yang dikaji. Kaedah ini juga merupakan suatu kajian secara umumnya menggunakan analisis statistik, ia lebih bersifat objektif dan berorientasikan kepada hasil. Teknik pengumpulan data secara kuantitatif ini dijalankan kerana teknik ia mempunyai kelebihannya yang tersendiri. Kelebihan-kelebihan tersebut adalah menjimatkan kos, responden yang ramai dan boleh dijalankan bagi mengkaji permasalahan dalam skop yang besar.

Set soalan kaji selidik yang mengandungi empat bahagian iaitu bahagian A, bahagian B, bahagian C dan juga bahagian D digunakan untuk mengumpulkan data kajian. Bahagian A adalah berkaitan dengan aspek demografi pelajar seperti umur, jantina, semester pengajian, bangsa, pendapatan bulanan keluarga, pemilikan Facebook, bilangan rakan di Facebook dan kekerapan menggunakan Facebook dalam sehari. Bahagian B pula merujuk kepada pembentukan identiti yang mempunyai 15 item yang diubahsuai oleh oleh Serafini, Maitland dan Adams (2006). Bahagian C pula merujuk kepada jalinan hubungan yang mempunyai 40 item dan ianya adalah milik atau ciptaan Millard J. Bienvenu (1971) yang soalannya bertanyakan tentang cara responden menjalinkan hubungan interpersonal dengan orang lain dan bahagian D pula merujuk kepada penggunaan Facebook, selidik ini adalah ciptaan Gamble dan Wilkins (2014). Kesemua soalan selidik ini pada asalnya adalah dalam Bahasa Inggeris dan telah diterjemah ke Bahasa Melayu oleh pengkaji dan semakan penyelia. Skala jawapan yang digunakan ialah Skala Likert *(Likert Scale).*

Dari segi nilai kebolehpercayaan, hasil kajian rintis menunjukkan nilai Alfa Cronbach bagi instrumen Pembentukkan Identiti ialah 0.82, diikuti dengan Jalinan Hubungan iaitu 0. 83 dan Penggunaan Facebook 0.71. Nilai Alfa Cronbach ini mencerminkan bahawa keseluruhan instrumen boleh digunapakai untuk kajian ini.

HASIL KAJIAN

Data dianalisis menggunakan analisis Korelasi Pearson. Korelasi Pearson merupakan salah satu ukuran korelasi yang digunakan untuk mengukur kekuatan dan arah hubungan linear dari tiga pemboleh ubah. Tiga pemboleh ubah dikatakan berkolerasi apabila perubahan salah satu pemboleh ubah disertai dengan perubahan pemboleh ubah lainnya, baik dalam arah yang sama ataupun arah yang sebaliknya.

Hasil analisis menunjukkan terdapat hubungan yang signifikan antara penggunaan Facebook dengan pembentukan identiti. ($r = 0.29$, $p < 0.05$). Ini bermakna, semakin tinggi penggunaan Facebook semakin meningkat pembentukan identiti. Manakala bagi jalinan hubungan pula menunjukkan tidak terdapat hubungan yang signifikan antara jalinan hubungan terhadap pembentukan identiti. statistik adalah ($r = 0.98$, $p > 0.05$). Nilai signifikan yang ditunjukkan ialah 0.220 di mana nilai tersebut jauh lebih besar dari aras signifikan yang ditetapkan iaitu 0.05. Ini bermakna, jalinan hubungan terhadap pembentukan identiti tidak mempunyai hubungan secara signifikan.

