



PROCEEDINGS

ICMS 2019

3rd International Conference on Media Studies 2019

3, 4, 5, 6 July 2019 | Bangkok, Thailand

School of Multimedia Technology and Communication (SMMTC)

Universiti Utara Malaysia.

Faculty of Science and Technology,

Bansomdejchaopraya Rajabhat University (BSRU)

 icmsuum19@gmail.com

 www.icms2019.weebly.com



Proceedings

3rd INTERNATIONAL CONFERENCE ON MEDIA STUDIES 2019

(3rd ICMS'19)

3rd July – 6th July 2019

Bansomdejchaopraya Rajabhat University (BSRU),
Bangkok, Thailand.

Editors

Assoc. Prof. Dr. Norsiah Abdul Hamid (UUM)
Dr. Norizah Aripin (UUM)
Dr. Sabrina Rashid (UUM)
Assistant Prof. Dr. Akaranun Asvarutpokin (BSRU)
Miss Ana Malaya Camaligan (BSRU)

Media Technology Program
Department of Multimedia Technology
School of Multimedia Technology and Communication
UUM College of Arts and Sciences
Universiti Utara Malaysia
Sintok - 2019

ISBN 978-967-16435-3-2

Cetakan Pertama, 2019

@Pusat Pengajian Teknologi Multimedia dan Komunikasi, Universiti Utara Malaysia

Hakcipta terpelihara. Sebarang bahagian dalam buku ini tidak boleh diterbitkan semula, disimpan dalam apa cara yang boleh digunakan semula, ataupun dipindahkan dalam sebarang bentuk atau dengan sebarang cara, baik dengan cara elektronik, mekanik, penggambaran semula, perakaman dan sebagainya tanpa mendapat izin daripada Pusat Pengajian Teknologi Multimedia dan Komunikasi, Universiti Utara Malaysia.

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

3rd International Conference on Media Studies (2019 : Bansomdejchaopraya Rajabaht University (BSRU), Bangkok, Thailand.)

PROCEEDINGS 3rd International Conference on Media Studies 2019 : School of Multimedia Technology & Communication (SMMTC) : GROWING WITH MEDIA, 3rd July – 6th July 2019/ Organiser : Persatuan Teknologi Media Universiti Utara Malaysia.

ISBN 978-967-16435-3-2

Communication --Congresses. 2. Mass media--Congresses. I. Persatuan Teknologi Media. Universiti Utara Malaysia. II. Title.

302.23

PREFACE

Growing with media

Welcome

First of all, we would like to welcome everyone to the 3rd International Conference on Media Studies 2019. This years 3rd ICMS 2019 will be addressed comprehensively from the media to social perspectives, aiming at presenting, discussing and disseminating current developments, new approaches, new tools and practical solutions for the media landscape. The conference is targeted to an academic audience (lecturers, researchers and students) and practitioners (media buyer, press and media managers from diverse media organizations).

To introduce the emerging developments of media. Growing with media is essential for every individual.

Issues will be presented and discussed in this 360 degrees of media growth.

- To introduce the importance of media in 360 degrees;
- To deliberate on the challenges or difficulties associated with the media;
- To discuss success factors of media;
- To discuss the future trends of media in 360 degrees;
- To introduce the state-of-the-art practices in media;

ICMS 2018 seeks high-quality contributions on media academics and practitioners, including theoretical foundations, innovative practices, case studies, experiences, among others.

We would like to extend our gratitude for the overwhelming response from UUM and Universitas Ahmad Dahlan (UAD), Savitribai Pule Pune University India, Neville Wadia Institute Of Management Studies And Research, Bansomdejchaopraya Rajabhat University, and Civic Media Research Unit as partner institutions. Thank you for your support 2nd ICMS 2018.

Thank you and look forward to seeing you again in Sintok !

The Editors.

TABLE OF CONTENTS

Preface	vii
FULL PAPERS	
Appending Roles of Thai Lanna Temples for Sustainable Communities: A Case Study of Wat Phumin, Nan Province <i>Tawipas Pichaichanarong</i> <i>Veerawat Sirivesmas</i> <i>Rueanglada Punyalikhit</i> Suan Sunandha International School of Art, Suan Sunandha Rajabhat University	1-9
What Is Watched and Commented on Social Media? A YouTube Content Analysis <i>Norizah Aripin</i> <i>Awan Ismail</i> <i>Sabrina Mohd Rashid</i> <i>Revathy Amadera Limgam</i> <i>Nursyafiqahadila Zainal</i> Universiti Utara Malaysia	9-26
The Role of Internal Communication As An Intangible Strategic Brand Resources For Small and Medium-Sized Enterprises Branding: An Empirical Study <i>Rohana Mijan</i> <i>Shuhaida Md Noor</i> <i>Mastura Jaafar</i> Universiti Utara Malaysia	27-32
From a Soccer Ball Inspiration to 3-D Structure <i>Liew Yek Ming</i> <i>Siek Hwee Ling</i> Sunway University	33-38
Application of Preventive Maintenance for Mechanical Pressing Machine <i>Akaranun Asavarutpokin</i> <i>Seksan Chaijit</i> <i>Kanakorn Sawangcharoen</i> Bansomdejchaopraya Rajabhat University	39-47

Female Leadership Communication Style From The Employees' Perception. Joyce Cheah Lynn-Sze Syamimi Binti Jamil Universiti Utara Malaysia	48-53
Wayang Sada As a Media Communication For The Character Building of Children In The Village of Bejiharjo Gunung Kidul Vani Dias Adiprabowo, M. Sn Ahmad Dahlan University	54-58
Communication Therapy Through Sound And Sound On Autism Patients In SLB Bina Anggita Yogyakarta Fajar Dwi Putra Ahmad Dahlan University	59-63
Summative Evaluation of Animation of Schizophrenia (ANSCHI) Azizah Che Omar Azliza Othman Nor Syamila Noor Azalli Fatimah Zahra Mohd Suhami Mohd Adib Abd Muin Universiti Utara Malaysia	64-69
Analyzing the Requirements for Web Directories to Viewing Images With Google Cardboard Hammuzamer Irwan Hamzah Tuan Zalizam Tuan Muda Mohd. Nizam Saad Universiti Utara Malaysia	70-76
The Influence of Electronic Word of Mouth (E-WOM) on Hotel Booking Intention Among Generation Y Mohamad-Noor Salehuddin Sharipudin Yee Chat Yin Noraziah Mohd Amin Universiti Utara Malaysia	77-84

An Explainer Video: Saleduck Asia Sdn. Bhd. Nadia Diyana binti Mohd Muhaiyuddin Nurul Atiqah Binti Mohd Zailani Leanna Seah Universiti Utara Malaysia	85-89
Framing Analysis of the 14th General Election News Theme: A study of six online newspapers in Malaysia and Indonesia. Azahar Kasim Nur Atikah Mawardi Universiti Utara Malaysia	90-98
Formative Evaluation for Mobile Application Guide for Infrequent Flyers (MAGIF) Sobihatun Nur Abdul Salam Fathin Nabilah binti Mohd Razif Rawdhah Nadhirah binti Zainal Universiti Utara Malaysia	99-107
Cross Cultural Communication of BIPA Learners in Program Darmasiswa Indonesia. Muhammad Najih Farihanto Ahmad Dahlan University	108-118
Exploring the Ideas of Hyperlocal News As A Future Journalism Afiqah Mior Kamarulbaid Wan Anita Wan Abas Siti Zobidah Omar Rosmiza Bidin Universiti Putra Malaysia	119-128
A Case Study of Computer Numerical Control Machine by Arduino Uno and TB6560 Driver Board Muangmol Senpheng Loei Rajabhat University	129-134

Malays Online News and Public Opinion: A Study of Issues during the Semenyih By-Election Muhamad Mat Yakim Kamaruzzaman Abdul Manan Shafizan Mohamed Universiti Utara Malaysia	139-144
How journalists perceive the media relations of public relations as news- sources in Indonesia Rachmat Kriyantono Brawijaya University	145-152
Arduino-Based Programmable Spectrum of Horticultural LED with Constant PPFD Napat Watjanatepin, Angsuchawalnan Jampanak Paiboon Kiatsookkanatorn Rajamangala University of Technology Suvarnabhumi	153-159
DIKI Model of Knowledge Management Adirek Vajrapatkul Sirinda Palakul Chanida Winnarogh Bansomdejchaopraya Rajabhat University	160-166
The Development Of Teaching Thai Literature By Applying Active Learning And Constructionism For Grade 12 Students Of Mathayomwatsing School Prajak Noinuay Mathayomwatsing School	167-174
Development of Phu-Lae Pineapple Process Improvement Technology Pumipong Duangtang	175-181
Effects on LGBT issues in Malaysia? How You Think, How You React on It Julia Wirza Mohd Zawawi Hamisah Hassan Kho Suet Nie Norliana Hashim Universiti Putra Malaysia	182-187

Teaching Mathematics Creatively Using Representation Concepts in Digital Wayang Kulit Jasni Ahmad Universiti Utara Malaysia	188-196
Development of Sets Of Learning Activities On Dangerous Life-Threatening Drugs Using Inquiry Cycle Together With Graphic Organizer Techniques To Promote The Analytical Thinking Ability Of Mathayomsuksa 2 Students Teerasak Sangsrichan Municipal School 1 (Sangkhwit), under the Office of Education, Trang City Municipality	197-207
The Influences Of Social Media And Local Norms In The Formation Of Social Capital: The Case Of Youth In Malang, East Java. Reza Safitri Hasmah Zanuddin University of Brawijaya	208-223
The Weakening Of The Watchdog Role Of Mainstream Media In 2019 Indonesia President Election Anang Sujoko University of Brawijaya	224-228
Study of Internalization Of Anti Corruption Values Among The Journalists In Indonesia (The Communication Of Corruption Study With The Phenomenology Of Communication Approach Among Journalists On A Number Of Media In Indonesia) Dr. Antoni University of Brawijaya	229-238
The Role of Social Media Influencers and Consumers' Desirability in Buying Haslina Halim Marsyanila Adinda Farah Lina Azizan Universiti Utara Malaysia	239-245
Media Strategy By The Ministry Of Tourism Republic Indonesia For Supporting Lombok Tourism After Earthquake 2018 Siti Chotijah, S.IP, MA1 University of Mataram	246-251

Dasar Pelaksanaan Membawa Kewujudan Fenomena Filem Cetak Rompak & Filem Tidak Bertapis Noor Aziah Abdullah Nadia Diyana Mahyuddin Sharifah Ismail Universiti Utara Malaysia	252-259
Program Rujukan Tone Wow Sebagai Kaedah Agihan Zakat Produktif di Malaysia Mohd Adib Bin Abd Muin Mohd Sollehudin Bin Shuib Amirul Haqem Bin Abd Ghani Azizah Binti Che Omar Muhammad Fakhirin Che Majid Universiti Utara Malaysia	260-274
Emosi dan Ekspresi Budi Bahasa Remaja dalam Interaksi atas Talian Romlah Ramli Universiti Utara Malaysia	275-280
Faktor- Faktor Yang Mempengaruhi Wartawan Dalam Pembingkaihan Isu Pilihan Raya Kecil Mohd Zuwairi Mat Saad Universiti Utara Malaysia	281-288
Perbezaan Faktor Demografi Ke atas Saluran Komunikasi Penyelia di Perindustrian Kecil dan Sederhana (PKS) sektor Perkhidmatan di Malaysia Marzura Ibrahim Hasrina Mustafa Hafizah Zainal Universiti Utara Malaysia	289-297
Pengaruh Audio Visual dan Genre Menerusi Keseronokan Menonton Filem Seram Terhadap Nilai Agama Aselawati Che Ab Adziz Rohani Hashim Hasrina Mustafa Universiti Utara Malaysia	298-307

Appending Roles of Thai Lanna Temples for Sustainable Communities: A Case Study of Wat Phumin, Nan Province

Tawipas Pichaichanarong¹, Veerawat Sirivesmas², Rueanglada Punyalikhit³

¹Suan Sunandha International School of Art, Suan Sunandha Rajabhat University,
Nakhon Pathom Campus, Thailand (tawipas.pi@ssru.ac.th)

²Silpakorn University, Bangkok, Thailand (veerawatsi@gmail.com)

³Silpakorn University, Bangkok, Thailand (rueanglada.pun@gmail.com)

ABSTRACT. Temples have been important in Thai society for over 700 years. During the Sukhothai Kingdom (1238 -1438 AD), under the great King Ramkhamhang in the then capital city of Sukhothai Theravada Buddhism became the predominant religion in the land. Later, the Lanna kindom (1296 - 1558 AD) was founded in the mid-13th century by King Mangrai. Indeed, King Ramkhamhang had good relations with King Mangrai, as well as with King Ngam Muang of Phayao Kingdom (1094–1338 AD). It is often considered that Theravada Buddhism was introduced to these kingdoms during the reigns of these three Kings. Indeed, the Lanna Kingdom established Theravada Buddhism as its official religion. Until 1894, the Lanna Kingdom together with the Siamese Kingdom from the Rattanakosin period (1782 AD - present). Throughout their history, temples – called *wat* in Thai – have become essential to the people of Lanna and Thailand’s lives. At present, some Thai Lanna temples not only function as sites for performing religious rites, but they are also central to the Lanna and Thai communities. The temple is a sacred work of architecture, with specific ideas pertaining to the art and decoration of inside the temples. Wattana Boonjub (2009) points out that Mural painting was used to teach Thai (and the Lanna) people in the past. One example of this is Wat Phumin in Nan province. With its beautiful Lanna architecture and exquisite Lanna mural paintings, the temple is tangible heritage, its unique characteristics having attracted many visitors over the years. Subsequently, Wat Phumin has established itself as a tourist attraction generating revenue for its local community. Johan Galtung (1980) defined “self-reliance” as the strategy for development to achieve financial independence. Through collaboration the community becomes sustainable. This research addresses whether the tourist revenue generated from Wat Phumin has helped create a sustainable economy for the local community For the methodology in this research, quantitative and qualitative methods were used to collect the data from tourists who have visited Wat Phumin in Nan province. The data were then analyzed using mean, descriptive statistics, and qualitative data. This study concludes that Wat Phumin, Nan province has helped make the surrounding community sustainable.

KEYWORDS: Thai Lanna temples; Wat Phumin; Self-reliance; Stakeholders; Sustainable

Community

1 INTRODUCTION

1.1 Thai Lanna Temples

For over 700 years, the temple (*wat* in Thai) has played a key role in Thai society. With Sukhothai (1238 -1438 AD) as the capital of Thailand, King Ramkhamhang officially accepted Theravada Buddhism as the religion of the kingdom. Soon afterwards, the Lanna Kingdom founded in 1296 AD also recognised Theravada Buddhism as its official religion. Historically, the Lanna Kingdom merged with the Siamese Kingdom in 1894 during the Rattanakosin period (1782 AD - present). Siam was later renamed as the Kingdom of Thailand in 1939. As a result, Lanna temples are in the former area of the Lanna Kingdom in the northern region of Thailand, can also be referred to as Thai Lanna temples.

1.2 Wat Phumin, Nan province

Nan is located in the northern region of Thailand, known as the Kingdom of Lanna. All of the arts in Nan fall under the category of Lanna Art. Specifically, this study focuses on the governmental regions representing the Kingdom of Lanna, consisting of eight provinces (Chiang Mai, Chiang Rai, Lampang, Lamphun, Phayao, Phrae, Mae Hong Son, and Nan).

Wat Phumin differs from the rest of the *wats* in Thailand. The ordination and assembly halls are housed together in one building constructed on a cross-shaped plan. The building has square center and has four equal projections with similar projections at cardinal points. Poignant Naga balustrades are made along the steps leading to the doors, which is a common feature of the Buddhist hall of the northern direction. Wat Phumin was built during the Ayutthaya period (1351 -1767 AD). At that time, Nan was conquered by Burma, so its architectural style is very much like the Burmese-style temple, as shown in figure 1.



Figure 1 Wat Phumin, Nan province



Figure 2 Mural painting at Wat Phumin, Nan province

At that time the majority of the Thai population were illiterate, and only Buddhist monks were educated in the temple, studying the ancient scriptural language of Pali. Given this situation, murals were used to represent the teachings of Buddha because they were easy to understand and remember. Today, some Thai temples not only function for performing religious rites, but they have also become central to Thai communities as Wat Phumin in Nan province in this study (a mural from this temple is shown in Figure 2). With its beautiful architecture and exquisite mural paintings, the building is a tangible heritage. These unique characteristics has invited lots of people to visit this temple for years.

1.3 Self-reliance

Frederic et al. (1991) point out that self-reliance does not mean that a community is isolated from the mainstream economy. Self-reliance refers instead to the regeneration of the community through the community's control of its own resources (natural, human, and cultural). This includes the determination of the manner in which resources

relate to both the community's internal economy and the mainstream economy (p.27). In addition, Johan Galtung (1980) defined "self-reliance" as the strategy for developing financial independence. A sustainable community is achieved through the collaboration of the community. Subsequently, self-reliance refers to the control of the community's resources through reasonable solutions, and the diversification of its limited resources to full potential.

1.4 Stakeholders

The origins of the word "stakeholder" date back to 1708 (Ramirez, 1999; 101). The root causes of stakeholder analysis arise from the management of natural resources, when some individuals exploit the environment and the natural resources become depleted. Those affected react to the situation by calling upon the authorities to resolve the situation between the beneficiaries and those affected. When conflicts cause criticisms and conflicts in various forms and levels, this becomes a problem and the problem worsens. Consequently, knowledge to tackle the problems is shared by academics from the university and World Bank. When the concept of stakeholder analysis is used in the organization's communication management, it reflects that there is a stakeholder organization. It becomes clear that organizations must communicate with multiple individuals, such as outside organizations, communities, mass media, customers, government agencies, or third parties. Stakeholders of the organization are divided into two main groups: stakeholders within the organization and stakeholders outside the organization (Pirote Wilainuch, 2008, p.52). On the other hand, there are three layers of stakeholders: core, primary, and secondary.

1.5 Intangible heritage

UNESCO has defined the term "intangible heritage" to describe cultural heritage which does not include physical objects, but it contains traditions or living expressions inherited from one generation to generation. For example, oral traditions, performing arts, rituals, and so on. Intangible heritage is defined by UNESCO as: traditional, inclusive, heritage, representative, and community-based. *Traditional*: Intangible heritage does not represent existing traditions from the past, but it depicts contemporary traditions from all cultures. *Inclusive*: Intangible heritage is important to certain groups or people of similar backgrounds. *Heritage*: Intangible heritage comprises the valuable assets that are passed on from ancestor to descendant. *Representative*: Intangible heritage has a specific body of knowledge to transfer to another generation or community. *Community-based*: Intangible heritage represents the knowledge from the community (retrieved on September 25th, 2018).

1.6 Sustainable community

Sustainability implies different solutions for different places; it is qualified by its context. Van der Ryn and Calthorpe, (1991) assert sustainability implies balance and permanence. For example, a balance between people living in a community; a balance between the renewable resources available for local consumption; a balance between maintaining the natural environment in good health and the needs of the human community which live within it (p.58). As a result, a sustainable community consists of various factors within community, and this has to be balanced as depicted in figure 3.



Figure 3 Sustainable Development Model retrieved from

2 HYPOTHESIS

H – 1 Wat Phumin in Nan province has created sustainable development for its community

To test **H – 1** this study used difference approach

2.1 Integrated theories

The framework used was the process-context approach to demographic behavior (Willekens, 1990; De Brujin, 1999). Leo J.G. and Van Wissen (1999) added that the process-context approach in demographic research has gained momentum over recent years. This development is emulated not only in theoretical developments but also in the alteration in the methodology at the center of the field.

3 METHODOLOGY

Questionnaires were used for collecting the data from a total of 411 Thai and foreign tourists who had visited Wat Phumin in Nan province. At the same time, a qualitative method was used by collecting the data from these tourists. The data then were analyzed using mean, descriptive statistics, and qualitative data. The qualitative data arising from questionnaire and in-depth interviews are given in Tables 1 and 2.

Gender	Numbers	Percentages
Male	161	39.2
Female	250	60.8
Total	411	100

Age Percent	Frequency	Valid Percent	Cumulative Percent
0-10	4	1.0	1.0
11-17	15	3.6	4.6
18-25	195	47.4	52.1
26-35	68	16.5	68.6
36-45	73	17.8	86.4
46-55	28	6.8	93.2
>55	28	6.8	100
Total	411	100	100

For the questionnaire, 411 representative subjects were obtained by random sampling. There were 161 males (39.2%) and 250 female (60.8%). For the status issue, there were 12 young tourists (2.9%), 388 Thai tourists (94.4%), 11 foreign tourists (2.7%). For the education level, there were 22 persons (54%) with a primary school

education, 48 persons (11.7%) with a secondary school education, 15 persons (3.6%) with vocation school education, 249 persons (3.6%) with bachelor degree education, 70 persons (17%) with master degree education, and 7 persons (1.7%) with Ph.D. education. The mean for frequency from the different age groups is 58.7.

3.1 Participants

To recruit one individual for the five selected stakeholder groups, both Primary and Secondary Stakeholders.

3.2 Interviews

The study was approved by the Graduate School from Silpakorn University. The researcher obtained written permission to conduct interviews with the study participants before each subsequent interview. The researcher conducted in-depth interviews over four days with the stakeholders. The researcher asked the stakeholders to discuss the main issues concerning the hypothesis.

Table 3 Interviews with selected Stakeholders both primary and secondary, regarding Wat Phumin, Nan province	
Stakeholders	List of Stakeholders
1.Primary Stakeholders	<ul style="list-style-type: none"> ● Buddhist abbot and monks at Wat Phumin, Nan province ● Wat Phumin – Tali Community ● Tourist
2.Secondary Stakeholders	<ul style="list-style-type: none"> ● Nan Municipality ● Office of Ministry of Tourism and Sports, Nan Province



Figure 4 : Mapping Stakeholders

3.4 Analysis

Regarding the answers from the in-depth interviews with the individuals selected from Primary and Secondary Stakeholders for analysis of the hypothesis (see Primary Stakeholders in figure 4.), most young tourists (18- 25

years old) came to Wat Phumin only to see the renowned painting "Poo Marn Yar Marn"(Whispering of Love) as it was famous internationally.



Figure 5 : "Poo Marn Yar Marn"

Nan municipality has encouraged local street food and a variety of shops every Friday to Sunday on the street next to Wat Phumin in Nan Province as shown in figure 6.



Figure 6 : Walking street, Nan province (retrieved from Bangkok Post)

From the model of sustainable development, Wat Phumin fulfilled all three criteria to be considered a sustainable community as given in figures 7, 8, and 9. For Environment: Wat Phumin is intangible heritage with beautiful architecture and intriguing mural paintings inside the temple. Wat Phumin has reframed the definition of Thai temples with a different meaning in modern times. For Social: Wat Phumin's stakeholders help each other to engage in the activities around Wat Phumin in creative ways. For Economic: Wat Phumin's value has become an intangible asset for its community. Thus, Wat Phumin has also created jobs for its community. Therefore, Wat Phumin, Nan province has created sustainable development for its community.

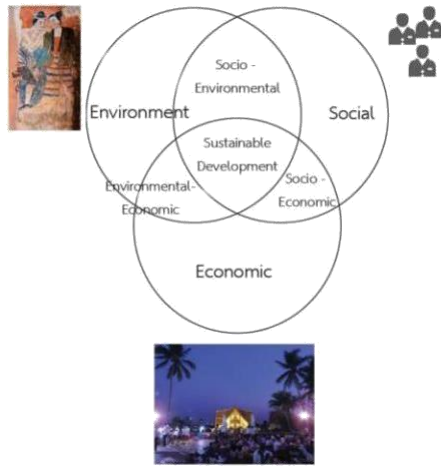


Figure 7: Model of Sustainable Development for the wat Phumin, Nan province (retrieved some pictures from the internet)



Figure 8 Reproduction painting "Poo Marn Yar Marn" (retrieved from <http://oknation.nationtv.tv/blog/key/2011/02/14/entry-2/comment>)



Figure 9 : Product by Koi Art (2019)

4 QUANTITATIVE VS. QUALITATIVE

In this research, the researcher used both quantitative and qualitative methods to test the hypothesis. Regarding the nature of their differences, Christian Rohrer (2014) defined the quantitative as dealing with how many and how much types of questions. On the other hand, qualitative methods are more suitable for answering questions about why or how to fix a problem. The following figure (Figure 10.) shows how the two methods have influenced the types of questions that can be used for inquiry.

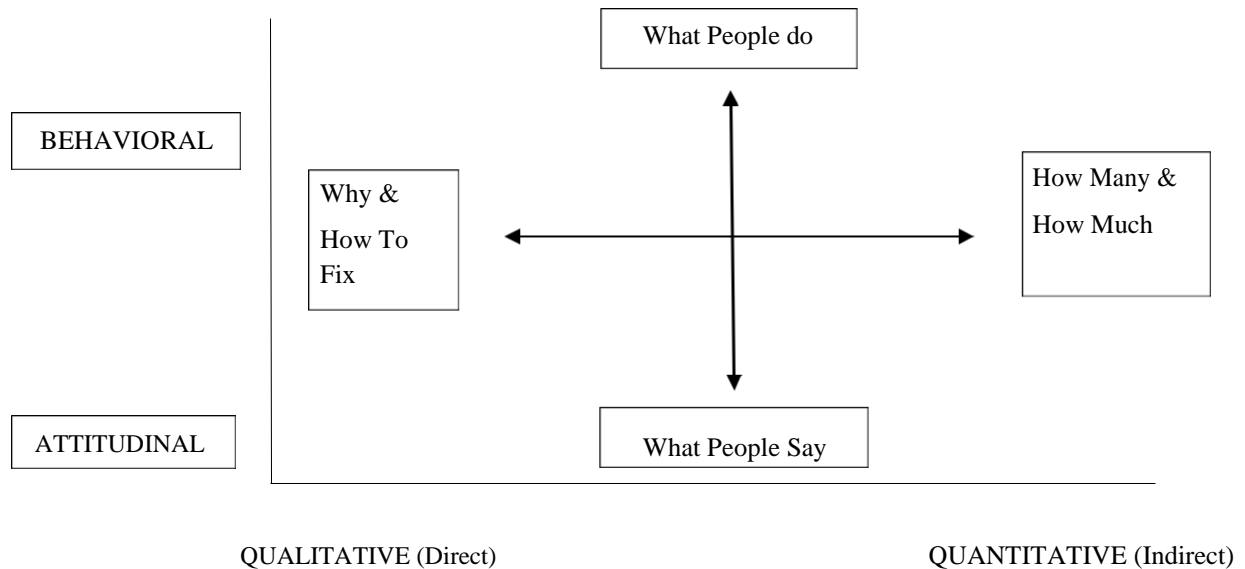


Figure 10 : Quantitative vs. Qualitative by Christian Rohrer (2014)

5 DISCUSSION

The results support the given hypothesis. This study concludes from in-depth interviews from both Primary and Secondary Stakeholders, from Thai and Foreign tourists, that Wat Phumin in Nan province has created a sustainable community for its community. Previous research on Thai tourism, by Mingsarn Kaosa-ard (2002) found that the composition of tourism consists of the following three characteristics: 1. The product is composed of natural resources which are public goods: beaches, waterfalls, mountain, and the general environment. 2. Safety and infrastructure are also important elements of the product. 3. A nation's people and their culture, and visitors' access to both are important components of any tourism product or package. Indeed, Wat Phumin and its mural paintings are the cultural heritage of Nan province. As the many centuries passed, Nan's cultural heritage has played an important role in Nan's revenues. In addition, the results report that our participants have established a statement on Wat Phumin in Nan province as a sustainable community. The statement has reframed the function of Thai temples into a model for sustainable development in the Thai modern era.

6 ACKNOWLEDGEMENTS

The authors truly appreciate The 3th International Conference on Media Studies (ICMS 2019) in accepting this paper. In addition, the authors would like to thank Suan Sunandha International School of Art, Suan Sunandha Rajabhat University, Nakhon Pathom Campus, Thailand and Ph.D. Program in Design Arts International Program, Silpakorn University, Bangkok, Thailand for their support. Moreover, the authors wish to thank the authors' families who truly are the source of our courage to continue our journey in the academic arena.

REFERENCES

Boonjub, W. (2009). The study of Thai traditional architecture as a resource for contemporary building design in Thailand. Bangkok: Graduate School, Silpakorn University.

- De Bruijn, B.J. (1999) . Foundations of Demographic Theory. Choice, process, context.
Amsterdam: Thela Publishers
- Galtung, J., O'Brian, P., & Preiswerk, R. (1980). Self Reliance: a strategy for development.
London:Bogle-L'Ouverture Publications.
- Kaosa-ard, M. (2016). Development and Management of Tourism Products: The Thai Experience.Chiang Mai: Social Research Institute, Chiang Mai University.
- Ramírez, R. (1999). Stakeholder analysis and conflict management. In Cultivating peace: Conflict And collaboration in natural resource management, ed. D. Buckles
Ottawa,Canada:InternationalDevelopment Research Centre. (2018, July 10).
Retrieved from
<https://idl-bncidrc.dspacedirect.org/bitstream/handle/10625/29303/IDL-29303.pdf?sequence=> .
- Willekens,F.J. (1990). Beweging in de Demografie [Movement in demography]. Inaugural lecture, Rijksuniversiteit Groningen (in Dutch)
- Rohrer, C. (2014). When to Use Which User Experience Research Methods. [online] Nngroup.com.Available at:
<https://www.nngroup.com/articles/which-ux-research-methods/> [Accessed 31 March. 2019].
- Sargent, F. O., Lusk, P., Rivera, J., & Varela, M. (1991). Rural environmental planning for sustainable communities.Washington, DC: Island Press.
- Van der Ryn, S., & Calthorpe, P. (1991). Sustainable Communities - A New Design
Synthesis for Cities,Suburbs and Towns. San Francisco: Sierra Club Books.
- What is Intangible Cultural Heritage? – intangible heritage - Culture Sector - UNESCO. (2018, September 25). Retrieved from <https://ich.unesco.org/en/what-is-intangible-heritage-00003>.
- Wilainuch, P. (2014). Organizational Communication Management: Communication with Stakeholders. Bangkok: Chulalongkorn University Press.
- Willekens,F.J. (1990). Beweging in de Demografie [Movement in demography].Inaugural lecture, Rijksuniversiteit Groningen (in Dutch)
- Wissen, V., J.G, L., & Dykstra, P. (1999). Population Issues: An Interdisciplinary Focus. New York: Kluwer Academic/Plenum Publishers.

What is Watched and Commented on Social Media? A YouTube Content Analysis

Norizah Aripin¹, Awan Ismail², Sabrina Mohd Rashid³, Revathy Amadera Lingham⁴, Nursyafiqahadila Zainal⁵

¹School of Multimedia Technology and Communication, College of Arts and Sciences,
Universiti Utara Malaysia (noryzah@uum.edu.my)

²School of Multimedia Technology and Communication, College of Arts and Sciences,
Universiti Utara Malaysia (awan@uum.edu.my)

¹School of Multimedia Technology and Communication, College of Arts and Sciences,
Universiti Utara Malaysia (sabrina@uum.edu.my)

⁴School of Multimedia Technology and Communication, College of Arts and Sciences,
Universiti Utara Malaysia (revathylingamphd@gmail.com)

⁵School of Multimedia Technology and Communication, College of Arts and Sciences,
Universiti Utara Malaysia (syafiqahzainal56@gmail.com)

ABSTRACT. Nowadays, social media platforms, particularly YouTube enables its users to watch videos, interpret images and post negative comments to the site which is also known as 'flaming'. 'Flaming' is a virtual communication that includes insulting, using abusive words and tossing accusations in the comments' section on YouTube. The objective of this study is to identify the interpretation of the images and comments on YouTube video in January 2016. The Social Influence Model of Flaming was used to explain the images interpretation process and comments classifications on YouTube. As for the research method of this study, the qualitative method which is the content analysis approach is used to analyse the data based on the interpretation of images and comments. The thematic analysis is used to analyse the data of this study. The findings shows that there are six categories of YouTube video images interpretation which is object, action, emotion, personality, identity and montage. Meanwhile, there are 10 categories of YouTube video comments which is insult, defamation, sarcasm, inter-state attack, sexual attack, prejudice, emotional attack, inter-country attack, name calling, and religious attack. Based on the findings of this study, YouTube users were found flaming after they have watched the YouTube video through interpreting the videos' images and indirectly responding as comments. This study also contributes practically, namely in the development of flaming data for responsible parties, including MCMC and Cyber Security Malaysia.

KEYWORDS: social networking, cyber-bullying, flaming, YouTube, social influence model of flaming

1 INTRODUCTION

Nowadays, people use YouTube in their daily life for socializing, educational purposes, business matters, and so on (Wilga Secsio Ratsja Puteri, Nunung Nurwati & Meilanny Budiarti, 2016). Statistics shows that YouTube holds the third place as world's most widely used website with more than a billion visitors with diverse background each month. YouTube is a site that enables its users to share its videos to other various media platforms (LLC YouTube, 2011). This growing number of YouTube users has led to the use of negative language which is the act of flaming on YouTube. According to articles from Freeman and Chapman (2017), videos posted to YouTube ranged between of 4.9 million to 19.6 million uploads from January to June 2016. 12 to 17 year olds are seen to be most frequently visited audience on YouTube as compared to other age groups.

YouTube distributes information through visual in its videos with different set of images interpretation as a viewer watches it. According to Suhana (2007), the interpretation of the image positively or negatively affects the delivery of messages, information of ideas, opinions, feelings, and even emotions to the public. Therefore, different interpretations are seen to affect the image that YouTube users watch. This statement is also supported by Lester (2006) where an image and colour used by a webpage is capable of manipulating one's thinking. For example, images on a white computer screen can interpret the sense of purity in the minds of people who sees it. In addition, teachers use teaching aids in the form of visuals as a way of delivering their teaching effectively. The fact that images can influence an individual's point of view can be further reinforced with studies showing that students involved in the learning and teaching process using multimedia experience has increased chances in achieving in their academic performances and did not face problems of losing focus during studies (Azura Mohd Nor & Sabariah Sharif, 2014). This affirms that the visual images contained in a video influences the audience especially to the flammers to be indulged in the flaming activity.

YouTube is one of the Internet cultures and its creation has never fled from bringing both negative and positive issues (Siti Suriani Hj. Othman, 2008). The disadvantages of using YouTube are actually harming the community with its various activities such as sharing, adding, watching, reporting and commenting on video contents (Lacy, 2008). A study by Madden, Ruthven and McMenemy (2013) reveals that there are 10 categories and 58 sub-categories of YouTube user comments which is widespread and global to be studied. While flaming studies through YouTube are less studied by researchers, flaming on YouTube has its own distinctive impact that should be thoroughly addressed (Adachi & Takeda, 2014).

Flaming research on YouTube has its importance as it is the primary medium used by anyone who wants to share a video to a general audience (Davidson & Gottschalk, 2010). Each video featured will be viewed and even commented on by other YouTube browsers. Comments on YouTube impacts the video owners or flaming owners themselves. This is because the flaming occurs on the basis of self-expression through the display of the images which causes hostility between flammers. Therefore, flaming has to be studied in various angles (Adachi & Takeda, 2014).

In order to prevent abuse of the Internet and social media such as YouTube in Malaysia, the Malaysian Communications and Multimedia Commission (MCMC) acts as a preventive body to the complaints and issues related to online. MCMC also filters out any content from the communications and multimedia services to ensure that the filtering is more effective day by day (Fajri Achmad Maulana, 2011). Social media is also listed as one of the communication and multimedia services as well as receiving censorship from the MCMC itself. According to MCMC Security and Enforcement Network Chief, Zulkarnain Mohd Yasin, the commission has blocked 2,047 websites in 2016 alone to ensure the safety of Internet users, especially children. In addition, MCMC also introduced Parental Controls to enable parents in order to monitor and filter Internet content as well as to provide security for their children (Berita Harian, 2016)

Overall, this study identifies the classifications image interpretation and comments on YouTube video in Malaysia in January 2016. Therefore, this study should be reviewed as an early indicator of the flaming situation that took place in Malaysia.

2 FLAMING AND YOUTUBE

The YouTube site is seen to attract young audiences with a variety of searchable videos to suit their preferences (YouTube, 2017). The wide variety of videos available on YouTube makes it the most popular video based website. Unfortunately, there are a certain set of people who are misusing the site for immoral activities such as flaming (Trommelan, 2011).

Flaming within YouTube is a study involving YouTube users who comments negatively on any particular video. Flaming happens when one misrepresents, insults, uses abusive words or shameful messages as an interactive medium. This is seen as a more negative behaviour than positive as it challenges one's dignity. Flaming is seen

to be depicting one's behaviour regardless of the feelings of others. This phenomenon is seen to be infrequent for YouTube users to abstain and insult via texts (Moor, 2010). Flaming falls under the act of a cyberbullying where it is capable of damaging the thinking of someone that are involved in it.

2.1 Image Interpretation

According to the *Kamus Dewan Bahasa dan Pustaka* (2015), the image provides an overview of the character of a person according to the notion of others. People are able to interpret the personality of a person through the image they experience because in daily life, the community communicates through images such as in newspapers, magazines, computer monitors and so on. Image interpreting is seen as a skill in fixing weaknesses, getting opinions and sharing knowledge in general (Wan Lokman Wan Ahmad, 2015).

Image interpretation relates to a person's opinion through the content of a video. The use of flaming is based on the content and it affects the person's life. Thompsen (1993) states that image interpretation is a process of assessment of the treatment and the form of media used by computer-assisted communication users. In the Social Influence Model of Flaming, Thompsen (1993) also explains how media use affects consumer behavioural judgment through the experience, the pros and cons of the media content. Lester (2006) stated that any positive or negative image display would reflect a positive or negative effect on one's life. In addition, the way in which a person expresses or delivers a different message, idea of information, opinion, and interpretation impacts the interpretation of their work to the public (Suhana Hussin, 2007). In the context of this study, image interpretation' categories contained in the YouTube videos were analysed.

2.2 Comment

Flaming in comments can be identified by the use of abusive words projected to other YouTube users without considering their feelings. Thompsen (1993) states that Social Influence Model of Flaming refer to comments on anomalous or improper speech, word, anonymous, language, symbol, message and emotion to defend an opinion. Flaming in the comments' section is also seen as a way to express dissatisfaction with the subject. This is often seen in YouTube through the expression that contains abusive and negative language usage (Ard Heuvelman, 2010).

According to Moor (2010), the flaming in the comment column under a YouTube video brings in its own impression of a particular video. The words of positive and constructive comments will enable the video owner to improve the video results made for the future. Whereas, negative and abusive comments will only cause hostility between the YouTube users. According to Moor, Heuvelman and Verleur (2010) flaming without considering one's sensitivity will reflect the public's views on the owner of the comment. People are now free to flame without thinking about the possible effects of the future. Trommelen (2011) finds that there are some users who hates flaming activities, avoids using YouTube. 42% of YouTube social site visitors are harassed by flaming activity by irresponsible users. This certainly creates a variety of problems especially in terms of involving one's sensitivity. In the context of this study, comments in the YouTube comment section were analysed and categorized according to its classifications.

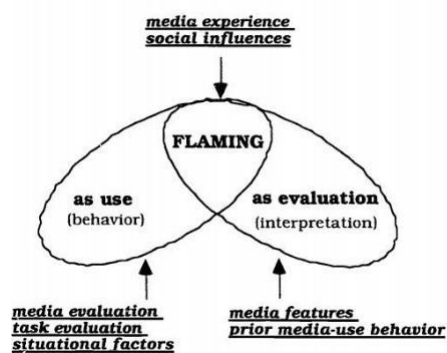
2.3 Social Influence Model of Flaming

The theory that is used for this study is in the form of a model which is the Social Influence Model of Flaming. The model has been coined by Thompsen (1993) in order to explore the phenomenon of "flaming" in computer-mediated communication. The model is built over the four-point critique over the flaming definitions and explanations given by the previous scholars. The first critique is on 'time', where most scholars failed to take time factor into account when debating on the issues of flaming. Next critique was on the biasness that the previous scholars has offered for the face-to-face communication, where the "cues" where seemed to be filtered out. The explanations were more towards the ignorance of the possibilities that the electronic media have capabilities not found in face-to-face communication. Thompsen (1993) stressed that computer-mediated communication also offers many benefits upon communication with one another and must be taken into account when explaining the phenomenon of flaming. Third is the justification that the flames does not stand alone. A flame is only considered as a flame if someone were to get offended or react to it. He quoted that

“Flaming does not exist in a vacuum; it requires the "fuel" of interpersonal interaction and the interpretation of that interaction by social actors. What distinguishes a message as a flame, then, is more than simply a characteristic of that message; it is also an emerging quality attributed to a sequence of messages by human actors involved in an interpretive process of meaning creation” (p.5).

The final critiques was on the assumption that computer-mediated communication affects communication process and it is fixed. It suggests that the effects on the users will be somewhat similar. Thompsen (1993) argued that flaming is seen as a behaviour determined by technology, while possible social influences are minimized or ignored.

Taking all these critiques into consideration, Thompsen (1993) has built a model that included all the said points into the model namely Social Influence Model of Flaming. The model is presented as Figure 1.1 below.



Source: Thompsen, P. A. (1993). A Social influence model of flaming in computer-mediated communication.

Western States Communication Association, 1(1), 3-9.

3 METHODOLOGY

The qualitative research method enables and empowers the researcher to uncover and understand on what goes on behind any of the lesser known scenario. For this study, content analysis will be utilized in order to study the scenario of flaming on YouTube.

The research questions which is question 1 and 2 requires the images interpretation and comments on YouTube to be studied and involves categorization process. Therefore, the content analysis method will be implemented as a way on summarizing any type of contents and interpreting it into a condensed data. This empowers a more target assessment than looking into content in the view of the impressions of the audience (Strauss & Corbin, 1990). Only one YouTube videos (January 2016) will be studied.

To establish a valid and reliable data, the chosen video will be those with a count of views over 10,000 and comments received over 100. This is to ensure that the video chosen are those that ultimately falls in the viral videos category or videos that has been famous once in Malaysia or known by many. This is also a way to certify the validity of the video through the importance given to the video by Malaysians in order to actually view and comment on it.

The first 10 flaming comments and the sub-comments on each video will be analysed in the default mode (Top Comments). The reason for choosing 10 comments per video is because based on the researcher’s observation, approximately after the tenth comments, the comments section begins to ware out with not much replies to the actual comment. This makes a total number of minimum 50 for each month comments that will be studied for this research thus making the study more reliable and valid. By studying each category, the researcher will be able to indirectly get a various types of respondents as each category has a different most user.

In term of images interpretation, the study will explore on visual images elements such as photos, objects, text, faces, characters, sound and language. The content analysis will be used to explore one YouTube video (January 2016) based on this elements.

This study uses purposive sampling. Through this sampling, the researcher will set specific characteristics in making the consideration process to select a sample based on the study objective. Among the selected sample features are short video duration not exceeding 30 minutes (Broxton, Interian, Vawer & Wattenhofer, 2011), viral videos on YouTube (Duncan, Nikki & Graham Millward, 2010), 100,000 over video views (Kathryn, Xavier & Denzel, 2014) and as many as 50 comments are used (Peter, Verena & Franz, 2013). The name of the comment or nickname is kept confidential for the purpose of protecting the personal data of flamers. Additionally there are two independent coders specializing in social media content analysis that assess the themes of image interpretation and comments.

3.1 Data Analysis

The thematic analysis technique will be used for analysing the data for this study. The thematic analysis is done through line-by-line coding on the findings and the researcher are able to gather data through brief ideas of the information obtained (Creswell, 2007). Ryan and Bernard (2000) stressed that thematic analysis is the core foundation and basic to a qualitative research and should be mastered by the researchers to obtain the required data properly. They also stated that thematic coding acts as a major analytic process within the analytic traditions.

The thematic analysis is best used for this study because of its flexible nature and also provides a data that can be easily understood by the readers. The type of thematic analysis that will be implemented in this study is the inductive type where it uses the bottom-up approach. The inductive approach will help the researcher into grouping data into themes and sub-themes according to the research data designed (Ryan & Bernard, 2007).

The phases of the thematic analysis that will be utilized for this particular study is the phase of processing the initial data from the content analysis, generate initial codes, selecting themes and reviewing them, defining and naming the themes and finally producing the reports in the most productive way possible. With this in regard, the report written will have a more systematic, reader friendly and easily understandable structure.

3.2 Validity and Reliability and Inter-Coder Agreement for Content Analysis

As for the content analysis, inter-coder agreement value was calculated to prove the reliability of this study. The reliability of content analysis alludes to its solidness and stability, which is the inclination for every single allotted coder to reliably re-code similar information similarly over some undefined time frame; while reproducible, is the propensity for the coders to group the works in a similar way (Zhang & Wildemuth, 2016). Two coders that has a doctorate in the field of media, working as a lecturer in Malaysia were chosen after careful consideration to be the coders of the study. They were asked to validate and point their agreement on the comments classification according to the type of categories picked as results of this study.

Here's a brief summary of viral video information by January 2016 analysis of the study:

Table 3.1: January 2016

Month/Year	January 2016
Video Synopsis	The video is a video to introduce and promote JDT's jersey release through JDT football team. The video was also featured by the team's football players. This video clip is taken at the Johor Darul Takzim Jersey launch, featuring JDT players, coaches (Mariogomez) and JDT club owner, Yang Amat Mulia (YAM) Tunku Ismail (TMJ).
The date, month and year of the published video	16 January 2016

Video duration	3 minutes 7 seconds
Number of views	153,213
Video Category	<i>Travel & Events</i>
The total number of comments	208
The number of themes of the type of image interpretation agreed to be evaluated	33
The number of themes of the type of image interpretation agreed by Coder 1	33
The number of themes of the type of image interpretation agreed by Coder 2	33
The number of theme types of comments agreed to be evaluated	74
The number of theme types agreed by Coder 1	74
The number of theme types agreed by Coder 2	74

The consent value of the coders for the validity and reliability of the interpretation of the image and comments is as follows:

$$\frac{\text{Coder 1} + \text{Coder 2}}{\text{number of comments} \times 2} \times 100\% = \frac{100}{100} \times 100\% = 100\% \text{ Total}$$

The table above shows the percentage level of consent between the coders for image interpretation and comment for the video January 2016. The percent value of both coders is 100%. This statement is supported by Mohd Hilmi Hamzah (2012) stating that ensuring the level of reliability in content analysis should be between 85 percent and 90 percent as the level of agreement. However, the results of the assessors in this study found that both assessors agreed to all comments made by the researchers. Therefore, the percent value is to prove the reliability and validity of the findings of this study.

4 DATA ANALYSIS AND RESULTS

4.1 Themes Image Interpretation for January 2016

A total of one YouTube video (January 2016) were analysed using the thematic analysis for image interpretation. The following are the overall findings on the scene-by-scene analysis. A total number of six categories were found and the overall descriptions were listed on the following table.

Table 4.1 : List of themes through image interpretation and the definitions

No	Theme	Definition
1	Object (Vella, 2014)	Something material that may be perceived by the senses

2	Action (Cullen et al., 2015)	The fact or process of doing something, typically to achieve an aim.
3	Emotion (Scherer, & Ekman, 2014)	A strong feeling deriving from one's circumstances, mood, or relationships with others.
4	Personality (Blatny, 2016)	The combination of characteristics or qualities that form an individual's distinctive character.
5	Identity (Illeris, 2014)	Condition or character as to who a person or what a thing is; the qualities, beliefs, that distinguish or identify a person or thing.
6	Montage (Bragason, & Stefansson, 2015)	The technique of selecting, editing, and piecing together separate sections of film to form a continuous whole.