PERBINCANGAN DAN KESIMPULAN

Dari segi penggunaan Facebook dan Pembentukan Identiti, hasil kajian menunjukkan terdapat hubungan antara dua pemboleh ubah ini. Ini menunjukkan bahawa semakin banyak penggunaan Facebook dapat menyumbang kepada pembentukan identiti pelajar. Ini selaras dengan kajian yang yang mendapati bahawa ruangan dalam talian seperti Internet dan media sosial mampu membentuk identiti seseorang. Dapatan ini membuktikan bahawa Facebook mampu membentuk identiti seseorang itu kearah kebaikan mahupun kearah keburukan bergantung kepada seseorang itu. Dapatan kajian ini menunjukkan bahawa penggunaan Facebook dengan pembentukan identiti menunjukkan terdapat signifikan. Penggunaan Facebook juga akan menyebabkan keterbukaan minda terhadap seseorang individu itu, jika dilihat pada masa kini kebanyakan kanak-kanak di Malaysia lebih terbuka dan dalam usia yang muda mereka mempunyai pelbagai maklumat yang baik mahupun yang tidak baik. Dapatan kajian ini juga selaras dengan kajian oleh Kraut, Patterson, Lundmark, Kiesler, Mukophadhyay dan Scherlis (1998) yang mendapati bahawa terdapat hubungan penggunaan Internet dan aspek penglibatan sosial dan kesejahteraan psikologi. Kesejahteraan psikologi dalam konteks ini juga dapat diterjemahkan kepada pembentukan identiti kerana pembentukan identiti ini sering dikaitkan dengan kesejahteraan psikologi dan cara pemikiran seseorang individu tersebut.

Teori yang digunakan bagi kajian ini adalah teori perkembangan tujuh vektor Chickering. Teori ini pertama kali diterbitkan pada tahun 1969. Pada tahun 1993, beliau telah menyemak semula dan mengemas kini teori itu bersama dengan Linda Reisser. Edisi 1993 merangkumi vektor-vektor berikut: membangunkan kecekapan, menguruskan emosi, bergerak melalui autonomi ke arah saling ketergantungan, membangun hubungan interpersonal yang matang, mewujudkan identiti, mengembangkan tujuan, dan membangun integriti (Chickering & Reisser, 1993). Berdasarkan dapatan kajian, terdapat beberapa vektor yang dikenalpasti terdapat didalam kajian ini. Terdapat lima vektor yang dapat dikenalpasti berdasarkan kajian ini iaitu vektor pertama “membangunkan kompetensi”, vektor kedua ialah “menguruskan emosi”, ketiga ialah “menggerakkan otonomi kearah saling ketergantungan”, vektor keempat iaitu “membangunkan hubungan interpersonal matang” dan terakhir adalah vektor yang kelima iaitu “mewujudkan identiti”. Sungguhpun begitu, berdasarkan dapatan kajian, hubungan yang signifikan hanya ada pada penggunaan Facebook dengan pembentukan identiti.

Secara keseluruhannya, hasil kajian menunjukkan peningkatan peranan teknologi hingga mampu mengatasi peranan hubungan interpersonal dalam membentuk identiti individu. Fenomana ini mendatangkan berbagai implikasi terutamanya kurangnya peranan komunikasi interpersonal yang mungkin akan meperluaskan lagi pengaruhi teknologi dalam konteks 'global village'. Sejajar dengan perkembangan Revolusi industri yang dikatakan makin menonjolkan perana teknologi, fenomena ini perlu dikawal dengan baik oleh ibu bapa. Ibu bapa perlulah memantau penggunaan teknologi anak-anak bagi memastikan mereka tidak terpengaruh dengan identiti yang tidak diingini.

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REVALIDATING CHARISMATIC LEADERSHIP COMMUNICATION SCALE: A SEM APPROACH

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ABSTRACT

The literature on charismatic leadership communication has noted that solid, established metrics for this important construct are still absent. Several attempts to define exactly what comprises a charismatic leadership construct have faced difficulties, and studies have yet to find a significant relationship between the existing scales and definitions of behaviors associated with charisma and leadership communication. As such, the present study aimed at developing a measurement model using Levine's (2008) original 42-items Charismatic Leadership Communication Scale (CLCS) using SEM approach in order to refine and futher establish the scale.