4.2 Classification Image Interpretation January 2016

The following is the table for the YouTube video chosen for the month of January 2016. The theme and descriptions for the image interpretation found were listed below.

Table 4.2: Image interpretation category for January 2016

Theme and Description	Image Interpretation	Duration
Object (airplane, football players and bus)	The airplane lands on the runway Arrival of the Johor Darul Takzim (JDT) football players' bus at the airport	00:00 – 00:04
Personality (players' attire) Object (football players and airport lobby)	The Johor Darul Takzim football players enters the airport lobby looking well dressed and groomed	00:05 – 00:10
Emotion (bored) Object (football players and airport lobby)	The players looking bored at the airport lobby while waiting for their flight departure time	00:20 – 00:21
Object (football, airport lobby and football players) Action (kicks the football)	Situation at the airport lobby Safee Sali begins to kick a football	00:22 – 00:23

<p>Object (football, football players and airport lobby)</p>	<p>The other Johor Darul Takzim football players begins to pay attention to the ball tricks by Safee Sali and joins him playing football at the airport lobby area.</p>	<p>00:22 – 00:44</p>
<p>Emotion (shocked)</p> <p>Object (football, football players, a woman, chair and airport lobby)</p>	<p>Safee’s shocked reaction when the ball he kicked almost hit a woman sitting on a chair at the airport lobby.</p>	<p>00:45 – 00:46</p>
<p>Action (blocking)</p> <p>Object (airport lobby, football, a woman and football players)</p>	<p>Continuity of the situation in the airport lobby.</p> <p>Izham Tarmizi blocks the football from hitting the woman.</p>	<p>00:47 – 00:49</p>
<p>Emotion (relieved)</p> <p>Object (airport lobby, football, football players, chairs and a woman)</p>	<p>Continuity of the situation in the airport lobby.</p> <p>The relieved reaction from the Johor Darul Takzim football players when the football did not hit the woman sitting at the location.</p>	<p>00:50 – 00:52</p>
<p>Object (airport lobby, football and football players)</p> <p>Action (playing ball)</p> <p>Personality (agile)</p>	<p>Continuity of the situation in the airport lobby.</p> <p>The Johor Darul Takzim football players continue playing with agility.</p>	<p>00:53 – 01:10</p>

<p>Action (playing ball)</p> <p>Object (football , football players and airplane)</p>	<p>Football players play football around the airport runway.</p>	<p>01:11 – 01:18</p>
<p>Action (reading and turning)</p>	<p>Tunku Ismail reading a magazine inside an airplane.</p> <p>Tunku Ismail turns to look out of the window.</p>	<p>01:19 – 01:24</p>
<p>Action (playing ball)</p> <p>Object (football , football players and airplane)</p>	<p>The Johor Darul Takzim football players can be seen playing a good ball game next to the private airplane.</p> <p>The ball was kicked past the rest area of Johor Darul Takzim's football coach.</p>	<p>01:23 – 01:37</p>
<p>Action (scoring, balancing and ball passing)</p> <p>Object (football, airport lobby and football players)</p>	<p>The game continued in the airport lobby.</p> <p>A variety of exciting stunts were shown such as scoring, balancing and ball passing.</p>	<p>01:38 – 2:10</p>
<p>Object (football and football players)</p> <p>Action (receiving ball pass and goal kick)</p> <p>Identity (Adidas logo)</p>	<p>Continuity of the situation in the airport lobby.</p> <p>Shafiq Rahim receives a ball pass and wants to do a goal kick.</p> <p>The Adidas logo as the sponsor of the Johor Darul Takzim's team sports attire was shown up close by the camera.</p> <p>The goal was saved by goalkeeper of Johor Darul Takzim.</p>	<p>02:11 – 02:16</p>
<p>Emotion (happy)</p> <p>Action (running)</p> <p>Object</p>	<p>The Johor Darul Takzim football players run out of the airport lobby happily.</p>	<p>02:17 – 02:24</p>

(football players)		
Montage (Introduction montage JDT football jersey) Identity (<i>hashtag</i> and Adidas logo) Object (Johor Darul Takzim football jersey)	Montage of the Johor Darul Takzim football jersey with red, blue and white colours are shown. Adidas logo as the sponsor of JDT's 2016 jersey and <i>#bethedifference</i>	02:25 – 03:07

Table 4.3 : Number of frequency and percentage for January 2016

No	Theme	Frequency	Percentage (%)
1	Object	15	45.5
2	Action	9	27.3
3	Emotion	4	12.1
4	Personality	2	6.1
5	Identity	2	6.1
6	Montage	1	3.0
Total		33	100

Table 4.3 is the frequency and percentage of category image interpretations for January 2016. The total number of frequencies recorded was 33 frequencies and the overall findings shows the object category is the highest with a frequency of 15 frequencies and a percentage value recorded at 45.5 percent. Next is followed by the action category with 9 frequencies and 27.3 percent. Emotion category recorded a frequency of 4 and valued at 12.1 percent. Next, the personality category and identity category each recorded 2 frequencies and 6.1 percent. The last category was a montage which recorded 1 frequency or 3.0 percent. The object's theme in this study has the highest record in the study. According to Ari Listiyorini (2009), object is a priority in the construction of sentences or words. This is because, a complete sentence or phrase has an object primarily related to the translation of the form of language into the form of image or visual.

4.2 Themes Comment for January 2016

A total of one YouTube video (January 2016) were analysed using the thematic analysis for content analysis. The following are the overall findings on the comments analysed. A total number of 10 categories were found and the overall descriptions were listed on the following table

Table 4.4 : List of comments' categories and description

No	Category	Description
1	Insult (Ismail & Bchir, 2015)	An insult is an expression or statement which is disrespectful or scornful. Insults may be intentional or accidental. An insult may be factual, but at the same time derogatory.

2	Name calling (Coe, Kenski & Rains, 2014)	The use of offensive names especially to win an argument or to induce rejection or condemnation towards a person.
3	Prejudice (Lauren, 2018)	An unfair and unreasonable opinion or feeling, especially when formed without enough thought or knowledge.
4	Inter-state attack (Liu, 2015)	Negative comments attacking a person's place of residence or any state within the regions of Malaysia.
5	Sarcasm (Rajadesingan, Zafarani & Liu, 2015)	The use of remarks that clearly mean the opposite of what they say, made in order to hurt someone's feelings or to criticize something in a humorous way.
6	Religious Attack (Saiya & Scime, 2015)	Attacking a person through religion based comments in order to offend or hurt the practitioner.
7	Defamation (Frederick, 2017)	Defame is to damage the reputation of a person or group by saying or writing bad things about them that are not true.
8	Inter-country attack (Mezzour, Carley & Carley, 2014)	Comments attacking a person's country of origin in order to offend or hurt.
9	Sexual Attack (Searles, 2018)	To abuse a person's feeling by commenting vulgarly on a sexual based communication; through gender mocking and reveal sexism.
10	Emotional Attack (Langlotz & Locher, 2012)	Emotions refer to the state of mind or mind that involves psychological and physiological changes in a person. The use of emoticon symbols such as exclamation marks depicting angry emotions is used to describe the emotions of flammers when commenting.

4.3 Flaming Comments Categorization for January 2016

The following is the table for the YouTube video chosen for the month of January 2016. The categories and the comments found were listed below.

Table 4.5 : Flaming comments categorization for January 2016

Category	Comment
Insult	<ol style="list-style-type: none"> 1. Jubo ko je x pndai wat ape2 bap dabolos f@#&k u 2. pandai Commentsi jubo ni 3. jubo mu jubo go jubo go 4. team kau ado buat mcm nie??hamphehhhdasar kegelapan batak

5. **#SilaMeninggal**
 6. **S⊙CCER IS GAY**
 7. **Selekeh**
 8. 2016 dan video masih 240p. Kahkah **orang Johor ni memang noob ke?**
 9. +Keronplug ... kah kah .. 240p ni pun **orgnegeri ko x buat ..** mana lagi noob haha
 10. **Ramai butthurt rupanya.** Jiwa tak kuat betullah orang Johor ni.
 11. **Daripada kau jiwa negeri kau langsung takde.**Aku takde la sampai sakit
-

	bontot..sakit hati ade la
	12. sangat sampah
	13. sangat sampah macam bapak kau
	14. iklan sampah
	15. haaa ni la namanya BODOH gi la manjekan harimau Malaya kau tu hahahaha
	16. the haters like bitches
	17. eiiii..tiru MAN UTD punya commercial ni..!!!! hampeh
	18. mehh Kelantan lagi power, jdt bajet je..dng duit sultan gemok tu
	19. lol kelantan ada qu puteh wakakaka lawak sial 'Pink Invasin' XD
	20. Lantak lh duit dia kot.. Bkn jdt mntak duit org mcm team kau.. Pamoga the pink sengkek hahah
	21. Dato Sri Vida lagi gemok HAAAAHA
	22. +marko marintmj is a great actor!
	23. wtf ..what video
	24. +Cat Meow ko to sampah ..Haha
	25. +Sam Dee u mad dog?? Aw why u mad? Bitch dog
	26. haters bodoh .. bangang .. puki lancao ..hahaha
	27. +beast hackerJantan bangla bodoh x1000
	28. +Sam Dee fuck off if you don't like this video or johor,gfno and go away.Get a life dude and you just fucking hater .You must be a kid if you reply again.
Name calling	1. This ad so man. Salute JDT. Tak sabar tunggu pink Team Kelate punya iklan. Sure join main bola ngan Hello Kitty .
	2. pandai Comment si jubo ni
Prejudice	1. This ad so man. Salute JDT. Tak sabar tunggu pink Team Kelate punya iklan . Sure join mainbola ngan Hello Kitty .
	2. pandai Comment si jubo ni
	3. Jubo ko je x pndai wat ape2 bap da bolos f@#&k u
Inter-state Attack	1. This ad so man. Salute JDT. Tak sabar tunggu pink Team Kelate punya iklan. Sure join mainbola ngan Hello Kitty.
	2. 2016 dan video masih 240p. Kahkah orang Johor ni memang noob ke?
	3. Ramai butthurt rupanya. Jiwa tak kuat betullah orang Johor ni .
	4. mehh Kelantan lagi power, jdt bajet je..dng duit sultan gemok tu
	5. lol kelantan ada qu puteh wakakaka lawak sial 'Pink Invasin' XD
Sarcasm	1. Ada Lambang Salib Ke Kat Situ? Opps Sorry La Ustaz Lantik Sendiri .. Kte X tau Pulak
	2. +Sam Dee noob kafir... Better u die
	3. +Sam dee bontot kau buasir
	4. Alamat kena saman la JDT. hampir 85% ciplak iklan Nike 1988
	5. adow ciplak lagi !!!! mana kretif dorang !!!!
	6. haters sentiasa mengikuti apesaje cerita..hehe.. kesian haters ..sakitnya tu disitu didalam hatimu..hehe..
	7. +Cat Meow hahahahad ie jeles tibe tibe tukar topic , agaknya jersi negeri dia macam negro punye jersi WAKAKAKA
	8. Haha x pasal2 nk kena saman dgn nike.. X menarik pon video ni.. haha
Religious Attack	1. Ada Lambang Salib Ke Kat Situ? Opps Sorry La Ustaz Lantik Sendiri .. Kte X tau Pulak
Defamation	1. Alamat kena saman la JDT . hampir 85% ciplak iklan Nike 1988
	2. adow ciplak lagi !!!! mana kretif dorang !!!!
	3. haters sentiasa mengikuti apesaje cerita..hehe.. kesian haters ..sakitnya tu disitu didalam hatimu..hehe..
	4. 2016 dan video masih 240p. Kahkah orang Johor ni memang noob ke?
	5. Ramai butthurt rupanya. Jiwa tak kuat betullah orang Johor ni .
	6. +Cat Meow hahahahad ie jeles tibe tibe tukar topic , agaknya jersi negeri dia macam negro punye jersi WAKAKAKA
	7. eiiii..tiru MAN UTD punya commercial ni..!!!! hampeh
	8. mehh Kelantan lagi power, jdt bajet je..dng duit sultan gemok tu
	9. Haha x pasal2 nk kena saman dgn nike .. X menarik pon video ni.. haha
	10. meme Kaki plagiarisem pown xde nilai langsung
	11. Jersy kafir

	<p>12. bapak babi kau panggil jersi kafir dah jeles cakap la jeles puki.bodo takde otak mak bapak tak ajar .ni mesti solat tinggal</p> <p>13. kau lah kafir laknattullah ko mati trus msok neraka</p> <p>14. +Daniell Hakimi itulah ini nama nya islam sesat bodoh</p> <p>15. +Sam Dee noob kafir...Better u die</p> <p>16. mat saleh mano lak ni :P ni mesti penjilat fam XD</p> <p>17. Copy cat</p> <p>18. +Sam Dee mak kw placur sruh main jauh2 noob bodoh</p>
Inter-country Attack	<p>1. pantat mak indon</p> <p>2. indoggy main jauh-jauh</p>
Sexual Attack	<p>1. pantat mak indon</p> <p>2. +Code Of Password puki tai cibai punya orang...jumpa gua kat jusco tebrau any time</p> <p>3. haters bodoh..bangang..puki lancao..hahaha</p> <p>4. fuck.....</p>
Emotional Attack	<p>1. +Sam Dee u mad dog??Aw why u mad?Bitch dog</p> <p>2. Aku taknak gaduh pape pun dengan sam ni..tapi dia cakap jersy JdT kafir..Wtf ?mana kafir nya sam? Kalau ada bukti tunjuk</p> <p>3. +beast hacker Jantan bangla bodoh x1000</p>

Table 4.6 : Total Frequency and Percentage of Comments for January 2016

No.	Categories	Frequency	Percentage (%)
1	Insult	28	37.8
2	Defamation	18	24.3
3	Sarcasm	8	10.8
4	Inter-state Attack	5	6.8
5	Sexual Attack	4	5.4
6	Prejudice	3	4.1
7	Emotional Attack	3	4.1
8	Inter-country Attack	2	2.7
9	Name calling	2	2.7
10	Religious attack	1	1.4
Total		74	100

Table 4.6 shows frequency and percentage of flaming comments in each category for January 2016. Overall, the findings show that YouTube user comments are more geared towards insult category with frequency of 28 and 37.8% and second highest theme is defamation with frequency of 18 and 24.3%. According to Moor (2008), flaming comments can be seen through the use of abusive and negative words such as insults. This explains that flaming in an insulting way is prone to bring down one's dignity.

5 CONCLUSION

Image interpretation and comments through YouTube videos are two different concepts but they are interconnected with each other. Different images categories are based on the interpretation of the issue or content in the YouTube video. The image gives reflexes to the visual representation of the video which has certain translations. Lester (2006) stated that a positive or negative image display would have a positive or negative effect on one's life. In the context of this study, YouTube video image interpretation refers to YouTube user's interpretation on the content watched. According to Suhana Hussin (2007) the image interpretation serves to express or convey messages, informational ideas, and opinions. Lester (2006) and Silverman (1999) express the interpretation of the image is the behaviour, object, character, feeling, emotion and identity that is translated by storytelling in a video or film. The findings show that the most interpreted image categories are objects (45.5%), followed by behaviour (27.3%), feelings (12.1%), personality (6.1%), identity (6.1%) and montage (3%). According to McMullan (2015), moving-image mediums enables unplanned and unexpected

object interpretation in today's complicated technology of communication, such as YouTube. It offers a rich set of data if evaluation is made based on video interpretation.

Based on the image interpretation made by watching a video, the site users leave comments that are negative that are flames in YouTube's comments section. The concept of flaming comments is when someone misrepresents, insults, uses abusive words or shameful words. The results reveals that the highest comments' were insulting (37.8%), followed by defamation (24.3%), sarcasm (10.8%), inter-state attack (6.8%), sexual attack (5.4%), prejudice (4.1%), emotional attack (4.1%), inter-country attack (2.7%), name calling (2.7%) and religious attack (1.4%). This incident is also seen as negative behaviour and it puts down a person's dignity without the concern of one's feelings. This scenario is seen to be infrequent for YouTube users to abstain and insult via texts (Moor, 2010). According to Nycyk (2016), flaming comments is the portrayal of the feelings and emotions outburst from the contents viewed. It is seen as the motivation for hate-speech and profanity-hence flaming comments.

Based on this study, image interpretation is process of evaluation by the YouTube flammers to interpret the set of images that are contained in a particular video. While commenting on the other hand, happens with the widespread usage of words and expressions or disruptions of speech, anonymous, language, symbols, messages and emotions to defend opinions through the comments' section on YouTube.

This study provides early guidance on flaming research in social media, particularly YouTube. This study should be developed further as it contributes data to policy makers such as the Malaysian Multimedia Communications Commission, Malaysian Cyber Security, Mycert, YouTube users and also to the flammers as a guide to ethics and legislation on flaming activity so that it is compatible with freedom of speech that is fundamental to the principle of harmony and national unity.

6 ACKNOWLEDGEMENTS

The authors wish to thank the Ministry of Education Malaysia in funding this study under the Fundamental Research Grant Scheme (FRGS) S/O Code 13594, and Research and Innovation Management Centre, Universiti Utara Malaysia, Kedah for the administration of this study.

REFERENCES

- Adachi, Yuta & Takeda, Fumiko. (August 27, 2014). *The impact of online flaming on firm value: The evidence from Japan IPRC discussion paper series no.14*. Retrieved from SSRN: <https://ssrn.com/abstract=2488163> or <http://dx.doi.org/10.2139/ssrn.2488163>
- Ard Heuvelman. (2010). Computer in human behaviour. *Journal Computer in Human Behavior*. 26(6), 1536-1546.
- Ari Listiyorini (2009). Verba dwitransitif dalam bahasa Indonesia. *Jurnal komunikasi Indonesia*. 8(19), 15-19.
- Azura Mohd Nor & Sabariah Sharif. (2014). *Penggunaan bahan visual di kalangan guru teknikal*. Sabah: Universiti Malaysia Sabah.
- Blatny, M. (2016). *Personality and well-being across the life-span*. New York: Springer.
- Berita Harian. (2016). *SKMM sekat laman sesawang demi keselamatan pengguna Internet*. Retrieved from <http://www.astroawani.com/berita-malaysia/skmm-sekat-laman-sesawang-demi-keselamatan-pengguna-internet-127409>

- Bragason, D., & Stefansson, E. (2015). Wide-field, high-definition retinal oximetry. *Investigative Ophthalmology & Visual Science*, 56(7), 4413-4415.
- Broxton, T., Interian, Y., Vawer, J. & Wattenhofer, M. (2011). Catching a viral video. *Journal of Intelligent Information Systems*, pg. 1. Retrieved from <https://static.googleusercontent.com/media/research.google.com/en//pubs/>
- Creswell, J. W. (2007). *Qualitative inquiry and research design: Choosing among five approaches* (2nd Edition), Thousand Oaks: Sage.
- Coe, K., Kenski, K., & Rains, S. A. (2014). Online and uncivil? Patterns and determinants of incivility in newspaper website comments. *Journal of Communication*, 64(4), 658-679.
- Cullen, T., Hatch, J., Martin, W., Higgins, J. W., & Sheppard, R. (2015). Food literacy: Definition and framework for action. *Canadian Journal of Dietetic Practice and Research*, 76(3), 140-145.
- Davidson, J., & Gottschalk, P. (2010). *Internet child abuse: Current research and policy*. Retrieved from https://books.google.com.my/books?hl=en&lr=&id=A5JaBwAAQBAJ&oi=fnd&pg=PA27&dq=davidson+2010+share+video+with+anyone&ots=CXUrWwz4Tf&sig=kxxCi9BQkdubaLupVQ98c9YhfUM&redir_esc=y#v=onepage&q=davidson%202010%20share%20video%20with%20anyone&f=false
- Ducan, S., Nikki, W., Graham, P. Millward, B. (2010). Creative determinants of viral video viewing. *International Journal of Advertising*, 29(3), 349-368.
- Fajri Ahcmad Maulana. (2011). *Collaborative Internet content filtering on the Internet infrastructure in Malaysia*. Retrieved from <http://ieeexplore.ieee.org/abstract/document/6007822/>
- Freeman, B., & Chapman, S. (2017). Is "YouTube" telling or selling you something? *Tabacco content on the YouTube video-sharing Website*. Retrieved from <http://tobaccocontrol.bmj.com/content/16/3/207.full>
- Frederick, E. (2017). Malice in the digital palace: A commentary on athletes, social media, and defamation. *Journal of Legal Aspects of Sport*, 27(1), 79-89.
- Illeris, K. (2014). Transformative learning and identity. *Journal of Transformative Education*, 12(2), 148-163.
- Ismail, M. M. B., & Bchir, O. (2015). Insult detection in social network comments using possibilistic based fusion approach. *Computer and Information Science*, 1(1). 15-25.
- KamusOnline Dewan Bahasa dan Pustaka. (2015). Retrieved from <http://prpm.dbp.gov.my/Cari1?keyword=merebak%3B&d=175768&>
- Kathryn, V., Xavier, D., & Denzel, M. (2014). *The path from new to viral: Understanding what makes videos go viral*. Iconference 2014. Retrieved from <https://www.ideals.illinois.edu/handle/2142/47367>
- Langlotz, A., & Locher, M. A. (2012). Ways of communicating emotional stance in online disagreements. *Journal of Pragmatics*, 44(12), 1591-1606.
- Lauren, P. G. (2018). *Power and prejudice: The politics and diplomacy of racial discrimination*. New York: Routledge.
- Lacy, S. (2008). *The stories of Facebook, YouTube and MySpace: The people, the hype and the deals behind the giants of Web 2.0*. Richmond: Crimson.
- Lester, P. M. (2006). *Visual communication: Image with messages* (4th ed.). California: Cengage Learning.
- LLC YouTube. (2011). *YouTube*. Retrieved from https://scholar.google.com/scholar?q=what+is+youtube&btnG=&hl=en&as_sdt=0%2C5.

- Liu, N. (2015). Dispute resolution in inter-state & investor-state cases: The Asian experience. *JE Asia & Int'l L*, 8(1), 521-532.
- Madden, A., Ruthven, I., & McMenemy, D. (2013). A classification scheme for content analyses of YouTube video comments, *Journal of Documentation*, 69(5), 693-714, doi: 10.1108/JD-06-2012-0078.
- McMullan, J. (2015). *An adaptation of medium theory analysis: YouTube as a digital moving image medium* (Doctoral dissertation, Murdoch University). Retrieved from <http://researchrepository.murdoch.edu.au/id/eprint/29591/>
- Mezzour, G., Carley, L., & Carley, K. (2014). *Global mapping of cyber-attacks*. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2729302.
- Mohd Hilmi Hamzah. (2012). *Liputan pilihan raya kecil Permatang Pauh: Analisis teori penentuan agenda dalam akhbar arus perdana dan alternatif terpilih* (PhD Thesis). Sintok: Universiti Utara Malaysia, Kedah.
- Moor, P. J. (2008). *Flaming on YouTube* (Master's thesis, University of Twente). Retrieved from <http://essay.utwente.nl/59089/>
- Moor, P. J. (2010). *Flaming on YouTube*. Retrieved from <http://www.sciencedirect.com/science/article/pii/S0747563210001627>
- Moor, P. J., Heuvelman, A., & Verleur, R. (2010). Flaming on YouTube. *Computers in Human Behavior*, 26(6), 1536-1546.
- Nycyk, M. (2016). Enforcing community guidelines in web-based communities: The case of flame comments on YouTube. *International Journal of Web Based Communities*, 12(2), 131-146.
- Peter S., Verena D., & Franz L. (2013). *Leave a comment! An in-depth analysis of user comments on YouTube*. University of Passau, Passau, Germany. Retrieved from <http://aisel.aisnet.org/cgi/viewcontent.cgi?article=1041&context=wi2013>.
- Rajadesingan, A., Zafarani, R., & Liu, H. (2015). Sarcasm detection on twitter: A behavioral modeling approach. In *Proceedings of the Eighth ACM International Conference on Web Search and Data Mining* (97-106). ACM.
- Ryan, G. W., & Bernard, H. R. (2000). *Data management and analysis methods*. Thousand Oaks, CA: Sage Publications.
- Saiya, N., & Scime, A. (2015). Explaining religious terrorism: A data-mined analysis. *Conflict Management and Peace Science*, 32(5), 487-512.
- Scherer, K. R., & Ekman, P. (Eds.). (2014). *Approaches to emotion*. London: Psychology Press.
- Searles, P. (2018). *Rape and society: Readings on the problem of sexual assault*. New York: Routledge.
- Silverman, K. (1999). The subject. In Jessica Evans and Stuart Hall (Eds), *Visual culture: The reader* (pg. 340-355). London: Sage Publications
- Siti Suriani Hj. Othman. (2008). *Kesan buruk baik fenomena YouTube*. Retrieved from <http://ddms.usim.edu.my/bitstream/123456789/1696/1/8%20November%202008%20-RENCANA%20%2833%29.pdf>
- Strauss, A., & Corbin, J. (1990). *Basics of qualitative research: Grounded theory procedures and techniques*, Newbury Park, CA: Sage
- Suhana Hussin. (2007). *Simbolik alam masyarakat Melayu: Satu kajian interpretasi visual terhadap sirih*. Projek Report (BA): Universiti Malaysia Sarawak.

- Thompson, P.A. (1993). *A social influence model of flaming in computer-mediated communication*. Paper presented at the Annual Meeting of the Western States Communication Association (64th, Albuquerque, NM, February 12-16, 1993). Retrieved from <http://files.eric.ed.gov/fulltext/ED355572.pdf>
- Trommelen, J. (2011, December 21). Reaguurder Irriteert Sitelezers. *TC Tubantia*, pg 2-3.
- Vella, N. (2014). *The invention of the phoenicians: On object definition, decontextualization and display. Identifying the punic Mediterranean*. Cambridge: Cambridge Publications.
- Wan Lokman Bin Wan Ahmad. (2015). *Kajian analisis kandungan foto hitam putih masyarakat Melayu abad ke-19 karya Gustav Richerd Lambert* (Thesis Ijazah Sarjana Muda). Kelantan: Universiti Malaysia Kelantan.
- Wilga Secsio Ratsja Putri, R., Nunung Nurwati, & Meilanny Budiarti S. (2016). *Pengaruh Media sosial terhadap perilaku remaja*. Retrieved from <http://fisip.unpad.ac.id/jurnal/index.php/prosiding/article/view/150>
- YouTube. (2017). *Statistik penggunaan YouTube*. Retrieved from <https://www.youtube.com/yt/press/ms/statistics.html>
- Zhang, Y., & Wildemuth, B. M. (2016). Qualitative analysis of content. *Applications of Social Research Methods to Questions in Information and Library Science*, 1(1), 318-322.

The Role of Internal Communication as An Intangible Strategic Brand Resources for Small and Medium-sized Enterprises branding: An empirical study

Rohana Mijan¹, Shuhaida Md Noor², Mastura Jaafar³

¹School of Multimedia Technology and Communication, Universiti Utara Malaysia (rohana.mijan@uum.edu.my)

²School of Communication, Universiti Sains Malaysia (shuhaida@usm.my)

³School of Housing Building and Planning, Universiti Sains Malaysia (masturaj@usm.my)

ABSTRACT. The purpose of this study is to identify the role of internal communication as a strategic brand resource in Malaysia brand-oriented Small and Medium-sized Enterprises (SMEs) across industries. The in-depth interview methods have applied with ten brand-oriented SMEs's representatives that were selected from the brand recognition award's list. The data have been analysed by using a thematic approach. The finding showed that internal communication plays a vital role in solving SMEs resource barriers where they tend to focus on external, tangible and financial; and ignored intangible. With free of charge package, internal communication has successfully contributed to the company brand performance merits. The findings provide clear pictures of the internal communication role for SMEs branding and able to create awareness among SMEs on the potential of internal resources for brand development without entirely dependent on external resources. The study contributes to the clear conceptual of internal communication role for SMEs branding. In managerial, it can decrease financial burdens on SMEs brand communication strategy. This study has only focused on internal strategic brand resources within the context of Malaysia SMEs capability and characters.

KEYWORDS: Communication; brand orientation; Small and Medium-sized Enterprises; Resource-Based View

1 INTRODUCTION

The competitive brand is a driving force for strengthening the company's development. Branding is one of the strategic efforts that are capable of creating a competitive brand. It is an effort to promote a brand value in order to build brand positioning mainly when the strategy focuses on the resource development that is a major reflection of a brand (Gromark and Melin, 2011; Baumgarth, 2010). The resource crisis had become a significant obstacle to SMEs in running branding as the company's primary strategy. Researchers suggested that SMEs need to focus on tangible resources such as logos and entrepreneurs to provide clarity in the market (Razeghi et al., 2014; Fauziah et al., 2012), but its limits SMEs creativities (Berthon et al., 2008). By developing intangible resources such as internal communications enable them to widen the impact of brands in the market.

A resource-based view of the firm (RBV) is used to study the strategic resources for SMEs branding (Runyan et al., 2007; Fauziah et al., 2012). The RBV provides a complete set to identify the strategic internal resources that can create competitive strategies and maintain brand competitiveness (Wernerfelt, 1989; Grant, 1991; Huang and Tsai 2013). Two contributions were made beyond the previous research, which included the enhancement of knowledge in academics and managerial context. To achieve this objective, a literature review was discussed regarding branding, brand strategic resources and theory. Then proceed with the discussions on methodology, analysis and results as well as general discussion and conclusion.

2 LITERATURE REVIEW

2.1 Branding and Strategic Resource

Researchers tend to define branding as a brand development medium that focuses on tangible elements only (Mitchell et al., 2013). However, branding also a medium for developing intangible elements as well (Fauziah et al., 2012), in line with brand concepts that represent tangible and intangible elements (Mowle and Merrilees,

2005). Branding is more meaningful if a brand considered as a company asset (Davis and Dunn, 2000) where the brand elements become a resource of branding. Resources are diverse and permanent; it controlled by the company and could not be transferred to another company. The ownership of these different sources means the company has a strategic resource. Strategic resources referred to the resources that enable to create competitive strategies (Barney, 1991; Wernerfelt, 1989). Such resources are evaluated basis on special characters such valuable, rare, imperfect imitability and substitutability (Madhani, 2009; Amit dan Shoemaker, 1993; Barney, 2000; Wernerfelt, 1989). The brand also has its strategic resource that creates an attraction in the market. These resources divided into two categories, tangible and intangible (Kostopoulos et al., 2002; Barney and Clark, 2007; Fahy, 2002) as a brand concept. The exploitation of resource relies on the company awareness towards brandings like SMEs and brand-oriented company.

2.2 Branding Scenario in Small and Medium Enterprises

Brand development becomes an important issue in developing a company's business. It is synonymous with big companies but not SMEs. In SMEs, branding practice is often associated with a lack of resources. However according to Fauziah et al. (2012) and Amran et al. (2010) essentially SMEs are unaware that they have sufficient resources in developing brands. In conducting communication strategies, SMEs tend to focus on the role of logos, brand names and entrepreneurs to give a clear message (Razeghi et al., 2014; Fauziah et al., 2012; Wong and Merrilees, 2007). However, these resources convey the rational message only, whereas the focus on intangible resources is capable of delivering lasting emotional values. Focusing on tangible resources and advertising also has led SMEs to make finance as a significant source for brand development. The advertising activities require considerable financial resources (Sandbacka et al., 2013, Ojasalo et al., 2008; Temporal, 2000) and this is a barrier for SMEs to grow their brands and continuously compete in the market (Saleh and Ndubisi, 2006), yet to carry out consistent promotional activities (Maznah and Mohd Noor, 2010).

2.3 Branding Scenario in Brand-oriented Company

Brand-oriented companies emphasize on strategic resources for brand development (Baumgarth, 2010). The company has an awareness of the importance of branding (Hirnoven and Laukkanen, 2013) and it has reflected through the exploration of brand strength by focusing on tangible and intangible resources to create competitive strategies (Bridson and Evans, 2004). Among the tangible resources include brand uniqueness, product differences and human resources, while intangible resources include brand symbolic, culture and communication. In brand-oriented companies, the participant from staff in any level is very dominant (Baumgarth, 2010) and essential to drive effectiveness in brand development strategies (Huang and Tsai, 2013; Gromark and Melin, 2011; Wong and Merrilees, 2008). The participation including entrepreneurs, branding managers, enables them to be an ambassador of both inside and outside the company and entitled them to be a company's mobile communication. The integration among staff creates a conducive behaviour towards strengthening brand communication strategies. Previous studies also show that many of brand-oriented companies have practised internal communications to develop their brands (Gromark and Melin, 2011; Baumgarth, 2010; Ewing and Napoli, 2005). It is a vital source for companies to obtain information from staff and deliver it since the company's focus is on existing internal resources. The clarity of internal communication helps the staff to deliver messages in line with the brand vision. This is especially the service sector that emphasizes on the effectiveness of internal communication to foster the brand culture and enhance the meaningful relationship among customers (Horan et al., 2011; Wong and Merrilees, 2005).

2.4 Theory: Resource-based View of the Firm

Historically, a resource-based view of the firm (RBV) by Birger Wernerfelt (1984) rooted in Economic Theory by Penrose (1959). It discusses how a company develops internal resources to maintain their competitiveness without being entirely tied to external sources (Jaafar et al., 2015; Collis and Montgomery, 1995). SME branding researchers such as Runyan et al. (2007), Fauziah et al. (2012) and Huang and Tsai (2013) use the RBV to identify the internal resources based on the company's capability and ability to influence the company's

growth, as it is the internal perspective theory. TBS is a complete guide to identify the company's inherent potential in achieving sustaining competitiveness.

3 METHODOLOGY

This study uses semi-structured in-depth interview methods with the company's representatives. The research sample is a brand-oriented SMEs, company that successful in brand and business development as a whole after going through a brand developing processes (Lee, 2013) and the authorised body has recognised it. A total of eight cases have reached saturation and extended to two get a more precise pattern of data. Data has been analysed using unstructured measurements, in line with qualitative studies (Strauss and Corbin, 1998) and its been through the within-case analysis and cross-case analysis before obtaining the overall theme (Eisenhardt, 1989).

4 ANALYSES DAN RESULTS

Internal communication is driving to the company's brand development processes. Respondents have related the use of the medium to communicate and message delivered in discussing the importance of internal communication to the company. All respondents stated that communication was essential to enable them to know the advantages and disadvantages of the brand so that they could help launch the company's brand development process. Examples according to the respondents, explaining the importance of communication in improving the efficiency of brand development and bilateral communication is often practised. According to his respondents:

For us, to make the process more systematic, the company continuously creates a platform for employees to tell what is best to improve the existing system. We are willing to listen and share what needs to be changed, removed or added to the company's management so that we can both improve our efficiency ... (Company A)

Some respondents' response that the practice of two-way communication consistently in various mediums is crucial for solving immediate problems related to the brand. The respondent's comments:

So communication among staff is essential. We have rotation meeting every month. So I met the driver intentionally... If I am not available, my General Manager Operation will take over. I will monitor the problem, meet and settled it with them. (Company I)

It is found that managers of companies or division heads are responsible for delivering the information. Practically not all entrepreneurs are involved in internal communication. It depends on the involvement in brand development processes. The involvement of entrepreneurs in internal communications is often conducted via face-to-face and dialogue as it is more effective and fast, although various communication mediums are used to communicate such as meetings, memos, notices, e-mails and correspondence. For example, respondent said: We are more in dialogue. Every Friday our boss will tell you what the weaknesses are, what needs to be improved, our targets, our mission and our staff if any problems arise because sometimes retailing faces much competition, many workers are busy. So every day there must be a problem or a different challenge. The question and answer session formed in a group. (Company C) The openness in communication enables entrepreneurs to get information from their employees quickly, and employees are also easy to communicate with them. Sharing information provide details for the company to create more creative brands and improve quality.

5 GENERAL DISCUSSION AND CONCLUSION

Based on the findings, companies also have applied internal communication to influence employees to develop brands. The company emphasizes on bilateral communications to ensure all parties receive messages delivered. The entrepreneur or manager of the company is an individual who often delivers information to other employees,

and they always offered space to provide information on brand development. Different mediums have been used such as meetings, memos, notices, emails and correspondence; and most effective two-way communication is face-to-face communication and dialogue. The interesting is that most companies prefer to use face-to-face communication and dialogue as they get more information instantly as it is free and open. This approach shows that companies are concerned about the feedback from employees to develop brands.

The study also found that the company not only delivers the brand messages as stated by Gromark and Melin (2011) but they had also personalized on personal messages to their employees to build emotional relationships and strengthen behaviour towards brand development as similar to Baumgarth study (2010). Hence, even though internal communication is invisible but is an essential source for the company because through effective internal communication enables them to build internal integrity to develop the brand equally. The clarity of internal communications helps employees deliver messages in line with the brand's vision.

In terms of resource availability, actual SMEs owned the resources to carry out their brand communication strategies. The matter is that SMEs tend to consider internal communication is a part of a daily routine without concern on the role and values in building meaningful relationships between employees and foster internal branding. When SMEs do not see the intangible as a strategic resource, then it reflected lack the resources to develop brands. The company also exploited its management flexibility to ensure that resources are developed. Thus, even though brand-oriented SMEs do not develop all the resources but by focusing on strategic brand resources and maximizing the roles, enable them to reduce the dependency on external, tangible and financial resources.

Hence, the efficiency in resource management is essential for SMEs to ensure that they continuously develop brands based on capabilities and resource capacities when compared to large companies. Furthermore, they are not recommended to rely on external sources such as government funding because of the floating guarantee to continually support the ongoing brand development process, as well as market trends, are also changing. Due to this, SMEs need to manage their resources efficiently and adapt to their management flexibility to ensure the brand communication strategies has implemented consistently.

REFERENCES

- Amit, R. & Schoemaker, P.J.H. (1993). Strategic assets and organizational rent, *Strategic Management Journal*, 14(1), 33-46.
- Amran, H., Kassim, M., Wahid, A., Igau, A.O. & Hassan, M.H. (2010). Managing local brands in facing challenges of globalization: Be a local or global leader? Retrieved from <http://www.repo.uum.edu.my>
- Barney, J.B. (1991). Firm resources and sustained competitive advantage, *Journal of Management*, 17(1), 99-120.
- Barney, J.B. (2000). Firm resources and sustained competitive advantage, Joel A.C. Baum, Frank Dobbin, in (ed.) *Economics Meets Sociology in Strategic Management (Advances in Strategic Management, Volume 17)*, 203 – 227. Doi: [org/10.1016/S0742-3322\(00\)17018-4](https://doi.org/10.1016/S0742-3322(00)17018-4)
- Barney, J.B. & Clark, D.N. (2007). *Resource-Based Theory Creating and Sustaining Competitive Advantage*. New York: Oxford University Press.
- Baumgarth, C. (2010). Living the brand: Brand orientation in the business-to-business sector, *European Journal of Marketing*, 44(5), 653 – 671.
- Berthon, P., Ewing, M.T., and Napoli, J. (2008). Brand management in small to medium-sized enterprises, *Journal of Small Business Management*, 46(1), 27-45.

- Blaikie, N. (2000). *Designing social research: A logic anticipation*. United Kingdom: Polity Press.
- Bridson, K. & Evans, J. (2004). The secret to a fashion advantage is brand orientation, *International Journal of Retail and Distribution Management*, 32(8), 403-411.
- Collis, D. & Montgomery, C.A. (1995). Competing on resources: Strategy in the 1990s, *Harvard Business Review*, 73,118-128.
- Cresswell, J.W. (2009). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (3rd ed.). Los Angeles: Sage Publications.
- Creswell, J.W. (1998). *Qualitative inquiry and research design: Choosing among five traditions*. London: Sage.
- Creswell, J. W. (2007). *Qualitative Inquiry and Research Design*. USA: Sage Publications.
- Davis, S.M. & Dunn, M. (2002). *Building the brand-driven business*. California: Jossey-Bass.
- Davis, S.M. (2000). *Brand asset management*. San Francisco: Jossey-Bass.
- Eisenhardt, K.M. (1989). Building theories from case study research, *The Academy of Management Review*, 14(4), 532-550.
- Ewing, M.T. & Napoli, J. (2005). Developing and validating a multidimensional nonprofit brand orientation scale, *Journal of Business Research*, 58, 841-853.
- Fahy, J. (2002). A resource-based analysis of sustainable competitive advantage in a global environment, *International Business Review*, 11, 57-78.
- Fauziah S.A., Rosmini O., Siti Zaleha A.R. & Muslim A. (2012). Leadership branding for sustainable customer engagement, *International Journal of Social and Human Sciences*, 6. Retrieved from waset.org/.../leadership-branding-for-sustainable-customer-engagement
- Grant, R. (1991). The resource based theory of competitive advantage: Implication for strategy formula, *California Management Review*, 33(3), 114.
- Gromark, J. & Melin, F. (2011). The underlying dimensions of brand orientation and its impact on financial performance, *Journal of Brand Management*, 18(6), 394-410.
- Hirnoven, S. & Laukkanen, T. & Reijonen, H. (2013). The brand orientation-performance relationship: An examination of moderation effects, *Journal of Brand Management*, 1-19. Doi: 10.1057/bm.2013.4
- Horan, G., O'Dwyer, M. & Tiernan, S. (2011) Exploring management perspectives of branding in service SMEs, *Journal of Services Marketing*, 25(2), 114-121.
- Huang, Y.T. & Tsai, Y.T. (2013). Antecedents and consequences of brand-oriented companies, *European Journal of Marketing*, 47(11/12), 2020-2041.
- Jaafar, M., Nuruddin, A.R. & Syed Abu, S.P. (2015). Managerial capabilities of housing developers: building the competitive advantage of a firm, *International Journal of Construction Management*, Doi:10.1080/15623599.2015.1117708
- Kostopoulos, K.C., Spanos, Y.E. & Prastacos, G.P. (2002). *The resource-based view of the firm and innovation: Identification of critical linkages*. Paper presented European Academy of Management Conference, Stockholm, Sweden.

- Lee, Z. (2013). Rebranding in brand-oriented organisations: Exploring tensions in the nonprofit sector, *Journal of Marketing Management*, Doi: 10.1080/0267257X.2013.812978
- Madhani, P. (2009). Resource based view (RBV) of competitive advantages: importance, issues and implications, *Indian Management Research Journal*, 1(2), 1-15.
- Maznah, W.O. & Mohd Noor, M.A. (2010). Managing brand equity among Langkawi's (SMEs) independent hoteliers, *International Journal of Marketing Studies*, 2(1).
- Mitchell, R., Hutchinson, K. & Quinn, B. (2013). Brand management in small and medium-sized (SME) retailers: A future research agenda, *Journal of Marketing Management*, Doi: 10.1080/0267257X.2013.798672
- Mowle, J. & Merrilees, B. (2005). A functional and symbolic perspective to branding Australian SME wineries, *Journal of Product and Brand Management*, 14(4), 220-227.
- Ojasalo, J., Nätti, S. & Olkkonen, R. (2008). Brand building in software SMEs: An empirical study, *Journal of Product and Brand Management*, 17(2), 92-107.
- Razeghi, Y., Roosta, A., Alemtabriz, A. & Gharache, M. (2014). The Role of Corporate Brand in the Entrepreneurial SMEs Total Brand, *International Business and Management*, 8(2), 120-130. Doi:10.3968/4666.
- Runyan, R.C., Huddleston, P., Swinney, J.L. (2007). A resource-based view of the small firm: Using a qualitative approach to uncover small firm resources, *Qualitative Market Research: An International Journal*, 10(4), 390-402. Doi: org/10.1108/13522750710819720
- Sandbacka, J., Natti, S. & Tahtinen, J. (2013). Branding activities of a micro industrial services company, *Journal of Services Marketing*, 27(2), 166–177. Doi: 10.1108/08876041311309270]
- Saleh, A.S. & Ndubisi, N.O. (2006). SME development in Malaysia: Domestic and global challenges. *International Review of Business Research Papers*, 2(1), 1-14.
- Strauss, A.L., & Corbin, J.M. (1998). *Basics of Qualitative Research Techniques and Procedures for Developing Grounded Theory*. California: Sage Publications.
- Temporal, P. (2000). *Branding in Asia*. Singapore: Wiley.
- Wernerfelt, B. (1989). From critical resource to corporate strategy, *Journal of General Management*, 14(3).
- Wernerfelt, B. (1984). A Resource-based view of the firm, *Strategic Management Journal*, 5(2), 171-180.
- Wong, H.Y. & Merrilees, B. (2008). The performance benefits of being brand-oriented, *Journal of Product and Brand Management*, 17(6), 372-383.
- Wong, H.Y. & Merrilees, B. (2007). Closing the marketing strategy to performance gap: The role of brand orientation, *Journal of Strategic Marketing*, 15(5), 387-402.
- Wong, H.Y. & Merrilees, B. (2005). A Brand orientation typology for SMEs: A case research approach, *Journal of Product and Brand Management*, 14(3), 155-162.

From a Soccer Ball Inspiration to 3-D Structure

Liew Yek Ming¹, Siek Hwee Ling²

¹Department of Art & Design, SOA, Sunway University (travisl@sunway.edu.my)

²Department of Art & Design, SOA, Sunway University (perlines@sunway.edu.my)

ABSTRACT. The MIID Interior Design Students' Saturday is a large-scale event organized by the Malaysian Institute of Interior Designers. As it is a design-oriented event, the researcher believes that the atmosphere of 3-D creations must be emphasized. As such, the researcher intended to use 3-D structures that can interact with shapes and lights to replace the screen projection for the main stage. The "Buckminster Ball" concept, most commonly seen in the soccer ball, was created by Richard Buckminster Fuller. It was the source of inspiration for the creation of a structure that was composed of many flat, equal shapes. The choice of material was a vital part for this project; the researcher applied the repeated measures method from the experimental research design to evaluate and identify the most suitable material to fully present the concept and design. By using laminated foam board as the main material, the researcher created two 3-D stage projection structures for the 2018 MIID Students' Saturday event main stage's backdrop decorations. Two projectors were placed in front of each 3-D structure to ensure lights were projected directly and clearly onto the laminated foam board. The concept of "shapes & lights" was fully presented when different colour-pattern images and short videos were projected on both structures, which made the entire stage look outstanding. The organizer & committee members were very pleased with the concept as it had clearly fulfilled the objectives of the activity, and enhanced the contents of the event. Besides that, the comprehensive application of the interior design elements as the design concept had indirectly increased standards and pushed the stage design of this event to a higher level.

KEYWORDS: repeated measuring; 3-d structure; planar net; stage design; laminated foam board

1 INTRODUCTION

MIID, the Malaysian Institute of Interior Designers, otherwise known as Pertubuhan Perekabentuk Dalam Malaysia (PPDM), is the national institute that represents the interior design profession in Malaysia. MIID's vision is to develop a Malaysian society that appreciates and is proficient in the creative world of interior design. The institute organizes and conducts different programmes to promote, to educate, and fasten the nexus between professionals and the public. The MIID Interior Design Students' Saturday, is a large-scale annual event organized by MIID to foster better ties between professionals, young design students, and the public.

MIID Interior Design Students' Saturday covers professional talks, designer exhibitions, performances, and at least ten different competitions mainly for students' participation. This large-scale event is hosted by different institutions every year on a Saturday. Various programs are held from early morning until late at night, gathering interior design students from over 20 design schools and universities across the nation.

For the past three years, designs for the main stage of MIID Students' Saturday event were basically presented with printed banners with text, graphic work, or other information about the event. The backdrop decorations or designs for the main stage are almost flat with 2-D works as the whole concept. Besides that, stage lighting effects are basically monotonous and boring, similar to ordinary dinner events; lights are projected on the back wall or on the floor of the stage.

MIID Students' Saturday event is a design-oriented event, it should emphasize and highlight an atmosphere of interior design using 3-D creations and the principles of interior design should be evident through the design of the event. Hence, the researcher intends to use 3-D structures, and architectural elements to create a design concept integrated with images, colours, lights, and shapes to replace flat screen projections and ordinary stage lighting effects.

2 LITERATURE REVIEW

2.1 Previous MIID stages' backdrop designs

¹Master Program, Institut de Cr ation et d'Animation Num riques, ICAN, France

For the past three years, the main stage for MIID Students' Saturday was limited to printed banners, buntings, or wall mounts. The stage decorations, backdrop, or designs were almost flat and used only 2-D artworks with text or graphics as the main concept. Besides that, the stage lighting effects were monotonous and boring, similar to ordinary dinner events, where lights were projected on the back wall or on the floor of the stage (see Figure 1).

Since MIID Students' Saturday event is a design-oriented event, it should emphasize and highlight an atmosphere of interior design using 3-D creations. The open planar-net layout of the combination from 32-jointed pentagon panels and hexagons panels on the football became a reference and inspiration for the researcher, leading to the creation of a 3-D stage projection structure that was composed of a plurality of flat plates from the same shape.



Figure 1: Stage backdrop decorations for MIID Student Saturday 2015, 2016 & 2017
Source: Photos were retrieved from respective organiser of the year

2.2 Soccer balls

Soccer balls are made based on the “Buckminster Ball” concept that uses a combination of 12 pentagon panels and 20 hexagon panels. When these 32 panels are fitted together, they form a nearly spherical shape after being inflated (see Figure 2 a & b). The American architect Richard Buckminster Fuller came up with this design when he was trying to find a way to minimize the amount of materials needed for building construction. The first FIFA world cup used a black and white soccer ball in 1970 at Mexico (The History of the Soccer Ball Part 2, 2018).

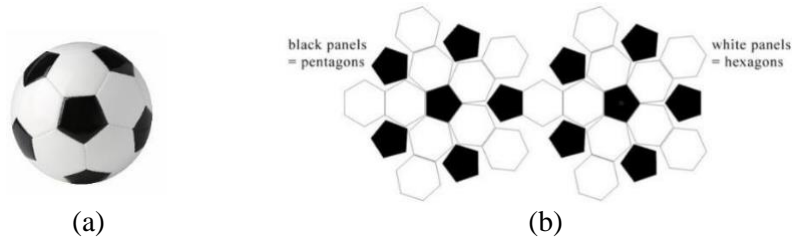


Figure 2(a): The “Buckminster Ball”; (b): The planar net of a Buckminster Ball

Richard Buckminster Fuller (July 12, 1895 – July 1, 1983) was an American inventor, architect, systems theorist, futurist, and an author who published more than 30 books. He was an architectural designer, best known for popularizing the geodesic dome (Buckminster Fuller, 2019), a hemispherical thin-shell structure that could withstand very heavy loads (Geodesic dome, 2019). Richard Buckminster Fuller’s usage of multiple 2-D panels that transformed into a 3-D soccer ball inspired the researcher to design a 3-D stage projection structure that could change in shape or vary in form.

3 PROBLEMS & FINDINGS

The size of the main stage of during the 2018 MIID Students' Saturday was 54’x14’ and can be considered big for an event. In order to fill up the stage and make it look interesting, the backdrop design with the 3-D stage projection structure had to be big enough to cover most of the space. This would complete the look of the stage, making it distinctive and interesting when light is projected on the big 3-D stage projection structure.

The time given for assembling and disassembling the stage backdrop decorations was four hours. Under these time constraints, the researcher decided that the overall construction of the 3-D stage projection structure

would be divided into several small parts in advance, which would then be moved to the stage for large-scale assembly.

According to the above conditions and the requirements of the production process, the materials had to meet the following criteria:

- i) easily adjustable into any size during assembly
- ii) light weight for mobility, convenience, and easy handling
- iii) can be assembled using ordinary adhesive tape or glue.

However, the planar net of a soccer ball used as a reference only consists of three big hexagons, which only has a few seams for flexible movement (see Figure 3a). If the soccer ball concept was applied to the 3-D stage projection structure, the structure would not be flexible enough to change into various shapes.

By understanding that an equilateral hexagon is a shape that consists of six straight sides and 120° angles in each corner, the hexagon can be divided into six small equilateral triangles, which provides more seams (see Figure 3b).

With this arrangement and combination of panels, the three big hexagons can be divided into small triangles (see Figure 3c), which has more seams and connections, thus creating a flexible 3-D projection structure.

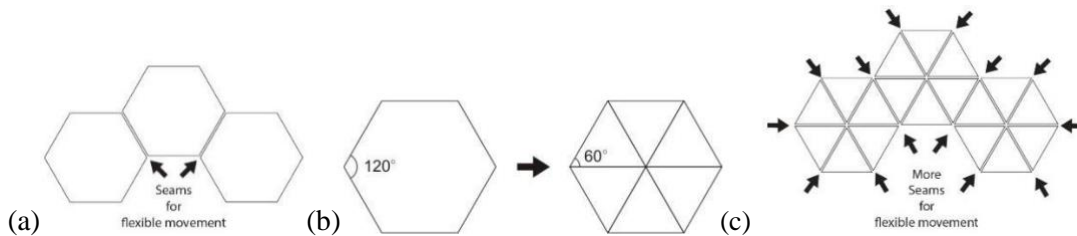


Figure 3(a): Seams on 3 big hexagons; (b) from a hexagon cut into 6 equilateral triangles; (c) more seams for more active movements

An increase in the number of seams enriches the shape-changing capabilities of the shape. By cutting two and a half pieces' hexagons into fourteen pieces of small triangles (see Figure 4(a)), the shape of the planar net can be changed during assembly. This arrangement and combination of panels creates a flexible, varied, and interesting 3-D stage projection structure (see Figure 4(b)).

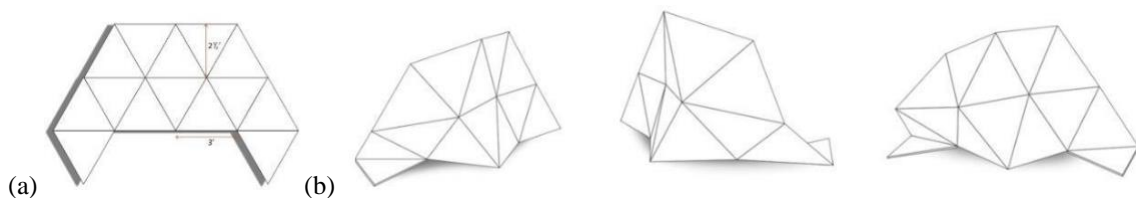


Figure 4(a): Planar net for the 3D stage projection structure; (b): more seams and flexible connections allow for the creation of varying shapes

4 EXPERIMENTAL RESEARCH METHODS

Researchers use experimental research design to evaluate and identify the efficacy and efficiency of a programme or a treatment on performance by comparing data sets (Chua, 2016); researchers use manipulation & controllable commissioning tests to determine the effects of casual processes and effectiveness on the experiment's outcome.

The material used to create 3-D projection structure is vital. The researcher used repeated measures method, testing each subject with the same treatments or tests (Morrison, 2003), to determine the most suitable material for this project.

5 MATERIALS

Styrofoam, corrugated board, and laminated foam board were cut into 14 equilateral triangles of the same size, and made into three prototypes with the same planar net arrangement. The researcher attempted various shape transformations and colour-pattern image projections on each material (see Figure 5); the colour accuracy, image presentation, flexibility, robustness, and durability of the three prototypes were observed and recorded.

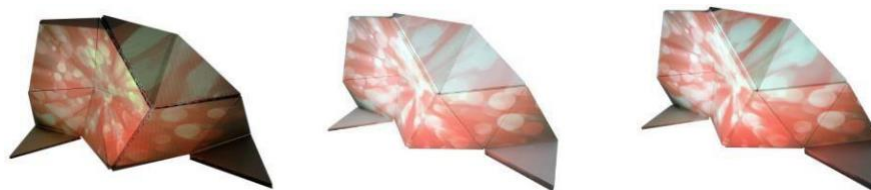


Figure 5: Shapes transformations and color-pattern images projection on different materials

After constant experimentation and calculations, the researcher determined that the most suitable volume for the 3-D stage projection structure was approximately 6' x 12' (height x width). During the tests, the researcher determined that Styrofoam and Corrugated board were not suitable due to the following reasons:

a) Styrofoam

Styrofoam is made from expanded polystyrene foam (EPS). Styrofoam products are lightweight because 98% of their content is air (Rissanen, 2017). Because it is lightweight, it is easy to break and too buoyant for stage backdrop decorations. Styrofoam board also has rough surfaces which will “crunch” when cut, rendering it unattractive when light is projected on it. Moreover, it melts easily when exposed to organic solvents such as alcohol-based spray paint (Styrofoam, 2019).

b) Corrugated board

Corrugated cardboard is more economical compared to Styrofoam; it is a biodegradable material and can be completely recycled (Davis, 2017). However, it is made of wood, a hygroscopic material which is not waterproof. It will soften and bend when in contact with water or moisture (Kord & Pazirandeh, 2008). Moreover, most of the corrugated board sold is brown, which is less appealing. The rough, ridged appearance wrinkles and bends easily (Vork, 2017); when coloured lights are projected on it, the intended colour cannot be obtained.

c) Laminated foam board

The polystyrene foam in the centre consists of millions of compressed independent granulated Styrofoam. As long as there is no intentional impact or collision, damage is superficial and will not rupture the board. Besides that, the coated paper has a low rate of water absorption and is impermeable to moisture. The white surface of the laminated foam board can also correctly reflect the different colours of light, allowing for more beautiful and interesting lighting effects.

In order to support the 6-foot structure, the researcher finally decided to use laminated foam board. Laminated foam board is made by sandwiching polystyrene foam within two layers of thermoplastic facer film, or coated paper. The laminated foam board is stronger, more resistance to bending and breaking, and can support relatively heavy weights compared to ordinary Styrofoam (Kelch, Bibee, Deibel, & Kocsis, 1997) (see Figure 6).

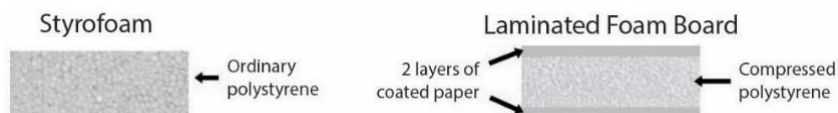


Figure 6: Differences between ordinary Styrofoam and Laminated Foam Board

6 RESULT AND DISCUSSIONS

The researcher first cut the two hexagons into fourteen equilateral triangles. Strong adhesive tape was used to make the seams for each panel flexible, and to combine all the boards into a 6 x 12 feet 3-D solid structure.

However, due to the large main stage, using one 3-D stage projection structure alone would have made the stage appear hollow and monotonous. Therefore, the researcher decided to create a second structure with the same technique and material. The two structures were placed on the left and right sides of the stage. Four buntings with stands were placed between the two structures to enhance the design (see Figure 7a).

On the day of the event, two projectors were placed in front of each 3-D stage projection structure to ensure the light was projected directly and clearly onto the laminated foam board. In order to achieve and fully present the design concept of "light and shape", different colour-pattern images and short videos were then projected on the structures, which made the whole stage backdrop design and decoration more beautiful and interesting (see Figure 7 b & c).



Figure 7 (a)-(c): 3-D stage projection structures & buntings with stands, different color-pattern images & short videos projected on structures

When colour-pattern images and short videos were projected on the two 3-D structures four buntings, the stage design stood out compared to the past three years. However, the high ceiling of the stage made the arrangement of the 3-D structures and buntings look tiny in scale (see Figure 8).

In the future, researchers may try to create bigger and more spectacular structures by using other materials such as wooden frames to support the back of the structure. Researchers may also try to experiment with different materials to discover better solutions and suitable materials making large 3-D structures.



Figure 8: The 3-D structures and buntings look small on the stage

REFERENCES

Buckminster Fuller. (2019, March 11). Retrieved from Wikipedia: https://en.wikipedia.org/wiki/Buckminster_Fuller

Chua, Y. P. (2016). *Mastering Research Methods*. Malaysia: McGraw-Hill Education (Malaysia) Sdn. Bhd.

Davis, J. (2017, March 23). *Corrugated Board: Advantages & Disadvantages*. Retrieved from eHow UK: https://www.ehow.co.uk/list_6723949_disadvantages-corrugated-cardboard.html

Geodesic dome. (2019, March 8). Retrieved from Wikipedia: https://en.wikipedia.org/wiki/Geodesic_dome

History of FIFA - The first FIFA World Cup. (2018). Retrieved March 8, 2019, from FIFA.com: <https://www.fifa.com/about-fifa/who-we-are/history/first-fifa-world-cup.html>

- Kelch, R. H., Bibee, D. V., Deibel, R. D., & Kocsis, D. L. (1997). Laminated Foam Insulation Board Of Enhanced Strength. *United States Patent*.
- Kord, H. K., & Pazirandeh, A. (2008). Comparison of Different Packaging Materials and Solutions on a Cost Basic for Volvo Logistic Corporation.
- Morrison, G. R. (2003). *Experimental Research Methods*. Bloomington: AECT.
- Rissanen, E. (2017, Septmber 26). *Styrofoam Recycling Facts*. Retrieved from bizfluent:
<https://bizfluent.com/about-5479353-styrofoam-recycling.html>
- Styrofoam*. (2019, February 28). Retrieved from Wikipedia: <https://en.wikipedia.org/wiki/Styrofoam>
- The History of the Soccer Ball*. (2018). Retrieved March 8, 2019, from Soccer BallWorld.com:
<https://www.soccerballworld.com/History.htm#Early>
- The History of the Soccer Ball Part 2*. (2018). Retrieved March 8, 2019, from Soccer BallWorld.com:
<https://www.soccerballworld.com/Historypg2.htm#Synthetic>
- Vork, L. (2017, September 26). *The Disadvantages of Corrugated Cardboard*. Retrieved from bizfluent:
<https://bizfluent.com/list-6723949-disadvantages-corrugated-cardboard.html>

Application of Preventive Maintenance for Mechanical Pressing Machine

Akaranun Asavarutpokin¹, Seksan Chaijit², Kanakon Sawangcharoen³

¹Advanced Manufacturing Technology, Pathumwan Institute of Technology (mr.chira@hotmail.com)

²Faculty of Engineering, Pathumwan Institute of Technology (seksan@pit.ac.th)

³Philosophy Program in Management of Information Technology,
Bansomdejchaopraya Rajabhat University (Uttweb@hotmail.com)

ABSTRACT. This research presents the application of preventive maintenance for the mechanical pressing machine. The study aims to increase the average time that the machine is shutdown and decrease the risk of accidental breakdown. In order to increase the percentage of production time and overall machine efficiency. The current maintenance system is first analyzed. The maintenance is currently done only when the mechanical press machine breaks down. In addition, there is no data collection during maintenance. Consequently a preventive maintenance system is developed, starting with data collection to help identify the cause of breakdowns. For implementing the preventive maintenance plan, several activities are initiated, including complete documentation of all maintenance procedure. The result of preventive maintenance of the mechanical pressing machine found that MTBR increase from 1,776 to 15,265. The percentage of production increased from 83.13% to 96.32%. The percentage of failures was reduced from 16.21% to 3.65%. The crankshaft bearings showed an increase of 268% in MTBF, with an increase of 18.69%. The failure rate decreased 18.69%

KEYWORDS: mechanical pressing; accidental breakdown and preventive maintenance

1 INTRODUCTION

High competition can be found in production industry whether in factory level or domestic organizations. The goal of this competition is gaining the highest profit or the lowest unit price. To achieve such goal, good planning is required in order to operate production efficiently without any problem to obstruct production process or cause any damage reducing profits of the company. Mechanical pressing machines are considered as an important element of production industry. If mechanical pressing machine is urgently damaged or incomplete, productivity of mechanical pressing machine will be lower immediately and it may damage other systems. As a result, preventive maintenance system of mechanical pressing machine for improving productivity is considered as another mission that should not be ignored. However, current maintenance of general mechanical pressing machines is immediate problem solving, i.e., maintenance will be performed in the event of any error or defect occurred during operation. Actually, based on the correct principles, work system should be planned in order to prepare manpower and tools for maintaining machines, preventing, and solving all types of possible problems. Since mechanical pressing machines in industrial factories are required to be operated continuously and regularly, the lack of continuous preventing maintenance plan may cause severe damages against manufacturing industry. This research was conducted to study on preventive maintenance system for improving productivity based on 4 important production factors including humans, machines, materials, and capital in order to solve the problems caused by the loss of productivity in industrial factories for gaining better efficiency and reducing production costs.

2 RELATED THEORIES

2.1 Preventive Maintenance

Preventive maintenance is considered as the concept on preventing unexpected breakdown because all cases of breakdown can damage production industry. As a result, preventive maintenance is originated to inspect machine condition, fuel filling, lubrication, parts replacement, repairing, operational record as information for

planning maintenance, analysis on recorded data to find problems and solutions. All of these operations will be repeated in order to improve Maintenance Plant to be consistent with condition of machine. Preventive maintenance consists of the following activities: cleaning and maintaining machines and facilities, maintaining conditions of operation to be in normal condition, inspecting based on time period, recording and storing data, planning for establishing Maintenance Plan, and training personnel.

2.2 Preventive Maintenance Standard

There are 4 elements of operations on preventive maintenance including:

2.2.1 To clean machines

It is necessary to clean machines, equipment, and site that are considered as the important factors and the first step of preventive maintenance because all parts of machines can be seen regularly while being cleaned leading to familiarity with appearance, noise, vibration, and heat of machines. Consequently, abnormality can be indicated and fixed before causing any damage. In addition, machine cleaning also helps to eliminate dust that is the cause of wear and tear of machines. Moreover, site cleaning also helps to reduce accidents, for example, accidents caused by messy materials and equipment.

2.2.2 Lubrication

Lubrication is considered as the basic work for preventing defect and reducing wear and tear whereas lubricating materials will help to prevent direct impact among machine parts and heat caused by friction. In addition, it also causes the least distress of movement of machine's parts.

2.2.3 The objective of inspection and measurement

Is to find primary defect that may lead to machine's error and breakdown.

2.2.4 Adjustment and Replacement of parts

Plays a role in maintenance because wear and tear is unavoidable although such machine is equipped with good lubrication system or inspection.

From these 4 major elements of preventive maintenance as mentioned above, there are 2 maintenance standards that can be established including: Machines and Devices Maintenance Standard and maintenance Methodology Standard.

Part 1: machines and Devices Maintenance Standard is the standard and the method for inspecting degeneration of all parts through measurement and testing, identification on degenerated characteristics of parts through daily maintenance, and adjustment of parts through repairing and parts replacement. The standard is divided based on each duty of maintenance.

Standard on Inspection and Measurement can be classified by inspection periods, for example, daily inspection standard, weekly inspection standard, monthly inspection standard, quarterly inspection standard, and 6-month inspection standard, etc. In addition, it is also classified by inspected and measured parts based on types of parts and devices, for example, mechanical parts, eclectic parts, and hydraulic parts, etc. Inspection and measure are performed to obtain the most complete information under the following conditions:

On Stream Inspection that is performed to find abnormality while all parts of machine is supporting all operations including pressure, temperature, flow rate, vibration, odor, noise, leakage, electric energy consumption, and correctness of machine's operation.

Shut Down Inspection is a kind of condition that can detect abnormality when the machine is already shut down only. Most cases of this inspection are internal and external inspection for parts that can be disassembled easily, for example, machine balancing, breakage, wear and tear, corrosion, and tendency of wear and tear of parts.

Maintenance Standard was established to provide maintenance as defined by conditions of elements of maintenance, for example, cleaning standard, lubrication standard, standard on parts adjustment and replacement, etc. As a result, it is necessary to specify persons that can perform maintenance of parts or devices, maintenance methods, number of parts and devices, and appropriate period maintenance period.

Standard on Part Adjustment, Replacement, and Repairing defines operational methods and conditions on part adjustment, replacement, and repairing because some parts are required to be disassembled and special methods on adjustment and replacement in order to prevent damage. In some cases, it may help to reduce operational duration and maintenance duration by using correct tools and devices as well as complying with safety rules.

Part 2: Maintenance Methodology Standard that is the operational methods and process, inspection period, services, and repairing.

2.3 Evaluation on Improvement of Preventive maintenance

Evaluation on improvement of preventive maintenance system used in this research consisted of:

- a. Mean Time Between Failure, (MTBF) whereas the average error duration can be calculated by using the following formula [3]:

$$MTBF = \frac{\text{Total Time}}{\text{Number of Failures}}$$

This Mean Time Between Failure refers that if Mean Time Between Failure was increased, the result would be good.

- b. %Machine Downtime [4]

$$\% \text{ Machine Downtime} = \frac{\text{Downtime}}{\text{Total Time}} \times 100$$

This evaluation based on %Machine Downtime refers that if %Machine Downtime is lower than that before improvement, this improvement gave good results.

- c. Production Percentage refers that machine have to be ready after starting its engine without any failure or adjustment. In the event of any failure or adjustment, such duration is considered as Down Time therefore duration of warming and adjustment should be reduced [5]. The formula was as follows:

$$\text{Production Percentage} = \frac{\text{Production Time}}{\text{Total Time}} \times 100$$

3 RESEARCH METHODOLOGY

3.1 Studied and Collected general

Information and operational system of mechanical pressing machine studied in this research.

3.2 Studied and Collected

Information on preventive maintenance and documentary system of mechanical pressing machine.

3.3 Analyzed and Improved

By planning maintenance and managing documentation system of mechanical pressing machine.

3.4 Concluded the results of maintenance of mechanical

Pressing machines and discovered productivity of mechanical pressing machines.

4 RESULTS

4.1 Collected data for improvement

This procedure could be performed by selecting the problem machine group with the most severe effect against production. Failure Mode Effect Analysis (FMEA) [6,7] was used for studying and improving preventive maintenance system for machines and it was found that the machine with the most frequent problem giving the most severe effect to production line was mechanical pressing machine.

4.2 Prioritized parts of mechanical pressing machine

This procedure could be performed by modifying analysis criteria of Sirirun Silapapipat [8] based on mean of four analytical factors for appropriateness of data and prioritizing parts of mechanical pressing machine. Details are as follows:

Factor1 : Operational frequency of part had the following weighted scores:

- 1point – operational frequency of such part was low;
- 2points – operational frequency of such part was slightly low;
- 3points – operational frequency of such part was slightly high;
- 4points – operational frequency of such part was high.

Factor2 : Price of mechanical pressing machine had the following weighted scores:

- 1point – price was lower than 3 , 000baht;
- 2points – price was ranged from 3, 001– 5, 000baht;
- 3points – price was ranged from 5, 001– 10, 000baht;
- 4points – price was over than 10, 000baht.

Factor3 : Effects on other parts when such part was degenerated or damaged or defected had the following weighted scores:

- 1point – No effect on other parts and the machine was able to be operated for further production;
- 2points - There were some effects against other parts but the machine was able to be operated;
- 3points – There was no effect against other parts but the machine was unable to be operated; 4points – There were some effects against other parts but the machine was unable to be operated.

Factor4 : Duration spent in repairing or replacement had the following weighted scores: (if it was unable to be repaired, duration of replacement should be considered.)

1point – Duration of repairing or replacement was lower than 90 minutes; 2points

– Duration of repairing or replacement was ranged from 11– 180minutes; 3points

– Duration of repairing or replacement was ranged from 181– 270minutes;

4points – Duration of repairing or replacement was higher than 270 minutes.

From prioritizing based on 4 analytical factors, the level of maintenance could be classified into the following 3 levels whereas the minimum score was 1 and the maximum score was 3:

Therefore, the obtained interval was: $1 =$

Average score of 1. 00– 2. 00referred to priority level of Group C that was considered as the group with low attention on maintenance.

Average score of 2 . 01– 3. 00referred to priority level of Group B that was considered as the group with moderate attention on maintenance.

Average score of 3 . 01– 4. 00referred to priority level of Group A that was considered as the group with high attention on maintenance.

Table1 : Weighing on Priority of Error Parts of Mechanical Pressing Machine

Parts	Analytical Factors for Finding Failure of Mechanical Pressing Machine				Mean	Priority
	1	2	3	4		
	Motor	4	4	4		
Flip Wedge	4	4	4	3	3.75	A
Sliding Rail	3	1	1	2	1.75	C
Magnetic Contactor	4	2	3	3	3	B
Rear Axle Shaft Bearing	2	2	4	4	3	B
Flip Wedge Supporter	4	1	4	4	3.25	A
Middle Shaft Bearing	4	4	3	4	3.75	A
Double hand Switch	4	4	4	3	3.75	A
Foot Switch	4	1	1	3	2.25	B
Drive Belt	4	3	3	4	3.5	A
Air Tank	4	1	3	3	2.75	B
Crankshaft Bearing	4	1	4	4	3.25	A

From weighting priority of error parts of mechanical pressing machine, it was found that mean of priority in Group A consisted of 7 parts including motor, flip wedge, flip wedge supporter, middle shaft bearing, double hand switch, drive belt, and crankshaft bearing. The obtained result was further studied. Subsequently, Time Between Failure (MTBF) was calculated by studying data on failure of machine's parts and devices thoroughly as well as studying the machine's instruction manual in order to find Time Between Failure (MTBF) of machine's parts thoroughly. Time Between Failure (MTBF) of Group A would be applied to plan Preventive maintenance Plan for Mechanical Pressing Machine.

Table2 : Failure Percentage and Time Between Failure (MTBF) of Parts during 3 Months

Parts	Total	Breakdown	Actual	MTBF	Frequency	Percentage	
	Production Time(hr).	(hr).	Production Duration (hr).		of Failure	Production	Failure
Motor	1,467	5	1462	143	3	11.04	0.14
Flip Wedge	1,467	10	1457	287	2	18.11	1.81
Flip Wedge	1,467	7	1460	234	2	17.77	2.30
Supporter							
Middle Shaft	1,467	30	1437	33	14	12.74	7.26
Bearing							
Double Hand	1,467	20	1447	234	2	15.13	4.87
Switch							
Drive Belt	1,467	141	1453	212	2	15.40	4.60
Crankshaft	1,467	65	1402	32	13	78.62	21.38
Bearing							
Mean	1,467	21.57	1445.43	167.86	5.43	13.83	6.18

The result from evaluation during the first three months before improvement revealed that total production duration was 1, 467hours, frequency of failure was 44times with average production of 6.18%. In addition, it was also found that average production was 13.83%, and average failure was 6.18%. Moreover, it was also found that the maximum production of Crankshaft Bearing was 78.62% with the minimum failure of 21.38%. MTBF of parts of mechanical pressing machine during 3 months revealed that the part with the maximum breakdown was Crankshaft Bearing therefore this part was selected for planning Preventive Maintenance Plan.

4.3 Improvement of Preventive Maintenance System of Error Crankshaft Bearing

New Preventive Maintenance Plan of Mechanical Pressing Machine was planned based on the following procedures:

- a .The score of priority of parts of mechanical pressing machine was applied to prioritize parts of the machine for maintenance by ordering in descending order.
- b .The result of characteristics, formats, and mechanisms causing failure of parts was used to define topics and positions for performing maintenance activity.
- c .The result of Mean Time Between Failure (MTBF) was utilized for inspecting condition and maintenance as well as defining maintenance duration of such part.

From the procedure of maintenance planning, operational standard must be established clearly and extensively with determination on frequency of maintenance, monthly maintenance plan, and maintenance methods in order to enable all employees to perform such maintenance activities under the same standard.

5 APPLICATION OF PREVENTIVE MAINTENANCE FOR ERROR CRANKSHAFT BEARING

From collecting data before improvement, it was found that this failure was caused by insufficient control documents of maintenance system of mechanical pressing machine and high level of failure. As a result, design of application of Preventive Maintenance for Mechanical Pressing machines was as shown in Figure 1.

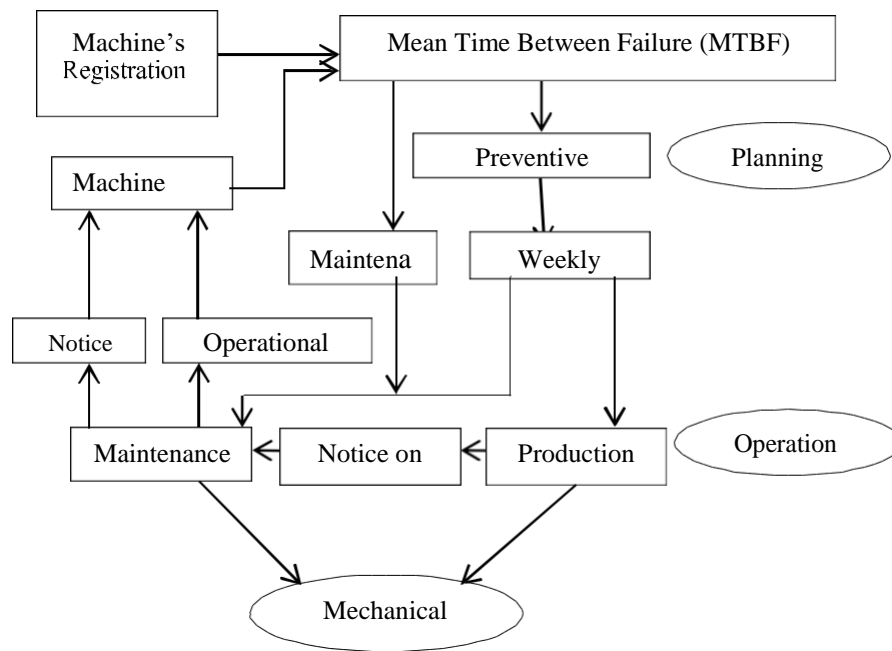


Figure1 : Application of Preventive Maintenance for Improving Productivity

6 RESULTS OF PROBLEM SOLVING BASED ON PREVENTIVE MAINTENANCE

From the result on application of preventive maintenance for error bearings during 3 months after applying Preventive Maintenance System, it was found that Mean Time Between Failure (MTBF) of Crankshaft Bearing after improvement for 3 months was 1, 851hours with breakdown of 25 hours from 1,476 hours of working hours and breakdown of 65 hours. This result revealed that the result of improvement was good .For the result of comparison on operational result of mechanical pressing machine before and after improvement, it was found that failure percentage was reduced by12.56% and production percentage was increased by 12.53% as shown in Table 3.

Table3 : Data on Evaluation of Improvement of Mechanical Pressing Machine

Data	Mean Before Improvement	Mean After Improvement	Improvement Result
X1 (minute)	29,354	37,024	7,670
X2 (minutes)	3,572	1,273	2,211
X3 (minutes)	24,880	35,700	10,820
X4 (times)	15	3	12
MTBF	1,776	15,265	13,481
Production Percentage	83.79	96.35	12.53
Failure Percentage	16.21	3.65	12.56

X1 = Total Production Duration(minute)

X2 = Breakdown (minute)

X3 = Operational Duration with Productivity (minute)

X4 = Frequency of Failure (time)

MTBF = Mean Time Between Failure

From establishing the Application of Prevention Maintenance Plan, it was found that mean after improvement consisted of production percentage that was increased by 12.53%, failure percentage that was decreased by 12.56%, and Mean Time Between Failure (MTBF) that was increased by 13,481%. This represented that the application of Preventive Maintenance System was effective.

Table4 : Comparison on Mean Time Between Failure (MTBF) of Error Crankshaft Bearing of Mechanical Pressing Machine Before and After Improvement

Topic	Before Improvement	After Improvement	Improvement Results
MTBF	32	300	268
Production Percentage	78.62	17.31	18.61
Failure Percentage	21.38	2.61	18.61

The result of evaluation on efficiency of improvement of mechanical pressing machine revealed that Mean Time Between Failure (MTBF) of crankshaft bearing had production percentage of 78.62% before improvement and 81.31% after improvement. Failure of crankshaft bearing was 21.38% before improvement and 18.69% after improvement. Average duration of Mean Time Between Failure (MTBF) of crankshaft bearing of mechanical pressing machine was 32 hours before improvement and 268 hours after improvement.

7 CONCLUSION AND SUGGESTION

For improvement of preventive maintenance of mechanical pressing machines, this research presented the application of preventive maintenance for mechanical pressing machine in order to improve productivity, increase Mean Time Between Failure (MTBF), reduce failure percentage of mechanical pressing machine, and increase overall productivity percentage of studied mechanical pressing machine. The research was conducted by analyzing on current maintenance system and it was found that maintenance was performed in the event of failure only without storing data on analysis on the causes of such failures for preventive maintenance. In this research, preventive maintenance system was developed by starting from managing important data storage system on causes of failures and duration of breakdown. Subsequently, such data were analyzed to find failures of mechanical pressing machine. For application of preventive maintenance system, the following activities were performed: performing maintenance of crankshaft bearing, managing documentary system of operational control, establishing Maintenance, preparing methods on preventive maintenance based on research methodology by analyzing on failures of mechanical pressing machine, classifying and prioritizing problem causes, and calculating MTBF. The results revealed that crankshaft bearing part had the minimum MTBF of 32. After improving by using preventive maintenance, it was found that MTBF was increased by 10 times. This revealed that the operation could prevent breakdown and overall efficiency of mechanical pressing machine was increased whereas breakdown rate was decreased. As a result, this research presented Preventive Maintenance System for maintaining and repairing machines whereas it was operated and its results before and after operation were compared. The results revealed that MTBF was increased by 937.5% averagely, production percentage was increased by 18.69%, and failure percentage was decreased by 18.69%.

Evaluation was performed by comparing results for 3 months before applying the system and 3 months after applying the system. The results revealed that MTBF of mechanical pressing machine was 1,776 minutes before improvement and 15,265 minutes after improvement, failure duration was 16.21% before improvement

and 3.65% after improvement, and overall productivity of mechanical pressing machine was increased by 83.79% from 96.32%.

8 SUGGESTION

There should be further studies on occurred expense in detail for comparing worthiness of application of new system. Operations of employees under new system should be followed up closely in order to check whether they perform operation correctly. Since employees were still familiar with traditional operation, there should be a training to train and clarify the operation of this system.

REFERENCES

- Kosol deesintam. Industrial maintenance management. Bangkok : M and E Publishing; 2008. (In Thai)
- Thanee Aum-ao .Total Productive Maintenance; TPM. Bangkok :National Productivity Institute ; 2003. (In Thai)
- Wattana Chiangkhan and Kriangkrai Damrongrat. 2546. Mainternace the profit maker. Bangkok SE-ed SE-EDUCATION; 2003. (In Thai)
- Jardaine, Andrew K.S., and Albert H.C. Tsang. Maintenance Replacement and Reliability Theory and Application. Boca Raton Florida : Taylor & Francis Group. 2006.
- O' Connor,Patrick D.T. Practical Reliability Engineering. 4th ed. Chichester : John Wiley & Son Ltd. 2002.
- P.C.Teoh and K.Case. 2003. FAILURE MODES AND EFFECTS ANALYSIS THROUGH KNOWLEDGE MODELLING. In A. G. Olabi and S. J. Hashmi (Eds.), Proceedings of the International Conference on Advances in Materials and Processing Technologies, AMPT2003Vol. 1 (pp. 619-622). Dublin City University, Dublin, Ireland, 8-11 July 2003.
- Kittisak Ploypanichcharoen. Crash analysis and impact. Bangkok: Technical Approach Counselling & Training Co., Ltd. 2004. (In Thai)
- Sirirat Silppipat. Maintenance design for ready-mixed concrete industry. Thesis of Master Engineering. Bangkok: Chulalongkorn University; 1994. (In Thai)

Female Leadership communication style from the employees' perception.

Joyce Cheah Lynn-Sze¹, Syamimi Jamil²

¹Department of Communication, Universiti Utara Malaysia (joycecheah@uum.edu.my)

ABSTRACT. The effectiveness of a leader communication is assessed on the ability to communicate a vision, goals, strategy and set of attitudes that will gain others' support and action. It demands that women leaders use powerful communication tools to assertively motivate, inspire and influence. Many research claimed that even when women have the skills and abilities necessary to effectively lead in an organization, they may still have difficulty convincing others of their leadership potential. The issue of female as leaders and whether their styles are acceptable were always judged by the employees. Thus, it is more difficult for women to become leaders and achieve success in leadership roles. Thus, this study aims to understand the leadership communication style practice by female leader and also to explore the female leadership characteristics from the employee's perspectives. This study conducted using semi-structured interview. Respondents consist of 10 employees working at the government sector and private sector from various industries such as educational, fashion as well as in retail industry. Findings showed that female leaders displayed transformational, transactional and participative leadership style. Meanwhile, the female leaders also displayed masculine and feminine characteristics. The research should provide a greater understanding of female leadership from the perspectives of the employees, especially in leadership and management positions, and what organizations can do to help women overcome gender bias and discrimination in the workplace.

KEYWORDS: leadership communication; female leader, leadership style; leadership characteristics

1 INTRODUCTION

Leader is someone who use their idea to encourage and inspire their followers and to praise creativity, innovation, self-realization and change while seeing managers as administrators with the task of making sure the reliable and efficient functioning of an organizations (Kotter, 2013). Meanwhile Bennis (2009) considers leaders to focus on managers and people as structures.

Rosener (1990) claimed that there are major differences between male and female leaders; female leaders concentrate on the relationships between people whereas men tend to concentrate on the issues or tasks. Meanwhile, male leadership and communication styles, have been mentally associated with agentic qualities such as being aggressive, results oriented outcomes (Eagly, 2011). Whereas female leader on the other hand communicate using interpersonally-oriented dimensions including collaboration, relationship building and information sharing as well (Appelbaum, Shapiro, Didus, Luongo, & Paz, 2013).

Female leader has been portraying as less capable leaders than men. Female leaders will likely be refused by persons with traditional gender role attitudes, preferring women to be housewives and mothers. Because traditional persons endorse traditional role allocation between women and men, one could assume that these persons feel uncomfortable about women in high-status positions (Appelbaum, Audet & Miller, 2003).

Although the number of female leaders in an organization has more than doubled over the last 30 years, women are still underrepresented in managerial positions across the globe, (Catalyst, 2012). Meanwhile, McKinsey and Company (2012) stated that the percentage of women in executive committees and on corporate boards in Asian countries is even lower, compared to the U.S. and Europe. Based on readings, this study found out that there are lack of research and study regarding female leader especially focusing on their leadership communication style as well as their characteristic in managing the organization. Therefore, the purpose of this study is to understand the leadership communication style which practice by female leader. In fact, it is important for women to know their leadership abilities and embrace their unique perceptions and leadership styles.

This study will discuss the perception of an employee towards their female leader. Researcher will be focusing on leadership communication style and communication characteristic of female leader as well as employee job performance when working under female leader supervision. Researcher will conduct a qualitative method in order to get the understand and explore the perception of an employee towards their female leadership.

Therefore, this study aims to understand the leadership communication style practice by female leader and also to explore the female leadership characteristics from the employee's perspectives.

1.1 Female Leadership Communication Style

According to Cherry (2018) the first style of leadership is authoritarian leaders, also called autocratic leaders. This leadership style is focused on the leader's command and the followers' control. Authoritarian leaders take independent decision with little or no contribution for the group. This study states that decision-making under authoritarian leadership is less creative (Cherry, 2018). Meanwhile, Iqbal et al. (2015), stated that the autocratic style is characterized by an "I tell" philosophy. Autocratic leaders tell their members what to do. This can give an organization a clear direction, but it may also lead managers to under value or ignore input from teams. However, an autocratic approach is appropriate in some situations. It is suitable when the business faces a crisis or when an urgent problem arises that requires an immediate response.

Secondly Cherry (2018) stated that in Lewin's study found out that the most effective style of leadership is typically participative leadership, also known as democratic leadership. Participative leaders offer supervision to employee, contribute, and provide to employee. This approach is characterized by an "I share" philosophy. Decisions are made within teams, with each member having equal inputs (Iqbal et al, 2015). Although they are unproductive compare to other leadership styles, but the contribution of an employee in this group were high.

Lastly, Cherry (2018) wrote that, leadership style in Lewin's study is delegative leadership, known as laissez-faire leadership, had been the least productive leadership styles. The employee in this group also made greater demands on the leader, showed less cooperation, and could not work individualistically. Leader provide little or no supervision to group members and leave them to make decision. Although this style can be useful when highly skilled experts are involved, it often results to poorly defined roles and a lack of motivation. Lewin noted that laissez-faire leadership will result in corporation that do not have path which participant blamed each other, declined to take personal responsibility, and formed a lack of progress and work.

2.2 Leadership Communication Characteristics

It is generally believed that leadership, organizational culture and communication are constructed with a masculine subtext, and dominant views on leadership are difficult to integrate with femininity. (Lipman-Blumen, 1992; Aaltio, 2002). This has been supported by Eagly (2007), which leadership has historically been portrayed primarily in masculine terms, and many theories of leadership have focused mainly on stereotypically masculine qualities.

Although leader roles are traditionally masculine in their cultural definition and male-dominated numerically, they vary widely in these respects. Some leader roles are less culturally masculine and in recent years are occupied by more women than men (Eagly, 2007).

While, Turner, (2012) stated that masculine and feminine styles have strengths and weakness. If an organization is dominated by masculine or feminine style, the weaknesses of this approach are at risk. But if there is a balance of masculine and feminine approaches, the group will get more of the strengths and less of the disadvantages of each one. And stability with men and women at the top is more expected.

2.3 Implicit Leadership Theory

Implicit leadership theory (ILT) represent the mental prototype of a leader. Research regarding ILT is part of a set of follower-centric approaches which made their way into the wider leadership literature from the 1980s onward (Van Quaquebeke, Kerschreiter, Buxton, & van Dick, 2010). This body of literature within

contemporary leadership research emphasizes the socio-cognitive mechanisms involved in leader–follower interactions. As such, they focus on researching an individual’s assumptions, beliefs, and expectations of a potential leader and the way.

According to Colleen, (2012) everyone has a set of implicit assumptions about what looks like, sounds like, and acts like a "good" leader. These assumptions are referred to in academic literature as "Implicit Leadership Theories" (ILT). They tend to be based on culture, carrying any culture's beliefs and assumptions. This also has been supported by Ayman-Nolley and Ayman (2005) this theory develops early in life, and are relatively stable, although they may change and be modified with experiences.

As the focus of this study is the perception of an employee towards their female leader in leadership communication style and communication characteristic aspect, ILT is the most appropriate communication theory which discuss the perception of an employee towards their leader. Every employee has their own set of implicit assumptions towards their female leader. If their assumption on their female leader match and have a high similarity, it will give a positive result.

Therefore, if employee perception towards their female leader match with their female leader behaviour it will leads to a perceived effectiveness, decision acceptance, built trust among leader and employee, increase relationship quality and increase job performance. This is because, employee will be excited knowing that their female leader’s behaviour match with their assumption.

METHODOLOGY

Qualitative studies typically use small sample sizes because of the intensive nature of such studies (Creswell, 2014). The research study interviewed 10 informants who has an experience working under female leader supervision. The informants worked at government sector and private sector from various industry such as educational, fashion as well as in retail industry.

This research is based on a series of interviews, each time appropriately 45 minutes. These interviews was done during the period from February 2019 to March 2019. The interviews were designed to showcase the leadership thoughts and their perception towards their female leader’s communication style. The interview questions are based on the theory and literature that have been discussed previously. During the interview, researchers are sequencing questions based on the process and feedback from different informants. According to Jensen (2002), this technique promotes interaction between researchers and informants by enabling researchers to explore informal thinking and request further information spontaneously. To analyze the data in this study, researchers will use NVivo 12 software program.

3 FINDINGS

3.1 Female Leadership Communication Style

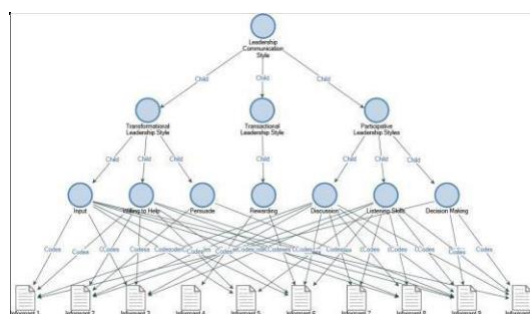


Figure 1: Female leadership communication style

The interview questionnaire is in line with the aims of the study. The transcript was initially labeled and collected based on the phrase. Four nodes are formed to identify the same categories to develop themes. The

initial themes produces three leadership styles, namely transformational leadership, transactional leadership and participative leadership. However, further analysis found that the data led to the identification of seven new sub-themes. Figure 1 show the main themes and sub themes that build the female leadership styles.

Based on interview with 10 informants, leader who practice transformational leadership styles, tend to give input to her employees by giving some ideas, suggestions and best option for employee. They also willing to help her employee when employee is facing difficulties in completing task, there also time when female leader will assist her employee in doing the work by sitting next to employee and monitor them.

Cherry, (2018) stated that transactional leadership is often used in business, when employees succeed, they are rewarded; when they fail, they are reprovod or punished. These also have been mentioned during the interview that the female leader will reward them if they manage to complete their special or importance task given. The informants found that rewarding is very important attitude that will motivate employee to stay focus and improve their job every day. They also will happy if their leader will reward them with bonus or increment.

Another leadership communication style practice by female leader is participative leadership style. Female leader who practice this leadership styles inspire employee and involve them in decision making process in the organization. According to Iqbal (2015), decisions are made in teams with equal input from each member. The contribution of an employee in this group were high. Participative leaders tend to make employee experience like they are an importance part of the group, which helps foster dedication to the desires of the group (Cherry, 2018).

3.2 Female leadership characteristics

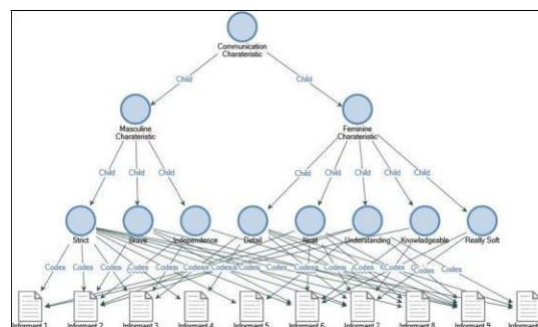


Figure 2: Female leadership characteristics

Communication characteristic of a female leader can be divided into two categories which are masculine characteristic and feminine characteristic. This characteristic suggested that a female leader should implement both characteristic in order to be respected and accepted as leaders as shown in Figure 2. There are several characteristics that has been mention by informant during the interview that match with masculine characteristic such as strict, brave and independent. According to informant, their leader has characteristics such as detail, neat, understanding, knowledgeable and soft. Based on these, researcher classifies the characteristic under feminine characteristic because feminine characteristic likes to create a personal relationship with an employee. Turner, (2012) stated that masculine and feminine characteristic have its own strengths and weakness. It might be perfect if the female leader has a masculine and feminine balance, an organization will have more strengths and less disadvantages of each characteristic.

2 DISCUSSION

Generally, this study started to understand the leadership communication style practice by female leader. The findings of this study confirming the female leader are practicing a transformational leadership styles and participative leadership style. This aligned with a study by Appelbaum, Audet, and Miller (2003) climates that

have all been linked to feminine characteristics by transformative, participatory and people - oriented leadership. Women are often classified as using a transformative leadership style means female leaders use community-based approaches, often trying to complement the teams they manage instead of commanding them. (Cole, 2004). This leadership styles translate into a way a female leader communicates to her employees. Female leader often takes a collaborative and open communication approach.