Keywords: Charismatic Leadership Communication Scale, charisma, leadership communication, SEM approach

INTRODUCTION

Leadership communication has emerged as an important aspect in the field of leadership and communication as a result of an increasing inquiry in this discipline. Of recent, a growing body of knowledge in transformational leadership has paid considerable attention on the charismatic and communicative behaviors of a leader. Yet, scholars have not reached to a consensus as to what characteristics that define charismatic leadership communication. Subsequently, an articulate instrument which measures the construct is essential. Nevertheless, continuous efforts in determining the measurement of charismatic leadership communication have been promising, with each attempt draws the characteristics closer to its meaningful construct. Among the measurements of the constructs are Charismatic Leadership Communication Scale (CLCS) developed by Levine (2008) and The Perceived Leadership Communication Questionnaire (PLCQ) developed by Schneider, Maier, Lovrekovic and Retzbach (2015). These two instruments even though succeeds in explaining the concept of charismatic leadership communication, has not been validated in various empirical contexts resulting a void in its establishment of measurement. The main purpose of this study is to propose a measurement model for leadership communication.

Specifically, the paper attempts to fill the gap in the leadership theories which has neglected the importance of communication aspect as its central definition. Transformational leadership for example, has acknowledged that the two key characteristics of charismatic leadership namely influence and motivation, are both communication based messages and behaviors which prompted crucial role of communication. Thus addressing the communication perspective is highly timely to fill the lacuna in both field, leadership and communication.

CLCS measures communication behaviors that are associated with charisma, emphasizing interpersonal communication skills in achieving organizational outcomes. The scale gives considerable attention to verbal and nonverbal communication to capture the leader's communicative behaviors. A previous study using this scale has used a convenient, rather small sample of university students in a Western country (Levine, 2008). The present study accepts Levine's (2008) suggestion by revalidating the instrument using an organizational setting but with a larger sample size. Thus, this current study is expected to contribute to the establishment the CLCS as a useful tool from a different perspective — that of assessing leaders in public sector organizations in Malaysia. Unlike previous studies employing Singular Value Decomposition (SVD) to validate the CLCS, this study will revalidate this scale using structural equation modeling (SEM). SEM has been proven as statistically more robust compared to SVD in validating measurement scales.

Revalidating the CLCS scale is important for several reasons; first, apart from PLCQ as the existing measurement of leadership communication, the field of communication requires extensive and inclusive instrumentation in measuring leader's communicative activity, behaviors and competence. Second, PLCQ, eventhough is good and adequate to measure a leader interpersonal skills, might have its own limitation in explaining a broad aspect of ledership communication given the instrument has only six items which is categorized as unidimensional. Recognizing the complexity of leadership communication, it certainly needs a wider scope and variety of characteristics to be considered, which should be represented by a multidimensional instrumentation as what the CLSC has initially proposed. Third, a newly introduced measurement should be tested empirically before it can be regarded as a solid measurement of a construct. Finally, oferring a new instrument of measurement will provide more options in establishing leadership communication thus enriches the literature in this field.

LITERATURE REVIEW

Conceptualization of Leadership Communication

The literature on charismatic leadership communication has acknowledged that a comprehensive definition of charismatic leadership communication has almost successfully been established. Conceptualized as 'a controlled, purposeful transfer of meaning by which a leaders influence a single person, a group, an organization or a community', Barrett (2011) suggests that charismatic leadership communication emphasizes on the usage of full range of communication skills and resources to foster better connection with followers as well as to deliver messages that guide, direct, motivate or inspire them to action.

DeVries, Bakker-Pieper & Oostenveld (2010) put forward a consice definition which describe leadership communication as "a distinctive set of leader's interpersonal communicative behaviors, geared toward the optimization of hierarchical relationships" (De Vries et al., 2010, p. 368) in order to form a favorable perception. Unlike other leadership practices or definitions that focus on the managerial aspects and styles of leadership, this comprehensive definition suggests that leaders must employ more interpersonal communication skills in achieving the organization's goals. This does not imply that a leader should depend on interpersonal skills exclusively, but should see these skills as complementary. It is argued that by adopting this set of interpersonal communicative behaviors will enhance leaders' ability to manage a crisis, thus creating better perceptions of the organization leadership.

Among the most recent and inclusive definitions of this concept is by Johansson, Miller, and Hamrin (2014, p. 155) who proposed a new insight in defining the communicative leader as 'someone who engages employees in dialogue, actively shares and seeks feedback, practices participative decision making, and is perceived as open and involved' which summed up the elements of communicative behaviors that are centralized to the leaders, i.e. structuring, facilitating, relating, and representing. The notion suggested that leaders who are "communicative" are not just communicating, but they communicate effectively with a high level of competency.