Besides leadership communication style, this study also explores the characteristic communication presented by female leader. The findings show female leader are combining masculine and feminine communication characteristic in managing the organization. This is because, based on the findings female leader implement the masculine characteristic such as strict, brave, and independence, while at the same time practicing a feminine characteristic as well. Characteristic such as detail, neat, understanding and knowledgeable are part of feminine characteristic practice by female leader in this study.

5 CONCLUSION

Therefore, since the number of female leaders is increasing especially in Malaysia, this study will benefit a female leader to understand their suitable leadership communication style, and their communication characteristic in the perception of the employees. Through this study, it is hope that it will change the perception of an employee towards working with female leader and boost confidence level of all female leaders that they are capable enough to hold the title as a female leader. It is hoping this study also will gives encouragement for all female to stand out and develop their career achievement as well set their goal to become a leader one day.

REFERENCES

- Aaltio, I. (2002) *Interviewing Female Managers: Presentations of Gendered Selves in Contexts*. (pp. 201-219). London: Routledge.
- Appelbaum, S. H., Shapiro, B. T., Didus, K., Luongo, T., & Paz, B. (2013). Upward mobility for women managers: Styles and perceptions: Part 1.
- Appelbaum, S.H., Audet, L. and Miller, J.C. (2003), "Gender and leadership? Leadership and gender? A journey through the landscape of theories", *Leadership and Organization Development Journal*, 24(1), 43-51.
- Ayman-Nolley S, Ayman, R. (2005). Children's implicit theories of leadership. In: Schyns B, Meindl JR (eds) The leadership horizon series: implicit leadership theories – essays and explorations. *Information Age Publishing*, Greenwich, 227–27.
- Bennis, W. (2009), *On Becoming a Leader*, 20th ed., Basic Books, New York, NY.
- Bryman, A. (2004). Qualitative research on leadership: A critical but appreciative review. *The Leadership Quarterly*, 15, 729–769.
- Bryman, A. (2008). *Social research methods (2nd ed.)*. Oxford, UK: Oxford University Press.
- Catalyst (2012). Catalyst Census: Fortune 500 women board directors. Retrieved from <http://www.catalyst.org/knowledge/2012-catalyst-census-fortune-500women-board-directors>.
- Cherry, K. (2018) Leadership Styles and Frameworks You Should Know. Retrieved from <https://www.verywellmind.com/leadership-styles-2795312>
- Creswell, J. W. (2013). *Qualitative inquiry & research design: Choosing among five approaches*. United States of America; Sage Publications, Inc.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* (4th ed.). Thousand Oaks, CA: Sage.

- Den Hartog, D. N., House, R. J., Hanges, P. J., Ruiz-Quintanilla, A., & Dorfman, P. W. (1999). Culture specific and cross-culturally generalizable implicit leadership theories: Are attributes of charismatic/transformational leadership universally endorsed? *The Leadership Quarterly*, 10, 219–256.
- Eagly, A.H. (2007), “Female leadership advantage and disadvantage: resolving the contradictions”, *Psychology of Women Quarterly*, 31(1), 1-12.
- Eagly, A. H., Koenig, A. M., Mitchell, A. A. & Ristikari, T. (2011), “Are leader stereotypes masculine? A meta-analysis of three research paradigms”, *Psychological Bulletin*, 137(4), 616-642.
- Eagly, A. H., Makhijani, M. G. and Klonsky, B. G. (1992), “Gender and the evaluation of leaders: a meta-analysis”, *Psychological Bulletin*, 111 (1), 3-22.
- Epitropaki, O., & Martin, R. (2004). Implicit leadership theories in applied settings: Factor structure, generalizability, and stability over time. *Journal of Applied Psychology*, 89(2), 293–310.
- Epitropaki, O., & Martin, R. (2005). From ideal to real: A longitudinal study of the role of implicit leadership theories on leader-member exchanges and employee outcomes. *Journal of Applied Psychology*, 90(4), 659– 676.
- Foti, R. J., Hansbrough, T. K., Epitropaki, O., and Coyle, P. T. (2017). Dynamic viewpoints on implicit leadership and followership theories: approaches, findings, and future directions. *Leadership Quarterly*, 28, 261–267.
- Iqbal N, Anwar S, Haider N (2015) Effect of Leadership Style on Employee Performance. *Arabian J Bus Manag Review* 5: 146. doi:10.4172/2223-5833.1000146
- Lipman-Blumen J. (1992). Connective leadership: Female leadership styles in the 21st century workplace. *Sociological Perspectives*, 35 (1), 183-203.
- Mohammed, U. D. (2014). The relationship between leadership styles and employees’ performance in organizations: A Study of Selected Business Organizations in Federal Capital Territory, Abuja Nigeria. *European Journal of Business and Management*, 6(22), 1-11.
- Van Vugt M., Hogan R. and Kaiser R. B. (2008). “Leadership, followership and evolution some lessons from the past”, *Am Psychol*, Vol. 63, No.3, pp. 182-196, doi: 10.1037/0003-066X.63.3.182.

Wayang Sada As a Media Communication For The Character Building of Children In The Village of Bejiharjo Gunung Kidul

Vani Dias Adiprabowo, M. Sn¹

¹Departement of Communication, Ahmad Dahlan University, Indonesia (vani.adiprabowo@comm.uad.ac.id)

ABSTRACT. This study aims to find out how the Sada Puppets made by Mr. Marsono (wayang sada puppeteers) as a media communication for the formation of children's characters residing in Gunungbang Hamlet, Bejiharjo Village, Karangmojo Subdistrict, Gunungkidul Regency. The puppet sada was inspired by the anxiety of Mr. Marsono when he was a kid playing puppets made from the stem of cassava leaves and needle grass, but the age of the puppets was not long-lived because it was easily damaged or dried. This study uses an ethnographic communication approach to communicate, which is concentrating on the ways in which a cultural group creates meaning, values and activities through communication. Ethnography is one part of research with anthropology (holistic) that produces success stories. Ethnography must also reverse the object of research in accordance with their respective perspectives. Through observation, participation in ethnography is expected to be able to understand people, groups, ethnicities, cultures and technology through a series of ways of learning by seeing, thinking, feeling, and even acting like an insider who is emic or as an actor. This research is a case study research that requires understanding and reading in accordance with the basic concepts and existing rules. This ethnographic research on communication will look at the communication patterns used by a group, when and where group members use all these activities and how communication practices create a community. The expected outcome of this study is information and information about how puppet sada as a communication medium for character building of children is carried out through an ethnographic approach to communication.

KEYWORDS: sada puppet; child; character building; media communication; ethnography communication

1 INTRODUCTION

Puppet as a spectacle and guidance is one type of traditional culture that has long existed in Indonesia, passed down to each generation, especially verbally especially in Javanese society. (Poespaningrat, 2005), puppet shows (shadows) grew and developed in Indonesia since 1500SM as a means to worship and bring ancestral spirits. The long history of puppets does not discourage people from learning about puppets and showing how high values are, the meaning of wayang for people's lives. Puppet stories that have survived to this day, show that puppets are something unique. The fact that puppets are something unique can be seen from the existence of puppets made of stick media (sada). Puppets are not limited to buffalo or synthetic leather, but the development of the times allows puppets to be made from other media.

The shape of puppets is not always synonymous with wayang kulit in general, as did Marsono (71 years). During the past ten years, from his creation puppet Marsono managed to reach his dream of becoming the mastermind after retiring to become a civil servant. Marsono is from Dusun Gunungbang, Desa Bejiharjo, Kecamatan Karangmojo, Gunungkidul Regency, 30 km, which is located east of the city of Yogyakarta. Marsono has the desire to develop puppets in his environment so that puppets as a national culture do not disappear with the development of an increasingly rapid era. Data from the Gunung Kidul District Youth and Sports Education Agency, Yogyakarta Special Region, noted that the dropout rate in the Gunung Kidul area is still high. The dropout rate at the Elementary School (SD) level reaches 0.03 percent of 57,000 children, this is not only limited to economic factors, but environmental factors that cause children not to continue to pursue higher levels (http://m.rri.co.id/yogyakarta/post/berita/497493/pendidikan/angka_putus_di_gunungkidul_masih_tinggi.html).

Departing from a sense of concern for education and art traditions that began to be abandoned by the younger generation, especially around his residence. Marsono began to pursue making puppets. Marsono called

it Wayang Sada, puppets made from sticks were considered easy to find raw materials, durable and cheap in price compared to raw materials from leather, both real and synthetic leather. Through wayang sada, Marsono invites children in Bejiharjo Village, Gunungkidul, to learn and play together to make wayang sada and learn Javanese in particular through puppet stories played through wayang sada. Usually this is done after children go home from school or holidays. Wayang sada as a communication medium to tell stories with fine Javanese language, the child will indirectly imitate and understand how the language is spoken. Marsono's desire to pass on the skills of making puppets to children, was based on the age of Marsono who was elderly and wanted the sada puppets to be preserved by the younger generation. Through wayang sada media, Marsono also hopes that wayang sada can shape the character of children, especially children in the area where they live.

2 LITERATURE REVIEW

According to AR Radcliffe-Brown in his book entitled *The Andaman Islanders* (1922), it was explained that ethnography can interact functionally that is when the description has the purpose of carrying out various activities of the community community in the form of religious ceremonies and always associated with methodology. In addition there are also works and technology which have an effect on the structure of relations between citizens in a village community. Ethnography is one part of research with an anthropological (holistic) approach that produces a story or story. Ethnography must also understand the object of research according to their own perspectives. Through observation, participation in ethnography is expected to be able to understand people, groups, ethnicities, cultures and technology through a series of ways of learning by seeing, thinking, feeling, even acting according to emic insiders or as actors (to learn from the peoples). So that ethnographic meaning as a process of recording and analyzing data obtained based on observations can work well.

In his book James P. Spradley entitled *Ethnographic Method* (2006), ethnography is a culture that studies other cultures. Ethnography is a building of knowledge which includes research techniques, ethnographic theory, and various kinds of cultural descriptions. Ethnography means to build a systemic understanding of all human culture from the perspective of people who have studied that culture. Ethnography is based on the assumption that knowledge from all cultures is of high value.

Ethnographic communication is an approach used to analyze a communication pattern of a group. Ethnographic communication in books *Communication theory*, Littlejohn and Foss (2012) look at the communication patterns used by a group, interpreting all communication activities as being for groups, when and where group members use all these activities, how communication practices create a community, and the last is the diversity of codes used by a group. Still in the book *The Communication Theory*, in communication ethnography, Hymes suggests nine categories that can be used to compare different cultures, namely accent or communication patterns recognized by group members, the fluency of the speaker ideal or what underlies an exemplary communicator, conversation community or groups and all their limitations, conversation situations or all the time when communication is considered appropriate in the community, what events of conversation or events are considered to be communication for group members, speech act or a series of specific behaviors taken as an example of communication in a conversation event, speech act component or what is considered to be an element of a communicative action, rules of speech in the community or guidelines or standards in which communicative behavior is decided, and the last is the function of speaking in the community or communication of what is believed to be completed.

To describe and analyze communication, Hymes divide into three analysis units, namely situations, events, and actions. Communicative situations are contexts in which communication takes place such as ceremonies, fights, hunting, classroom learning, conferences, parties and so on. Communication events are the basic unit of a descriptive objective of the same communication covering the same topic, the same peseta, the same variety. Communicative action generally borders on interactional single functions, such as referential statements, requests or orders that may be verbal acts and non-verbal actions (Muriel, 2003).

3 METHODOLOGY

This type of research is a case study of wayang sada made by Marsono by means of researchers going directly to the field. The object of the research is all the elements related to the Wayang Sada made by Marsono as a communication medium for the formation of children's characters in Bejiharjo Village, Gunung Kidul. According to (Stake: 1994), to determine the uniqueness of a case, Stake makes signs to be taken into consideration for researchers which includes the nature or nature of the case itself, the background of the case,

the physical setting of the case, the context surrounding it, cases that explain the case, and the last is the informant who mastered the case under study.

Descriptively, Kirk and Miller define that qualitative research is a particular tradition in social science that is fundamentally dependent on observations in humans, both in their area and terminology (Moleong, 2005). In this study data collected included video recordings, interviews, and direct observation. The researcher will interview five informants who can support the formulation of the problem including Marsono as the perpetrator, his son Marsono as manager, academics, puppet experts, and children in Bejiharjo Village who are involved.

4 DISCUSSION

The communication process carried out by Marsono through wayang sada media as the formation of children's character can be seen from the process of primary and secondary communication. In the primary communication process, the language used by Marsono in carrying out his daily activities and when giving knowledge about wayang sada to children, both the process of making puppets and the meanings of the forms of puppets using Javanese. Javanese is used because it is the everyday language spoken by Marsono and children. Javanese is used to make it easier to convey messages to children. But the Javanese language used is not Javanese "ngoko", like the language used by everyday children who tend to be more violent, but the language used is Javanese "kromo" or a finer Javanese language. "Kromo" Javanese is usually pronounced when communicating with people who are more mature or older. The Javanese language which is spoken in the process of learning and playing through the wayang sada media is not only limited to being spoken, but Marsono also teaches by writing in Javanese script as shown in figure 1.



Figure 3: The Process of Writing Javanese Script

The process of delivering the Javanese language written in Javanese script by Marsono was carried out because of the concern to see the surrounding children as Javanese people unable to write Javanese script. That caused Marsono to invite children to learn together through wayang sada media. In addition to the formation of children's character, it can also help increase the knowledge of children in writing Javanese script, both used when in school and in their daily knowledge. Children who learn to make puppets to Marsono come independently, their own initiative is not because they are told to be forced or not. The secondary communication process carried out by Marsono appeared during the learning process of making puppets both when using the blackboard to convey puppet messages, and using the wayang sada media directly as in Figure 2.



Figure 2: Marsono Tells The Story Through Wayang Sada Media

Through wayang sada as a form of communication process carried out by Marsono to children, it has an impact on character formation. Character is a basic value of behavior which becomes a reference for the value of interaction between humans, when the character is lost, everything will disappear. According to (Gufon, 2010), character is universally formulated as the value of living together based on pillars: peace, respect, cooperation, freedom, happiness, honesty, humility, love, responsibility, simplicity, tolerance, and unity.

The formulation of the above characters is reflected in the activities carried out by Marsono in the process of character building for children in the surrounding environment. Children who come to study with Marsono are always given the freedom to determine when they want to come to study. Children are also taught to respect each other and live peacefully together without distinguishing differences between one another. The children also looked happy, happy when Marsono told stories through wayang sada. The story told by Marsono with wayang sada media, does not always tell the story of the existing wayang stories in general. But the story can be about everyday life, for example telling stories about how honesty is important, this is done by asking questions with children. Marsono also gives an example to children of being modest when they feel successful, affection for others, responsibility for everything they do and simple attitudes in carrying out their daily lives.



Figure 3: The Process of Making Wayang Sada

In figure 3, it appears that the children are making sada puppets. Togetherness of the children reflects how they are taught to correct each other, help each other in the learning process together with making puppets. The process of educating children carried out by Marsono is part of how character education is used as learning to instill noble values, character, noble character based on religious teachings, customs and regional values in order to develop the child's personality to become human beings with dignity.

Judging from the relationship between the communication components, the first location and participant relationship, the location of Marsono's house located in the village of Bejiharjo is a rural area with many children from the middle to lower classes and tourism areas. In addition to providing knowledge about wayang sada to children, Marsono also hopes that what has been taught to children can be useful to advance the potential of tourism in their environment. The second relationship is the participant's relationship with the genre, the way of learning given by Marsono to children with a play approach. So the children feel happy during the learning process while being invited to play into the river and look for material in the garden where there is a coconut tree for making wayang sada. The third relationship is instrumental relations with participants. Cara Marsono communicates with children using subtle forms of communication with a family approach. It aims to make it easy for children to receive the message delivered by Marsono and it is easy to shape the character of the child through the sada puppet stories that are played.

5 CONCLUSION

Wayang Sada created by Marsono is an independent activity that aims to preserve the noble arts and culture. The preservation is carried out through the communication process of Marsono with children, which is to teach to understand and make wayang sada. Marsono's approach by giving freedom in learning while playing, can instill character education with children quickly. Wayang sada as a medium for communication is considered effective to improve the quality of the character formation of children in the neighborhood where Marsono lives.

REFERENCES

- Brown, AR Radcliffe. 1922. *The Andaman Islanders*. London: Cambridge At The University Press. Gufron, Anik. 2010. *Integrasi Nilai-nilai Karakter Bangsa pada Kegiatan Pembelajaran, dalam Cakrawala Pendidikan*, Jurnal Ilmiah Pendidikan, Th.XXIX, Mei, hlm. 13-24.
- Littlejohn, Stephen W. & Karen A. Foss. 2012. *Teori Komunikasi: Edisi 9*. Jakarta: Salemba Humanika
- Moleong, Lexi J. 2005. *Metodologi Penulisan Kualitatif*. Bandung: Rosda.
- Poespaningrat, R.M. Pranoedjoe. 2005. *Nonton Wayang Dari Berbagai Pakeliran*. Yogyakarta: Kedaulatan Rakyat.
- Saville-Troike, Muriel. 2003. *The Ethnography of Communication An Introduction*. Oxford: Basil Blackwell.
- Spradley, James P. 2006. *Metode Etnografi*. Yogyakarta: Tiara Wacana.
- Stake, Robert E. 1994. "Case Studies" in Norman K. Denzin and Yvonna S. Lincoln (eds.). *Handbook of Qualitative Research*", Thousand Oaks, California: SAGE Publications, Inc.
- Wibowo, Wahyu. (2018, March 02). Angka Putus Sekolah di Gunungkidul Masih Tinggi. Retrieved from <http://m.rri.co.id>

Communication Therapy Through Sound And Sound On Autism Patients In Slb Bina Anggita Yogyakarta

(Descriptive Study of Communication Therapy Using Gamelan)

Fajar Dwi Putra¹

Faculty of Literature, Culture and Communication, Ahmad Dahlan University Yogyakarta

(dwiputra@fsbk.uad.ac.id)

ABSTRACT. Gamelan is a traditional Javanese musical instrument which until now is still used for artistic and cultural needs. Gamelan is also a historical heritage that has a high value. But not many know that Gamelan has a therapeutic function behind it. When viewed from the material of manufacture, Gamelan is made of metal which can physically channel energy called Metallurgy. This energy is used to carry out special therapy for someone, especially Autistic sufferers. SLB Bina Anggita is the only school in Yogyakarta Indonesia that applies the concept of learning to use Gamelan, so that the lessons provided will be easily accepted. The concept of learning is also a form of therapy using Gamelan. Autistic sufferers will feel comfortable and calm when they hear the sounds, sounds and sounds produced by the Gamelan. This sound is used to carry out communication therapy for Autistic sufferers, with the aim of improving the communication form of Autistic sufferers. As we know, Autism will not be able to recover, Autistic sufferers will only feel comfortable and calm in their lives. to recover 100% until now there is no guarantee. The form of Gamelan for therapy is a car, truck, plane or other type of toy that is easy to remember for people with autism. There is one condition of Autistic sufferers called *tantum* or recurrent. With this Gamelan therapy, it is expected that the *tantum* condition will begin to decrease and continue to decrease until the Autistic sufferer feels comfortable in communicating with the community.

KEYWORDS: communication, therapy, gamelan, music, phycology

1 INTRODUCTION

Autism is a disorder that occurs in children who do not experience normal development, especially in relationships with other people. Autistic children use other languages that are not normal, even completely incomprehensible. He behaves compulsive and ritualistic. That is, he does repetitive actions that are most likely due to the process of abnormal intelligence development. Autism in childhood is a developmental disorder that usually appears clearly before children reach the age of 3 years (Winarno 2013: 1).

Autistic children are generally very difficult to interact with other people, especially people who are just known. Autistic children will have difficulty communicating such as speaking, understanding the sentence of the other person talking, writing and reading. In addition, autistic children are always engrossed in their own world so they have difficulty interacting or playing with friends. They also have distinctive behaviors in themselves such as waving their hands, turning around and grumbling if they can't do something like putting on a shoelace. Even so, the essence of autistic children also requires education like normal children in general, because autistic children also have talents that can be developed when getting the right treatment. There are already many schools for children with special needs such as autistic children who have spread in various regions.

Autistic children will get various types of treatment at school. One of them is music therapy. Music therapy has so far been defined as a therapeutic activity that uses music as a medium to improve, maintain, develop mental, physical, and emotional health. In addition to non-verbal abilities, creativity and a natural sense of music, also as a facilitator to establish relationships, self-expression, communication, and growth for its users. In the next stage, music therapy is used to improve physical health, social interaction, interpersonal relationships, emotional expression, and increase self-awareness. (Djohan 2009: 240).

Through schools for children with special needs, usually autistic children will get treatment in developing mental and positive emotions. Bina Anggita SLB is one of the schools for children with special needs in Yogyakarta with an address at Jalan Garuda No. 143, Wonocatur, Banguntapan, Modalan, Banguntapan, Bantul, Special Region of Yogyakarta 55198. This SLB uses music therapy media in its handling of autistic children.

Interestingly, the musical instrument used is Gamelan. The reason is that in addition to preserving Indonesian national culture, especially Javanese culture with one of the musical instruments, namely gamelan, gamelan can also create a feeling of comfort and calm so that it can spur the creativity of autistic children while playing while listening to the sound of the gamelan. This is the basis of the author's reason for raising this theme as an academic research.

2 Problem Formulation

The extent to which the communication therapy process through sound and the sound of gamelan in children at SLB Bina Anggita can reduce or calm autistic children.

3 Research Objectives

Based on the formulation of the problem that has been mentioned, the purpose of the study is to determine the extent of the effectiveness of the sound communication and gamelan sound therapy process on patients with autistic children at the Bina Anggita SLB Yogyakarta.

4 Landasan Theory

The word autism comes from the Greek auto which means itself. If you pay close attention, it seems the autistic person lives in his own world. Autism is seen as a social and mental development disorder caused by brain development disorders due to damage during fetal growth, or at birth, or in the first year of life.

5 Definition of Music Therapy

Music therapy is defined as a therapeutic activity that uses music as a medium to improve, maintain, develop mental, physical, and emotional health. Because one of the purposes of music therapy through musical intervention is to restore, maintain, improve emotions, physical, physiological, and health and spiritual well-being, in its definition there are basic elements that are defined as intervention material, namely:

1. Music therapy is used by music therapists in a team consisting of doctors, social workers, psychologists, teachers, or parents.
2. Music is the main therapeutic medium. Music activity is used to foster a relationship of trust, develop physical functions, and mentally client regularly and programmed. Examples of interventions can be singing, listening to music, playing musical instruments, creating music, following the movements of music, and practicing imagination.
3. Music material given through exercises according to the direction of the therapist. The musical intervention used by the therapist is based on knowledge of the influence of music on behavior and understanding the weaknesses or strengths of the client as the target of therapy.
4. The music therapy received by the client is flexibly adjusted by considering the age level. Music therapists work directly on targets with specific therapeutic goals. The goals to be achieved include communication, intellectual, motor, emotional, and social skills. Even though the client is not trained to be skilled in music but automatically his musical skills will develop. Music skills are not therapist orientation at all. More attention is given to the influence of musical activity on the emotional, physical, physiological, and socio-economic functions of the client.

Staum 1997 in the music psychology book Djohan, 2009: 242, Therefore it can be said that music therapy is an application that is unique in helping to improve one's quality of life by producing positive changes in behavior.

6 Data Collection Method

1. Observation

This observation technique makes it possible to see and observe itself, then record behaviors and events as they did in the actual situation.

2. Interview

Interviews are conversations with specific intentions. The conversation was conducted by two parties, namely the interviewer (interviewer) who asked the question and the interviewee (interviewee) who gave the answer to the question (Moleong 2018: 186).

7 Discussion

The author uses the interview method to collect data. First, prepare a list of questions that will be submitted to the speakers. Then the interview process is carried out directly at the place and time determined by the respondent and the author. The interview process is recorded using a cellular telephone in the form of sound (audio) which is then transcribed in the interview report.

After the author's interview process is complete, the interview results are made verbatim interviews, then the verbatim interviews are analyzed using content analysis, the next stage the author discusses the results of the analysis and concludes.

Based on the results of the author's interview to the first subject, the authors obtained several findings regarding the results of sound and sound communication therapy for autistic children in the Bina Anggita SLB Yogyakarta.

7.1 Subject Psychology Conditions

Autism is a nervous system development disorder in a person that is usually caused by a hereditary factor and can sometimes be detected since a baby is six months old. Usually autistic children have difficulty communicating with their interlocutors. This is one of the weaknesses of autistic children. With the existence of music therapy that is considered to help communication of autistic children, the authors see good communication in some children who attend the class.

Under the guidance of family, parents and teachers, every child certainly can easily learn how to communicate well. However, learning becomes different from what is experienced by children in the space of autism, a syndrome (collection of symptoms) where there are deviations in social development, language skills and concern for the surrounding so that autistic children live in their own world (Yatim, 2007: 10).

A child who has autism certainly does not care about the environment, and does not respond normally to social interaction, which is having difficulty speaking and speaking. This explanation is like what was stated by Faisal Yatim in a book on autism therapy (2007: 24). The quality of communication in autistic children is very bad, they are unable to analyze and understand the human communication system. Having delays in speaking, unusual language is always repeated, and there is no visible effort from the child to communicate with the surrounding environment. They also are not able to share feelings about the feelings of people around in terms of relationships between friends as well as communication behavior.

The author has often found the subject talking to his class teacher in a language that is always repeated. Even when the author invites to speak to the subject, it often states things that are repeated like

"I am Indonesian, Miss desi is also an Indonesian." This statement is often subject to repetition on the sidelines of the conversation between the author and the subject.

7.2 Expert Subject Play Gamelan

Music therapy is the use of music as a therapist's equipment to improve language skills both actively and passively. The therapy of gamelan music at the Bina Anggita Special School held on every Tuesday at 08.00 until finished makes the children who follow it always cheerful when the class starts. It can be seen from when the therapy teacher is drying the drums, the expressions of the children are full of cheerfulness, there are those who jump up and down to see the drums that are dried, meaning that the class will start.

When the class starts, the subject always sits at the front and is ready to play the gamelan instrument. The author sees the enthusiasm of one subject in playing gamelan, the subject always focuses and listens to the commands given by the therapist's teacher and is rarely wrong in hitting the gamelan. It's just that the author has seen confusion from the subject one in playing the gamelan, this is because the therapy teacher gives new songs or new gamelan notes for them to play. Different from the previous songs, so for the beginning of learning the new

gamelan notes, there is certainly confusion. However, after two weeks have passed the subject one can smoothly play the gamelan.

On the sidelines when the children break playing gamelan, the author tries to approach the subject and asks whether the subject one likes the gamelan music class and the subject one answers

"Yes, like"

While nodding his head with a smiling face while playing the gamelan instrument.

The author also asks whether the subject likes to sing

"I like to sing, sing Indonesian songs."

This can be concluded by the author that the subject one gets the results in attending a gamelan music therapy class, except that communication that can run both directions at the longest is only 5 minutes. After that the subject will ask back or say the usual thing is repeated. However, when the conversation stops for a few minutes, then the writer tries to chat with the subject, so the conversation takes place, it's just not running normally like the children in general. According to the information that the author gets from the subject teachers one is recognized by the teachers indeed one of the students whose communication is good at interacting with other people both new people he knows and those who are already known.

7.3 Dynamic Communication of Subjects

From the information the author gets from several teachers in Bina Anggita's SLB, the subject is very disciplined. That is, when it is time to pray in the school and friends or the teachers have not been getting ready, the subject will remind to pray in the duha or when the meal arrives, the subject usually reminds the homeroom teacher when it's time to eat.

Subjects also students who respect teachers, often greet and shake hands when coming to school. Subjects are children who are good at painting, subjects often participate in painting competitions and often win champions. Not only that, the author sees good communication between the subject and his homeroom teacher. The author sees, the subject is more often invited to speak with his homeroom teacher than with classmates. Although, according to the information the author gets from the homeroom teacher, sometimes the subject says things that are repeated, or even where the homeroom instructs him to write faster but the subject instead replaces the homeroom writer to write.

"Yes, sis, so sometimes if I tell you" Come on, write it faster. Later he turns to tell me, yeah, let's buk Mur, write it faster, right? "

The author does see communication that is repeated by the subject, but that is a natural thing for autistic children. At least the subject is willing to talk to the opposite sex that is already a good thing for autistic children.

7.4 Subject Response

The author came to school several times to meet the subject one. At first the author came to school, one subject immediately approached the author and greeted

"Whose name?"

While holding out a hand to invite greetings. then the subject one also asks

"Where do you from?"

The author sees the openness of the subject one to the new people he meets and the subject one also has good communication (in the level of children with autism). When interacting with subject one also always stare at the other person. The next meeting when the writer comes to school and meets with subject one. One subject greeted

"Hello, Ms. Desi."

The author was surprised that one subject still remembered the author's name. Many conversations occur between the author and the subject one outside the question the author has prepared. Sometimes when the author asks about something, after the subject one answers, he immediately asks the author again about what he might be currently seeing. Like for example at the time of clothes the writer has the writing OXFORD Subject one asks the meaning of the writing. As long as the writer and subject one meet, there is always communication due to the attitude of the subject one who is welcome to new people and one subject who likes to ask questions.

Conversation with autistic children is indeed limited and the author cannot dig up more information like other children in general because that is indeed a weakness in autistic children. However, at least a little communication in children with autism is a good thing for communication with autistic children.

8 CONCLUSION

People with autism have varying symptoms, so research must be extra careful. From all the data the researchers wrote, it can be concluded that the communication conditions of autistic patients will improve after being treated using autism gamelan gradually using the sound and sound method.

REFERENCES

Agustina, R. (2015). *Dasar Belajar Berkomunikasi* . Yogyakarta: Permata Publisher .

Apriliani, R. (2014). *Psikologi Terapan*. Yogyakarta: Citra Buana Publisher .

Hawking, S. W. (2016). *Teori Segala Sesuatu* . Yogyakarta: Pustaka Pelajar.

Morissan, M. (2013). *Psikologi Komunikasi*. Bogor: Ghalia Inonesia

Summative Evaluation of Animation of Schizophrenia (ANSCHI)

Azizah Che Omar¹, Azliza Othman², Nor Syamila Noor Azalli³,
Fatimah Zahra Mohd Suhami⁴, Mohd Adib Abd Muin⁵

¹School of Multimedia Technology and Communication, College of Arts and Sciences, Universiti Utara Malaysia
(co.azizah@uum.edu.my)

²School of Multimedia Technology and Communication, College of Arts and Sciences, Universiti Utara Malaysia
(azliza@uum.edu.my)

³School of Multimedia Technology and Communication, College of Arts and Sciences, Universiti Utara Malaysia
(syamilaazalli@gmail.com)

⁴School of Multimedia Technology and Communication, College of Arts and Sciences, Universiti Utara Malaysia
(93fatimahzahra@gmail.com)

⁵Islamic Business School, College of Business, Universiti Utara Malaysia (mohdadib@uum.edu.my)

ABSTRACT. This article is focusing on the summative evaluation of an animation project that highlighting the mental illness named Schizophrenia. Schizophrenia is a psychiatric disorder that let the victim having delusion, hearing non-existences voice and many other symptoms. The animation aim was to develop an Animation of Schizophrenia (ANSCHI) to spread the awareness about this mental disorder. Nevertheless, the animation developed needed to be tested to actual audiences to test user understanding. Therefore, one of the process that should be done during animation development is summative evaluation. The summative evaluation method used was survey which the team had implemented one phase to conduct the process. The phase activity was to conduct a survey which needed the team to distributed questionnaire online and the output was the analysis of the survey . Findings had shown that majority of the respondents clear regarding of storyline, symptoms and treatments of Schizophrenia and the respondents gained information that raise their awareness about Schizophrenia.

KEYWORDS : animation of Schizophrenia ; summative evaluation

1 INTRODUCTION

Schizophrenia is a psychiatric disorder that let the victim having delusion, hearing non-existence voice and many other symptoms (Alpert., 1985; Avasthi et al., 2004; Itokawa et al., 2018; Khan et al., 2013; Kahn et al., 2015; Kaneko., 2018; Viron et al., 2012). Apparently, this mental illness that disturbed a person from thinking clearly, making decision or others. Schizophrenia had been said to be hereditary illness. The chances that an individual could be affected to the illness when someone in the family had was not high but still exist. In addition, many had not aware of this illness like their symptoms and their types. According the Deputy Health Minister Datuk Seri Dr Hilmi Yahaya (2014), many Malaysians are suffering from schizophrenia however they and the people around them do not take the problem seriously and decline to get proper treatment. This had managed to increase problem rather than solve it as the most appropriate way to counter this psychiatric disorder is to detect the symptoms and getting the proper treatment. According to Dr. Toh Chin Lee, Hospital Child and Adolescent Senior Consultant psychiatrist (2015), some had sought traditional healer for advice instead of license psychiatrist because afraid of being label as ‘insane’ if they do so. This fact should be known by most as to encourage the likely patients to get appropriate treatment. schizophrenia is still in the research, because the exact cause of the disease is still unknown. Research on the cause is still on-going. many had not aware of this illness like their symptoms and their types. This fact should be known by most as to encourage the likely patients to get appropriate treatment. The devastating truth of misconception within Malaysian toward this illness are beyond belief. According to Dr. Toh Chin Lee, Hospital Child and Adolescent Senior Consultant psychiatrist (2015), some had sought traditional healer for advice instead of license psychiatrist because afraid of being label as ‘insane’ if they do so. However, it

would not help the situation to be better. Therefore, the animation aim was to develop an Animation of Schizophrenia (ANSCHI) to spread the awareness about this mental disorder.

As to achieve the objective, one of the process that should be done during animation development is summative evaluation. This evaluation goal is to test the project with actual users. For that, this paper has main objectives that leads to completion of article.

- I. To test user’s understanding of the ANSCHI animation.

2 METHODOLOGY

As shown in Figure 1, for summative evaluation, team had implemented one phase to complete the user testing. Since the team decided to use survey method for summative evaluation, questionnaire was produced to be spread out to the public. The questionnaire that consisted a total of 20 questions had been divided into several section as to counter different point of the animation. The first section had 3 questions that asked about respondent’s demographic details. The second section had question had involving audience opinion about animation’s storyline. The third section had laid some questions about respondent’s knowledge or awareness about Schizophrenia. Next section asked about respondent’s opinion about symptoms of the illness that implemented in animation. Subsequently, the next section of the questionnaire had questions about the treatment that had been explained in the animation. Lastly, the questions had focus on asking respondent’s opinion on the animation benefits.

The questionnaire then had been distributed online. Firstly, the survey had required the participant to watch the Animation of Schizophrenia (ANSCHI) embedded in the questionnaire before answering the followed questions. Then, after a week, the team collected the responses and analysed them.

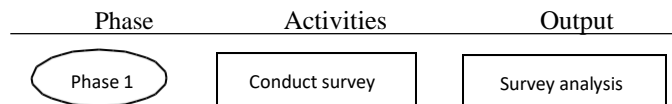


Figure 1: Methodology of summative evaluation.

3 FINDINGS AND RESULTS

Through the survey, the team had successfully collected 90 respondents from the public. There were 71.1% of female respondents over male which consisted 64 females over 26 males from overall respondents. For the age of respondents, majority of respondents was in the age range of 18 to 21 years old which showed to be 52 people against the total respondents. The least had showed to be in the age range 26 to 30 years old which represented by one respondent. Lastly for demographic result, it was showed that more than half of the respondents was Malay which represented with 64.4%. The second frequent respondents were Chinese which hold 26.7% over all participants. The very least were Indians with 3.3%.

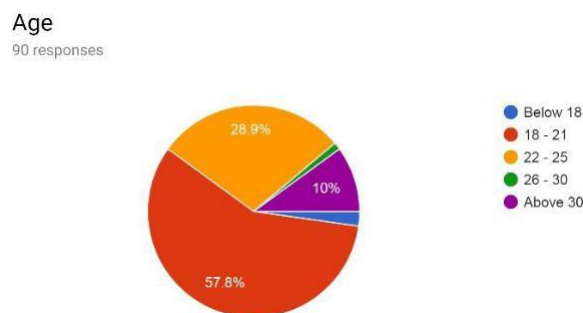


Figure 2: Respondents’ demographic

For the questions concerning the animation, they were divided in several sections to counter certain project points. The questions were made in Likert Scale format to determine participants view which the scale 1 is for disagree, 2 for agree and 3 for strongly agree.

3.1. Storyline

This section contained 3 questions in total that asked participant’s opinion on the storyline of the animation. The first question had asked about if the plot or storyline of the animation is organized well. The result showed that majority of 55.6% had strongly agreed to the question and the other 48.9% only agreed. Second question that asked if the plot or story is interesting had showed that 51.1% had strongly agreed while the others had only agreed. The last question for this section asked if the story help in understanding the illness had showed that more than half of overall respondents strongly agreed with the percentage of 76.7% and the other left agree.

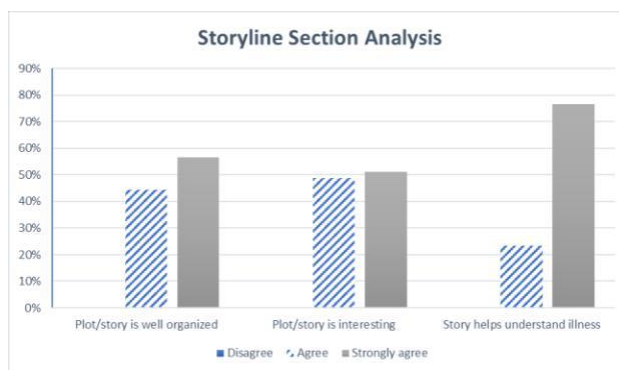


Figure 3: Storyline section analysis.

3.2. Awareness

This category had 3 total questions that focusing on respondent’s knowledge or awareness about Schizophrenia. The first question had asked respondent if they had awareness about Schizophrenia before and the majority of respondents had agreed with percentage of 47.8%. However, there were 23(25.6%) respondents that answer ‘Disagree’ to that statement. The seconds question had asked respondent’s opinion if the animation give more information about Schizophrenia that they already know before and most had strongly agreed to the question which hold 53.3% over 90 respondents. Nonetheless, there were 6.7% from the respondents that answered ‘Disagree’. The last question of this section had asked if the animation give clear explanation about the illness which majority of 55.6% had strongly agreed while 4.4% had disagreed.

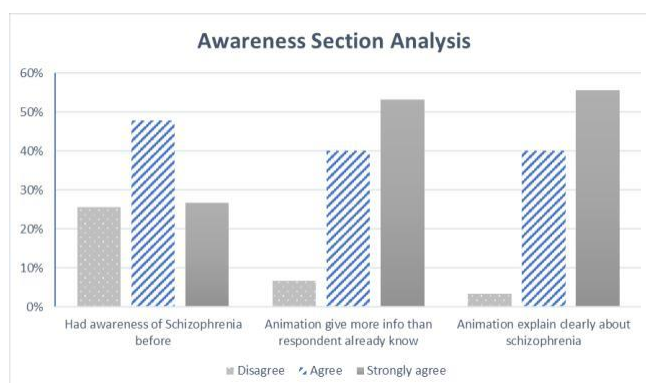


Figure 4: Awareness section analysis.

3.1 Symptom

The next section had asked respondents about symptoms of Schizophrenia that had been implemented into the animation. The first question of this section had asked about respondents view whether the animation clearly stated about the Schizophrenia symptoms. The results showed that most respondents had agreed with percentage of 48.9% while 3.3% had disagreed and the rest had strongly agreed. The second question had asked if the auditory hallucination was portrayed well in animation and 52.2% respondents had strongly agreed while 2.2% only that disagreed over total respondents. The last question of the section had asked if the delusion had been portrayed well in animation. Most respondents had strongly agreed with the statement which hold 50% over the whole percentage, 1.1% had disagreed which indicate only a respondent and the rest 48.9% had agreed.

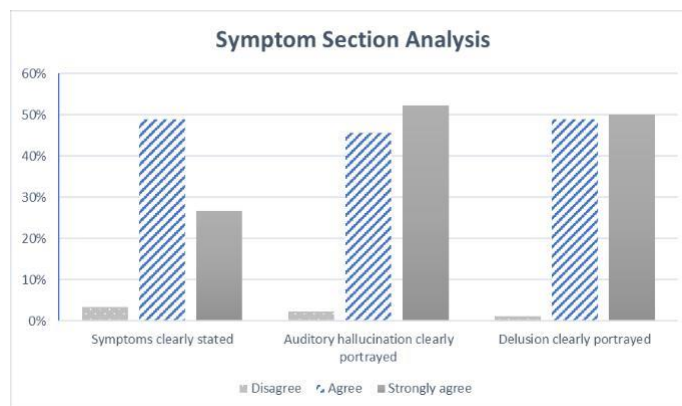


Figure 5: Symptom section analysis.

3.2 Treatment

Subsequently, the section of the questionnaire had focus on the treatment of Schizophrenia. The first question posed was whether the treatment was clearly explained in animation. The higher percentage had been held by answer 'Agree' which 63.3% over 90 respondents. The least percentage was 1.1% for 'Disagree' and the rest had strongly agreed. Second question had asked respondents if the medicines usage had been stated in the animation which most had answered 'Agree' with percentage 63.3% and only 2.2% that disagreed with the question. Last question of the section was about the importance of family support that had been implied in animation. Majority 80% of the respondents had strongly agreed to the statement and the rest of 20% had answer 'Agree'.

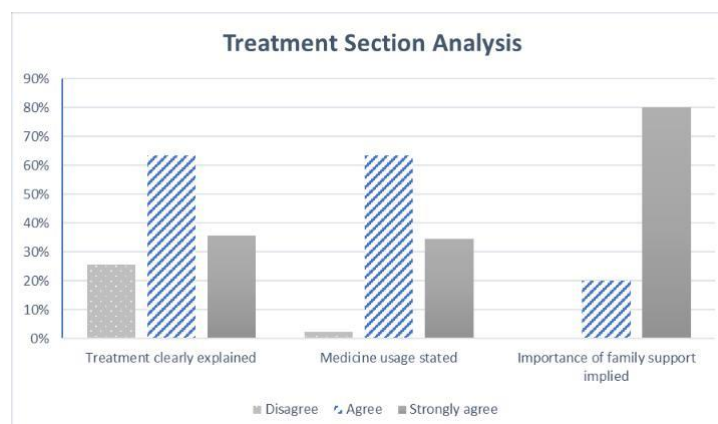


Figure 7: Treatment section analysis.

3.3 Benefits

The last section had narrowed on the overall benefits of animation towards public had 5 total question in it. Firstly, the question started with whether the animation was a good way of spreading awareness about Schizophrenia and 60% over all respondents had strongly agreed while the rest 40% had agreed. None of the respondents disagreed about the question. Next question had asked if the animation give benefits to public as education about the illness and the result had showed the higher percentage of 66.7% had been held by answer 'Strongly agree' and the other 33.3% held by 'Agree'. The third question had asked if the animation had dismissed misconception about Schizophrenia is uncured. 53.3% had agreed and 36.7% had strongly agreed while the least of 10% had disagreed to the statement. The question if the if the animation had dismissed misconception about patients of Schizophrenia is crazy or under witchcraft and evil spirit showed that most had agreed with percentage of 65.6% and the least percentage was 7.6% that disagreed. The last question had asked whether respondent will show the animation to friends or family to tell them about Schizophrenia. Highest percentage was 51.1% that indicated to response 'Agree' and 47.8% for the answer 'Strongly agree' while 1.1% had disagreed.

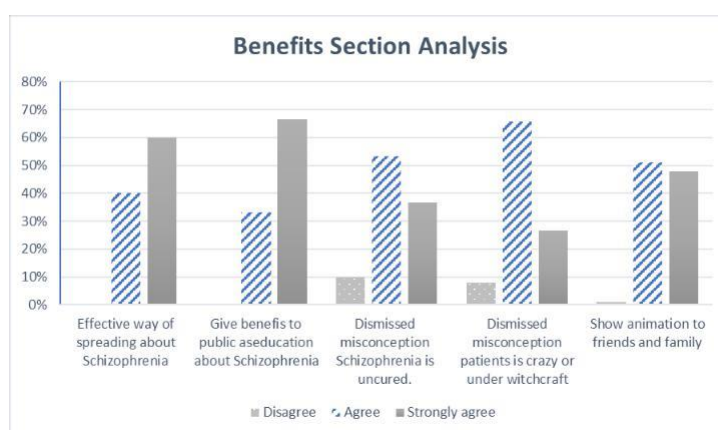


Figure 7: Benefits section analysis.

4 DISCUSSION

From the analysis done, the result had showed that the storyline had immensely agreed by majority of respondents that it had help them understand Schizophrenia. This showed that the animation that conceived into story-based animation had make the audience understand the topic better. While for the awareness section, the result had showed that mostly agreed that clear explanation about Schizophrenia was given. The symptoms had clearly portrayed and explained as had been agreed by most of the respondents and treatments for the illness had most agreeing that importance of family support is indeed implied in animation. This result showed that indeed respondents had indeed understood the explanation that given in the animation and the focus point of the animation had been understood by audiences which was the symptoms, treatment and importance of family support.

While the result had showed that most had agreed that the animations had its own benefits for public, however, there were some respondents had disagreed that animation did not dismissed the misconception about Schizophrenia which are the misconception that the illness is uncured and misconception that patients are crazy or under witchcraft or evil spirit influence. Though the disagreed respondents were small in numbers. This showed that the animation could be improve for future production to give better public awareness about Schizophrenia.

5 CONCLUSION

All in all, 90 respondents had helped with the summative evaluation for the project. The questionnaire that consisted 20 questions that had been divided to several sections for different focuses were distributed via social media. The responses collected after a week and analysed by the team. Analysis results showed that most of respondents understood the points that wanted to be delivered by the animation. Even though there were some that disagreed, the numbers were too small to be compared to the total respondents. Therefore, the audience understanding about the issue of the animation had indeed been confirmed to be high.

6 ACKNOWLEDGEMENT

This summative evaluation had been succeeded by the help from Dr. Idyawati binti Abdul Karim from Psychiatry and Mental Health Department of Sultanah Bahiyah Hospital, Alor Setar, Kedah for the information shared in developing the animation. Gratitude also addressed to Dr. Azliza binti Othman that had assisted and guided the team throughout the evaluation process. Special thanks to Universiti Utara Malaysia (<http://www.uum.edu.my>) by funding this research. The authors appreciate and gratefully acknowledge the guidance and constructive comments of our colleagues at the School of Multimedia Technology and Communication, UUM.

REFERENCES

- Alpert, M. (1985). The signs and symptoms of schizophrenia. *Comprehensive Psychiatry*, 26(2). 103-112. Retrieved at [https://doi.org/10.1016/0010-440X\(85\)90030-6](https://doi.org/10.1016/0010-440X(85)90030-6)
- Avasthi, Ajit & Singh, Gagandeep. (2004). Schizophrenia Research: Indian Scene in Last Decade. *Indian journal of psychiatry*. 46. 115-24.
- Itokawa, M. et al. (2018). Pyridoxamine: A novel treatment for schizophrenia with enhanced carbonyl stress. *Psychiatry and Clinical Neurosciences*, 72. 35–44. Retrieved at :10.1111/pcn.12613.
- Kaneko, K. (2018). Negative symptoms and cognitive impairments in schizophrenia: two key symptoms negatively influencing social functioning. *Yonago Acta Medica*, 61, 091–102. Retrieved at <http://www.lib.tottori-u.ac.jp/yam/yam/yam61-2/yam-61-091>.
- Khan, Zafar & Martín-Montañez, Elisa & Muly, E. (2013). Schizophrenia: Causes and Treatments. *Current pharmaceutical design*. 19. Retrieved at 10.2174/1381612811319360006.
- S. Kahn, René & Sommer, Iris & Murray, Robin & Meyer-Lindenberg, Andreas & R. Weinberger, Daniel & Cannon, Tyrone & O'Donovan, Michael & U. Correll, Christoph & M. Kane, John & van Os, Jim & R. Insel, Thomas. (2015). Schizophrenia. *Nature Reviews Disease Primers*. 1. 15067. Retrieved at Doi: 10.1038/nrdp.2015.67.
- (2015, October 22). Stigma keeps Malaysians with schizophrenia away from treatment. MalaysiaDigest.com. Retrieved at <http://www.malaysiandigest.com/news/575151-stigma-keeps-malaysians-with-schizophrenia-away-from-treatment.html>
- Viron, M., Baggett, T., Hill, M., Freudenreich, O. (2012). Schizophrenia for primary care providers: how to contribute to the care of a vulnerable patient population. *The American Journal of Medicine*, Vol 125(3), 223-230. Retrieved at [https://www.amjmed.com/article/S0002-9343\(11\)00385-8/pdf](https://www.amjmed.com/article/S0002-9343(11)00385-8/pdf)

Analyzing the Requirements for Web Directories to Viewing Images With Google Cardboard

Hammuzamer Irwan Hamzah¹, Tuan Zalizam Tuan Muda², Mohd. Nizam Saad³

¹School of Multimedia Technology and Communication, Universiti Utara Malaysia (zamer@uum.edu.my)

²School of Multimedia Technology and Communication, Universiti Utara Malaysia (zalizam@uum.edu.my)

³School of Multimedia Technology and Communication, Universiti Utara Malaysia (nizam@uum.edu.my)

ABSTRACT. This research analyzed the requirements to design and develop web directories as a platform for viewing 360 °images by using Google Cardboard. The Google Cardboard is used because it is one of the methods to sense the virtual reality (VR) environment and it is also cheap. The VR 360 ° images were created using the Google StreetView which were uploaded and can be viewed from Google Maps or Google StreetView itself. The 360 ° images for the developed web directories were specifically taken from interesting places and special buildings in Universiti Utara Malaysia (UUM). Requirements analysis is an important aspect of a project management. The purpose of this requirements analysis is to identify the functional and non-functional requirements which the data collected during data gathering by using a questionnaire. The project prioritizes the user preferences based on the questionnaires that were distributed. Besides the requirements analysis, this research identified the user preferences, prepared the 360 ° images, designed and developed the web directories, validated and verified the web directories and their contents. The web directories are suitable for both pc and mobile users which allow the VR feature. Other than that, this research also presented the findings about the users' awareness about VR elements, Google Carboard and user persona analysis.

KEYWORDS: virtual reality; Google Cardboard; 360 ° image; web directory; rerquirements analysis

1 INTRODUCTION

A virtual world is the content of a given medium. It may exist solely in the mind of its originator or be broadcast in such a way that it can be shared with others. A virtual world can exist without being displayed in a VR system much like a play or film scripts exist independently of specific instances of their performance where such scripts do in fact describe virtual worlds (William R. Sherman & Alan B. Craig, 2002). VR was once the dream of science fiction. But the internet was also once a dream, and so were computers and smartphones (Mark Zuckerberg, 2014). With VR, you're not interpreting the medium, you're in it, which means that the medium is disappearing, that your consciousness becomes the medium. In fact, there's no consensus over what qualifies as VR. For some, it's any 360 ° world that you can enter via a headset (Laurence Butet-Roch, 2017).

According to Tavani (1997), Howard Rheingold (1993) defines VR as an experience in which a person is "surrounded by a three- dimensional computer-generated representation, and is able to move around in the virtual world and see it from different angles, to reach into it, grab it, and reshape it." The authors of this paper prefer a definition more confined to the visual domain: a VR system is one which provides real-time viewer-centered head- tracking perspective with a large angle of view, interactive control, and binocular display. VR photography is the art of capturing or creating a complete scene as a single image, as viewed when rotating about a single central position. Normally created by stitching together several photographs taken in a multi-row 360 ° rotation or using an omnidirectional camera, the complete VR image can also be a totally computer-generated effect or a composite of photography and computer-generated objects. The history of VR photography is human-computer interaction in which a real or imaginary environment is simulated, and users interact with and manipulate that world (n.d. 2016).

The problems about VR are the technology is out of reach. Less than one per cent of the 1.43 billion computers in the world have the graphical capabilities needed for VR, according to research company Garter, there are high-end computers that are optimized for it, but they're costly. In Addition, VR faces the same problem that all new and cool technologies experience, which is high prices. This means that many consumers remain "priced out" of the VR market, leaving it to early adopters, enthusiasts, and hardcore gamers. This will change over time as newer models become more powerful and cheaper to produce, but we aren't there quite yet (Kayla Matthew, 2016). Some users are facing problems in buying a VR headset to experience looking at the interesting places by real. Besides that, the prices of the VR headset tools are quit expensive. Also, users may not have enough time to go to the the specific places by themselves and perhaps due to the absence of any vehicle. Static images are also being the problem, like it cannot provide the sense of VR ferature.

Google Cardboard is Google's cheap do-it-yourself alternative to the flashier VR headsets being developed (Jamie Haris, n.d). As the name suggests, it is made from cardboard which you need to fold together although you can get slightly more premium viewers made from plastic. Google doesn't make the cardboard viewers themselves, they've developed the specification, which other companies follow. Viewers approved by Google display a Google Cardboard badge and Google Cardboard headset such as shown in Figure 1.

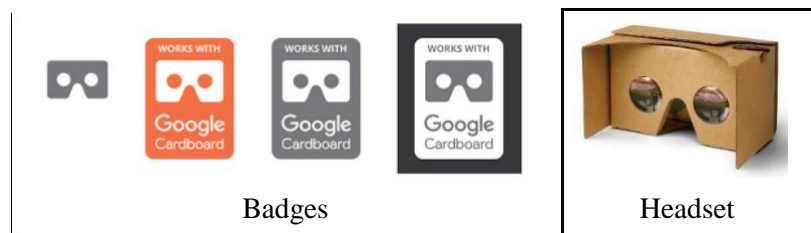


Figure 1: Google Cardboard Badges and Google Cardboard Headset.

Google StreetView had its inception with The Stanford CityBlock Project (n.d. 2014), a Google-sponsored Stanford University research project. A partnership was announced between StreetView and the environmental monitoring company Aclima (Lopez, N. 2015). Cars began carrying sensors, according to Gershgor, D. (2015), to detect pollutants such as nitrogen dioxide, ozone, and particulate matter. Support for Google Cardboard was announced allowing users to explore street view in 360° VR. VR Directory is a directory of websites which relate in some way to VR. Built using suggestions directly from the VR community it aims to become a research tool for anyone interested in the rapidly developing VR industry such as Poly Google, Earth VR or Google Expedition.0

2 LITERATURE REVIEW

A 360° photo is a manageable panoramic image that surrounds the original point which the shot has been taken. The photo is taken from the middle point by the photographer and looking around from the bottom to the top and from left to the right. The 360° photo is useful in making the internal architecture, visual image, view and many more in dramatic ways that replicate the experience of being there. Instead of taking many pictures to looks the whole place, but by using a 360° photo, it can show everything in the scene everywhere. Google Cardboard is a VR headset which is designed to immerse in experiences with 360° views of images or video. When people put on their headsets, they can turn their heads and look around in all directions. One of the advantages of Google Cardboard is low cost, because it is made from recycled cardboard paper with lenses that are made from plastic. It is also the first VR headsets that were specifically designed to be readily accessible to the masses and Kid-friendly. Google cardboard has its own virtual directory such as Google expenditure (mobile Apps), Google Earth VR (mobile Apps) and Poly (VR directory website).

Nowadays, people use their senses to enlighten surrounding for knowledge. The understanding of the environment is mainly a combination of sensory or physical information where the VR experience as

any in which the user is effectively immersed in a responsive virtual world (Frederick P. Brooks, 1999). This implies user dynamic control of viewpoint. By using VR, we can get to live our reality rather than just have a simple perception of it. We also can be able to explore our environment which we get to explore in some manner. It enables us to have a clear and comprehensive view of our surrounding. VR is relevant in many fields such as in education, healthcare and business. VR makes people understand and they can experience by real. For example, students can see the whole place they choose in their way they see it. Even they cannot go to the place but by using VR, they can sense the feeling being there. We use the web directory as a platform to show our VR 360° image to the users. This project is important because it will enhance users in viewing interesting places in UUM in dramatical ways that replicate the experience of being there.

VR has been presented in a popular medium like television or telephone. The focus of VR is thus technological rather than experimental, the locus of VR is a collection of machines. A high-end user interface that involves real-time simulation and interaction through multiple sensorial channels. (Steuer, 1992). Photosphere or called as photographic spherical panoramas are photos that cover a 360° horizontal field of view, and a 180° vertical field of view, the photo corresponds the comprehensive whole surface in three-dimensional space (Alex Nichols, 2015). By using this VR, you can test various version of the real world and can be able to control everything by yourself. For example, the 360° image of a supermarket is the main area to which the customer's eye is focused. The researcher can get a better result in understanding customer behavior (Steinmetz, 2017).

This technology extinguishes the detachment between the user and the machine and affords more direct information. By wearing a head-mounted visual display, tactile interface devices, position and orientation sensors, one can make themselves into the environment by the computer (Bricken & Byrne, 1993). VR can be a lot useful in the surgical field. It can train trainers in the surgical environment. It transfers technical skills to the operating room environment (Surg, 2002). The surgeon who received VR training significantly is faster than the one who is not using VR in his training. It shows a great improvement in the operating room than for those who do not use it (Grantcharor, 2004).

3 METHODOLOGY

Requirements analysis involves a task that goes into determining the user's needs or conditions to meet for a new or different product or project, taking account of the possibly conflicting requirements of the various stakeholders, analyzing, documenting, validating and managing software or system requirements. Requirements analysis is a functional or non-functional need to be applied in the system. Functional means providing a service to the user while non-functional consists of several aspects such as performance requirement, usability requirement and security requirement. The purpose of requirements analysis in this project is to obtain of detailed understanding of user's need and to fill their requirement in creating our website, which is then clearly defined, reviewed and agreed upon with user's Decision-Makers. This reserach designs and develops an analysis requirements web directories to viewing images using Google Cardboard. The web directories focus to introduce and show what is VR in 360° views of interesting places and buildings UUM.

3.1 Primary Data Gathering

Method of this research is based on a survey toward the public users. Quantitative method is used in this project data gathering. The instrument(s) used is questionnaire. Questionnaires are given to the users using google form, and the result will be collected. Once the user participates in the form, it automatically records the data. the measurement scale for our questionnaire is the Likert Scale. Users choose the best option of the answer to click on it. The types of respondents are UUM students, UUM staffs and public users. The users must know the basic of surfing website and the mobile phone because to view these 360° images is only available on the web page and mobile app. The procedure involves a google form where a questionnaire was cted and provided it through the link to WhatsApp. Once 40 rerspondents answered that questionnaire, the link will be closed, and data has been recorded. Other

activities that were done are like approaching some of the users and show them the function of VR image using Google Cardboard. We also show step by step on how to create a VR Headset by using cardboard.

3.2 Secondary Data Gathering

Data collection on this project is surveyed on a quantitative method. We use this method to analyze the requirement from the user by questionnaires. We are trying to develop for a website to be a platform of showing 360° VR image among schools in UUM. We ask several questions on what user expect the website will be functioning, the criteria that attract user the most and which platform that user most like. To make a better website, we also have made an analysis on one website which has the same objective as we want to create (<https://www.gettyimages.com>). This website content will have several buttons that will direct to the image and the information of the university. GettyImage.com has a very simple interface that is fun for the user to surf and their content on each directory were neatly arrange. This website has a search box on its homepage for a user to search for an image or something related to the web and following by the button which divides the content below on that search box which is easy for the user to recognize and memorize the location of each button. Each button was divided into Creative(images), Editorial, Video and Music button and those buttons has its own section. The colors that were used on GettiyImage.com is light blue and white which is can make the user comfortable. Based on the simplest interface, GettyImage.com have the best performance website which is the low size of the site page make the speed on clicking and loading the page within 1.5sec. The website also gets the highest mark for surfing from a mobile device which means this website can be used on all platform. We use Quantitative methods to gather data because this method was employed to collect and analyze data from survey questionnaires. All participants were assured of confidential (Kaplan & Duchon, 1988). It is essential in creating a website to the user as they can understand as the use of 3D graphics systems in combination with various interface devices to provide the effect of immersion in an interactive virtual environment (Pan et al., 2006). In order to allow learners to interact with VR environments, it is necessary to use special interfaces designed to input a learner's commands into the computer and to offer feedback from the simulation to the user. VR world is designed for entertainment purpose, the success in mental immersion is based on how involved the user becomes (Sherman & Craig, 2003). By wearing a head-mounted visual display, tactile interface devices and position and orientation sensors one can make a user into the environment by the only view from a computer or mobile phone (Bricken & Byrne, 1993).

4 FINDINGS

Two web directories were designed and developed from this research, they are; 1. Interesting Places in UUM, and 2. School Buildings in UUM. Figure 2 shows one of the web directory's homepage. Users can pick the list of 360° image from the web directory and view it using Google Cardboard. Figure 3 shows an example of a 360° image view by using Google Cardboard.

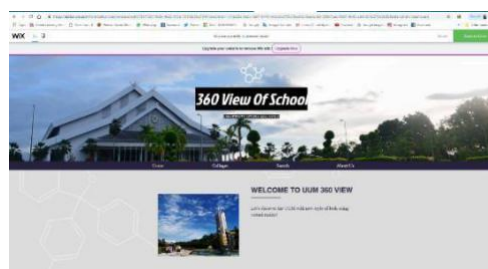


Figure 2: Homepage of Web Directory.



Figure 3: Example of 360 °Image Viewed Using Google Cardboard.

From the requirements analysis, surveys were used to gather all the data needed to identify the requirements of the web directories. The responses from all 80 respondents are taken and analysed. This research concludes that the web directories to view images using Google Cardboard are needed and demanded by the most UUM citizens based on the responses. Therefore, we will continue to proceed to the next phase. Analysis of user persona results is shown in Table 1. One of the results from the requirements analysis survey is shown such in Figure 4.

Table 1: Analysis of User Persona.

	Respondent 1	Respondent 2
User background	Name: Muhammad Aiman bin Haris. Age: 22 Years old. Study: UUM student. Programme: Bachelor of Business Administration.	Name: Elvin Adham bin Harun. Age: 21 Years old. Occupation: UUM Students. Programme: Bachelor of Information Technology. Hobby: Travel.
User response	He has viewed and explore some of the interesting places in UUM. He has a problem to get there because of no transportation. He knew about 360° image but never see it using VR headset. He thought that VR headset is expensive to buy. He hopes that UUM had a platform such as website or mobile Apps to show 360° image of their interesting places to public.	He has a goal to view the building of schools in UUM and experience it in VR device. He has a frustration which he has problem to view some schools in UUM because he doesn't have his own transportation and the bus not always available. He doesn't have VR devices to experience the 360° views. He is an active person who always likes to travel and experience new things.

If we want to create a website, what criteria do you prefer?

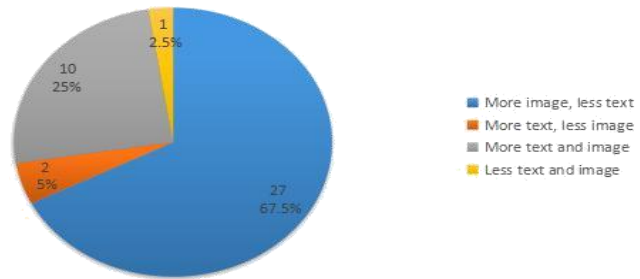


Figure 4: User Preferences for Web Page Creation.

5 CONCLUSION

This research uses a tool that can bring immersive experiences to the users in a simple and inexpensive way. By using this VR Google Cardboard, possibly it can help many users that did not afford to buy VR headset but with these tools, the users can also sense the same experiences. In the other hands, this research can also raise the name of UUM to the public. The methodology that used to develop the web directories platform is by using Google StreetView application that provides 360 ° image views. This research also evaluates the usage of VR technology and enhances the users to use the VR feature. So, it helps the users to experience the latest technology at an affordable price. This product delivered with a simple and easy way to understand and still able to attract the users to use it. This is also because VR feature is an interesting and immeresive technology nowadays. Hopefully, this research helps the users to be able to afford VR technology in the future. And finally, by developing the web directories, we hope that it can benefits all users in this world.

6 ACKNOWLEDGEMENTS

Thank you to Muhammad Nadzmi Mohd Sobri, Nurul Haziyatul Ismah Halim, Muhammad Nasiff Hashardi and Muhammad Atif Naqiudidin Mohd Azhar for the works that they had done for this research.

REFERENCES

- Bricken, M., & Byrne, C. M. (1993). Summer students in virtual reality: a pilot study on educational applications of virtual reality technology. *Virtual reality applications and explorations*, 199-217.
- Butet-Roch, L. (2017). Virtual reality: 5 films you should experience right now. Retrieved from <http://time.com/4685993/five-virtual-reality-experiences/>
- Frederick P. Brooks, J. (1999). What's real about virtual reality? 16-26.
- Gershgorn, D. (2015). Google will start mapping pollution the same way they map streets. Retrieved from <https://www.popsci.com/google-will-start-mapping-pollution-same-way-they-map-streets>
- Grantcharor, T. (2004). Randomized clinical trial of virtual reality simulation for laparoscopic skills training. *BJS*, 146-150.
- Jamie Harris (). What is google cardboard? find out more about cheap VR Retrieved from <http://home.bt.com/tech-gadgets/computing/gaming/what-is-google-cardboard-virtual-reality-glasses-11364013436886>
- Lopez, N. (2015). Google streetview adds virtual reality support. Retrieved from <https://thenextweb.com/google/2015/10/12/google-street-view-adds-virtual-reality-support/>
- Mark Zuckerberg (2014). Post on oculus VR acquisition. Retrieved from <https://genius.com/Mark-zuckerberg-post-on-oculus-vr-acquisition-annotated>
- Matthews, K. (2016). Virtual reality still has 5 big problems to overcome. Retrieved from <https://www.makeuseof.com/tag/virtual-reality-still-5-big-problems-overcome/>
- N.d. (2014). The stanford cityblock project: multi-perspective panoramas of city blocks. Retrieved from <http://graphics.stanford.edu/projects/cityblock/>
- N.d. (2016). History of VR photography.

- Sherman, W. R., & Craig, A. B. (2003). *Understanding virtual reality: interface, application, and design*. San Francisco, CA: Morgan Kaufmann.
- Steinmetz, J. T. (2017). Role of virtual reality.
- Steuer, J. (1992). Virtual reality. *Journal of Communication*, 73-93.
- Surg, A. (2002). Virtual reality training improves operating room performance. *Annals of Surgery*, 458–464.
- Tavani, H. T. (1997). Book review: virtual reality by howard rheingold. *ACM SIGCAS Computers and Society*, 27(4), 31-32. doi:10.1145/270913.581268
- Woodford, N. (2018). What are the advantages and disadvantages of 360-degree.

The influence of electronic word of mouth (e-WOM) on hotel booking intention among Generation Y

Mohamad-Noor Salehuddin Sharipudin¹, Yee Chat Yin²

Noraziah Mohd Amin³

¹Department of Communication, School of Multimedia and Communication, Universiti Utara Malaysia
(mnsaleh@uum.edu.my)

²Department of Communication, School of Multimedia and Communication, Universiti Utara Malaysia
(cyred411@gmail.com)

³Academy of Language StudiesUniversiti Teknologi MARA Permatang Pauh Malaysia
(noraziahm.amin@gmail.com)

ABSTRACT. Nowadays, web 2.0 is an important platform for consumers to seek information especially in service industry. Many organizations shift their marketing channel from the traditional platform to web 2.0 platform. They actively communicate with their customers through social media, blogs, and online review websites. This allows consumers to share their experiences with products and services through the reviews. Electronic word-of-mouth (e-wom) communication is one of the communication channels in marketing. E-wom communication has always been utilized when people talk, share their opinions and listen to other people's perceptions especially in digital setting. It can be described as an informal and non-commercial form of conversation between a communicator and a receiver regarding a brand, a product, an organization or a service or/and between the actual or potential customers and other people such as product/service providers, independent experts, family and friends. It includes positive or negative statements or comments made by potential, actual or former customers about a product or company. There are two research questions in this study; 1) do customer satisfaction, customer loyalty and customer commitment contribute to positive e-wom in hotel industry? 2) does e-wom influence booking intention in hotel industry? The research aims to investigate the influence of customer's satisfaction, customer's loyalty and customer's commitment on positive e-wom intention and to examine the effect of positive e-wom on hotel booking intention. A total of 450 useable data has been collected. The respondents involved were generation y (gen y) and university students. The present study indicates that customer satisfaction, customer loyalty and customer commitment contribute to the positive e-wom among gen y. The respondents perceive that positive e-wom has an impact on a high degree of hotel booking intention. The study mainly contributes to the hotel and service industry by providing a better understanding about the determining factors of hotel booking intention. It can also help hotel businesses to build and restructure their hotels in a customer-oriented way to encourage the spread of positive e-wom.

KEYWORDS: electronic word-of-mouth; generation Y ;hotel industry

1 INTRODUCTION

Marketing is a process through which an organization creates value for its customers, establishes mutually beneficial relationships and attempts to capture value in return via some channels. More and more organizations express themselves and communicate closely with their customers through blogs, emails and social media. Word-of-mouth (WOM) communication is one of the communication channels in marketing. WOM communication has always been with us when people talk, share their opinions and listen to other people's perceptions. With this, people can naturally use WOM communication as part of their daily lives.

The study aims to investigate the determinants of WOM and the relationship between WOM and hotel booking intention. Papadopoulou, Pavlidou and Hodza (2012) believe that WOM communication is a widely discussed topic for many years, and it has been considered essential for shaping consumers' attitudes and behaviours. WOM communication is much more effective than the traditional marketing such as advertisements in terms of newspapers, television and other media.

In this increasingly digital world, marketers face many opportunities and challenges in marketing, and they have started to realize that the importance of moving from WOM to e-WOM. The difference between WOM and e-WOM is the speed and the scope of information dissemination, as e-WOM can be diffused faster in reaching a high number of people whereas WOM only exists in interpersonal communication. As e-WOM becomes more and more significant in marketing, marketers will need to consider all the features of the Internet, such as the ability of it to be available to the general public for indefinite time in order for it to be utilized as a marketing tool at a low cost but with high effectiveness. (Hennig-Thurau et al., 2004).

The rapid development of the Internet with its much strengthened communication capabilities has dramatically increased the scale and scope of WOM communication and online reviews have become the main source of information for customers (Williams, Wiele, Iwaarden & Eldridge, 2010). Nowadays, consumers rely on the information that is created by other consumers through online channels in order to make decisions on future product purchases. User-generated-content is more credible than company-generated content because a consumer who has a product or service previously experienced will share their experiences with other consumers without any financial incentives. As marketers understand the importance and the impact of e-WOM in contributing to consumers' attitudes and intentions, they should understand the antecedents that contribute to e-WOM in order to motivate consumers to engage in e-WOM.

As a result, it is assumed that e-WOM has a significant impact on the hotel industry, especially for Generation Y (Gen Y) customers. Which areas that the hotel industry will focus on will depend on the hotel strategies and which are best for the hotels' brands, but they have already seen that by focusing on marketing expenses to improve the customers' experiences once they have booked, hoteliers can drive word of mouth, see an increase in customer satisfaction, brand loyalty and retention over time.

Based on the above discussion, the researchers address two research questions: 1) Do customer satisfaction, customer loyalty and customer commitment contribute to positive e-WOM in hotel industry?

2) Does positive e-WOM have an impact on customer booking intention in hotel industry?

HYPHOTHESIS DEVELOPMENT

6.1 The relationship between customer satisfaction and e-WOM.

Berezina, Bilgihan, Cobanoglu and Okumus (2015) argue that the satisfied customers have more willingness to engage in positive WOM than the unsatisfied customers. Further analysis is essential to contribute to a deeper understanding of the potential effects of WOM on consumer purchase intention as clearly, consumers who are satisfied with the quality of a service are prone to speak favourably about the organization compared to other consumers (Jalilvand, Salimipour, Elyasi & Mohammadi, 2017; Saleem, Zahra & Yaseen, 2017; Wardi, Abror & Trinanda, 2018). Lee, Jeong and Lee (2017) revealed that the emotional expressions in online consumer reviews were associated with the customers' satisfaction with a product, service and organization. The result was that customer satisfaction had a significant impact on WOM. Other studies discovered that customer satisfaction had a significant influence on WOM in mobile context (Xu, Peak & Prybutok 2015; Yu, Roy, Quazi, Nguyen & Han, 2017). Based on these studies, customer satisfaction is influenced by the quality of a product or service and this later influences the

creation of WOM whether it will be positive or negative. Therefore, due to the importance of this

variable, this current study considers customer satisfaction to be an antecedent that contributes to word-of-mouth (WOM). Therefore, it was hypothesised that the higher the degree of consumer satisfaction, the more positive the e-WOM would be.

6.2 The relationship between consumer loyalty and e-WOM.

This variable refers to positive and favourable attitude on the part of the customers toward a company's product, service or the company itself. It can lead to a great intent to purchase. The positive effect of customer loyalty on WOM has been observed by many authors in different contexts such as bank context (Levy and Hino, 2016; Mukerjee, 2018) and mobile context (Xu, Peak & Prybutok, 2015; Chuah, Rauschnabel, Marimuthu, Thurasamy & Nguyen., 2017). According to Karjaluoto, Munnukka and Kiuru (2016) and Markovic, Iglesias, Singh and Sierra (2018), brand love is one of the antecedents of brand loyalty and it impacts WOM positively. Kumar Roy, Lassar and Butaney (2014) conducted a study on website stickiness, and it was discovered that website loyalty had an indirect positive influence on eWOM. The recent studies in hotel context conclude that the hotel quality contributes to customer satisfaction, and next to customer loyalty and further to the WOM. In their results, it is concluded that the customer loyalty has a positive impact on WOM. Therefore, it was hypothesised that the higher the degree of consumer loyalty, the more positive the e-WOM.

6.3 The relationship between customer commitments between WOM.

A number of researchers consider commitment as an exchange relationship which both committed parties feel the relationship is important to keep (Purnasari & Yuliando, 2015; Akbari, Kazemi & Haddadi, 2016). Therefore, they found that the quality of a relationship had a positive impact on WOM communication. Munnukka, Karjaluoto and Tikkanen (2015) and Cambra Fierro, Melero Polo and Sesé Oliván (2014) claim that customer commitment impacts WOM and how a positive correlation between the two variables can improve business performances. Hence, it was hypothesised that the higher the degree of consumer commitment, the more positive the e-WOM.

6.4 The relationship between WOM and consumer purchase intention

This concept is an informal communication directed at other consumers through which the favourable information and opinions about the characteristics of a product or a service or a provider are disseminated. Jeong and Koo (2015) claim that valence of online review has a direct significant impact on consumers' judgement of a product, a service or an organization. Hernández-Méndez, Muñoz-Leiva and Sánchez-Fernández (2015) argue that social media users who contribute to online reviews more than non-social media users have a greater impact on the consumer purchase intention due to social media users being more willing to share their opinions. Cantallops and Salvi (2014), Zhao, Wang, Guo and Law (2015) and Filieri, Alguezaui and McLeay (2015) believe that the characteristics of online reviews have a direct significant influence on consumer purchase intention in the hotel booking context. Therefore, it was hypothesised that the more positive the e-WOM, the higher the degree of hotel booking intention.

METHODOLOGY

This study focuses on Generation Y in Malaysia. Gen Y has a greater number of members in Malaysia (Department of Statistics Malaysia, 2010, 2012), and they also represent future Malaysian consumers.

The study was conducted with major public universities in Malaysia due to time and financial constraints. The respondents consisted of current undergraduate students. Each individual had an equal opportunity to participate in this study. The questionnaire was distributed with the assistance of the universities' registrars, student associations, lecturers, and the alumni departments. The respondents were briefed about their participation in this study was anonymous and voluntary.

3.1 Measures

Questionnaire surveys were conducted for the data collection in this study in order to obtain more up-to-date information from the respondents. In order to test the research hypotheses, the questionnaire sample was designed to collect all information in the online reviews toward purchase intention. The questionnaire's measurement items were adapted from the previous studies. Customer satisfaction scale was adapted from Oliver (1980) with the Cronbach's alpha value of 0.82. Meanwhile, customer loyalty scale was adapted from Zeithaml, Berry and Parasuraman (1996) with the Cronbach's alpha value of 0.93. Customer commitment items were adapted from Kahle and Homer (1988) with the Cronbach's alpha value of 0.75. Word-of-mouth (WOM) items were adapted from two authors. Item 1 until item 7 were adapted from Brown, Barry and Gunst (2005) with the Cronbach's alpha value of 0.95 whereas item 8 to item 13 were adapted from Bambauer-Sachse and Mangold (2011) with the Cronbach's alpha value of 0.788. Consumer purchase intention items were adapted from Coyle and Thorson (2001) and Putrevu and Lord (1994) with the Cronbach's alpha value of 0.83 and 0.81.

RESULTS

Table 1 shows that the majority of the respondents were aged 18-22 (82%), and this is followed by age 23-25 (17.1%) and 26-32 (0.9%). In terms of ethnic group, Malay contributed to a large number of respondents (54.5%) as compared to other ethnic groups. Meanwhile, a majority of the respondents were females (74.4%) as compared to males (26.4%).

Table 1: Respondent profiles

Demographic	Frequency	Percentage (%)
Age:		
18-22	369	82
23-25	77	17.1
26-32	4	0.9
Ethnic group:		
Chinese	168	37.3
Indian	27	6
Malay	245	54.5
Others	10	2.2
Gender:		
Male	115	25.6
Female	335	74.4

The normality of the data is essential, and every researcher should perform some necessary tests before proceeding to multivariate analyses especially in SEM (Byrne, 2010; Hair et al., 2010). This current study conducted two normality tests, namely, skewness and kurtosis. Skewness is related to the equal balance of the distribution of data and it can exhibit either positive or negative skewness (Hair et al., 2010; Kline, 2011). Kurtosis refers to the peakedness and flatness of the distribution of data (Byrne, 2010; Hair et al., 2010). In assessing the normality of data, the acceptable skewness and kurtosis index should be within ± 2 (Burns & Burns, 2008; Cameron, 2004). Table 2 indicates that the data were normally distributed and also they lie within the recommended range.

Table 2: Skewness and Kurtosis

	N	Skewness		Kurtosis	
		Statistics	Std. Error	Statistics	Std. Error
CS1	450	-1.007	.115	.336	.230
CS2	450	-.462	.115	-.211	.230
CS3	450	-.629	.115	.552	.230
CS4	450	-.616	.115	.290	.230
CS5	450	-.637	.115	.202	.230
CS6	450	-.627	.115	.325	.230
CL1	450	-.704	.115	.465	.230
CL2	450	-.856	.115	.656	.230
CL3	450	-.771	.115	.900	.230
CL4	450	-.718	.115	.323	.230
CL5	450	-.817	.115	.755	.230
CC1	450	-.554	.115	-.174	.230
CC2	450	-.637	.115	.257	.230
CC3	450	-.271	.115	-.619	.230
WOM1	450	-.545	.115	-.092	.230
WOM2	450	-.457	.115	-.266	.230
WOM3	450	-.282	.115	-.320	.230
WOM4	450	-.464	.115	.005	.230
WOM5	450	-.609	.115	.327	.230
WOM6	450	-.739	.115	.344	.230
WOM7	450	-.679	.115	.676	.230
WOM8	450	-.951	.115	.898	.230
WOM9	450	-.925	.115	.481	.230
WOM10	450	-.845	.115	.673	.230
WOM11	450	-.842	.115	.584	.230
WOM12	450	-.924	.115	.648	.230
WOM13	450	-.796	.115	.641	.230
CPI1	450	-.381	.115	-.103	.230
CPI2	450	-.543	.115	.240	.230
CPI3	450	-.488	.115	-.112	.230

Valid	450				
-------	-----	--	--	--	--

4.1 Hypothesis Testing

A multiple regression analysis was conducted to examine the WOM based on CS, CL and CC. The results showed that the model explained 48.2% of the variance and that the model was a significant predictor of WOM. A significant regression equation was found $R^2 = .482$, $F(3, 446) = 138.207$, $p = .000$. As for CS, it contributed significantly to the model ($\beta = 0.518$, $p < .01$), while CL contributed ($\beta = 0.957$, $p < .01$), and CC contributed ($\beta = 0.452$, $p < .01$). As for WOM, this was discovered as $WOM = 20.737 + 0.518 (CS) + 0.957 (CL) + 0.452 (CC)$. The three variables which were CS, CL and CC were the significant predictors of WOM. Thus, all H1, H2 and H3 were supported. Meanwhile, H4 hypothesised that positive WOM would influence customer booking intention among Gen Y. The regression analysis found that WOM significantly influenced hotel booking intention with the 55.8% variance ($R^2 = 0.558$, $F(1, 448) = 55.8\%$, $p < 0.01$). The present study indicated that WOM significantly influenced customer booking intention ($\beta = 0.209$, $p < .01$) (see Figure 1).

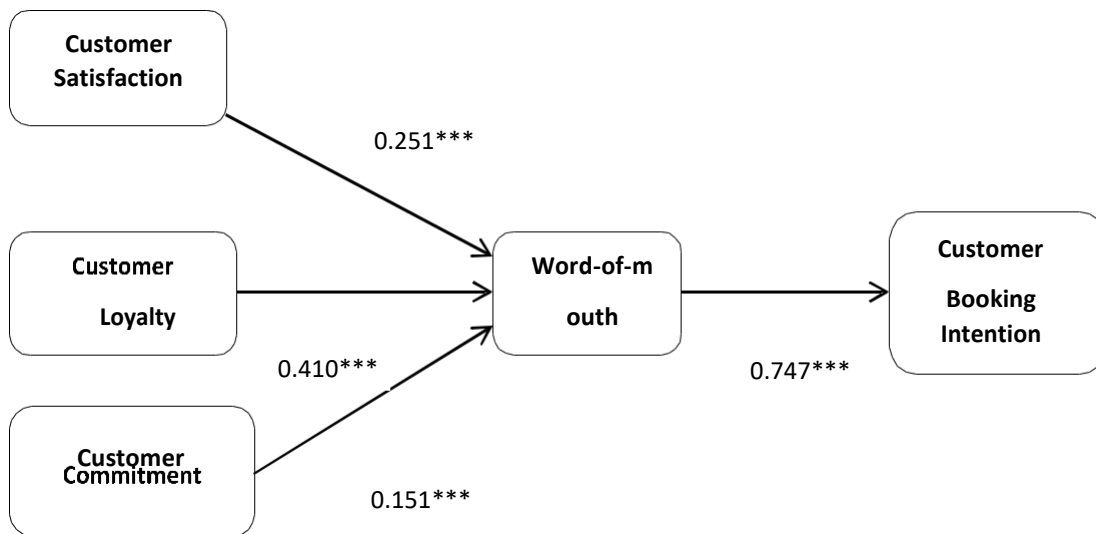


Figure 1: Hypotheses Testing

CONCLUSION

The results proved that the majority of the respondents experienced a high level of customer satisfaction, customer loyalty and customer commitment, whereas the minority of the respondents experienced a low level of customer satisfaction, customer loyalty and customer commitment. This also led to the majority of the respondents engaging in positive WOM and having a high degree of hotel booking intention and vice versa. Based on the results, it can be predicted that due to the hotel services affect the emotional state of customers that this includes attitudes and behaviours such as engaging in positive WOM and increasing the booking intention.

REFERENCES

- Akbari, M., Kazemi, R., & Haddadi, M. (2016). Relationship marketing and word-of-mouth communications: Examining the mediating role of customer loyalty. *Marketing and Branding Research*, 3(1), 63.
- Anderson, E., & Weitz, B. (1992). The use of pledges to build and sustain commitment in distribution channels. *Journal of marketing research*, 18-34. Retrieved from: https://www.jstor.org/stable/3172490?seq=1#page_scan_tab_contents
- Berezan, O., Raab, C., Tanford, S., & Kim, Y. S. (2015). Evaluating loyalty constructs among hotel reward program members using eWOM. *Journal of Hospitality & Tourism Research*, 39(2), 198-224. doi:10.1177/1096348012471384
- Bijmolt, T. H., Leeflang, P. S., Block, F., Eisenbeiss, M., Hardie, B. G., Lemmens, A., & Saffert, P. (2010). Analytics for customer engagement. *Journal of Service Research*, 13(3), 341-356. doi: 10.1177/1094670510375603
- Bruning, S. D., & Ledingham, J. A. (1999). Relationships between organizations and publics: Development of a multi-dimensional organization-public relationship scale. *Public relations review*, 25(2), 157-170. doi: 10.1016/s0363-8111(99)80160-x
- Chen, C. H., Nguyen, B., Klaus, P. P., & Wu, M. S. (2015). Exploring electronic word-of-mouth (eWOM) in the consumer purchase decision-making process: the case of online holidays— evidence from United Kingdom (UK) consumers. *Journal of Travel & Tourism Marketing*, 32(8), 953-970.
- Chen, M. F., & Tung, P. J. (2014). Developing an extended theory of planned behavior model to predict consumers' intention to visit green hotels. *International journal of hospitality management*, 36, 221-230.
- Chuah, S. H. W., Rauschnabel, P. A., Marimuthu, M., Thurasamy, R., & Nguyen, B. (2017). Why do satisfied customers defect? A closer look at the simultaneous effects of switching barriers and inducements on customer loyalty. *Journal of Service Theory and Practice*, 27(3), 616-641. doi: 10.1108/JSTP-05-2016-0107
- Filieri, R. (2016). What makes an online consumer review trustworthy?. *Annals of Tourism Research*, 58, 46-64. doi:10.1016/j.annals.2015.12.019
- Filieri, R., Alguezaui, S., & McLeay, F. (2015). Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth. *Tourism Management*, 51, 174-185. doi:10.1016/j.tourman.2015.05.007
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*. Reading: Addison-Wesley.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38-52. doi:10.1002/dir.10073
- Jeong, E., & Jang, S. S. (2011). Restaurant experiences triggering positive electronic word-of-mouth (eWOM) motivations. *International Journal of Hospitality Management*, 30(2), 356-366. doi:10.1016/j.ijhm.2010.08.005
- Jeong, H. J., & Koo, D. M. (2015). Combined effects of valence and attributes of e-WOM on consumer judgment for message and product: The moderating effect of brand community type. *Internet Research*, 25(1), 2-29. doi: 10.1108/IntR-09-2013-0199

- Kahle, S. E. B. L. R., & Homer, P. (1988). The involvement-commitment model: Theory and implications. *Journal of Business research*, 16(2), 149-167.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of marketing research*, 460-469.
- Oliver, R. L. (1999). Whence consumer loyalty?. *the Journal of Marketing*, 33-44.
- Papadopoulou, K., Pavlidou, V., & Hodza, A. (2012). Electronic Word-of-Mouth through Social Networking Sites: How does it affect consumers?. Retrieved from: <http://www.diva-portal.org/smash/record.jsf?pid=diva2%3A530710&dswid=861>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *The Journal of Marketing*, 41-50.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(2).

An Explainer Video: Saleduck Asia Sdn. Bhd.

Nadia Diyana binti Mohd Muhaiyuddin¹, Nurul Atiqah Binti Mohd Zailani², Leanna Seah³

¹School of Multimedia Technology and Communication (SMMTC), Universiti Utara Malaysia
(nadia.diyana@uum.edu.my)

²School of Multimedia Technology and Communication (SMMTC), Universiti Utara Malaysia (UUM)
(atiqahzailani23@gmail.com)

³Saleduck Asia Sdn Bhd, Unit 25-11, Tower A, The Vertical II, 8 Jalan Kerinchi, Bangsar (leanna@saleduck.com)

ABSTRACT. Saleduck Asia Sdn.Bhd is a multinational company that helps online consumers to save money while purchasing products from the merchants through coupon code, discounts and deals provided by this company. As to get the exclusive coupon code that will only available on Saleduck Asia Sdn.Bhd, the team members have to seek direct partnership with the advertisers or also known as merchants. One of the solution to communicate effectively with the advertisers and at the same time to save more time is to produce a video about the collaboration with Saleduck Asia Sdn.Bhd. This video project has been chosen as to enlighten the advertisers on how they will benefit through the collaboration with Saleduck Asia Sdn.Bhd. The main significance of the project is that the advertisers could develop their understandings on how Saleduck benefits them in boosting up the number of traffic and sales. The method that has been used is the ADDIE methodology as to make sure that this project is on track from the first phase which is analysis phase until the evaluation phase. The project has gone through the analysis, design, development, implementation and evaluation phases before the final product is achieved. A few staff and consumers were involved in producing this part especially on evaluation phase. As a result, this video help to develop the advertisers' understanding and get a clear view on parts they can gain through the collaboration with Saleduck Asia Sdn.Bhd. For future work, this video is expected can be a converted to a short advertisement which can be shown in television.

KEYWORDS: advertising, video, ADDIE methodology

1 INTRODUCTION

Saleduck is a multinational company that is originated in the beautiful city of Amsterdam and has expanded to Southeast Asia continent since 2016. Kuala Lumpur is the city that was chosen as to start their Asia branch. The Managing Director of Saleduck Asia is Sjoerd Copier, a Dutch SEO professional who is currently taking control on the four markets including Malaysia, Singapore, Indonesia and Thailand. As stated from the official website, the vision of Saleduck is “to help online consumers change their shopping habits, by helping them save money through providing them a community and exclusive discounts” (Vision & Mission Statement, n.d.). Saleduck is keen to be the best consumer-centric company within the industry and to constantly deliver new discounts and sales offers to online shoppers. Saleduck Asia Sdn Bhd is an e-commerce company that serves their customers with amazing deals for them to enjoy when buying products. In order to serve the customers, the team need to seek partnership with other companies to collaborate on exclusive coupon codes for mutual benefits.

Thus, a video project has been conducted in order to expose to the advertisers about Saleduck Asia and the method they could benefit from this e-commerce company. This video project was conducted to show the benefits to advertisers in collaborating with Saleduck Asia Sdn. Bhd. To achieve this goal, several parts has been performed such as elements that involved in the video was created, storyboard to highlight the goal of this project was designed, texts that is suitable for the video has been written and the creative content has been created. Benefits of this video project to the end users include the advertisers understood the way that Saleduck Asia Sdn. Bhd. benefits them in boosting up the number of

traffic and sales, high chance in collaboration between the merchants with Saleduck Asia Sdn. Bhd. and increase the understanding about the product feed functions on the website.

2 LITERATURE REVIEW

Explainer videos is one type of video that are used today for elaborating and describing about something especially on company (Boehrs & Krämer, 2016; Hartati, Salam, Suhartono, & Faculty, 2013; Kamolpattana et al., 2015; Kissane, 2016; Krämer & Böhrs, 2016; Laaser & Toloza, 2017; Saadatmand, 2017). Videos are for informal explanation because the development and the content about the video is specifically about the company, thus the way it shows and explain about the company in the video is dissimilar with other companies (Saadatmand, 2017). The presentation and the storyline of explainer videos is accepted as a way to introduce about the company and the client can understand more about the company compare to a written story in the internet (Boehrs & Krämer, 2016; Krämer & Böhrs, 2016; Laaser & Toloza, 2017). Today, a lot of explainer video can be watched in the Youtube (Hartati et al., 2013). Big companies not hasitate to promote their business and their current working-life in the Youtube (Kamolpattana et al., 2015). Explainer videos is an elegant choice because the customer prefers the animated story about the company and this type of video also can persuade customers to adapt or like the company (Kissane, 2016).

3 METHODOLOGY

For this project, the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) methodology has been applied. There are five phases in ADDIE methodology including analysis, design, development, implementation and evaluation. ADDIE model was chosen as to provide the step-by-step sequence of events that are suitable for developing the video.

In the analysis phase, a meeting with the client was set up to get the idea for this project. Through this meeting, several parts have been discussed including the problem in Saleduck Asia Sdn.Bhd. that can be improved, the objective and target audiences of the project. So, as a result video platform was chosen for this project because video is the most effective way to deliver contents to their target audience which is the advertisers. The title of the project is ‘Explanation Towards the Advertisers On Saleduck Asia’ and this title was finalized during the meeting as it relevant and meets the objective of the project. Plus, during this analysis phase, the Saleduck Media-Kit also been shared as a guide for the video-making. This media-kit contains the information about Saleduck Asia Sdn.Bhd. for the advertisers.

In the design phase, the storyboard was sketched to give the hint and the idea of the result. Storyboard gave the client a clear picture of the result that they could expect. In this phase, the client’s ideas and the point of views were important and prioritised. The result of the design has been presented to the client.

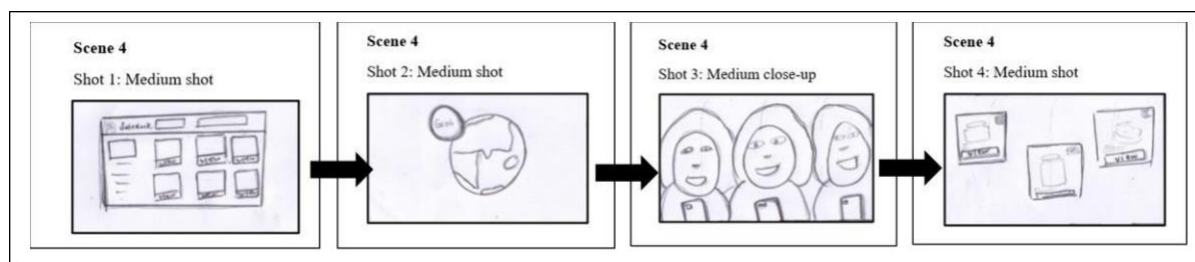


Figure 1: Example of Storyboard

The development phase was focussed on the development of the video project based on the results from the proposal, requirement analysis and design phase. In this phase, the developer has been focusing on the production of the video that was interpreted from the storyboard sketched by the developer based on the information given by the client. In this phase, two editing software has been used including Adobe After Effects CS6 and Adobe Premiere Pro CS6. Firstly, contents of the video were created using Adobe After Effects. Certain images were obtained online for an example, the brand images like Grab, Klook

etc. The characters and the elements in the video were created from scratch with After Effects. After creating and illustrating the contents parts by parts, all parts were combined using Premiere Pro. During the progress, the prototype was demonstrated to the client. This prototype is improved and redone to meet the client's satisfaction.

The fourth phase is the implementation phase. In this phase, the completed prototype or can be called as product was delivered into deliverable medium which is in DVDRW. The completed prototype was gone through summative evaluation.

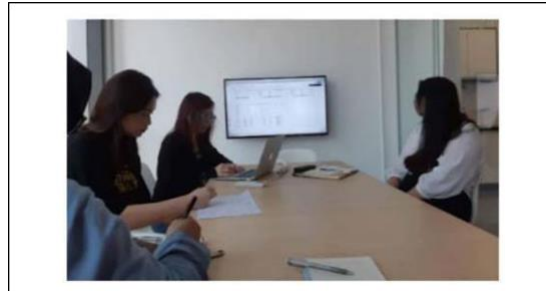


Figure 2: Evaluation Session for Video Content

Finally, the evaluation phase as shown in figure 2. The product has been displayed to the client and also the Marketing Manager of Saleduck Asia Sdn.Bhd., and the summative evaluation was conducted by the end of the presentation. The product was evaluated based on their understanding of the client towards the product of this project which is video. Few questions have been asked to both participants in term of contents and also the result of the interface view. For the contents of the video, few questions have been asked including the background design, the character design, the suitability of background music, the clarity of the message, and the grammar of the contents. Furthermore, for the questions on their view on the interface of the video such as the speed of the video, the colour usage, the suitability of type of texts, the subtitle, the results and recommendations that have been gathered during this evaluation phase.