Considering the concept of charismatic leadership and communicative leader's behaviors in an organization, thus charismatic leadership communication in this study would be operationalized as all the above conceptualizations with similar characteristics that depicts leadership communication which can be summarized as "a set of meaningful, clear and directive communicative behaviors toward attaining collective goals". With that definition, this paper is guided to measure the characteristics of a charismatic, yet communicative leader.

Characteristics of a Charismatic Leadership Communication

Research has concluded that charismatic leaders are characterized by a verbally non-aggressive communication style (De Vries et al., 2010). Choi (2006) suggests that empathy - the ability to understand another person's motives, values, and emotions - characterized the trait of charismatic leadership communication. By being empathic, a leader expresses his inner feelings by being genuine, which involves entering and accepting another person's perspectives.

Communication competence is also considered to be a dimension of charismatic leadership communication. A classic definition on communication competence has been conceptualized to encompass elements of knowledge, motivation, skill, behavior, and effectiveness (Spitzberg, 1983). Spitzberg and Cupach (1981, p. 10) argue that "competent interaction can be viewed as a form of interpersonal influence, in which an individual is faced with the task of fulfilling communicative functions and goals (effectiveness) while maintaining conversational and interpersonal norms (appropriateness)". From this perspective, the more a manager is motivated to interact with employees, is knowledgeable in communication skills that facilitate openness, negotiation, and teamwork, is skilled at using these techniques, and is sensitive to the communication context, the more communicatively competent the leader is perceived to be. Salacuse (2007) notes that in order for leaders to persuade people to follow their vision, they need to communicate effectively by appealing to the interest of the followers in order to sell their vision. Competent communicators must also employ communicative resources such as language, gestures and voice (Stohl, 1984) and must share and respond to information in a timely manner, actively listen to other points of view, and communicate clearly and succinctly (Shaw, 2005).

Scholars have agreed that charisma can be taught (Antonakis, Fenley, & Liechti, 2011). Traits that are not inborn, such as physical appearance and interpersonal skills, can be acquired through learning to complement the inborn traits such as physical unattractiveness. Ultimately, charisma is the result of excellent communication and interpersonal skills, and these skills can be learned and developed. Charismatic gap can be bridged through training, which will significantly improve a leader's performance. Scholars also suggest that charisma can be acquired by bolstering one's ability to gain and maintain other people's attention to his or her ideas (Conger, Kanungo, & Menon, 2000). In this way a charismatic leader will be able to successfully communicate ideas and processes.

Charismatic leadership communication exhibited by leaders is closely associated with the leader's ability to execute the traits of a competent communicator, and demonstrate authenticity and trust to deal with a crisis (Freeman & Auster, 2011). At this stage, an authentic leader is expected to responsibly communicate the realities and possibilities to gain stakeholders' trust and confidence. This is done through his or her ability to develop a level of trust, and demonstrate authenticity in order to influence or motivate an organization's stakeholders toward a specific behavior or belief initially set by the organization. This ability is not always an inborn trait, but rather can be gained through training (Levine, Muenchen & Brooks, 2010).

Leaders are often perceived as highly effective when they demonstrate verbal intelligence or oratorical attributes such as effective interpersonal skills (Levine, Muenchen & Brooks, 2010). The attributes of interpersonal skills are strongly demonstrated by leaders often requires influencing public perceptions. Thus, in the present study, leadership communication will be examined from interpersonal perspectives, including the demonstration of communication behaviors a charismatic leader exhibits. The communication behaviors such as expressing appropriate emotions by leaders is expected to show the degree of their involvement with the subject matter.