4 RESULT AND ANALYSIS

A mini discussion with the clients for end result of the project. However, several weaknesses of the content of the project has been captured during the evaluation phase. Firstly, the size of the logo seems to be unbalanced between the width and the height of the logo. Figure 3 shows the logo of Saleduck Asia Sdn. Bhd. before it was fixed and after it has been fixed.



Figure 3 : Saleduck Asia Sdn. Bhd. Logo

Secondly, on the map that shows the story of Saleduck Asia Sdn. Bhd. from Netherlands, it was recommended to insert flags to symbolize both countries; Netherlands and Malaysia. It is better to keep it clean to avoid that part of the video from looking messy on the map. Furthermore, only important information is required in the map, so that the viewers can understand better about the story of Saleduck Asia Sdn. Bhd.



Figure 4 : Part of the text that has been changed

Thirdly, some words have been improved to give a clearer view on Saleduck Asia Sdn. Bhd. business. For example, instead of ‘... is currently expanding...’, the word written has been changed to ‘...has expanded...’ and this change gives the exact explanation of the current situation in Saleduck Asia Sdn. Bhd. Figure 4 shows the part of the video that has been changed. Besides that, certain part in the video has been rejected as it distracts the flow of the video. Figure 5 presents the part of the video that has been deleted.



Figure 5 : Example of Deleted Part

Lastly, the structure of the content was restructured as to make sure the message is delivered clearly to the advertisers. From the comments given by the clients, the video has been improved to make sure the result meets the clients’ needs and expectation.

5 CONCLUSION

Explainer video is one of multimedia technique in introducing a company to a community in line with today’s requirements. A crowd prefer to watch a video compare to reading an advertisement in the newspaper. For further work, this video has to be evaluated among the user and a comparison between the rating of collaboration before and after watching the video.

6 ACKNOWLEDGEMENTS

A special thank for Saleduck Asia Sdn Bhd for giving the opportunity for SMMTC, UUM to develop an explainer video about their successful company. Without their flexible time, transparent opinions and ideas, the video could not be performing as the way it is.

REFERENCES

Boehrs, S., & Krämer, A. (2016). *International study on the use of explainer videos and effects of different video formats*. (October). <https://doi.org/10.13140/RG.2.2.23395.96801>

Branch, R.M. (2009). *Instructional design: the ADDIE approach*. New York: Springer

Hartati, E., Salam, U., Suhartono, L., & Faculty, E. (2013). *Designing Animated Video As Supplementary Materials*. 1–10.

Kamolpattana, S., Chen, G., Sonchaeng, P., Wilkinson, C., Willey, N., & Bultitude, K. (2015). Thai visitors’ expectations and experiences of explainer interaction within a science museum

context. *Public Understanding of Science*, 24(1), 69–85.
<https://doi.org/10.1177/0963662514525560>

Kissane, D. (2016). *Twenty Trends in Digital Marketing for 2016*. 1–15.

Krämer, A., & Böhrs, S. (2016). How Do Consumers Evaluate Explainer Videos? An Empirical Study on the Effectiveness and Efficiency of Different Explainer Video Formats. *Journal of Education and Learning*, 6(1), 254. <https://doi.org/10.5539/jel.v6n1p254>

Laaser, W., & Toloza, E. A. (2017). The changing role of the educational video in higher distance education. *International Review of Research in Open and Distance Learning*, 18(2), 264–276.
<https://doi.org/10.19173/irrodl.v18i2.3067>

Saadatmand, M. (2017). Assessment of Minimum Viable Product Techniques: A Literature Review. *Engineering and Technology Management Student Projects*. 1179. Retrieved from https://pdxscholar.library.pdx.edu/etm_studentprojects/1179

Framing Analysis of the 14th General Election News Theme: A study of six online newspapers in Malaysia and Indonesia

Azahar Kasim¹, Nur Atikah Mawardi²

¹Media Technology Programme, School of Multimedia Technology and Communication, Universiti Utara Malaysia (w_azahar@uum.edu.my)

²Media Technology Programme, School of Multimedia Technology and Communication, Universiti Utara Malaysia (nuratikah1402@gmail.com)

ABSTRACT. The 14th general election in Malaysia has created history for the first time, Malaysia has form a new government that will rule the country for the next five years and successfully break the Barisan Nasional (BN) monopoly for over 60 years. The 14th general election was a nuisance to the world compared to the previous election where there is a clash between two political figures Najib Razak and Mahathir Mohamad, who was the former Malaysian prime minister re-contested to seize the Malaysian government under Najib Razak's leadership. The election was illustrated as a bigger election where many political crises took place to topple the BN and Najib Razak linked to the 1MDB issue. Hence, more issues will be discussed in this election which has had major changes to Malaysia. Therefore, this study is to identify news trends and total articles coverage during on the 14th General Elections (GE-14). This study used qualitative methods and content analysis from three online newspapers in Malaysia namely Berita Harian, Harian Metro, Sinar Harian and three online newspapers in Indonesia namely Kompas, Media Indonesia and Tribun Jabar. The study was conducted for 14 days from May 3 until May 16 in 2018. A total of 135 news on GE-14 was published from six newspapers. The findings show that there were nine theme discussed in GE-14 namely the Fake News, Election Result, Democracy Practices, Candidate, Security, Power Transition, Campaign, Transformation and 1MDB Scandal.

KEYWORDS: general elections; online newspapers; framing; media and politic

1 INTRODUCTION

Malaysia is one of the countries that adopt a representative parliamentary democracy system (Mohd Faidz et al., 2014). This parliamentary democracy system is done through elections to allow the people to freely choose the party in the state government. The general election (GE) is a significant event for every citizen to carry out a duty to form a nation. Elections are an important foundation in the empire for independence and a process that allows people to choose leaders and parties that will shape the government. This is because the decision will determine the future of the state government when a party succeeds in governing the country. Abdul Latiff Abu Bakar (1998) defines the election as a process of democracy to determine which political party will be mandated to rule the country.

The 14th general election in Malaysia has created history for the first time, Malaysia witnessed a new government that will rule the country for the next five years and successfully break the Barisan Nasional (BN) monopoly for 60 years. This is because Pakatan Harapan (PH), is People Democratic Party (DAP), Parti Keadilan Rakyat (PKR), Parti Amanah Rakyat (PAN), Parti Pribumi Bersatu Malaysia (PPBM) have won the power of governing Malaysia after a big win in the 14th General Election (GE) reaching 122 out of 222 parliamentary seats while Barisan Nasional (BN) led by Najib Razak only won 79 parliamentary seats. The huge success is a history in the Malaysian general election because it has defeated the Barisan Nasional which ruled Malaysia since the independence in 1957. The situation suggests that during the general election, the mass media played a major role in covering the mainstream media on the development of the country's political issues. The information presented through the mass media became the subject of voter talks to determine their choice of political party victory (Syed Arabi Idid, 1994). During the elections, the mass media played a major role in publishing issues related to elections from time to time. The presence of the internet gives space and opportunity for voters to get political information about the general elections faster and easier than print media which takes a long time to broadcast the news.

The emergence of various media platforms in news and information broadcasting has led to the flow of globalization between countries. A country with another country is allowed to exhibit the country's issue in the media, especially the mass media. According to Rosen (2004), in the tradition of political journalism, the media is a player, an active subject in public space and is not just a medium or tool controlled by a party outside the media manager. As an influential player, according to Meyer (2002), the media became a public space for open political interaction, forming a general political conclusion that could invite a sense of response from society and assist in the building of media realities in the political world. As such, the issue of a country is easily known by other countries, even about the prime minister, election, economy, politics, and sports and so on. Political involvement in politics, according to Hamad (2004), is not merely to reflect the media's attention to politics, but also to establish a relationship on the basis of an interest among a media and political broadcast both economically, politically or ideologically. This area will provide the latest news in the country to other countries in a quick and smooth manner alongside with sophisticated technological advances. Outside countries will know all the information in the blink of an eye over the internet. As Wilhelm (1997) states that various types of information can be obtained by surfing the political news website.

According to Mohd Hilmi (2012), most studies on media coverage in Malaysia are more focused on political and electoral issues. The trend of increasing Internet use in political communication campaigns has become increasingly noticeable especially in developed countries such as the United States, Korea and Japan. According to Wayne (2000), Raney (1998) and Casey (1996), the US general election saw dramatic growth in terms of website usage to spread the message by candidates contesting in the election. Online news coverage were posted on the online newspaper website in Indonesia namely Kompas, Media Indonesia and Tribun Jabar while the online newspapers in Malaysia are the Berita Harian, Harian Metro, Sinar Harian. The distinction between the two newspapers is expected to provide a different picture of framing news on the 14th general election coverage in Malaysia. The study selected the online edition of the newspaper as the following newspapers were very influential in reporting the election among Malaysians as well as the world community.

2 PROBLEM STATEMENT

Media is a broad medium in conveying information to the general public in its own media form such as electronic media, print media and online media. The reality is that the media cannot be separated from our daily lives and it is indeed a necessity for the community. Media provides an explanation of what's happening both locally and abroad (Normah Mustaffa & Faridah Ibrahim, 2018). In displaying news, information or issues, the media plays an important role in meeting the needs of audience understanding. The media relies on cross-country's technological developments. Media has become as an increasingly important in the event of unforeseen occurrence as a 'desperate' audience to get news on the chronology of events and developments. The curious nature of this audience causes the media to be relevant, important and necessary in the public life (Normah Mustaffa & Faridah Ibrahim, 2018).

Media in Indonesia and Malaysia have a close media relationship in covering of an issue. The events that took place in the ASEAN region, especially the issue of Malaysia and Indonesia, were one of a particular concern in the mass media coverage of the two neighboring countries and neighbors (Dafrizal, Faridah, Chang Peng Kee & Fauziah, 2013). For the country like Indonesia and Malaysia, the relationship between the media is very important as it is the basis for knowing each other certain events in both countries. Media coverage between these two countries has become familiar with the location of neighbors. However, the distinction between the media practice system between Indonesia that is more independent than Malaysia which is still in line with government laws and policies, is undoubtedly a distinctive attraction in the context of determining the direction of orientation of news reporting (Dafrizal et al., 2013)

It can be stated that if there are any event occurring in Indonesia or Malaysia, media coverage between the two countries will play their respective roles in making news due to the proximity of the country. For the Indonesian mass media, the event was a high-value news item given that such event occurred in Malaysia so it has to have a close contact with the reader (Dafrizal et al., 2013). For example, the Indonesian media follows the progress of the 14th general election polling process in Malaysia and is not left behind in media coverage. The 14th general election is more shocking to the world than the previous

election where a clash between two political figures Datuk Seri Najib Razak and Tun Dr Mahathir Mohamad, who is Malaysia's former prime minister who is contesting for the capture of Malaysia under the leadership of Datuk Seri Najib Razak. Leader Datuk Seri Najib Razak, Barisan Nasional (BN), has lost a popular vote on Pakatan Harapan led by Tun Dr Mahathir Mohamad. This has affected the Malaysian state and the Barisan Nasional party which has changed the government overnight to Pakatan Harapan. The election this time illustrates a bigger election where many political crises are taking place to bring Barisan Nasional and Datuk Seri Najib Razak to the IMDB issue. Hence, more issues will be discussed in this election which has had major changes to Malaysia. This can be seen in media coverage between the two countries of Indonesia and Malaysia in displaying the issues of the popular GE-14 in the paper under review. Therefore, researchers want to look at news trends and articles on the 14th general election (GE-14) coverage in Malaysia by Indonesian and Malaysian online newspapers and to identify the news themes framed articles in GE 14 in Malaysia by the Indonesian and Malaysian online newspapers.

3 RESEARCH QUESTION

In this study, the researcher wants to analyze some of the questions that have been identified to achieve the objectives that coincide with the topic of the study. Some research questions have been identified such as what are the news trends and articles on 14th general elections (GE-14) in Malaysia by Indonesian and Malaysian online newspapers? And what are the news themes and framed plans in GE 14 in Malaysia by the Indonesian and Malaysian online newspapers.

4 RESEARCH OBJECTIVE

The study aims to examine the following research objectives:

- 1.) To identify news trends and articles on the 14th general election (GE-14) coverage in Malaysia by the Indonesian and Malaysian online newspapers.
- 2.) To identify news themes framed plans in GE-14 in Malaysia by the Indonesian and Malaysia online newspapers.

5 LITERATURE REVIEW

5.1 MEDIA AND GENERAL ELECTION

The media coverage that took place during the general election was one of the most popular studies in order to determine the extent of the media's role in covering the election. Media plays a big role in spreading news about events especially a huge and important events to be remember in the general election. The role of the media is increasingly evident when it improves the skills of politicians in fishing support and votes. This shows how important the role of the media in influencing the community's mentality to vote. The general election has attracted the attention of many local and international media organizations to cover the news. The general election is the priority of the media in publishing issues that attract the interest of the public. Hayes (2008) and Abbe et al. (2003) argues that the media can help candidate elections to highlight certain issues for discussion agenda in the election campaign and if the voters agree on the issue it will affect its voting behavior. Media not only serves to spread GE's issues to the public, but also to help the candidates and political parties to win the vote for the younger generation that is said to be among the factors that swam the younger generation to the Pakatan Rakyat opposition (Samsudin, 2010). The belief in gaining information from the internet and from friends, as well as issues raised by the election contributed positively to the results of the 12th PR in favor of the coalition of opposition parties (Samsudin, 2010).

Zain et al. (2015) in his study showed that the internet was first used as a medium for campaigning since 1999 and it was the result of internet usage in the reform issue in 1998. The findings showed that during the 10th GE, the opposition parties had intensively use the internet campaigning. The use of the internet especially the blog for political campaigns has become widespread during the 11th general election. The use of the internet has spawned cyber democracy where people are free to give ideas and insights so they are able to invite them to gather virtually to discuss issues (Hakimi, Hanapi & Zuliani, 2018). Hence, it

is clear that the media needs elections, and the election also emphasize the media to lure their strategies in influencing the voters' decision. This is because, without media coverage, the candidate and the party cannot manage the strategy to win the election.

5.2 MEDIA, FRAMING AND ISSUES

A news published by the media especially through the newspaper is more evident through framing (Normah & Faridah, 2018) According to Scheufele (1999), news frames are a critical aspect of how the news affects the society as the news frame can determine what matters and core essence of an issue. While Bateson (1972) looks at the frame as a metacommunication tool that has set parameters for something that goes wrong. Framing news in mass media such as newspapers can affect and relate to human psychologically (Julia & Peng Kee, 2013). Unknowingly what is presented through these newspapers is framed and all the information contained in the newspaper can form a distinctive view of the issue. This condition is known as framing (Chong and Druckam 2007). Arfah Yusof (2001) sees that the press and news source also franchise during the election campaign. It is clear that framing is able to explain more deeply about events and readers can respond to the reported issue. It can also be demonstrated in previous studies that news sources tend to fray the information that they distribute to the media.

Issues revealed through the media today, especially newspapers, are still used to influence and attract the public opinion (Julia & Peng Kee, 2013). The ability of the media in acting to influence people to tend to an issue can no longer be denied. Most of the readers or viewers are often attracted to an issue that may interest them. The superiors usually use media as mediators to convey information further affecting the minds of the public on an issue (Julia & Peng Kee, 2013). Tuchman (1978) states that mass media is actively involved in the framing of a news to be used as a reference by the community in seeing an event. That's why in general, international news reporting talks about "framing the news" by a country's media on an issue (Che Ching & Kuok Tiung, 2007).

6 METHODOLOGY

This study used qualitative methods. Content analyzes from six online newspapers from Malaysia and Indonesia to review the coverage of GE 14 for 14 days from May 3, 2018 to May 16, 2018. For the selection of analytical units, this research used keyword search techniques, the 14th general election via the online newspaper website from six selected newspapers, Berita Harian, Harian Metro, Sinar Harian, Kompas, Media Indonesia and Tribun Jabar.

7 FINDING

A total of 135 news coverage was released by six Malaysian and Indonesian newspapers, namely Berita Harian, Harian Metro, Sinar Harian, Kompas, Media Indonesia and Tribun Jabar for a period of 14 days from May 3, 2018 to May 16, 2018. Berita Harian, recorded the highest number of news compared to the other online newspapers when it recorded 32.59% (44 news) compared to Harian Metro by 19.26% (26 news), Sinar Harian and Kompas respectively 12.59% (17 news), Media Indonesia by 8.89% news) and Tribun Jabar of 14.07% (19 news).

Table 1: Frequency data and percentage of total news over 14 days PRU-14 media coverage in six online newspapers

Type of Online News Portal	Day														Frequency Data	Percentage (%)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14		
Berita Harian	5	4	4	2		4	5	4	8	5	2	1			44	32.59%
Harian Metro	2	1		2		8	3	4	4	1		1			26	19.26%
Sinar Harian			1		3	2	2	4	1	3	1				17	12.59%
Kompas				1		1	1	9	3	2					17	12.59%
Media Indonesia			2				2	6		1				1	12	8.89%

Tribun Jabar					2	6	9	1	1				19	14.07%
Total												135	100%	

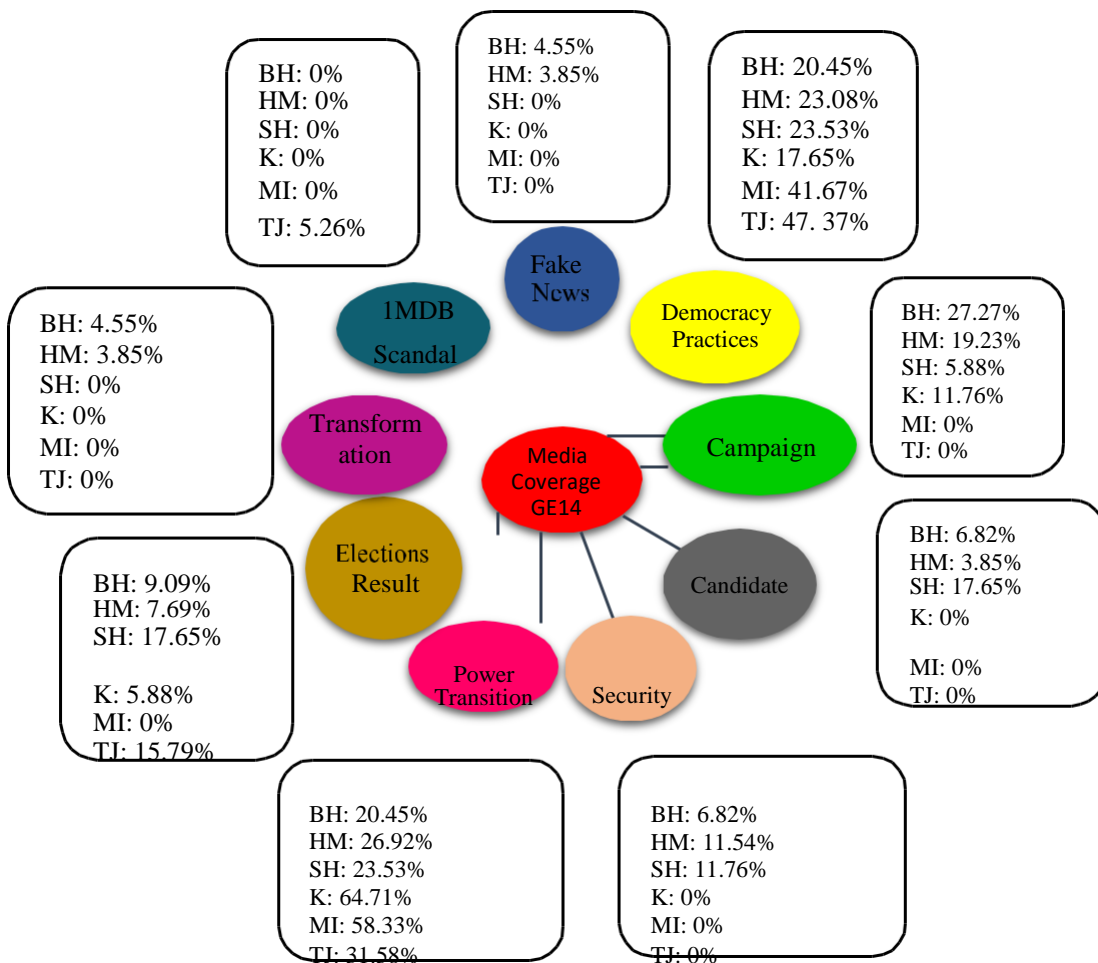
Framing Analysis of Theme on News Coverage and Plan of GE-14

Overall, the total news published by the six newspapers is 135 news. However, each press has a different focus theme. For the Berita Harian, they are focusing more on the issue of the Campaign, while Harian Metro focuses on the Transition of Power, Sinar Harian focuses on Democracy Practice and Power Transition. Kompas and Media Indonesia focusing on Power Transitions and Tribun Jabar focus on Democracy Practice.

Table 2: Comparison Data of Six News Involves the Theme of News Coverage GE14

Table 3 outlines the framing frameworks focused on Berita Harian, Harian Metro, Sinar Harian, Kompas, Media Indonesia and Tribun Jabar in reporting news about GE-14. Among the themes highlighted by these six papers, there are the theme of False News, Democracy Practices, Campaigns, Candidates, Security, Power Transfers, Election Results, Transformation and IMDB Scandals.

Table 3: Focus Theme on the News Coverage on GE 14



BH: Berita Harian
HM: Harian Metro
SH: Sinar Harian
K: Kompas
TJ: Tribun Jabar
TJ = Tribun Jabar

In this study, the theme that focuses on the False News shows that Berita Harian only posted about 4.55% news (2 news) compared to Harian Metro which is 3.85% (1 news) only. However, the Sinar Harian, Kompas, Media Indonesia and the Tribun Jabar did not publish this theme in their newspapers. Meanwhile, the theme of Democracy Practice shows that Berita Harian and Tribun Jabar takes proactive steps when posting 20.45% and 47.37% (9 news) respectively, compared to Harian Metro which published 23.08% (6 news), Sinar Harian 23.53% (4 news) , Kompas as much as 17.65% (3 news) and Media Indonesia as much as 41.67% (5 news).

However, the theme of the Campaign was focused in Berita Harian with 27.27% (12 news) while Harian Metro was 19.23% (5 news), Sinar Harian 5.88% (1 news) and Kompas by 11.76%. The Candidate Theme is one of the less popular themes in the newspaper, namely Berita Harian and Sinar Harian with a percentage of only 6.82% and 17.65% (3 news) compared to Harian Metro which is not much different at 3.85% (1 news). Meanwhile, the Security theme is also one of the less popular topic among the Berita Harian and Harian Metro with 6.82% and 11.54% (3 news) respectively compared to the Sinar Harian, which is only 11.76% (2 news). For the theme of Power Transition, Kompas has the most frequent issue of 64.71% (11 news) compared to 20.45% (9 news stories) of the Berita Harian, Harian Metro of 26.92 (7 news), Sinar Harian 23.53% (4 news), Media Indonesia press 58.33% (7 news) and Tribun Jabar as much as 31.58% (6 news).

The focus of the Election Results theme is more framed by Berita Harian with a percentage of 9.09% (4 news) compared to Harian Metro with only 7.69% (2 news), Sinar Harian with 17.65% (3 news), Kompas with only 5.88% (1 news) and Tribun Jabar as much as 15.79% (3 news). The Transformation theme received only 4.55% (2 news) from Berita Harian coverage while Harian Metro was only 3.85% (1 news). However, Sinar Harian, Kompas.com, Media Indonesia and the Tribun Jabar did not frame this theme in their newspapers. At the same time, the IMDB Scandal theme only got the attention from one newspaper which is the Tribun Jabar with only 5.26% (1 news) coverage.

CONCLUSION

On the whole, the fake news theme has no place among Indonesian media coverage like Kompas and Media Indonesia which focuses on the theme of the transition of power and democratic practices. Malaysian newspapers Berita Harian and Harian Metro are quite attentive to the theme of False News, Campaigns and Candidates although they are even more concerned with Election Results. Sinar Harian focuses more on the security and democratic practices. The most criticized Tribun Jabar is rather focused on the 1MDB Scandal theme while other newspapers did not.

REFERENCES

- Abbe, O., Goodliffe, J., Herrnson, P., Peterson, K. (2003). Agenda setting in congressional elections: the impact of issues and campaigns on voting behavior. *Political Research Quarterly*. 56(4): 419-430.
- 6.1.1 Abdul Latiff Abu Bakar. (1998). *Peranan Media Dalam Pilihan Raya Persekutuan*. Shah Alam: Fajar Bakti,
- Ahmad, F., Hashim, N., Abu Hassan, B. R., Mohd Zawawi, J. W., Zanuddin, H., Tham, J. S., & Ishak, M. B. (2018). Burying the News for the Public: Agenda Cutting of the Tamil Newspapers and MIC Candidate Facebook during the 13th General Election. *Jurnal Komunikasi, Malaysian Journal of Communication*, 33(2), 55–72.
- Allcott, H., & Gentzkow, M. (2017) Social media and fake news in the 2016 election. *Journal of Economic Perspectives*, 31(2), 211-236.
- Amer Saifude. (2009). *Geografi Pilihan Raya dan Tingkah Laku Pilihan Raya Malaysia 1959-2008*. Kuala Lumpur: UM.

- Arfah Yusof. (2001). Iklan politik dalam pilihanraya umum ke 10- 1999, satu analisis kandungan. *Jurnal Komunikasi* 17:1-19.
- Badrul Alias, Siti Salmiah, & Julia Fiona (2018, Mei 10). Undi popular BN merosot kepada 32 peratus. BH online. Retrieved from <https://www.bharian.com.my/berita/politik/2018/05/424075/undi-popular-bn-merosot-kepada-32-peratus>.
- Bateson, G. (1972). *A Theory of Play and Fantasy: Steps to an Ecology of Mind, a Revolutionary Approach to Man's Understanding of Himself*. New York: Ballentire Books.
- Borah, P. (2011). Conceptual Issues in Framing Theory: A Systematic Examination of a Decade's Literature. *Journal of Communication*, 61(2), 246–263. <http://doi.org/10.1111/j.1460-2466.2011.01539.x>
- Brandtzaeg, B., P., Marika, L., Spangenberg, J., Rath- Wiggins, L., & Folstad, A. (2015). Emerging journalistic verification practices concerning social media. *Journalism Practice*. Doi: 10.1080/17512786.2015.1020331
- Bullock, H. E., Wyche, K. F. & Williams, W. R. (2001). Media images of the poor. *Journal of Social Issues*, 57(2), 229-246.
- Buzan, B. (1991). New patterns of global security in the twenty-first century. *International Affairs*, 67(3), 431-451.
- Che Ching, L., & Kuok Tiung, L. (2007). Kasus Ambalat-Reaksi Media Indonesia: Framing dan Komunikasi Antarabangsa. *Malaysian Journal of Communication*, 23: 14-27
- Chong, D. & Druckman. J.M. (2007). Framing public opinion in competitive democracies. *American Political Science Review* 101(4):637-655.
- Dafrizal, Faridah Ibrahim, Chang Peng Kee & Fauziah Ahmad. (2013). Trend Pemberitaan Isu Keganasan Dalam Reporting Trends on Violence Issues in Malaysian and Indonesian Mainstream, 29(2), 189– 202.
- Dalton, R. (2008). Citizenship norms and political participation in America: the good news is ... the bad news is wrong. *CDACS Occasional Paper* 2006-1.
- Elo, S., & Kyng äs, H. (2007). The qualitative content analysis process. *Journal of Advanced Nursing*, 62(1), 107–15. <http://doi.org/10.1111/j.1365-2648.2007.04569.x>
- Entman, Robert (1991). Framing US Coverage of International News: Contrasts in Narratives of the KAL and Iran Air Incidents, *Journal of Communication* 41(4), page 6–27.
- Eriyanto (2002). Analisis Framing: Konstruksi, Ideologi dan Politik Media, Yogyakarta: LkiS.
- Golafshani, N. (2003). Understanding reliability and validity in qualitative research. *The Qualitative Report*, 8(4), 597–607. <http://doi.org/10.3367/UFNr.0180.201012c.1305>
- Hairol Anuar. (2012). Signifikan Nilai Dalam Memilih Kepimpinan Politik Kalangan Kelas Menengah Melayu Pasca DEB. *International Journal of Islamic Thought*. Volume 4 2013: 22
- Hakimi Tew Abdullah, Hanapi Khamis, & Zuliani Mohd Azni. (2018). Pendemokrasian maklumat blog: Isu Akauntabiliti dalam kalangan blogger di Malaysia. *Malaysian Journal of Communication*, 34(3), 361-378.
- Hamad, I. (2004). *Konstruksi realitas politik dalam media massa: Sebuah studi critical discoure analysis terhadap berita-berita politik*. Jakarta: Granit.
- Hamid, N. A. A., & Ibrahim, F. (2012). Pembingkaian Berita Etnik Dalam Akhbar-Akhbar Aliran Perdana Di Malaysia. *Jurnal Komunikasi*, 28(2), 95–112.

- Hayes, D. (2008). Does the messenger matter: candidate-media agenda convergence and its effect on voter issue salience *Political Research Quarterly*, 16(1): 134-146.
- Huntington, S. Dan Nelson, M. (2010). *Political participation and democracy*. Rajawali Perss, Jakarta.
- Johnson, T. J. & Kaye, B. (1998). Cruising is Believing? : comparing the Internet and traditional sources on media credibility measures. *Journalism and Mass Communication Quarterly* 75(2) :325-40.
- Julia, W., & Peng Kee, C. (2013). Penentuan bingkai berita keselamatan awam dari penelitian respon kognisi dan ekspresi audiens. *Malaysian Journal of Communication*, 29(2), 141-158.
- Junaidi Awang Besar. (2017). Keberkesanan Pelaksanaan Dasar Awam Di Kawasan Dewan Undangan Negeri (N24) Semenyih , Selangor : Suatu Pemerhatian Terhadap Pandangan Pengundi Melayu. *Jurnal Melayu*, 16(2), 131–148.
- Junaidi Awang Besar. (2016). Perkaitan Sumber Maklumat Dengan Sokongan Kepada Parti Politik. *Jurnal Komunikasi*, 32(1), 23–49. Retrieved from http://www.ukm.my/jkom/journal/pdf_files/2016/V32_1_2.pdf
- Meyer, T. (2002). *Media democracy: How the media colonize politics*. London: Polity Press.
- Mohd Faidz, M. Z., Samsu, A.M., Jamaie, H. & Junaidi, A.B. (2014). Politik Pilihan Raya: Penolakan Terhadap UMNO di Kelantan dalam Pilihan Raya Umum 2013. *Jebat: Malaysian Journal of History, Politics & Strategic Studies*, 41(1), 94-125.
- Mohd Hilmi Hamzah (2012). *Liputan Pilihan Raya Kecil Permatang Pauh: Analisis Teori Penentuan Agenda dalam Akhbar Arus Perdana dan Alternatif Terpilih*. Tesis Sarjana, Universiti Utara Malaysia.
- Normah Mustaffa. & Faridah Ibrahim. (2018). Visual Framing of Lahad Datu’s Crisis News. *Malaysian Journal of Communication*, 34(1), 170–184.
- Othman, S. S., Mat Nayan, L., Tiung, L. K., & Nik Hassan, N. N. (2019). Masa Hadapan Akhbar Malaysia dalam Masyarakat Jaringan (The Future of Malaysian Newspapers in a Network Society). *Jurnal Komunikasi: Malaysian Journal of Communication*, 34(4), 214–231.
- Othman, Z., & Mat, B. (2018). Jaringan Komunikasi dan Media: Satu Analisis dari Perspektif Keselamatan Insan (Communication and Media Network: An Analysis from Human Security Perspectives). *Jurnal Komunikasi, Malaysian Journal of Communication*, 34(3), 21–39. <https://doi.org/10.17576/jkmjc-2018-3403-02>
- Rohaniza Idris. (2018, April 28). 210 calon wanita bertanding di DUN dan Parlimen. BH online. Retrived from <https://www.bharian.com.my/berita/politik/2018/04/418314/210-calon-wanita-bertanding-di-dun-d an-parlimen>.
- Rosen, J. (2004). The Press is a player. Retrieved April 10, 2019, from http://www.opednews.com/rosen0104_press_is_player.htm
- Samsudin, A.Rahim. (2010). Media, demokrasi dan generasi muda: Analisis keputusan Pilihan Raya umum ke-12. *Malaysian Journal of Communication*, 26(2), 1-15
- Scheufele, D. A. (1999). Framing as a theory of media effects. *Journal of Communication*, 49(1), 103-122.
- Sharil Nizam. (2010). *Aplikasi Teori Dan Format Penyuntingan Bahan Linear Dalam Surat Khabar Bahasa Melayu*. Ijazah Doktor Falsafah, Universiti Putra Malaysia.
- Syed Arabi Iddid. (1994). *Penentuan Agenda: Peranan Media Massa Dalam Pilihan Raya Umum*. Kuala Lumpur: Dewan Bahasa dan Pustaka.

- Sylvester D.E. McGlynn Adam J. (2010). The Digital Divide, Political Participation, and Place. *Social Science Computer Review* February 2010 Vol. 28 No. 1 64-74
- Tabroni, R. (2012). *Komunikasi Politik Pada Era Mutlimedia*, Bandung: Simbiosis Rekatama Media. Hlm. 78
- Taylor, P.J. & Johnston R.J. (1979). *Geography of elections*. Middlesex: Penguin Book.
- Tiung, L., & Hasim, M. (2009). Media framing of a political personality: A case study of Malaysian politician. *European Journal of Social Science*, 9(3), 408–424.
- Tuchman, G. (1978) *Making the News*. New York: Free Press
- Zain, Z. M, Yusoff, M. A., & Othman, Z. (2015). Internet dan kebangkitan demokrasi siber di Malaysia: Analisis pilihan raya umum 1999 dan 2008. *Malaysian Journal of Society and Space*, 11(5), 56-66.

Formative Evaluation for Mobile Application Guide for Infrequent Flyers (MAGIF)

Sobihatun Nur Abdul Salam¹, Fathin Nabilah Binti Mohd Razif²,
Rawdhah Nadhirah Binti Zainal³

¹Institute of Creative Humanities and Multimedia Innovation, School of Multimedia Technology and Communication (SMMTC), Universiti Utara Malaysia (sobihatun@smmtc.uum.edu.my)

²School of Multimedia Technology and Communication (SMMTC), Universiti Utara Malaysia (fathin_nabilah@smmtc.uum.edu.my)

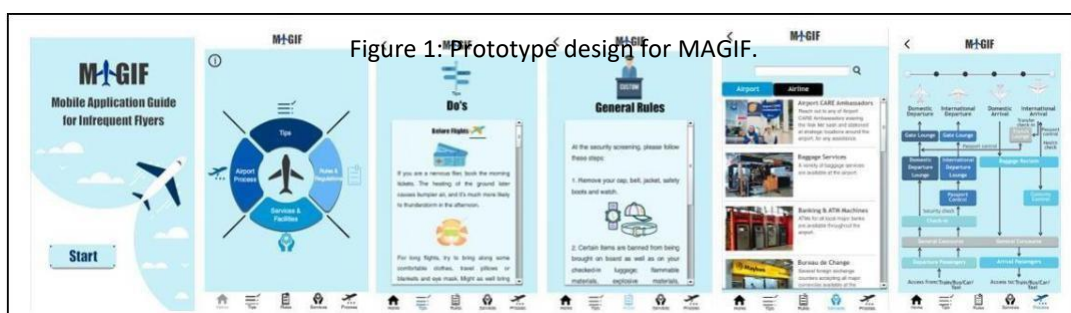
³School of Multimedia Technology and Communication (SMMTC), Universiti Utara Malaysia (rawdhah_nadhirah@smmtc.uum.edu.my)

ABSTRACT. The formative evaluation for Mobile Application Guide for Infrequent Flyers (MAGIF) was conducted with the ultimate objective to assess the usability of the high-fidelity prototype of MAGIF according to several dimensions. Focus group was chosen as the main method to evaluate the application and two sessions were conducted with experts under different types of fields. The first session was with the multimedia experts at School of Multimedia Technology and Communication (SMMTC), UUM and the second session was with the subject matter experts (SME), staffs under an airline company working at Sultan Abdul Halim Airport, Alor Setar. The study gathered both qualitative and quantitative data. Based on the feedback and input accumulated during the evaluation, a major redesign is needed for certain sub-menus to avoid making users frustrated while using the application. Besides that, one major takeaway from the session with the airline experts was the application needs to use icons and terms that are most common and familiar among the majority of the users in order to avoid confusion. Hence, based on these findings, several parts of the application will undergo some major redesign to enhance the usability of the application.

KEYWORDS: airport guide; mobile application; formative evaluation; focus group; usability

1 INTRODUCTION

The airport usually has many facilities to accommodate its visitors from day to day. It is usually huge, and it is no wonder that people would get lost trying to find their directions especially during busy hours with thousands of visitors daily. Just imagine being someone with no sense of direction that even the signage could barely help, a form of assistance is definitely needed for this type of people. The target audience of MAGIF is infrequent flyers who are unfamiliar with the airport process and are clueless about helpful tips that can enhance their flight experience. During the initial phase of the project, requirement analysis process was conducted at the Alor Setar airport. From the interview with the airport manager himself, he iterated several times on the crucial need for the application to focus on educating flight takers regarding the ethical behaviours while being at the airport as well as on flights. Following the feedback and input gathered by the airport and airline staffs as well as targeted users, the application was designed in accordance with the information obtained during the requirement analysis phase. The prototype design for MAGIF is illustrated in Figure 1 below.



Proceeding from the design and development phase, a formative evaluation was conducted with selected participants. Jakob Nielsen in his book Usability Engineering (1993) states that formative evaluation is conducted to help in improving the interface as part of the iterative design process. He then explained that the main objectives of this type of evaluation are to learn specifically which aspects of the interface are working and not working as well as how the design can be improved in order to enhance the usability for the users (Nielsen, 1993). Formative evaluation is aimed to provide useful information that can be used for product improvement process as it focuses on finding the negative parts of a design (Henry, Smith, Kershaw, & Zulli, 2013). And this type of evaluation is usually done while the product is still in development. Hence, this process is indeed crucial to inspect the interface design in detail so that the developers will be able to enhance its usability for the users.

2 METHODOLOGY

The formative evaluation was divided into two focus group sessions; one was with the multimedia experts and the other one was with the subject matter experts. The application needs to be evaluated according to its usability and the term itself is broad and understood differently according to different experts. Hence, in the end, three suitable dimensions were chosen for each evaluation session.

2.1 TECHNIQUE

The technique used for this formative evaluation was focus group. Focus group used generally to collect in-depth knowledge regarding behaviours, opinions and beliefs of individuals on a specific topic. Data collection is obtainable by using quantitative research such as questionnaire development (Then, Rankin, & Ali, 2014). Focus group can be done through a moderated interaction, adopting the role of a facilitator or a moderator. In this setting, the researchers were responsible to facilitate the group discussions between participants throughout the session instead of focusing one-to-one on an in-depth interview on a specific individual at a time (O.Nyumba, Wilson, Derrick, & Mukherjee, 2018).

Thus, through this technique, thorough feedback regarding the mobile application was obtained from the selected participants at the same time. The questions asked during the session were adapted from several existing online questionnaires such as the Purdue Usability Testing Questionnaire, Questionnaire for User Interface Satisfaction, and USE Questionnaire: Usefulness, Satisfaction, and Ease of Use. The adapted questions utilized semantic differential scale measurement technique in order to assess the perceptions of the participants regarding the application's design features Besides that, an additional section was created for them to add their additional comments as well as for them to list down the positive and negative aspects of the application. The focus group involved two groups of participants; the multimedia experts and subject matters experts.

2.2 USABILITY DIMENSIONS

For the evaluation with the multimedia experts, ease of use, content organization, and consistency were chosen as the most suitable dimensions to be evaluated during the focus group session. Meanwhile, for the subject matter experts; ease of use, content organization and perceived usefulness were chosen as the most appropriate ones. Altogether, four usability dimensions were evaluated for the two sessions as illustrated in Figure 2 below.



Figure 2 : Usability Dimensions Evaluated for the Focus Group Sessions.

Whether the application has been designed to ease the user's use. Therefore, the same questions on ease of use that was asked during the session with multimedia experts were also asked in the session with subject matter experts. This was done to gain insights and perspectives based on different types of expertise. In addition, questions for the content organization were also asked during both sessions. During the session with subject matter experts, the content dimension was the most crucial part to be evaluated as it put highlights on the information that was featured in the application. Since the personnel of airline companies usually interact with the flight passengers on a daily basis, they must have acquired

in-depth knowledge of the major issues faced by the majority of the passengers. The content should also be organized properly to deliver useful information in clarity for it to be meaningful and useful to a broad range of users. Following that, the third dimension evaluated was the design consistency of the interface. Nielsen in one of his books (1989) iterated several times on the importance of consistency in design and emphasized the needs to focus on this design aspect as this will benefit the users in terms of ease of use as well as ease of learning. One of the main objectives of this formative evaluation was to assess the ease of use of MAGIF, thus, the consistency of the interface design must be evaluated as well. Last but not least, perceived usefulness, which was only evaluated during the session with subject matter experts, is referred to the degree in which a person can be assured when using a particular technology that the usage will enhance their performance when completing certain tasks (Hamid, Razak, Bakar, & Abdullah, 2016). Hence, in this application’s context, it was crucial to know whether the subject matter expert’s opinion on the usability of the application in term of its perceived usefulness.

2.3 PARTICIPANTS

In order to assess the three usability dimensions in terms of the application’s ease of use, content organization, and consistency, three multimedia experts were chosen as the main respondents of the focus group. The experts were all senior lecturers from the School of Multimedia, Technology, and Communication, UUM. Details about the three experts are as below in Table 1.

Table 1: Details about Multimedia Experts

	Multimedia Expert A	Multimedia Expert B	Multimedia Expert C
Teaching Experience (Courses Taught)	Human Computer Interaction, Multimedia System Foundation, Programming Language and Authoring	Human Computer Interaction, Multimedia System Foundation, WWW Programming, Graphic and Computer Animation System, Multimedia Design	Human Computer Interaction, Multimedia System Foundation, Programming Language and Authoring, Introduction to Multimedia System
Area of Expertise	Multimedia technology, advertising, social media	Image segmentation, classification, recognition	Multimedia learning, persuasive technology, user interface

According to table 1, the experts all have prior experiences in teaching multimedia subjects at the school such as Human Computer Interaction, Multimedia System Foundation as well as other subjects. After the three experts were contacted directly, a session was arranged according to their availability. Meanwhile, for the second session with the two subject matter experts (SME), a session was arranged at the airport, the main office of AeroDarat Services Sdn Bhd at Sultan Abdul Halim Airport. The details about them are as below in Table 2.

Table 2: Details about Subject Matter Experts (SME)

	Subject Matter Expert A	Subject Matter Expert B
Position Working	Customer Service Officer 2015 - now	Customer Service Officer 2017 - now

Experience		
Daily Tasks	<ul style="list-style-type: none"> - handles Malaysia Airlines Berhad (MAS) and FireFly Sdn Bhd flights (all-rounder) - manages the load sheet for weight and balance of the flights - the second most important person that communicates with the flight's captain of MAS and FireFly Sdn Bhd other than the air traffic control tower to make sure the ground is safe for the flight's departure 	- has the same job scope with Subject Matter Expert A, handling flight's all-rounder tasks but only for the flights under Firefly Sdn Bhd
Others	<ul style="list-style-type: none"> - has experience working with AirAsia Berhad company as a Customer Service Officer for two years before joining AeroDarat 	-

Based on Table 2, both experts have the same responsibilities for the day-to-day operation at the airports. However, Subject Matter Expert A is more experienced compared to B as she has been working in the industry for almost 6 years.

2.3 PROCEDURES

The procedures for both sessions were similar to one another. For the session with the multimedia experts, on the arranged date, once all experts arrived at the location, the consent forms were distributed to them. They were advised to read the forms before proceeding to the next stage and once signed, the project demonstration started. During the demonstration, experts were first briefed regarding the background of the project. The application was projected to the screen using a laptop at first and afterwards, they were given a mobile phone to test the application. During the demonstration, experts voiced out their opinions verbally and commented on a variety of issues regarding the application. Once the demonstration ended, the experts proceeded to answer the questions that had been prepared for them. The session ended after the researchers voiced out their gratitude and appreciations for the experts' time and constructive criticisms during the session.

Meanwhile, at the airport, the consents forms were also distributed first to the SME experts. Then, they were also briefed about the project in details from A to Z in order to satisfy their curiosities. After the briefing, the session proceeded with the demonstration of the application. The experts were given a mobile phone as well to explore and assess the application's usability. Before the session concluded, to express sincere gratitude, souvenirs were given to both of them as a token of appreciation.

3 RESULT AND ANALYSIS

The two sessions collected both qualitative and quantitative data. The results would be presented accordingly. The table below illustrates the result collected for the semantic differential scale questions. The mean was calculated from the quantitative data for the analysis stage. Table 3 below is the result of the focus group session with the multimedia experts.

Table 3: Quantitative Results from the Multimedia Experts

Dimension 1: Ease of Use	Mean
Question 1: Do you find it easy to read the characters on the screen?	3
Question 2: Do you think it will be easy to learn how to navigate through the application?	3.33
Question 3: Do you think it is user-friendly?	3.67
Dimension 2: Content Organization	Mean

Question 1: Is the use of terms throughout the application (for buttons, menus,

3.33

and sub-menus) is clear?	
Question 2: Is the terminology used related to the task?	4
Question 3: Is the sequence of screens clear?	3
Question 4: Is the organization of information clear?	3
Dimension 3: Consistency	
	Mean
Question 1: Is the assignment of colour codes conventional?	4
Question 2: Is the label format consistent?	3.67
Question 3: Is the label location consistent?	4
Question 4: Is the labelling itself consistent?	3.67
Question 5: Are the symbols for graphics data standard?	4.33
Question 6: Is the position of messages on screen is consistent throughout the application?	3.67
Question 7: Is the use of terms throughout the application is consistent?	4

Based on Table 3, according to the answers for the first dimension, the multimedia experts agreed that the application was user-friendly (3.67), but certain modifications are needed to ensure users can read the characters and learn how to navigate through the application easily. Meanwhile, based on the second dimension, content organization, only question 2 received a satisfying result (4). Hence, the remaining elements that were asked such as the use of terms throughout the application and the organization of the information will be the main focus of the redesign phase later. Lastly, the third dimension, consistency, mainly received 3.67 - 4 average of score based on the seven questions answered. It is sufficient to say that the objects, label, and label formats were consistent enough for the users according to the multimedia experts. Table 4 below depicts the additional comments written by multimedia experts.

Table 4: Additional Comments by the Multimedia Experts

Dimension 1: Ease of Use	
Expert A	“The navigational part a bit confuse”
Expert B	“Navigational flowlines confusing”
Expert C	“Some text not clear - colour text and background” “Expand scroll bar at ‘Do’ menu or use slide for each do and don’t item”
Dimension 2: Content Organization	
Expert A	“The information needs to focus on certain airport would be much better”
Expert B	“Scrolling down and up annoying to use”
Expert C	“Under menu airport process, make user confuse because all process in one page e.g. domestic vs. international, departure vs. arrival, flowlineconfuse”
Dimension 3: Consistency	
Expert A	“The arrangement of the colour quite nice”
Expert B	-
Expert C	“Suggestion - user can customize the colour background”

Based on Table 4, the common issue that all three experts commented on was regarding the navigation flowline and the scrolling feature. In fact, one of the experts used the word “annoying” to describe their scrolling experience while using the application. The experts also were confused with the international and domestic flight processes all jumbled up on the same screen. Hence, they suggested separating the local and international flights processes into different sections. To summarize, the navigational flowlines of the airport processes were confusing, and the scroll bar needs to be replaced with another navigation method. Table 5 below depicts the quantitative results from the subject matter experts (SME).