MEASUREMENT INSTRUMENT OF CHARISMATIC LEADERSHIP COMMUNICATION

As new as the leadership communication as a construct, so does it measurement instruments. Extensive review of literature thus far has found only two solid instrumentations for the leadership communication; 1. Charismatic Leadership Communication Scale (CLCS) developed by Levine (2008) and; 2. the Perceived Leadership Communication Questionnaire (PLCQ) by Schneider, Maier, Lovrekovic and Retzbach (2015). The PLCQ however, has been recently revalidated and regarded as a solid instrumentation in leadership communication. On the other hand, CLCS has left unattended since it initial developement by Levine (2008) which warrant revalidation and further investigation considering the potential contribution it might offer to the body of knowledge on leadership communication.

The Perceived Leadership Communication Questionnaire (PLCQ)

The perceived leadership communication questionnaire (PLCQ) was developed for measuring leadership communication from both perspectives of the leader and the follower. The instrument is a one-dimensional, 6-item scale which allows self-rating (SR), a version for measuring how leaders perceive their own communication with their followers; and other-rating (OR) which assess how followers perceive the communication of their leaders. The PLCQ assesses the communicative behaviors of a leader, either SR or OR from the interpersonal communication aspect in an organization context.

The Charismatic Leadership Communication Scale (CLCS)

The charismatic leadership communication scale was first developed as an instrument to measure the construct of charismatic leadership communication froma follower perspective. In developing the instrument, Levine (2008) noted that solid, established metrics for this important construct are still absent. Several attempts to define exactly what comprises a charismatic leadership construct have faced difficulties, and studies have yet to find a significant relationship between the existing scales and definitions of behaviors associated with charisma.

The development of the CLCS was derived from several existing scales in leadership, mainly based on the transformational leardership theoretical framework. Table 1 presented the items from leadership instruments measuring the communicative aspect of a leader. Among the scales are from CKS: Conger-Kanungo scale for assessing charismatic leadership (Conger & Kanungo, 1994), ELQ: Empowerment Leadership Questionnaire (Arnold, Arad, Rhoades, & Drasgow, 2000), LBDQ: Leader Behavior Description Questionnaire (e.g., Halpin, 1957; Stogdill, 1963), MLQ: Multifactor Leadership Questionnaire (e.g., Bass & Avolio, 1995). These communicative items from several scales were compiled and be tested to develop the charismatic leadership communication scale.

Table 1: The formation of CLCS based on leardership measurement scales

Instrument	Dimension of CLCS	Item Example
CKS: Conger-Kanungo scale for assessing charismatic leadership (Conger & Kanungo, 1998), Conger, Kanungo, Menon, & Mathur (1997)	Enthusiastic	"Inspirational, able to motivate by articulating effectively the importance of what organizational members are doing"
ELQ: Empowerment Leadership Questionnaire (Arnold, Arad, Rhoades, & Drasgow, 2000)	Enthusiastic Task-oriented communication	"Tells my work group when we perform well"; "Explains company goals"
LBDQ: Leader Behavior Description Questionnaire (e.g., Halpin, 1957; Stogdill, 1963)	Task-oriented communication	"Argues persuasively for his/her point of view"
MLQ: Multifactor Leadership Questionnaire (e.g., Bass & Avolio, 1995)	Enthusiastic Empathy	"Talks optimistically about the future"; "Listens attentively to my concerns"

Apart from the items adopted in the existing scales of leadership, Levine (2008) conducted an exploratory research in a form of semi structured interview to obtain the characterics that has been associated with leader's communicative behaviors. Based on the qualitative data gathered during the interview, a total of 42 items has been identified as the characteristics of a communicative leader. Subsequently, the 42 items has been used as a basis in developing the CLCS. A pilot study has been conducted to validate the scale. The result indicated that the final 15-items appears as reliable and valid as instrument measuring the concept of leadership communication. Levine's (2008) subsequent studies to revalidate the scale has confirmed the multidimensional factors of the scale which were categorized as 1. Non-verbal communication, 2. Verbal communication/persuasive 3. Confident/task-oriented and, 4. Can communicate effectively.

4.0 CONCLUSION

This initial finding was within its limitation which requires further examination. As suggested by Levine (2008), it opens up an opportunity for future inquiry in order to better understand the construct. Thus using the original 42-items, a measurement model will be developed and tested using the structural equation modeling approach. It is hoped that the proposed model will offer a new insight into the construct of leadership communication.

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