Table 5: Quantitative Results from the SME

Dimension 1: Ease of Use	Mean
Question 1: Do you find it easy to read the information?	5
Question 2: Do you think it will be easy to learn how to navigate through the application?	5
Question 3: Do you think it is user-friendly?	
Dimension 2: Content Organization	
Question 1: Is the use of terms throughout the application (for buttons, menus, and sub-menus) is clear?	
Question 2: Is the terminology used related to the task?	
Question 3: Is the organization of information clear?	
Question 4: Is the content enough and appropriate?	
Question 5: Is the content suitable for infrequent flyers?	
Dimension 3: Perceived Usefulness	
Question 1: By using the application, will it enable the infrequent flyers to accomplish tasks more quickly?	
Question 2: Will the application enhance the user’s experience?	
Question 3: Is the application useful for the infrequent flyers?	

Based on Table 5, for Dimension 1, the ease of use of the mobile application was identified as satisfactory. All of the three questions scored 5 which means that from the perspective of the subject matter experts, it was easy to read the information being presented on the screen and it was easy to learn the navigation of the application. Thus, the application was considered as user-friendly. Meanwhile, for Dimension 2, three questions out of five scored (4.5) while the rest (5). This shows that the content organization was satisfactory. Finally, for Dimension 3, the application was perceived as useful for the flight takers. All in all, based on the result, the subject matter experts thought that this mobile application would bring benefits and could be useful to the users especially for infrequent flyers to help them in performing tasks at the airport or during their flights. Table 6 below depicts the additional comments written by the SME.

Table 6: Additional Comments by the SME

Dimension 1: Ease of Use	
Subject Matter Expert A	“Easy to use”
Subject Matter Expert B	“User friendly”
Dimension 2: Content Organization	
Subject Matter Expert A	“The terms used in airport process menu should convey right meaning” “Add reminders for the users to always make sure they bring the travel documents and bring original documents like MyKid when travelling with kids” “Notify the users that the terms and conditions of the services are different for each company” “Add extra information for the check-in baggage on the maximum weight of the baggage”
Subject Matter Expert B	“Information focus on general airport and airline, revised usage terms”

Dimension 3: Consistency	
Subject Matter Expert A	“Useful for users”
Subject Matter Expert B	“It is beneficial as a guideline for infrequent flyers”

Based on Table 6, for Dimension 1, the subject matter experts perceived this mobile application as easy to be used and user-friendly. However, for Dimension 2, both subject matter experts mentioned the usage of terms should be applied appropriately when representing the information to prevent misunderstandings during the flight taking process. Subject Matter Expert A specifically mentioned several important information that should be included in the application to make it more useful such as to add a reminder for the parents to bring original documents of their children's identification cards and the maximum weight of baggage allowed. Furthermore, the application must emphasize that different airlines have different rules and regulations, hence passengers must be alerted on those differences. And for Dimension 3, they perceived this application as useful and beneficial and could be used as a guideline by flight takers. In overall, they perceived the application could be useful and beneficial as a guideline for infrequent flyers.

4 DISCUSSION

According to the session with multimedia experts at SMMTC, it was clear that the scrolling feature that enables the users to read the content of the application must be changed into a much easier method of navigation. This issue is very critical since it influences the user's ability to comprehend the content that is being presented on the screen. In order to enhance the usability, this must be changed so that users can read and understand the texts in a much easier way. Apart from that, another important issue that was emphasized is the airport process menu page in regards to how the content was presented and organized on the screen. The sub-menu involves many activities by presenting users the complete, A to Z process at the airport for both domestic and international flights. Thus, in order to present all of the information in clarity to the users, the experts suggested to divide and arrange the content into two separate sub-menus. Besides that, another issue pointed out from the experts was regarding the type of content being chosen for this application. The multimedia experts suggested to only put in specific information that is applicable for Sultan Abdul Halim airport since previously, the research during requirement analysis was also conducted there. They suggested to restrict the content with only the services provided there and not the general information that all airports might have like what the developers had done for the first prototype.

On the other hand, based on the evaluation session at the airport, to improve the content organization for each of the menus (Tips, Services, Rules & Regulations, Airport Services, and Airport Process) the subject matter experts suggested certain improvements. The experts emphasized that it is important to notify users that different airlines provide different types of services and are operated differently. It is crucial for the users to know that the rules and regulations will differ depending on the airline's Standard Operating Procedure (SOP) so that they will not expect the same type of treatments and benefits when taking flights operated by different airlines. Majority of the comments on the Airport Process menu were focused on the terminology used for the processes. For instance, the term 'Departure Passenger' should be changed to 'Airport Terminal', 'Domestic Departure Lounge' to 'Domestic Departure Hall', and 'Gate Lounge' to 'Boarding Gate'. The changes should be done to avoid confusion because the term 'Lounge' in the industry represents the rest area for VIP and accessible only to certain people and not the public. In addition, the symbols used throughout the application also should represent the standard symbols used in the industry so that it will be understandable for all kind of users. Lastly, regarding the scope of the information for the application, the airline experts would prefer for the application to focus on general content, applicable to all airports and airlines instead of specifying to just one airport in order to generalize the content.

Based on the different perspectives from both type of experts, in the end, it all comes down to what is deemed more important for the users. In this context, it will be much more beneficial if the content is general so that the application will be usable for a wide range of users. They might be from Kuala Lumpur, Terengganu, or Ipoh and not just flight takers from Alor Setar airport, thus it will be much more advantageous to put in general information which would be applicable to different users.

5 CONCLUSION

To conclude, formative evaluation is usually conducted to test the design of a product, assessing the good and bad aspects of the design in detail with targeted participants. For this project context, the chosen participants of the formative evaluation of MAGIF were experts from their respective fields (multimedia and airline) to ensure that both interface design and content were suitable and compatible to targeted users. There are various techniques available for this type of evaluation but for this research, in particular, focus group was chosen as the main technique in order to gain valuable insights from multiple people at the same time. The usability dimensions tested during the evaluation also must be chosen appropriately in accordance with the type of product being developed as well as the objectives of the evaluation. The findings of the two sessions were collected and analyzed quantitatively and qualitatively. Based on the results, the major issues highlighted during the two sessions were regarding the problematic scrolling feature and the confusing navigation timeline for airport processes as well as the terminology and symbols used for the application. To ensure that MAGIF has been designed to ease user's use from a variety of aspects, all of these usability issues being highlighted will go through major modification. The application should be user-friendly and perceived as useful by the users and enable them to enhance their flight experience.

6 ACKNOWLEDGEMENTS

The authors would like to acknowledge the helpful respondents for their voluntary participation in the research.

7 REFERENCES

- Hamid, A. A., Razak, F. Z. A., Bakar, A. A., & Abdullah, W. S. W. (2016). The Effects of Perceived Usefulness and Perceived Ease of Use on Continuance Intention to Use E-Government. *Procedia Economics and Finance*. [https://doi.org/10.1016/S2212-5671\(16\)00079-4](https://doi.org/10.1016/S2212-5671(16)00079-4)
- Henry, G. T., Smith, A. A., Kershaw, D. C., & Zulli, R. A. (2013). Formative Evaluation: Estimating Preliminary Outcomes and Testing Rival Explanations. *American Journal of Evaluation*. <https://doi.org/10.1177/1098214013502577>
- Nielsen, J. (1993). Usability Engineering. In *Morgan Kaufmann Publishers Inc.* <https://doi.org/10.1145/1508044.1508050>
- Nielsen, J. (1989). Coordinating User Interfaces for Consistency. In *Morgan Kaufmann Publishers Inc.* <https://doi.org/10.1145/67900.67910>
- O.Nyumba, T., Wilson, K., Derrick, C. J., & Mukherjee, N. (2018). The use of focus group discussion methodology: Insights from two decades of application in conservation. *Methods in Ecology and Evolution*. <https://doi.org/10.1111/2041-210X.12860>
- Then, K. L., Rankin, J. A., & Ali, E. (2014). Focus group research: what is it and how can it be used? *Canadian Journal of Cardiovascular Nursing = Journal Canadien En Soins Infirmiers Cardiovasculaire*

Cross Cultural Communication of BIPA Learners in Program

Darmasiswa Indonesia

Muhammad Najih Farihanto¹

¹Departement of Communications Studies Universitas Ahmad Dahlan Indonesia

(muhammad.farihanto@comm.uad.ac.id)

ABSTRACT. Indonesian government hold a program called BIPA (Bahasa Indonesia for Foreign Learners) which aims to internationalize Bahasa Indonesian and hold scholarships named Darmasiswa Program, special scholarships for foreigners who are interested in Bahasa Indonesian. In this study discussed the cross-cultural communication of foreign students at Darmasiswa Program. The purpose of the research are find out the problems of cross-cultural communication experienced by the Darmasiswa students when they lived in Indonesia. The results of the research are the problems of verbal and non-verbal cross-cultural communication. verbal problems related to language. For example Ukrainian students are very difficult to pronounce words that use the letters *ng*. While non-verbal problems relate to the symbols that encountered in Indonesia. For example, Chinese students who live close to the mosque are very disturbed by the sound of the Adhan. This research is a qualitative descriptive and using case studies. The research subjects were foreign students in the Darmasiswa Program. The object of the research are the problem of cross-cultural communication of foreign students in the Darmasiswa Program. In this study using interview methods, questionnaires, documents, and direct observation in the process of collecting data.

KEYWORDS: cross cultural; communication; foreign learners

1 INTRODUCTION

Inter-cultural communication or can also be referred to as cross-cultural communication today is becoming increasingly popular among the public, especially in the face of the Asian Economic Community (MEA). A simple understanding of cross-cultural communication is the process of exchanging information from individuals to other individuals who have different cultural backgrounds. Gou-Ming Chen and William J. Starosta said that cross-cultural communication is the process of negotiating or exchanging symbolic systems that guide human behavior and limit them in carrying out their functions as a group. Cross-cultural communication is carried out by negotiations to involve humans in intercultural meetings that discuss a theme (delivery of messages through symbols) that is being won. Symbols do not necessarily have meaning but they can mean into a context, and meanings are negotiated or fought for; through the exchange of symbol systems that depend on agreement between subjects involved in communication, a decision is made to participate in the process of giving the same meaning; as a guide to cultural behavior that is not programmed but is useful because it has an influence on our behavior; shows the function of a group so that we can distinguish ourselves from other groups and identify them in various ways (Liliweri, 2013: 11).

The Darmasiswa Program is an Indonesian government program that holds an Indonesian Language program for Foreign Speakers (BIPA). Ahmad Dahlan University (UAD) is one of the universities appointed by the government to hold a BIPA program for Darmasiswa. Under the management of the Office of International Affairs (KUI), UAD is one of the customers of foreign students to deepen their Indonesian abilities. Since its opening in 2010,

many foreign students have come from various countries such as Ukraine, China, Vietnam and others. According to the observations of researchers who are also lecturers of the Darmasiswa program there were many cultural concussions both verbally and non-verbally experienced by foreign students especially when they first lived in Yogyakarta. According to Vika, one of the students of the Darmasiswa program from Ukraine, when she first lived in Yogyakarta, there were many things she did not find in Ukraine. For example, when dressing on campus, Vika must wear clothes that are closed at least to cover her arms.

The phenomena above are a few small parts of cross-cultural communication that occur in foreign students in the UAD Darmasiswa program. Therefore in this study discuss more deeply the process of cross-cultural communication of foreign students during their studies at the UAD Darmasiswa Program.

2 THEORY STUDY

2.1 Cross Cultural Communication

Cross-cultural communication or intercultural communication includes communication that involves participants who represent individuals, between individuals and groups with background pressures that influence the communication behavior of participants (Dood in Liliweri, 2005: 367). Lustig and Koester further define cross-cultural communication as a process of symbolic, interpretative, transactional and contextual communication carried out by a number of people. Because it has a deviation of interests, communication participants provide different understanding and expectations of what is conveyed in the form of certain behaviors as the meaning of exchange (Lustig and Koester in Liliweri, 2005: 367).

In this study, the forms of cross-cultural communication that will be studied are verbal and non-verbal communication of foreign students in the UAD darmasiswa program. Verbal communication is the process of exchanging messages through oral. in cross-cultural communication there are several differences that need to be considered. According to Ohoiwunut (1997), which must be considered: (1) when people speak, cross cultural communication needs to be considered cultural habits that teach propriety when one must or may speak because differences in language norms can lead to intercultural conflicts because they give meaning when people must speak; (2) what is said, this relates to how and what is conveyed when conducting cross-cultural communication; (3) speed and pause of speech, control arrangements speak of the level of speed and 'short break' in communication between two parties; (4) things pay attention, this concept is closely related to the eyesight that is allowed when talking together; (5) intonation, this is very influential in various languages with different cultures; (6) rigid or poetic style, for example in Indonesian in 1950 which was still very rigid because it was influenced by Malay language and now more dynamic Indonesian language has many phrases and multiple meanings; and (7) indirect language, each language teaches the speaker the mechanism to express something directly or indirectly (Liliweri, 2013: 94-98).

Non-verbal communication is an act and attribution (more than the use of words) that is done by one to another person for the exchange of meaning, which is always sent and received consciously by and to achieve certain feedback or goals. Non-verbal communication includes facial expression, tone of voice, limb movements, eye contact, space design, patterns of civilization, expressive movements, cultural differences and other non-verbal actions that do not use words. A separate study to describe how people communicate through physical behavior, vocal signs and space or distance relations. Non-verbal communication emphasizes the dimensions of certain aspects of language and includes all non-verbal stimulation in communicative settings generalized by individuals and the environment that uses it. Non-verbal communication includes non-verbal messages that have a purpose or do not have a specific goal (Liliweri, 2013: 137).

Communication between people, including intercultural communication, always has a specific goal of creating effective communication through the same meaning of messages exchanged. In general, the real purpose of intercultural communication is to express social identity and bridge intercultural differences through the acquisition of new information, learn something new that never existed in culture, and simply get entertainment or break away. Various experiences of mistakes in intercultural communication often make people increasingly try to change the habits of communication, at least through understanding the cultural background of others. Many problems of intercultural communication often arise only because people are less aware of them and unable to work out effective ways of communicating intercultural (Liliweri, 2013: 254).

According to William Howell (1982), each individual has different levels of awareness and abilities in intercultural communication. Hawes and Kealey (1981) mention three aspects that can be used as determinants of the effectiveness of intercultural communication, namely:

- a. Intercultural interactions;
- b. Effectiveness created by professionalism;
- c. The ability to adjust so that the two parties feel satisfied in intercultural relations.

Hammer (1989) suggests, the central theme of intercultural communication lies in competency or intercultural communication skills; in this case individual competencies and capabilities (communication capability). Communication is not determined simply because everyone has interacted, relations and communication in accordance with the role.

2.2 Culture Shock

Cultural shock was first introduced by Kalvero Oberg in 1954 to describe the sense of anxiety that arises when someone is in a new environment. Hammersly and Atkinson (1983: 102) say that culture shock usually appears in the first days of coming to a new place. Going to a new place and seeing a variety of different habits and traditions can cause trauma. Cultural shock describes a condition of losing direction, not knowing what to do and how to share things in a new environment. Cultural shock is also called when physical and emotional comfort is experienced when someone settles in a place different from the area of origin.

Cultural shock begins with anxiety arising from the loss of symbols in social interaction (Oberg in Mulyana, 2003: 174). If a person enters a foreign culture, all or almost all signs or symbols that are lost in their culture are replaced with new cultural signs and symbols for him. When you first face a new culture, he will lose his grip and will experience frustration and anxiety so that anxiety arises. Another phase in this cultural shock is self-regret. In regret he will miss his culture until he forgets anxiety and hatred towards the culture he is facing. Some of these cultural shocking phases are excessive urination, eating, drinking and sleeping; fear of physical contact with others, blank eyes; feeling of helplessness and the desire to continue to depend on fellow countrymen; excessive reaction to trivial diseases; and finally the peak desire to return to his hometown (Oberg, in Mulyana, 2003: 174-175)

The first stage in cultural shock is called the stage of happiness and optimism, this stage occurs in the first few days to six months depending on environmental conditions and individuals, at this stage the migrant feels interested in his new environment, everything he encounters feels interesting in his eyes. The second stage, namely the cultural shock (crisis) is characterized by an attitude of rejection and aggression towards the new environment. This happened because the fisherman began to meet the difficulties he faced in the process of self-adjustment. Migrants prefer to gather with their compatriots rather than friends in their new environment. If migrants make it through that stage, then the migrant is now heading to cure which is the third stage,

namely adjusting and recovery (adjustment), this is indicated by he begins to be able to face the difficulties himself, think positively and not hate the community in his new environment. The fourth stage is mastery, almost complete self-adjustment, immigrants have begun to accept the customs of the new environment as another way of life. With complete conformity, newcomers not only receive food, drinks, habits and new cultural traditions, but immigrants also begin to enjoy these things, and when migrants have to return to their hometowns, immigrants will feel they are losing their new culture and community in his new environment (Ober, in Mulyana, 2003: 175-177).

Parrillo said there were several factors that could influence cultural shock, namely internal factors and external factors. Internal factors are factors that exist in individuals including communication skills, cross-cultural experience, independence or tolerance, appearance, age, health and social skills. While external factors include inter-cultural variation and social political manifestations which include prejudice, stereotypes and intimidation. In terms of cultural variation, cultural shock occurs more quickly if the culture is increasingly different including social, behavior, customs, religion, norm education in society and language (Parrillo, 2008 in Prima, 2001: 16-17).

3.3 Adaptation

Intercultural social interaction involves people with different cultural backgrounds. People who occupy a new cultural environment must adapt to culture in their new environment to survive. Each individual is endowed with the ability to adapt interpersonally. Therefore, each individual has the ability to filter out what behaviors must or should not be done. Adaptation of interpersonal values and norms including intercultural is very much determined by two factors, namely the choice to adapt functional values and norms or support interpersonal relationships. It could also be nilao and norms that are dysfunctional or do not support interpersonal relationships (Liliweri, 2001: 63)

One of the goals in living together is to communicate so that among us support each other for the achievement of the tasks that are desired together. Success in tasks can be supported by intercultural communication carried out openly, positive thinking, mutual support, empathy. The result is that we increase the spirit of giving and receiving differences in accordance with the principles of each culture.

The benefit of this aspect of relations is how people communicate with you, can say about what you think, what you feel, what you do. Some questions arise in interpersonal relations between intercultural communication, for example: do they like you? can you continue the collaboration? Therefore, understanding and understanding about social affairs, solidarity are two important factors in interpersonal relations or relationships. The impact is that we achieve one of the goals of intercultural communication studies, namely increasing understanding and reducing inter-cultural-intercultural tensions.

The third goal that needs to be understood in intercultural communication is the creation of interpersonal adjustments. It should be noted that because those involved in intercultural communication often associate with high frequencies, cultural prejudices that have previously been formed slowly diminish. So you with the communicant begin a process of living together, for example, adjusting to interculturalism, becoming more open with others; etc. (Liliweri, 2013: 276-277).

3 RESEARCH METHODS

3.1 Research design

This research is a qualitative descriptive study. The researcher naturally describes the situation by not using a hypothesis. This study aims to provide an overview of cross-cultural communication of Ukrainian students in the UAD Darmasiswa Program. Through the descriptive method it is able to describe phenomena in detail and present more in-depth analysis that cannot be expressed by quantitative methods.

This study uses a case study because it raises empirical problems regarding a case. This is intended to be more focused on the object of study and able to explain the objects around the study. Case study is an approach to study, explain or interpret a "case" in its natural context without any intervention from outside parties (Baedowi in Agus Salim, 2006: 118). This case study can be done when researchers want to understand or explain a particular phenomenon (Wimmer and Dominick, 2006: 136).

Case studies are approaches that can provide detailed descriptions of the background of the nature and event. In this study, the form of the main question posed was "how", which was very suitable with the case study approach. Wimmer and Dominick (2006: 138) explain: the case study is the most appropriate for questions that begin with "how" or "why". Yin (2004: 13) explains that the question "how" will be directed at a series of contemporary events in which there is little opportunity to control the event.

The case study is very appropriate because researchers cannot intervene or control the cross-cultural communication of Ukrainian students in the Darmasiswa Program. The researcher can only make a thorough and thorough observation of all elements and factors that are part of the object of research.

3.2 Location of the study

This research was conducted at the UAD Yogyakarta Darmasiswa Program.

3.3 Research Subjects and Objects

The research subjects were foreign students in the UAD Darmasiswa program from Ukraine, Vietnam and China. The object of this study is a cross-cultural communication disorder of Ukrainian students studying at the UAD Darmasiswa Program.

3.4 Data Collection

Data collection is done by interview, observation, and documentation. The research instruments were questionnaires, interview guides, observation sheets, and documentation. To support the data obtained by interviews, researchers direct observation in their daily lives both on campus and off campus to know cross-cultural communication. For complementary data, researchers trace documents that can strengthen or balance the data obtained from interviews and direct observation.

3.5 Data Triangulation

In this study, researchers used source triangulation, where researchers compared and re-corrected the degree of trust in information obtained through time and a tool that is based on qualitative research (Patton in Moleong, 2009: 330-331). This was achieved by comparing observational data with interview data and comparing the results of interviews with related documents.

3.6 Research Limitation

Based on the identification of the problems above, the limitation or limitation of problem research in this study is to describe the cross-cultural communication problem of BIPA students in the UAD Darmasiswa Program.

4 RESULTS AND DISCUSSION

In the research of this chapter, researchers will divide into two sub-chapters, namely the sub-chapter of the results that will discuss the results of research findings in the form of data obtained in the field. The second sub-chapter, the researcher describes the discussion, where the available data are analyzed with a predetermined theory.

4.1 Interview Results

A. Agus (Vietnam)

In his ordinary daily life, he sleeps night in Vietnam at 11pm while in Indonesia at 12pm because he sometimes misses his family so he can use it to communicate with his family in Vietnam, to get up in Vietnam in the morning Agus gets up at 7am and in Indonesia at 8pm. . Agus while in Vietnam got used to taking a nap, while in Indonesia Agus had more academic activities, traveling and fitness which made Agus not take a nap in Indonesia.

In terms of eating habits, Agus has a different diet, if in Vietnam Agus eats three times a day, for Indonesia Agus eats 5 times but in small portions as a fitness rule he does, and the obstacles experienced are the majority of food in Indonesia fried and burned which according to Agus makes pimples. To bathe in Agus Vietnam only once a day because the weather is cold while in Indonesia sometimes two or three times a day, because I see the habit here having to take a shower first before leaving for college and I also take a shower again after fitness.

Regarding clothing issues, in Vietnam there are special uniforms determined by the university. For UAD, Agus felt that he could adjust because Agus knew UAD was a Muslim University so he knew the rules and for Agus it was normal. In the case of going to college Agus in Vietnam walked because Vietnam lived in a Campus dormitory while in Indonesia because he lived at the boarding house Agus used a motorbike, but Agus experienced many obstacles while using motorbikes, especially from traffic signs to highway users who were too fast and walk on the left.

Motivation Agus learns Indonesian is because the relationship between Indonesia and Vietnam is getting tighter. So this allows for new jobs. Agus chose UAD because Agus had visited UAD before and added to his Vietnamese friends there were students in the DAD lecture program in the previous year namely Perla and Tanya. When asked about the number of hours of lectures, Agus explained that there were lectures at night in Vietnam so that in a day to 4 times a lecture, if in Indonesia only 1 to 2 hours. As for the week-long lecture, Agus assessed that Indonesia and Vietnam were the same, from Monday to Saturday.

Regarding the lectures at UAD at 7 am Agus considered it normal but the consequences of Agus being sleepy during the learning activities, and getting around the morning lecture Agus set the alarm clock so it was not late and used to it. In relation to lecture assignments from lecturers according to Agus, there are many in Vietnam and Indonesia, but Agus really enjoys the assignments given. To do the assignment Agus asked for help from his boarding friends who were Indonesian, because Agus did not live with Vietnamese people.

In terms of communication, Agus initially experienced difficulties but increasingly got used to both lecturers, office employees, Indonesian students. However, with the Indonesian people until now there are still difficulties because sometimes people use mixed language with Javanese and that makes Agus difficult to translate.

When asked how about communism in Vietnam, Agus said that in Vietnam it was not as imagined. Although communist, the government can still respect differences in terms of economy, politics or social matters. Agus said that in Vietnam many Muslim communities were free to worship according to their beliefs.

B. Victoria (Ukraine)

Vika is a student at the UAD Darmasiswa program. In their daily lives, Vika, both in Ukraine and in Indonesia, sleeps at 12 at night. Vika is accustomed to getting up early to set the alarm earlier than the time of study both in Ukraine and Indonesia, but generally in Indonesia wake up at 8 in the morning.

In terms of diet, in Ukraine Vika eats 3 times a day, sometimes 4 times at night while in Indonesia it can be up to 5 times a day. For Vika culinary tourism in Indonesia is very pleasant, Vika if eating asks for more portions than people in general, but food is too sweet and fried-fried Vika doesn't really like it. Even so, Vika is very fond of food like soto, chicken noodles to meatballs. To eat in class for Vika both in Ukraine and Indonesia is not allowed, while drinks in the class are permitted. To bathe Vika while in Ukraine take a bath twice a day in summer, while in Indonesia 3 times a day because it is very hot according to Vika. This initially disrupted Vika in their activities but gradually became familiar with the climate in Indonesia.

Regarding clothing, in Ukraine during college they were given the freedom to either wear t-shirts and jeans, have long hair to earrings, as long as they don't wear sandals because they can't. For in Indonesia the problem in terms of dressing is when Vika is dressed long, but it's okay for Vika after she is released. To go to college, Vika while in Ukraine walked because she lived in a dormitory, while in Indonesia Vika lived in Kos sometimes walking or taking a taxi.

Motivation for Vika to learn Indonesian is that Vika aspires to live in Indonesia for a longer time, while seeking new life experiences. In studying in Ukraine Vika lectures start at 8 am to 5 pm with a break at 12 to 3 pm, approximately 6 hours. Whereas in Indonesia according to Vika only from 8 to 2 in the afternoon. When asked in a week of lectures Vika explained that, in a week in Ukraine it starts Monday to Friday, while in Indonesia from Monday to Saturday even though it is usually Saturday to study outside the classroom. In the case that the lecture books in Ukraine have been provided by the government, there is no need to buy them. Whereas in Indonesia Vika gets a book from KUI or if it doesn't, she likes to buy books at the store.

In terms of lecture breaks, Vika assessed that there was no difference between Ukraine and Indonesia both having break times. When responding to the 8 o'clock lecture at UAD, Vika did not mind because she was used to getting up in the morning. However, it was different from the gap in the lecture period. Vika assessed that in Ukraine there was a pause during the lecture, while in Indonesia it was not available and for Vika this could actually make it difficult for students. When regarding college assignments, Vika judged the same both in Indonesia and in Ukraine, for in Indonesia Vika experienced no difficulties because Vika could speak Indonesian so. In working on assignments, Vika often works with fellow Ukrainian students, also with local students (buddies), and faces difficulties Vika always asks with fellow Ukrainian students, also with Indonesian students, but rarely.

In communicating, Vika did not experience difficulties both with lecturers, office employees, students and the general public. According to Vika speaking with the general public is very pleasant even though sometimes the general public uses local languages that are difficult to understand. The most difficult thing for Vika is to say the word using *ng*. Like the words *bingung*, *bangun* and other words using the *ng*.

C. Denisa (China)

Denisa is a student from China who studies at the Darmasiswa UAD program. In his daily life Denisa usually sleeps at 11 or 12 o'clock at night, as well as in Indonesia Denisa Sleeping at 11 o'clock at night so there are no obstacles in terms of sleepless nights in Indonesia. However, in the case of Denisa's waking up a bit in trouble, Denisa woke up following the lecture if in China Denisa went to school at 8 o'clock in the morning, while in Indonesia Denisa had to get up before 7 in the morning because the lecture started at 7 am Denisa was initially shocked in Indonesia, but increasingly getting used to it. As for naps both in China and Indonesia Denisa is not used to, because for Denisa napping wasted time because for Denisa night's sleep was enough. The thing Denisa couldn't forget was hearing the Fajr Adhan at 4 o'clock in the morning, which she thought was still night.

In terms of eating habits, in Denisa China eats three times a day while in Indonesia only twice a day because Denisa is not used to eat breakfast when IN Indonesia. Denisa really likes food in Indonesia, this makes Denisa not having food problems, one of which is her favorite is Oxtail Soup because according to Denisa there is no Chinese oxtail soup. When asked about eating habits in the classroom Denisa explained when eating in class was allowed in China but when the lecturer was in the class the activity had to be stopped, while in Indonesia Denisa never brought food in class, because Denisa saw local students not carrying food in class so Denisa followed him. As for drinks Denisa always carries in class both in Tingkok and in Indonesia. In the case of bathing Denisa bathed in China only once a day, while in Indonesia Denisa bathed more than once because the weather in Indonesia was hot.

In terms of clothing, in China the lecture uniform is only for certain activities, while for men it is permissible to wear t-shirts and jeans but not with sandals, while hair is not restricted and earrings are allowed even though there are rarely students wearing earrings on campus, Denisa itself has no constraints related to clothing in Indonesia. When asked about the vehicle during the lecture Denisa explained that in China Denisa only walked because she lived in a campus dormitory while in Indonesia she used a motorbike, this is because in addition to the Indonesian denisa living in the boarding school, she also saw that many local students were wearing motorbikes when they left college, so Denisa finally decided to use a motorbike to go to college.

Motivation Denisa learns Indonesian is that in the future Denisa is able to find and get a job in Indonesia more easily, Denisa also chose Indonesia because the sheltered university in China cooperates with UAD making it easier for her to learn Indonesian. Denisa told Chinese stories in class from morning to evening, starting at 8 am until 12 noon, after which she took a 2 hour break and the afternoon began to come back at half past 3 until 5 in the afternoon. Whereas in Indonesia according to Denisa it is the same but more often it is finished at 2pm. In China, Saturday and Sunday, while in Indonesia, only a week off, Saturday stays in. For book problems both in China and in Indonesia Denisa used to buy it himself.

Resting during the day is normal for Denisa, usually taking 2 hours of rest is used by sleeping in a dormitory, this habit that Denisa does not feel in Indonesia. When asked about the 7am lecture in Indonesia, Denisa felt it was difficult at first because she was lazy to get up early but increasingly getting used to watching for a quick night's sleep. For the break of the lecture change, it was explained that in China there were none in Indonesia, but sometimes the Lecturers came longer, which was what Denisa used to take a break. For college assignments both in China and Indonesia there are assignments. however, for Denisa the task in Indonesia is sometimes difficult because Denisa is not very good at Indonesian. While working on the tasks Denisa used to be alone, only when Denisa worked together, if it was difficult, Denisa usually asked a Chinese friend if she could not be new to an Indonesian friend and if both could not open a book or the Internet.

In terms of communication Denisa does have a few obstacles, namely in terms of understanding and pronunciation and the Indonesian language that is owned is still very minimal both with

lecturers, office employees, fellow students Denisa feels difficult, whereas with the general public Denisa uses Sign Language more often. According to her experiences, the most difficult is to say the R. Because in Chinese there is no pronounce R.

5 DISCUSSION

5.1 A. Verbal communication

Verbal communication is the process of exchanging messages through oral. The findings in this study concerning verbal communication disorders experienced by Ukrainian students in the Darmasiswa program are things that are semantic or language related. Four Ukrainian students who became informants of this study said that the most difficult thing when it comes to Indonesia is language. According to Ohoiwunut (1997), which must be considered: (1) when people speak, cross cultural communication needs to be considered cultural habits that teach propriety when one must or may speak because differences in language norms can lead to intercultural conflicts because they give meaning when people must speak; (2) what is said, this relates to how and what is conveyed when conducting cross-cultural communication; (3) speed and pause of speech, control arrangements speak of the level of speed and 'short break' in communication between two parties; (4) things pay attention, this concept is closely related to the eyesight that is allowed when talking together; (5) intonation, this is very influential in various languages with different cultures; (6) rigid or poetic style, for example in Indonesian in 1950 which was still very rigid because it was influenced by Malay language and now more dynamic Indonesian language has many phrases and multiple meanings; and (7) indirect language, each language teaches speakers the mechanism for expressing something directly or indirectly (Liliweri, 2013: 94-98).

Verbal communication is indeed a benchmark for someone in understanding circulating messages and of course must have a habit of perceiving them. Students are not familiar with Indonesian at the beginning of their arrival in Indonesia. According to observations from researchers both when teaching them and when the interviews took place, the use of their Indonesian language was still rigid and very formal. Researchers must be very careful in interpreting the messages they convey, as well as those who must repeatedly ask for an explanation of what the researcher has conveyed, so that the researcher must change the choice of words to be very simple so that they can understand what the researcher conveyed .

Communication between people, including intercultural communication, always has a specific goal of creating effective communication through the same meaning of messages exchanged. In general, the real purpose of intercultural communication is to express social identity and bridge intercultural differences through the acquisition of new information, learn something new that never existed in culture, and simply get entertainment or break away. Various experiences of mistakes in intercultural communication often make people increasingly try to change their communication habits, at least through understanding the cultural background of others (Liliweri, 2013: 254).

Another obstacle to verbal communication the researchers found in observation was the difficulty of Ukrainian students in general in the pronunciation of several letters. Most Ukrainian students are very difficult to even say the NG letters. When researchers try to invite them to say "go home" that sounds "pulan". The researcher tried to give an example of the sentence "Ipang returned to the floating village" which they said was "Ipan pulan to Kampun Apun". Another example is Chinese students who cannot pronounce the letter R.

5.2 B. Non-Verbal Communication

In addition to verbal communication disorders, students also experience non-verbal communication disorders. Non-verbal communication is an act and attribution (more than the use of words) that is done by one to another person for the exchange of meaning, which is always sent and received consciously by and to achieve certain feedback or goals. Non-verbal communication includes facial expression, tone of voice, limb movements, eye contact, space design, patterns of civilization, expressive movements, cultural differences and other non-verbal actions that do not use words. A separate study to describe how people communicate through physical behavior, vocal signs and space or distance relations. Non-verbal communication emphasizes the dimensions of certain aspects of language and includes all non-verbal stimulation in communicative settings generalized by individuals and the environment that uses it. Non-verbal communication includes non-verbal messages that have a purpose or do not have a specific goal (Liliweri, 2013: 137).

Some findings in non-verbal communication barriers, including in terms of getting up and sleeping at night which on average they are accustomed to sleeping at 12 o'clock and waking up at 7 am, while in Indonesia at 10 a.m. many activities have stopped and activities begin at 5 o'clock in the morning. For Indonesians at 12 a.m. is a very late night to sleep at 7 a.m. is a very late time to get up early, even though there are some of their lecture schedules in Indonesia which start at 7:30 a.m. They must get used to getting up early and going to bed early so they don't get late to college.

In addition to sleep problems, another thing that becomes non-verbal is the taste of Indonesian food that is not according to their taste. For them, Indonesian cuisine is generally sweet, spicy and fried. For them the taste that suits their taste is salty which is not too strong in spices. Therefore, most of them prefer to cook themselves rather than buying food available at stalls or restaurants. Once a researcher was invited by one of the Ukrainian students to eat their food. The taste that researchers feel from their cuisine is more likely to be tasteless, not having a strong taste.

In matters of clothing, in Ukraine do not have uniforms for the level of lectures and even very free. Students are allowed to use t-shirts, jeans, but for footwear they are not allowed to use sandals to study because they do not respect the teaching lecturer. Observation of the researcher, in terms of problem problems, it is indeed a difficult thing to change. For women wearing clothes that are minimal and open, it is natural for them. Several times the researcher had to remind them to change their clothes or cover them with a jacket during the lecture because it was considered impolite for Indonesian culture. Their reasons are very classic, hot weather. In terms of learning habits problems, in Ukraine and China study in the classroom from morning to night from around 8 to around 5 pm. College starts from 8 to 12 and then lectures again at 2 until 5 o'clock, then studies alone until 10 o'clock. If you study in Indonesia not as long as in Ukraine and China, only about 2 hours. In Ukraine, lectures from Monday to Friday only, different from the one in Indonesia lectures run from Monday to Saturday even though not every Saturday.

The difference seen is the 8am lecture in Indonesia. Quite heavy. They are not used to waking up less than 8 o'clock in the morning. There are some of them who have begun to get used to it. But, still it's difficult to do. In Ukraine lecturers give assignments. Likewise in Indonesia it is the same as in Ukraine and has become a natural thing. They do not feel significant difficulties in doing the task, when they feel the problem or task is too difficult then they ask Indonesian friends. In doing their assignments they are more likely to do it themselves because it has become a habit, very rarely do the tasks together.

Broadly speaking, the barriers to non-verbal communication experienced by Ukrainian students are more dominant than the barriers of verbal communication. because non verbal communication concerns about what is done then perceived with different cultural backgrounds.

Meaning with different cultural backgrounds will produce different perceptions. Different perceptions will produce different messages.

According to William Howell (1982), each individual has different levels of awareness and abilities in intercultural communication. Hawes and Kealey (1981) mention three aspects that can be used as determinants of the effectiveness of intercultural communication, namely intercultural interactions; effectiveness created by professionalism; and adaptability so that the two parties are satisfied in intercultural relations. The findings of the data above explain to researchers that each person has different abilities in adjusting. There are those who are easy to adjust so that they are accepted by the new culture but there are also those who have to negotiate longer in accepting the new culture.

6 CONCLUSION

Cross cultural communication constraints of foreign students at the UAD Darmasiswa Program, namely verbal and non verbal. Verbal constraints are actions and attributions (more than the use of words) that are done by one to another for the exchange of meanings, which are always sent and received consciously by and to achieve specific feedback or goals. Non-verbal communication includes facial expression, tone of voice, limb movements, eye contact, space design, patterns of civilization, expressive movements, cultural differences and other non-verbal actions that do not use words. It is caused by a culture shock or feeling of anxiety that arises when someone is in a new environment. The thing to do is adaptation to reduce information uncertainty and avoid resistance from local communities.

REFERENCES

- Hammersley, Martyn dan Atkinson, Paul. 1983. *Ethnography Principles in Practices*. London and New York: Tavistock Publications.
- Jatiningtyas, Thiwuk. 2013. *Strategi Adaptasi mahasiswa yang memperoleh Beasiswa Belajar di Jepang dalam Menghadapi Gegar Budaya (Studi Kasus Enam Mahasiswa Program Studi Bahasa dan Sastra Jepang Fakultas Ilmu Budaya Universitas Gajah Mada)*. Skripsi Sarjana Fakultas Ilmu Budaya Universitas Gajah Mada Yogyakarta. Tidak Diterbitkan.
- Liliweri, Alo. 2001. *Gatra-gatra Komunikasi Antar Budaya*. Yogyakarta: Pustaka Pelajar.
- Liliweri, Alo. 2005. *Prasangka & Konflik: Komunikasi Lintas Budaya masyarakat Multi Kultur*. Yogyakarta: LKiS.
- Liliweri, Alo. 2013. *Dasar-Dasar Komunikasi Antarbudaya*. Yogyakarta: Pustaka Pelajar.
- Moleong, Lexy J. 2009. *Metode Penelitian Kualitatif*. Bandung: remaja Rosda Karya.
- Mulyana, Dedi. Jalaludin Rakhmads (editor). 2003. *Komunikasi Antar Budaya. Panduan Berkomunikasi Dengan Orang-Orang Berbeda Budaya*. Bandung: Remaja Rosda Karya.
- Salim, Agus. 2006. *Teori dan Paradigma Penelitian Sosial : Buku Sumber Untuk Penelitian Kuantitatif*. Yogyakarta: Tirta Wacana.
- Wirmer, Roger D & Dominick, Josep R. 2006. *Mass Media Research an Introductions*. Australia: Tomshon.
- Yin, Robert K. 2004. *Studi Kasus, Desain dan Metode*. Jakarta: Raja Grafindo.

Exploring the Ideas of Hyperlocal News As A Future Journalism

Afiqah Mior Kamarulbaid¹, Wan Anita Wan Abas², Siti Zobidah Omar³,

Rosmiza Bidin⁴

¹Faculty of Modern Language & Communication University Putra Malaysia,
(afiqahmks@gmail.com)

²Faculty of Modern Language & Communication University Putra Malaysia (anita@upm.edu.my)

³Faculty of Modern Language & Communication University Putra Malaysia,
(zobidah@upm.edu.my)

⁴Faculty of Modern Language & Communication University Putra Malaysia,
(rosmiza@upm.edu.my)

ABSTRACT. This study is to explore the ideas of hyperlocal news as future journalism. As the economy weakens, the general trend of declining circulation and advertising revenue for the past few years, Malaysia's media industry has begun downsizing or wrapping up certain segments of their operations. Utusan Melayu offers VSS to more than half its workers as part of its restructuring exercise to reduce overall costs due to the company's financial constraints, same goes to Media Prima and Astro. The new media on news platforms has changes the practices of news making. Growing body research on digital journalism and news on digital media but little has been undertaken into the potential of hyperlocal news as future journalism. In this paper, researcher review articles related to the study of hyperlocal news, digital journalism and new media. By conducting this study, a deeper understanding of what is hyperlocal media, what the roles and how this hyperlocal media as a future of local journalism.

KEYWORDS: hyperlocal news; future journalism; news making; digital journalism; new media.

1 INTRODUCTION

The journalistic profession has experienced remarkable changes in content, format and also how news been gather. The emergence of journalism is changing fast. The purpose of journalism in is collecting, reporting and commenting on news and current affairs for publication (Splichal, 2015). However, in terms of social and demographic characteristics, journalists do not represent the population of the citizen who relies on their reporting and interpretation (Splichal, 2015). Today, the growing number of Hyper-local media and the growing importance of news has bought issues in the journalism industry. This study focused on Hyper-local news. Informative, relevant to the community, and has the potential of empowering community residents (Shih, Han & Carroll, 2014) are the criteria of local news.

With the emergence of the Internet, social media as a part of new approaches to disseminating news in digital journalism, and the Internet changed the production and diffusion of news, an array of news authors, web publishers, and journalists, professional or non-professional (Splichal, 2015). Some research on hyperlocal news shows the public interest approach to the professional norms of journalism and their business model (Leckner, Tenor & Nygren, 2019; Tenor, 2018; Simons, Tiffen, Hendrie, Carson, Sullivan, Muller, & McNair, 2017; Swatman, Krueger & van der Beek, 2006). Other studies indicate that the agenda-setting of the hyperlocal news (Funk & McCombs, 2017). However, to understand the ideas of hyper-local is to engages with “the people formerly known as the audience” means recognizing the communication ecologies they are situated in—how they may share a story with a family

member on Facebook, or mention it at a community meeting (Wenzel, 2019) and understand how people understand journalism (Nielsen, 2016).

Because of the withdrawal of local news journalism in the mainstream media, and changing patterns of news distribution there has been a long interest in exploring an understanding the hyper-local, especially in today's changing media environment. Recent studies on journalism have shows that alternative media have been criticized for their soft line, for lacking objectivity and for preaching to the converted (Burrows, 2018).

Transformation in traditional journalism to the new digital journalism is not only about the technology and business model but also the arising of hyper-local news in the journalism field. It has been found out that media ethics and accountability are recognized as important challenges facing hyper-local entrepreneurs and that there is broad recognition of traditional dimensions of professional journalism (Tenor, 2018). This is because, in digital new journalism, the citizen is journalists and editors by themselves and for themselves (Splichal, 2015). It is related to the studies by Hermida, Fletcher, Korell, and Logan (2012), that a majority of social media users believe that their social circles provide them with a broader range of news and information than if they relied solely on traditional media.

Previous studies showed that Google news or Buzzfeed is increasingly intruding into news market and might force local, regional and nationwide journalism to act faster in the future (Menke, Kinnebrock, Kretzschmar, Aichberger, Broersma, Hummel, Salaverr á, 2018). Especially with social media, it provides journalists with more information about their audiences than ever before (Tandoc & Vos, 2016). Given the popularity of the Internet and social media, new journalism evolves out of new places of storytelling that blend news production and consumption to produce narrative that ate reflexive (Papacharissi, 2015).

This study carried out through a articles review related to the study of hyper-local news, digital journalism, and new media. To further understanding of what is hyper-local media, what the roles and how this hyper-local media as a future of local journalism, researchers included the study of news consumption on digital news. This paper explores the ideas of hyper-local news as new journalism. It aims to understand hyper-local as new journalism. The paper begins by selecting a paper related to the local news, local journalism, community journalism, and hyper-local news. The paper then goes on to explore the roles of hyper-local news, who plays an important role in shaping how issues are considered and viewed. By looking at the past studies and past articles in covering hyper-local journalism, the ideas of hyper-local been identified.

2 LOCAL JOURNALISM

One of the primary goals of this study is to explore the hyper-local news. Some scholars (Paulussen & D'heer, 2013) who see in today's digital media environment, it is no longer the professional producer but the individual user who decides which medium and which content is worth. However, to explore and understand hyper-local, first of all, researchers need to understand what and how local news functions. Local journalists covered national reporting in ways that attempted to stake a claim on who should cover the issues and how (Gutsche & Shumow, 2017) and in local news, geography or proximity and perceived audience needs (Gutsche & Shumow, 2017). Local news provides benefits for local residents to become more aware of and be able to more actively participate in helping local crisis (Shih, Han & Carroll, 2014). In reporting of local news, journalists tend to emphasize the location and might mention the community name (Mouton, Boulton, Solomon & Rock, 2019).

In addition, local journalists especially news on newspapers are critical of all generically defined parts of the urban area (well documented, negative coverage of inner cities, stereotypes of rural areas too, playing up crime and natural disaster) (Harris & Hendershott, 2018). In contrast, moreover, past studies found that media bias was not a factor in the differential community reactions (Voyer, Dreher, Gladstone & Goodall, 2013). but the problem with local news is the social affordances on existing local news aggregators are limited (Kavanaugh, Ahuja, Gad, Neidig, Pérez-quiñones, Ramakrishnan & Tedesco, 2014; Tandoc & Jenkins, 2017).

One of the primary news coverage on local news is on political. Local news know they are not the main source of national, breaking political news but for politicians, affect the type of issues covered by local media and success in shaping local news content appears gained by issuing press release (Fogarty, 2011) and it is important for political outcomes (Martin & McCrain, 2019).

3 HYPER-LOCAL JOURNALISM

As been stated earlier, local news covered geography or proximity and perceived audience needs (Gutsche & Shumow, 2017). As stated by Metzgar et al. 2011 in Harte, Howells, & Williams, 2019; Hyperlocal media as a kind of hybrid form of local news-making that has elements where “ alternative newspaper movements combined the interactive and broadcast abilities accompanying and hyper-local media operations are geographical –based, community-oriented, original- news reporting organizations indigenous to the web and intended to fill perceived gaps in coverage of an issue or region and to promote civic engagement (Harte, Howells, & Williams, 2019).

Interestingly, in Germany, every news articles are dealing with a local, regional or national event (Bosshart (2013). As the transmission of the Internet, however in Netherlands, studies of hyper-local media shows that many websites are poor performances, they do not engage with social media, sufficient advertising, lack of original news or publish hardly any news (van Kerkhoven & Bakker, 2014) and online environments consists of too much poorly organized, ephemeral information that is difficult for users to find and make sense of their own (Ananny & Crawford, 2014). Findings from more recent studies support that the limited use of social media to share hyperlocal news may stem from an insufficient overlap in readers’ social networks between the people who are interested in hyperlocal news and the people with whom readers connect through social media (Bobkowski, Jiang, Peterlin & Rodriguez, 2018). In hyper-local news production, community contributors to a hyper-local site are generally most effective telling stories (Gerson, Chen, Wenzel, Ball-Rokeach & Parks, 2016). However, compared to professional journalists, citizens are more likely to use themselves as the primary and often the only source for the news stories (Paulussen & D’heer, 2013). It has been argued that the norm of fairness and accuracy was widely noted as an important goal, but rigorous fact-checking was discourage in professional experience (Agarwal & Barthel, 2015). In contrast citizen journalism like to write about themselves and has repercussions for how they judge the newsworthiness of facts, stories, and events (Paulussen & D’heer, 2013). Moreover, online journalists rejected the idea of credibility as being established through institutional routines “ strategic rituals” (Agarwal & Barthel, 2015). One of the reasons is because of changes in news production that identified three facets of news affected by the audience feedback online (1) topic selection, (2) story placement and (3) performance evaluation (Lee & Tandoc Jr, 2017).

The content of hyper-local pages consists of a mix of hard and soft news that is similar to community journalism (Metzgar & Kurpius, 2011). Research shows that there is a strong correlation between the story categories and the type of contributor, whereas the professional journalists focus on crimes, fires, and accidents whereas the soft news topics are the most covered by citizens (Paulussen & D’heer, 2013). Tenor (2018), found that hyperlocals are small enterprises with limited resources, which make them vulnerable in a swiftly changing media

landscape. This because citizen’s general lack of access to official and institutional and usually citizen stories containing quotes from or references and more than half of the news contained at least one hyperlink (Paulussen & D’heer, 2013).

3 METHODOLOGY

The research involved the analysis of articles published on scopus from 2013 until 2019. The main objective of this research was to understand what is hyper-local media, what the roles and how this hyper-local media as a future of local journalism. Specifically, the research focused on hyper-local media and hyper-local news. The results were produced based on the descriptive of the scopus. This research applied the content analysis method where the researchers chose and analyzed each of the past studies on hyper-local news and hyper-local media and classified into categories based on the research questions. (1) the roles of hyper-local news, (2) who plays an important role in shaping and (3) how issues are considered and viewed.

4 RESULTS AND DISCUSSION

The new media on news platforms has changes the practices of news making. Hyper-local news and media. This research found that readers with little education used social media more than their highly educated neighbors to share news from hyperlocal websites (Bobkowski, et al., 2018).

a. What is Hyper-local

From the works of literature, past studies showed hyper-local is the cultural practices of journalism that extend to a new way of news making that focusing on the geographically angles of news through online digital media. The hyper-local news consists of a mix of hard and soft news. (see Table 1 for further details).

Table 1: What is Hyper-local

Year	Authors	Description
2017	Harte, Williams & Turner	Hyper-local journalism as a cultural practice that has as much to do with place-making as it does journalism and it is mutually reinforcing.
2016	Hess and Waller	Hyper-local as a new kid in the news neighbourhood that gets pushed or pulled from the curb, depending on its ability to serve a serious news agenda or generate profits. It has suggested there is a need to take a step back and view hyper- local not as a product or object, but as a cultural phenomenon
2015	Williams, Harte & Turner	Hyper-local news, on the whole, is very community and locally oriented. By contrast with much professional commercial news, which has become progressively less local in its focus and depth of coverage as resources decline, hyper-local audiences get lots of locally sourced stories with strong local news angles. Moreover, members of the public and local community groups tend to get more of a say as news sources than in the mainstream local and regional news. Official sources in local government, business and the emergency services still get a platform, but so do many local citizens.
2014	Ewart	The tyranny of the globalization of news with its associated diminution of hyper-local news provision is being offset by talk- back radio in hitherto unrevealed ways. Three types of hyper- local news for study participants: (1) specialized topics; (2) specific information about a relatively small geographical area; and (3) similar information about regions or areas located in relatively close proximity. For some it was their preferred or only source of news, while others used it in addition to more traditional news media.

2013	Paulussen & D'Heer	The content available on the hyper-local pages consists of a mix of hard and soft news. The “hard” and factual news about crimes, fires and accidents is still almost exclusively produced and delivered by professional journalists, the “soft” news coverage about daily community life has become the domain of the citizen reporters. Indeed,
------	--------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

b. Roles of Hyper- local

These sections discuss the roles of hyper-local. From the previous studies, it shows that hyper-local provide a forum for debate and information for citizens, local governments and organizations and it can be divided into nonprofit/nonprofessional, nonprofit/professional and profit/professional (see Table 2 for further details).

Table 2: The roles of Hyper local

Year	Authors	Description
2019	Jangdal, Cepaite-Nilsson and St úr,	Media entrepreneurs view their news production as an important part of the local community. They provide a forum for debate and information for citizens, local governments and organizations. Their service also includes a channel for local events relevant for the community. The interactions with the local governments vary, as well as the hyper-local entrepreneurs’ evaluation of how the information provided by the councils can or should be handled. The relation between hyper-local media entrepreneurs and local governments is a complex process, including both interrelated and contradictory goals
2018	Tenor	Hyper-local can be divided into (A) nonprofit/nonprofessional could be to mirror community events, often as a “positive” counter-image. Within (B) nonprofit/professional, interrogative reporting could be viewed as a contribution to the common good. Niches of news alerts and partnership content are found within (C) for-profit/nonprofessional, while a full news standard is the (struggling) ambition within (D) for-profit/professional
2018	Liu, Chen, Ognyanova, Nah & Ball-Rokeach	Hyper-local digital media are not always about a one-way transmission of information; they serve to strengthen the local communication infrastructure through which more residents are incorporated in local civic life
2015	Chen, Ognyanova, Zhang, Wang, Ball-Rokeach & Parks	A key goal of the local political elite and traditional local press to serving the “public good. However, the council members feel what is “good” for the city is limited to the lack of visible problems and vocal complaints, thus allowing those in authoritative positions to dictate what they feel is beneficial to the entire community. On the other hand, the hyperlocal website seeks to promote a more idealistically democratized form of civic engagement by giving voice to not only policy- makers but also the previously unheard voices of the general populace. The fundamental goals of the hyperlocal operation and the city council clash with each other, and consequently, they have struggled to develop a productive relationship.
2016	Harte, Turner, & Williams	In terms of civic value that hyper-local creates, hyper- local producers take on the issue of money, they do at least share a common set of entrepreneurial attitudes and skill sets. Almost as an inevitable consequence of their circumstances: they are multi-skilled, enjoy relatively autonomous working conditions, have a high degree of personal agency and are not averse to taking risks. Above all, they generally enjoy their work and feel valued by the communities they

		represent.
2014	Van Kerkhoven & Bakker	The economy is problematic, advertising rates are low while the competition is fierce. With this in mind, it is also possible to argue that many sites are performing quite well. However, a rather good performance in terms of local content prominent for all models—and a substantial share of original content. The hyperlocal news websites are both promising and vulnerable. There is a potential to grow, but depending on a very small staff could seriously hamper development.

c. Who plays important role in shaping Hyper-local

Since the number of hyper-local is increasing, the numbers of the citizen to fulfill the role of journalist also increasing. The issues with the citizens are the credibility and accountability of the news. From the past literature found that some hyper-local news been produced by the professional journalists and some are from the citizen. That means there is complement each other (see Table 3 for further details).

Table 3: Who plays on important role in shaping Hyper-local

2016	Gerson, Chen, Wenzel, Ball-Rokeach & Parks	Community contributors to a hyper-local site are generally most effective telling stories that are of personal interest to them and not in an objective way.
2016	Lowrey & Kim	Professional background of staff and affiliation with traditional media organizations proved most important in explaining favorability of coverage, and level of advertising was an important predictor of frequency of coverage.
2015	Chadha	a strong professional identity of being journalists, they hoisted their additional responsibilities of “schmoozing” with advertisers and cheering for their communities onto their journalistic responsibilities and melded them into a more positive, composite image of a journalist who is committed to public service. The
2015	Chadha	Primarily former journalists. Follow journalistic behaviors and gatekeeping practices with equal fervor and show the same skepticism in relation to user content and allowing contributors unsupervised freedom to participate online.
2013	Paulussen & D’Heer	The fundamental differences or complementarities between amateur and professional news content can be observed at different levels. Firstly, the differences are apparent in the selection of topics for news coverage. Citizen journalists prefer to create news stories based on their personal interests and experiences, or on information from the local organisations to which they are affiliated compared to professional journalists, citizens are more likely to use themselves as the primary and often only source for their news stories. Professional local journalists, for their part, tend to rely mainly on official institutional sources like the police and courts. Lastly, the fact that users like to write about themselves or their organisations also has repercussions for how they judge the newsworthiness of facts, stories and events. According

5 CONCLUSION

Overall, the results showed that the hyper-local is a cultural practice that has as much to do with place-making and is very community and locally oriented by using websites, blogs, and social media but still lacking Moreover, hyper-local provide a forum for debate and information for

citizens, local governments and organizations. Their service also includes a channel for local events relevant to the community. In hyper-local news media, news can be produced by the citizen and journalists. However, is lacking the objectivity, media ethics and accountability are recognized as important challenges facing hyper-local. Therefore, attention should be given to hyper-local news media in future research by the media and journalism scholars because of the number of increasing of online community news and declining of local newspapers.

REFERENCES

- Agarwal , S. D & Barthel, M. L. (2015). The friendly barbarians : Professional norms and work routines of online journalists in the United States.
<https://doi.org/10.1177/1464884913511565>
- Ananny, M., & Crawford, K. (2014). A Liminal Press. *Digital Journalism*, 3(2), 192–208.
[doi:10.1080/21670811.2014.922322](https://doi.org/10.1080/21670811.2014.922322)
- Bobkowski, P. S., Jiang, L., Peterlin, L. J., Rodriguez, N. J., Bobkowski, P. S., Jiang, L., ... Rodriguez, J. (2018). Who Gets Vocal About Hyperlocal WHO GETS VOCAL ABOUT HYPERLOCAL Neighborhood involvement and socioeconomics in the sharing of hyperlocal news. *Journalism Practice*, 0(0), 1–19.
<https://doi.org/10.1080/17512786.2017.1419827>
- Bosshart, S. G., & Philomen, V. (2013). Amateurs striving for news production. Can they compete with professional journalism? *Studies in Communication Sciences*, 13(2), 139–147. <https://doi.org/10.1016/j.scoms.2013.09.001>
- Burrows, E. (2018). Indigenous media producers' perspectives on objectivity, balancing community responsibilities and journalistic obligations. *Media, Culture and Society*.
<https://doi.org/10.1177/0163443718764807>
- Chadha, M. (2015). What I am Versus What I do. *Journalism Practice*, 10(6), 697–714.
<https://doi.org/10.1080/17512786.2015.1046994>
- Chadha, M. (2015). The Neighborhood Hyperlocal. *Digital Journalism*, 4(6), 743–763.
<https://doi.org/10.1080/21670811.2015.1096747>
- Chen, N. T. N., Ognyanova, K., Zhang, C., Wang, C., Ball-Rokeach, S. J., & Parks, M. (2017). Causing Ripples in Local Power Relations: The meso-level influence of a hyperlocal news website. *Journalism Studies*, 18(6), 710–731.
<https://doi.org/10.1080/1461670X.2015.1078738>
- Ewart, J. (2014). Local people, local places, local voices and local spaces: How talkback radio in Australia provides hyper-local news through mini-narrative sharing. *Journalism*, 15(6), 790–807. <https://doi.org/10.1177/1464884913491652>
- Fogarty, B. J. (2011). The nature of local news media issue coverage of U.S. House members. *Social Science Journal*, 48(4), 651–658. <https://doi.org/10.1016/j.soscij.2011.04.003>

- Funk, M. J., & McCombs, M. (2017). Strangers on a Theoretical Train: Inter-media agenda setting, community structure, and local news coverage. *Journalism Studies*, *18*(7), 845–865. <https://doi.org/10.1080/1461670X.2015.1099460>
- Gerson, D., Chen, N. T. N., Wenzel, A., Ball-Rokeach, S., & Parks, M. (2017). From Audience to Reporter: Recruiting and training community members at a participatory news site serving a multiethnic city. *Journalism Practice*, *11*(2–3), 336–354. <https://doi.org/10.1080/17512786.2016.1216800>
- Gutsche, R. E., & Shumow, M. (2017). When Local is National. *Journalism Studies*, *20*(3), 442–462. <https://doi.org/10.1080/1461670x.2017.1364141>
- Harris, R., Hendershott, K., Harris, R., & Hendershott, K. (2018). How newspapers portray suburbs : A paradox How newspapers portray suburbs : A paradox. *Journal of Urban Affairs*, *00*(00), 1–18. <https://doi.org/10.1080/07352166.2018.1431050>
- Harte, D., Howells, R. & Williams, A. (2019). *Hyperlocal journalism : The decline of local newspapers and the rise of online community news*. London. Routledge.
- Harte, D., Williams, A., & Turner, J. (2017). Reciprocity and The Hyperlocal Journalist. *Journalism Practice*, *11*(2–3), 160–176. <https://doi.org/10.1080/17512786.2016.1219963>
- Hess, K., & Waller, L. (2015). Hip to be Hyper. *Digital Journalism*, *4*(2), 193–210. <https://doi.org/10.1080/21670811.2014.1002859>
- Jangdal, L., Cepaite-Nilsson, A., St úr, E. (2019). Hyperlocal journalism and PR: Diversity in roles and interactions. *Observatorio*, *13*(1), pp. 1-20. <https://doi.org/10.15847/obsOBS13120191278>
- Kavanaugh, A., Ahuja, A., Gad, S., Neidig, S., Pérez-qui ñones, M. A., Ramakrishnan, N., & Tedesco, J. (2014). (Hyper) local news aggregation : Designing for social affordances. *Government Information Quarterly*, *31*(1), 30–41. <https://doi.org/10.1016/j.giq.2013.04.004>
- Leckner, S., Tenor, C., & Nygren, G. (2019). What About the Hyperlocals?: The drivers, organization and economy of independent news media in Sweden. *Journalism Practice*, *13*(1), 68–89. <https://doi.org/10.1080/17512786.2017.1392254>
- Lee, E. J., & Tandoc, E. C. (2017). When News Meets the Audience: How Audience Feedback Online Affects News Production and Consumption. *Human Communication Research*, *43*(4), 436–449. <https://doi.org/10.1111/hcre.12123>
- Liu, W., Chen, N.-T. N., Ognyanova, K., Nah, S., & Ball-Rokeach, S. (2018). Connecting With Hyperlocal News Website: Cause or Effect of Civic Participation? *American Behavioral Scientist*, *62*(8), 1022–1041. doi:10.1177/0002764218764243
- Lowrey, W., & Kim, E. (2016). Hyperlocal News Coverage: A Population Ecology Perspective. *Mass Communication and Society*, *19*(6), 694–714. <https://doi.org/10.1080/15205436.2016.1201687>

- Menke, M., Kinnebrock, S., Kretzschmar, S., Aichberger, I., Broersma, M., Hummel, R., Salaverrá, R. (2018). Convergence Culture in European Newsrooms: Comparing editorial strategies for cross-media news production in six countries. *Journalism Studies*, 19(6), 881–904. <https://doi.org/10.1080/1461670X.2016.1232175>
- Metzgar, E. T., Kurpius, D. D., & Rowley, K. M. (2011). Defining hyperlocal media: Proposing a framework for discussion. *New Media and Society*, 13(5), 772–787. <https://doi.org/10.1177/1461444810385095>
- Nielsen, R. K. (2016). Folk Theories of Journalism. *Journalism Studies*, 17(7), 840–848. doi:10.1080/1461670x.2016.1165140
- Papacharissi, Z. (2015). Toward New Journalism(s). *Journalism Studies*, 16(1), 27–40. <https://doi.org/10.1080/1461670x.2014.890328>
- Paulussen, S., & D’Heer, E. (2013). Using citizens for community journalism findings from a hyperlocal media project. *Journalism Practice*, 7(5), 588–603. <https://doi.org/10.1080/17512786.2012.756667>
- Martin, G. J., & McCrain, J. (2019). Local News and National Politics. *American Political Science Review*, 113(2), 372–384. <https://doi.org/10.1017/s0003055418000965>
- Mouton, M., Boulton, A., Solomon, O., & Rock, M. J. (2019). Health & Place ‘ When the dog bites ’ : What can we learn about health geography from newspaper coverage in a ‘ model city ’ for dog-bite prevention ? *Health & Place*, 57(January), 70–73. <https://doi.org/10.1016/j.healthplace.2019.03.001>
- Shih, P. C., Han, K., & Carroll, J. M. (2014). Community incident chatter: Informing local incidents by aggregating local news and social media content. *ISCRAM 2014 Conference Proceedings - 11th International Conference on Information Systems for Crisis Response and Management*, (May), 772–776. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0-84905860602&partnerID=40&md5=eda2206080a5f0ffa9c9b1b8ea82bd5e>
- Simons, M., Tiffen, R., Hendrie, D., Carson, A., Sullivan, H., Muller, D., & McNair, B. (2017). Understanding the civic impact of journalism: A realistic evaluation perspective. *Journalism Studies*, 18(11), 1400–1414. <https://doi.org/10.1080/1461670X.2015.1129284>
- Splichal, S. (2015). Journalism and Journalists. *International Encyclopedia of the Social & Behavioral Sciences: Second Edition* (Second Edition, Vol. 12). Elsevier. <https://doi.org/10.1016/B978-0-08-097086-8.95057-8>
- Swatman, P. M. C., Krueger, C., & van der Beek, K. (2006). The changing digital content landscape. *Internet Research*, 16(1), 53–80. <https://doi.org/10.1108/10662240610642541>
- Tandoc, E. C., & Jenkins, J. (2017). The Buzzfeedication of journalism? How traditional news organizations are talking about a new entrant to the journalistic field will surprise you! *Journalism*, 18(4), 482–500. <https://doi.org/10.1177/1464884915620269>

- Tandoc, E. C., & Vos, T. P. (2016). THE JOURNALIST IS MARKETING THE NEWS: Social media in the gatekeeping process. *Journalism Practice*, 10(8), 950–966. <https://doi.org/10.1080/17512786.2015.1087811>
- Tenor, C. (2018). Hyperlocal News And Media Accountability hyperlocal news and media. *Digital Journalism*, 6(8), 1064–1077. <https://doi.org/10.1080/21670811.2018.1503059>
- [van Kerkhoven, M., & Bakker, P. \(2014\). The Hyperlocal In Practice: Innovation, creativity and diversity. *Digital Journalism*, 2\(3\), 296–309. <https://doi.org/10.1080/21670811.2014.900236>](https://doi.org/10.1080/21670811.2014.900236)
- Voyer, M., Dreher, T., Gladstone, W., & Goodall, H. (2013). Who cares wins: The role of local news and news sources in influencing community responses to marine protected areas. *Ocean and Coastal Management*, 85(2013), 29–38. <https://doi.org/10.1016/j.ocecoaman.2013.09.002>
- Wenzel, A. (2019). Public Media and Marginalized Publics: Online and offline engagement strategies and local storytelling networks. *Digital Journalism*, 7(1), 146–163. <https://doi.org/10.1080/21670811.2017.1398594>
- Williams, A., Harte, D., & Turner, J. (2015). The Value of UK Hyperlocal Community News: Findings from a content analysis, an online survey and interviews with producers. *Digital Journalism*, 3(5), 680–703. <https://doi.org/10.1080/21670811.2014.965932>

A Case Study of Computer Numerical Control Machine by Arduino Uno and TB6560 Driver Board

Muangmol Senpheng¹

¹Department of Electrical and Electronic Engineering Loei Rajabhat University Loei, Thailand
(muangmol_s@hotmail.com)

ABSTRACT. This research proposes a case study of computer numerical control (CNC) machine by Arduino Uno and TB6560 stepper motor driver board for low cost engraving laser machine which is able to engrave any image or text file on wood surface. The lower cost is achieved by incorporating the features of a standard desktop or laptop computer interface with Arduino Uno micro-controller board. It used as the control device for this research for converts G-code into of machine language. TB6560 stepper motor driver board is based on pure-sine current control, output current up to 3 Amp, working voltage DC 10 - 35 volt use of switching power supply DC 24 volt. The motor is a 4 phase NEMA17, 1.8 degree, permanent magnet stepper motor. The Laser driver board is 450 nM, 500 mW, input voltage 12v. The image and text file need to converts into G-code by LaserGRBL v.3.0.4(software. The result of this research, it can be easily to used and lower cost for Laser CNC machine.

KEYWORDS : CNC; arduino uno; TB6560 stepper motor driver; laser driver board; laserGRBL v.3.0.4(software

1 INTRODUCTION

Now a days digital control technology is became more and more useful to run the machines like portable laser cutting and engraving machines that can cut on the different surface contingent upon the power of the laser diode .Laser is truncated as Light Amplification by stimulated Emission of Radiation .The laser is light emission lucid radiation .This implies it originates from a source with called a Resonator that produces a transmits radiation and polarization . About computer numerical control (CNC) machine is important of engineering education for creating work pieces in making a project and in the world of industrial business production of various products there is a need for CNC machines to create products .

One of the CNC machines used in the industry is engraving laser machine which is in the group of machines used for small carving and because of modern technology and cheap in hour. We can create machines for learning about computer numerical control (CNC) machine of engraving laser. Computer numerical control (CNC) machine, Laser engraving machine is a one of the machine that has uncomplicated components and suitable for creating and begin machine learning in a field of engineering.

2 RELATED WORK

This chapter is show papers in the field of computer numerical control (CNC) machine.

Jamaleswara Kumar et al., in 2018. [1] proposed Design and fabrication of portable laser cutting and engraving machine. This paper describes design and fabrication the laser cutting and engraving machine which is convenient to controlled by the Arduino CNC. It is small, simple to work, cost of manufacturing and to effortlessly transport from one work station to other work station.

Dhairya et al., in 2018. [2] proposed Fabrication of Low Cost Cnc Engraving Machine. This paper describes advantage of this kind of desktop CNC that very small work pieces by Arduino and GRBL.

Sriranga et al., in 2018. [3] proposed Design and fabrication of 3-axis CNC Milling machine. This paper describes design and fabrication of CNC with precision stepper motors that contacted with the lead screw moment along 3-axis.

Neha Chourasia et al., in 2018. [4] proposed Implementation of Low Cost Cnc Plotter Using Arduino. The approach involves Arduino uno with an Atmega328P micro-controller converts G-code into a set of machine language instruction to be sent to the motor driver of the CNC plotter.

Mubarak Hossain et al., in 2018. [5] proposed Low Cost Micro Milling Machine for Prototyping Plastic Microfluidic Devices. This paper demonstrate that the developed machine can be used in fabricating the plastic based microfluidic device.

3 PROPOSED SYSTEM

In this research, we propose the design and implementation of a case study of computer numerical control)CNC(machine by Arduino Uno and TB6560 stepper motor driver board for low cost engraving laser machine which is able to engrave any image or text file on wood surface by LaserGRBL)v.3.0.4(software.

Main idea of study computer numerical control)CNC(machine is Arduino Uno micro-controller board and TB6560 stepper motor driver board which can be found online and is very cheap and used open source software is LaserGRBL)v.3.0.4(in a case study of computer numerical control)CNC(for low cost engraving laser machine.

a. Arduino Uno micro-controller board

Arduino Uno micro-controller board to consist of the microchip Technology Atmega328, 8 bit microcontroller)MCU(, 4 digital input/output, 16MHz quartz crystal. We can get started by connecting the Arduino Uno to desktop or labtop computer with a USB cable and another way by powering it with an AC to DC adapter. The Arduino Uno can be programmed with Arduino software which was Integrated Development Environment.The ATmega328 on the Arduino Uno board comes preprogrammed with a bootloader that allows the user to upload code to the MCU without the use of an external hardware programmer.

Arduino development board [2] is flashed by the G-code interpreter code which was written in the c language, which is responsible to generate the control signal for corresponding command signal from the computer system to the stepper motors which directly controls the motion of the tool path. The commands from computer or software system are received and convert them to the actual electronic signals to the stepper motor driver board as shown in Figure. 1



Figure 1 : Arduino Uno micro-controller board

b. TB6560 stepper motor driver board

Stepper Motor Drivers [3] : It's kind of driver that receive steps signal from Arduino Uno micro-controller board and convert it into voltage electrical signals that turn the motor. The working voltage DC 10 –35v, it is recommended to use DC 24v power supply switching power supply, using Toshiba TB6560AHQ, rated maximum output is :plus or minus 3A, 3.5A peak, suitable for 42, 57 step 3A two phase within the four phase per lines to four per six step motor, stepping motor is not suitable for more than 3A, segmentation :the whole, half step, step 1/8, 1/16, the biggest 16 segment as shown in Figure .2 and 3



Figure 2 : TB6560 stepper motor driver board

[\]https://www.thaieasyelec.com/products/robotics/motor/tb6560-3a-stepper-motor-driver-board-detail.html\[](https://www.thaieasyelec.com/products/robotics/motor/tb6560-3a-stepper-motor-driver-board-detail.html)

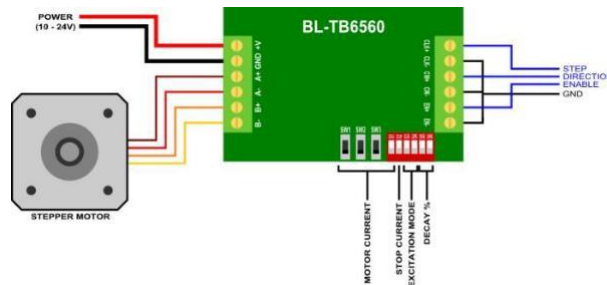


Figure 3 : TB6560 stepper motor driver board diagram

[\]https://www.zonemaker.com/product/44/tb6560-3a-stepper-motor-driver-board\[](https://www.zonemaker.com/product/44/tb6560-3a-stepper-motor-driver-board)

c. Engraving laser machine and driver laser board

Laser Diode [1] [are perfect for applications, for example, life science, mechanical, or logical instrumentation, and engraving. We are utilizing laser tube driver circuit high power Blu-ray drive board laser diode drive, constant current startup board, suitable for wavelength : 445-450nm, output current : < 1800mA, output voltage : 4.5-5.5v, working mode : constant power as shown in Figure .4



Figure 4 : Engraving laser machine and driver laser board

[https://www.wantitall.co.za/tools/laser-tube-driver-circuit-high-power-blue-450nm-constant-current-start-up-board_b07gqlxj2z]

d. Stepper Motor and Accessories

We use 2 phase hybrid stepper motor 17HS4401 for X and Y coordinate, step angle 1.8 degree, Motor length 40mm, Rated current 1.7A, Phase resistance 1.5ohm, Phase inductance 2.8mH, Motor weight 280g and accessories as follows :Pulley Wheel Wide 3mm/5mm, Timing pulley belt 3M-411 for stepper motor, Aluminium profile 20x40mm and 20x80mm, Acrylic Sheet 3mm thick .All devices as shown in Figure 5.



Figure 5: Stepper Motor and accessories

e. Software and coding

In this research ,we use three software is :

1 .Arduino (v.1.8.5)

The Arduino software is an open-source electronics platform and easy to use, yet flexible enough for advanced users. It is published as open source tools, available for extension by experienced programmers .The language can be expanded through C ++libraries .

2. G-code

To engrave any image or text file by the CNC Laser firstly need to be converted into G-code . G-code]4 [is a set of instruction that contains number of X and Y coordinates depending on the file .

3 .LaserGRBL (v.3.0.4)

LaserGRBL is one of the best windows G-code streamer for Laser Engraver and it can be load streamer G-code path to arduino, as well engrave any images or text file with internal conversion tool.

f. Implementation Example

We started from design engraving laser machine size 500x1,000mm, procure various equipment as desinged, build structure of the engraving laser machine by aluminium profile, assemble the stepper motor with the pulley wheel wide 3mm/5mm and timing pulley belt 3M-411, assembling laser machine and driver laser board with structure, build control cabinet consisting of Arduino Uno board, driver sepper motor, power supply, switch on/off, emergency switch and pilot lamp.

Next, we installed the software Arduino)v.1.8.5(, software G-code to Arduino library and LaserGRBL)v.3.0.4(, to labtop computer, After that, test the operation by bringing the image tobe engraved into program LaserGRBL and ordered to start work on the wood workpiece.

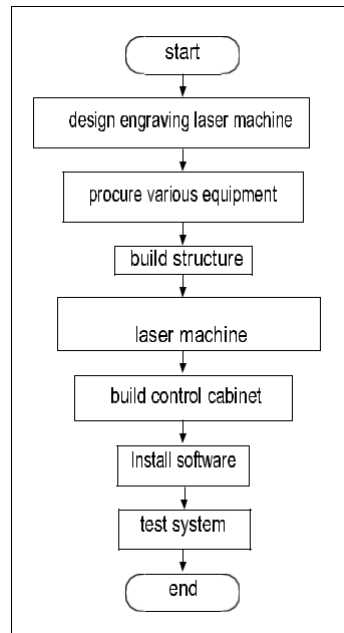


Figure 6 : Block diagram of the proposed system

4 EXPERIMENTAL RESULTS

We started from acquiring any image, text file or design on yourself into LaserGRBL software and then make appropriate setting (In this context, not explain the use of the program)and run the laser engraving machine .The result of experiment as shown in Figure 7.

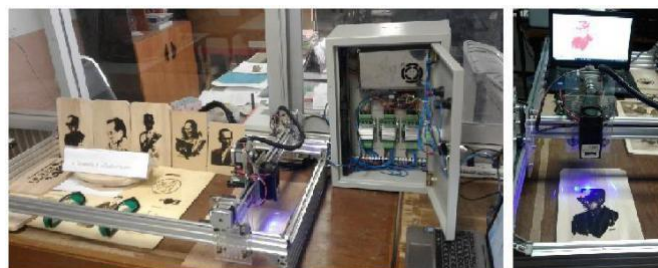


Figure 7 : Result of experiment

5 CONCLUSION

In this paper, we proposed a case study of computer numerical control (CNC) machine by Arduino Uno and TB6560 stepper motor driver board for low cost engraving laser machine which is able to engrave any image or text file on wood surface. The lower cost is achieved by incorporating the features of a standard desktop or laptop computer interface with Arduino Uno micro-controller board. It is used as the control device for converting G-code into machine language. TB6560 stepper motor driver board. The motor is a 4 phase NEMA17, 1.8 degree, permanent magnet stepper motor. The Laser driver board is 450 nM, 500 mW, input voltage 12v. Because of this research, emphasis is given to Arduino Uno and TB6560 stepper motor driver board for a case study of computer numerical control (CNC) machine. We tested by running the machine continuously 8 hours per day for one month. The result of this research, the operation of the machine can work continuously. It is easy to use and also lower cost for Laser CNC machine.

REFERENCES

Jamaleswara Kumar et al., "Design and fabrication of portable laser cutting and engraving machine," *International Journal of Engineering & Technology*, vol. 7, no. 1.1, 2018

Dhairya et al., "Fabrication of Low Cost Cnc Engraving Machine", *International Journal for Research in Applied Science & Engineering Technology (IJRASET)*, vol. 6, April 2018.

Sriranga et al., "Design and fabrication of 3-axis CNC Milling machine," *International Journal of Engineering Research and General Science*, vol. 6, Issue 4, July-August, 2018

Neha Chourasia et al., "Implementation of Low Cost Cnc Plotter Using Arduino," *International Journal for Research in Applied Science & Engineering Technology (IJRASET)*, vol. 6, April 2018.

Mubarak Hossain et al., "Low Cost Micro Milling Machine for Prototyping Plastic Microfluidic Devices," *International Journal for Research in Applied Science & Engineering Technology (IJRASET)*, vol. 6, April 2018.

Malays Online News and Public Opinion: A Study of Issues during the Semenyih By-Election

Muhamad Mat Yakim¹, Kamaruzzaman Abdul Manan², Shafizan Mohamed³

¹Department Multimedia, Universiti Utara Malaysia (muhamad.my@uum.edu.my)

²Department of Communication, International Islamic University Malaysia (kamarule@iium.edu.my)

³Department of Communication, International Islamic University Malaysia (shafizan@iium.edu.my)

ABSTRACT. Media can play an important role in the public's voting decision. Despite that, it is unknown whether the issues highlight by media agenda counterpart the issues of the public. Semenyih by-elections resulted in a second victory for Barisan Nasional. The factor that made the election a very interesting one was that the new government which was covered by various issues such as the recent loss of Cameron Highlands, the effectiveness of the new government's Pakatan Harapan (PH) and the strength of Barisan Nasional-PAS cooperation gave a big challenge to PH government to face in the Semenyih by-election. The majority of the voters are Malays, thus this will determine the strength of support in Malay society after GE14. In Malaysia, Facebook is the most popular social media that been used in political communication. This paper investigates whether news online such as Facebook set the agenda for its readers. In response to the importance of social networking sites as sources of information, news media organizations have set up Facebook channels in which they publish news stories or links to articles. This allows for a wider news reach as well as audience participation. When audience members read and subsequently comment on news articles on Facebook, it becomes possible to identify public opinions and sentiments on the issues being covered. Content analysis was used to analyse 398 issues that been highlighted by two Malays online news facebook page namely Malaysiakini BM and Sinar Harian during Semenyih by-election. Moreover, a total of 691 public responds from the issues been sampled to investigate whether user comments mirror the issues and sentiments presented in the news articles. The findings showed that news sentiments and audience sentiments did not necessarily have a clear relationship.

KEYWORDS: facebook, election, Malaysia, politics, public opinion, agenda setting, news

1 INTRODUCTION

During the traditional media era, there were limited numbers of media outlets. During that time the agenda set by the media was able to reach wide-ranging of audiences and significantly influence the public agenda. This scenario is in contrast with the present social media environment where there are far more media sources. Each media competing with another by tailoring the media content to suit their audience interests and thus threatening the long-held ability of the mass media to shape the public agenda (McCombs, 2015).

This shift from targeting the large audiences to a more narrowly targeted and attentive audiences is also known as audience fragmentation. This audience fragmentation was believed to be the fundamental reasons for the change in political behaviour and public opinion. Feezell (2018) argue that the various online media that discuss a political issue in a different context can lead to diverse agendas among the public. Consequently, the public that does not share a mutual agenda may find it difficult to unite and engage in collective action. Thus this leads to a question on whether the social media ability as a medium to reach and inform the general public and build mutual agreement on the important issues.

Social media is an important form of political communication in the global era of today (Salman, et al., 2018). The social media offers a wide range of up-to-date information allow people to learn more and make a comparison between the political issues that been debated by political candidates who contested. Additionally, social media allows voters to contribute and

respond openly and share their thought in a fast and unlimited time has made the media a democratic agent of information.

Social media platform, especially Facebook, has become increasingly popular as the 'information centre' of Malaysians, especially in the 14th General Elections campaign. Most Malaysian use Facebook to communicate casual and important discussion including political communication. Facebook provides a public sphere for people to express their political participation freely and without pressure. Moreover, given the high response makes Facebook serves as the most influential tool for the broadcast, online or prints mainstream media to disseminate the latest news or live.

The Semenyih by-election is the sixth by-election after the 14th Malaysia General Elections. The election was held following the death of the state assemblyman, Bakhtiar bin Mohd Nor. The by-election was held on March 2, 2019. Bakhtiar was a member of Parti Pribumi Bersatu Malaysia, a coalition of the Pakatan Harapan (Malaysiakini, 2019). The total registered voters are 53,257 and majority of voters in Semenyih Malay. Thus the study selected two main online Malay newspaper namely; Malaysiakini BM and Sinar Harian as a sample to study Semenyih by-election. This study seeks to understand: how online Malay newspaper uses Facebook in conveying an agenda-setting effect to shape the public agenda.

2 FACEBOOK AGENDA SETTING

Facebook comes with applications that make creating and sharing news becomes so easy. Moreover, with the smartphone, Facebook news sharing is fast and viral within seconds. This lead to news organizations to publish their news via Facebook (Skogerbø & Krumsvik, 2015).

However, the fragmentation of Facebook audiences is the main challenge for news organizations in measuring how their agenda influence the public agenda. Nowak-Teter (2018) argue that public exposure to one political information is lower today because netizen was exposed to more political information via online. Media agenda capabilities in setting the public agenda have an important influence on policymaking. This is because what people believe important is heavily influenced by mass media.

Moreover, the Facebook audience is not passive. They react, interact and comments on each news post. Much positive feedback was received from the audiences that agreed with the agenda that been framed by the media. On the other hand, there was also a substantial amount of news that suffered from irrelevant, uncivil, and negative comments from the audience that not sharing the same viewpoint on the news issues (Mohamed, 2017).

According to Shafi and Vultee, (2018) Facebook comments is a new way of understanding the public agenda. By analyzing the sentiment of the comments, we could understand whether the public has positive or negative thinking about the issues published by the media. Therefore, this study analysed the issues and slant of posting by the online media and code it as media agenda and code the public issues and slant of comments as public agenda.

3 METHODOLOGIES

This study used content analysis to collect the data. It is a common method used in electoral studies especially when looking at Facebook usage among politicians (Manaf and Manan, 2017). Shafi and Vultee (2018) content analysed Facebook posts of presidential candidates Barack Obama and Mitt Romney during the 12th American Presidential Primaries. A standardized codebook and code sheet was designed to suit the Facebook functions and categories. Each Facebook post was the unit of analysis while details of the post such as the media issues, media slant, public issues, and public slant were the variables. Three undergraduate students were coders trained on the materials by the researchers. The coding task was done using personal computers. The Holsti's CR (1969) inter-coder

reliability were conducted to test the trustworthiness of the findings. In general, the test result showed that all variables were above the minimum reliability value which was 0.7. All the data were recorded and analysed using the statistical software IBM SPSS software.

4 RESULT

Table 1 highlight the issues discussed by the Malaysiakini BM online news and their public. Based on the data generally, there is a similarity between the issues discussed such as both media (40.1%) and public (33%) most important issues are politics. Similarly, both media (4%) and public (3.8%) seen political leadership as an important agenda. However, the rest of the issues are not similar. For an instant, the second important issues portrayed by the media is political campaign (19.3%) whereas the public Malay-Islam issues are important (21.3%).

Table 2: Top Ten Issues Discuss by the Malaysiakini BM and their Public

Media Agenda	Percentage	Public Agenda	Percentage
Politics	40.1	Politics	33.0
Campaign	19.3	Malay-Islam	21.3
Social	9.4	Others	14.6
Election	8.4	Economy	11.7
Malay-Islam	6.9	Najib Razak	6.3
Local Issues	5.9	Social	6.1
Political Leadership	4.0	Political Leadership	3.8
Government Administration	2.5	International Relation	1.1
Economy	2.0	Campaign	1.1
Unity	1.5	Crime	0.9

In addition, there are issues that getting less coverage by the media such as issues of the economy were rank at number nine by the media (2%) meanwhile public rank these issues in number four (11.7%). An interesting point to note, even though media publish news related to Semenyih election, there are responding from the public that not related to the news such as the public discuss others issues (14.6%). Moreover, issues of Najib Razak (6.3%) who is not the candidate were also discussed even the media did not publish about him.

Table 2 present the comparison between message slant by the Malay Malaysiakini online news and its public. The data have shown that Malaysiakini (28.8%) and public (26.2%) shared the same negative slant towards PH.

Table 2: Top Ten message Slant by the Malay Malaysiakini online news and its Public

Media Slant	Percentage	Public Slant	Percentage
Negative PH	28.8	Negative PH	26.2
Positive PH	15.0	Negative BN	16.8
Positive BN	13.8	Positive PH	12.3
Negative BN	10.0	Positive BN	11.4
Negative PAS	9.4	Positive BN/PAS	9.9
Positive BN /PAS	6.3	Negative DAP	8.5
Neutral PH	5.6	Negative BN/PAS	6.0
Negative BN /PAS	5.0	Negative PAS	4.9
Neutral BN	3.1	Positive Bersatu	2.2
Positive Bersatu	3.1	Positive PAS	1.8

Moreover, in total media slant and public slant were also negative towards PH government and positive towards BN. This slant is shown that Malay Malaysiakini slant was able to influence public slant.

Table 3 present the issues discussed by the Sinar Harian online news and their public. Based on the data generally, there is a similarity between the issues discussed by media and the public. However, in the context of the rank of important issues, only one similarity was found which media (1.8%) is and public (0.4%) rank local issues at the eight place.

Table 3: Top Ten Issues Discuss by the Sinar Harian and their Public

Media Agenda	Percentage	Public Agenda	Percentage
Election	46.0	Politics	63.8
Politics	36.9	Political Leadership	13.4
Campaign	4.3	Election	10.8
Government	3.2	Najib Razak	4.7
Administration	2.7	Malay-Islam	2.6
Political Leadership	2.1	Government	2.2
Najib Razak		Administration	
Development	1.6	Economy	1.3
Local Issues	1.6	Local Issues	0.4
Malay-Islam	1.1	Campaign	0.4
Crime	0.5	Development	0.4

However, the rest of the rank of issues are not similar. For an instant, the top issues by the media are election (46%) but the public view politics (63.8%) as the most significant issues to them. In addition, there is issues that not covered by the media such as issues of the economy were seen as important by the public (1.3%).

From the data presented in table 4 show that Sinar Harian online news top slant was positive towards PH (27.8%) and public top slant was negative towards PH (40.5%).

Table 4: Top Ten message Slant by the Sinar Harian and their Public

Media Slant	Percentage	Public Slant	Percentage
Positive PH	27.8	Negative PH	40.5
Negative PH	17.9	Positive BN	16.8
Negative BN	14.6	Negative BN	12.3
Positive BN	13.9	Positive BN/PAS	11.5
Positive BN/PAS	9.3	Negative DAP	7.0
Neutral PH	7.3	Positive PH	3.1
Neutral BN	4.0	Positive PAS	3.1
Positive Bersatu	2.6	Positive Bersatu	2.2
Negative PAS	2.0	Negative PKR	2.2
Positive PKR	0.7	Negative BN/PAS	1.4

Moreover, in total, Sinar Harian was seen to have a more positive slant towards PH which was contrary to its public that view PH government negatively. This data explains the Sinar Harian viewpoint and its public are not the same.

Table 5 present the top ten issues discussed by the Malaysiakini Malay and Sinar Harian and the issues highlighted by their public. Based on the data generally, there is a similarity between the issues discussed such as both media and public are similar. However, in the context of the rank of main issues, there is a significant difference between how media and public perceived the important issues. The only similarities are, both media (39.1%) and public (44%) seen politics as an important agenda.

Table 5: Top Ten Overall Issues Discuss by the Media and their Public

Media Agenda	Percentage	Public Agenda	Percentage
Politics	39.1	Politics	44.0
Elections	26.8	Malay-Islam	15.1
Campaign	12.2	Others	9.9
Social	4.9	Economy	8.2
Malay-Islam	4.2	Political Leadership	7.2
Local Issues	3.9	Najib Razak	5.8
Political Leadership	3.4	Elections	4.2
Government			
Administration	2.9	Social	4.0
Development	1.3	Campaign	0.9
Najib Razak	1.3	Government	0.7
		Administration	

As for the second important issues, media discuss more on elections (26.8%) meanwhile to the public dialogue are related to Malay-Islam (15%). Only 4.2% of public discussion was about the elections. There are also issues that are highlighted by the media which were not considered as top ten issues such as the local issues (3.9%) where the public did not consider it as important. In addition, there are also issues that not highlighted by the media such as the economy (8.2%) but is frequently discussed by the public. An interesting point to note, even though media publish news related to Semenyih election, there are responding from the public that not related to the news such as the public discuss others issues (9.9%). Moreover, issues of Najib Razak (6.3%) who is not the candidate were also discussed by the media (1.3%) and public (5.8%).

Table 6 describes the top ten of the news slants that framed by the media and the public slant as respond to the news. In general, the Malaysiakini Malay and Sinar Harian news slant are quite balanced. Both Malay online news report positive and negative news of Pakatan Harapan (PH) government as well as the opposition. Meanwhile, the public slant generally tends to be buyers towards the opposition parties. However, in terms of the rank of important slant, both media (23.5%) and public (32%) shared the same negative view of PH. In addition, both media (13.8%) and public (13.6%) have a common idea of positive BN which were ranked as the third significant slant.

Table 6: Top Ten message Slant by the Media and their Public

Media Slant	Percentage	Public Slant	Percentage
Negative PH	23.5	Negative PH	32.0
Positive PH	21.2	Negative BN	15.1
Positive BN	13.8	Positive BN	13.6
Negative BN	12.2	Positive BN/PAS	10.6
Positive BN/PAS	7.7	Positive PH	8.7
Neutral PH	6.4	Negative DAP	7.9
Negative PAS	5.8	Negative BN/PAS	4.2
Neutral BN	3.5	Negative PAS	3.4
Negative BN/PAS	2.9	Positive PAS	2.3
Positive Bersatu	2.9	Positive Bersatu	2.2

Contrary, the public generally has shown not to be happy with the PH because most of their comments are negative towards PH (32%) compared to negative BN (15.1%). Most of the public were not happy because of PH government did not manage to fulfill their promise that been made before the 14th general election. Moreover, the public seen to worry about many issues pertaining to

the Malays were being neglected by the new government. This has led much public dissatisfied with the PH government.

5 CONCLUSION

This study highlighted that during the Semenyih election, the Malay newspapers and their public were not focusing on the same main issues and not giving the same amount of significance to the issues. As such, the issue discusses by the newspapers were not match with their public issue. This indicates that even though the newspaper framing the issues of the news in such, but the public view the issues of the news differently. Moreover, the news commenters can relate these issues to public agreeing and disagreeing or even proposing a different idea shown the public opinion becomes stronger as a result of the growing popularity of social media. This brings into question whether the roles of news organizations as agenda setters that provides the public with the information that build public understanding and opinion climate around them is still relevant. However, the opinions of the commenters on issues were still related to the main topic of the news. Thus, this shapes the role of the news media less of agenda setters but more of a discourse centers. The news media is still an important source of news and distributors of agendas however, the news commenters were also playing an important role to influence the agenda-setting process must be recognised. Hence, it is worthwhile for future research to analyse the commenter's sentiment and how it influences and set the agenda.

REFERENCES

- Malaysiakini (2019). Semenyih by-election on March 2. Malaysiakini. 18 January 2019. Retrieved 9th May 2019.
- Shafi, A., & Vultee, F. (2018). One of Many Tools to Win the Election: A Study of Facebook Posts by Presidential Candidates in the 2012 Election. In *Media Influence: Breakthroughs in Research and Practice* (pp. 24-42). IGI Global.
- Feezell, J. T. (2018). Agenda Setting through Social Media: The Importance of Incidental News Exposure and Social Filtering in the Digital Era. *Political Research Quarterly*. <https://doi.org/10.1177/1065912917744895>
- Salman, A., Mustaffa, N., ... Ali, M. N. S. (2018). Social Media and Agenda Setting: Implications on Political Agenda. *Jurnal Komunikasi, Malaysian Journal of Communication*. <https://doi.org/10.17576/jkmjc-2016-3201-19>
- Nowak-Teter, E. (2018, January 19). Agenda-setting theory and the new media. Retrieved from <https://www.researchgate.net/publication/322602862>
- Mohamed, Shafizan (2017) Breaking the Malaysian political media dichotomy: A case for citizen's media. *International Academic Research Journal of Social Science*, 3 (2). pp. 17-23. ISSN 2289-8441
- Manaf, A. M. A., Taibi, M., & Manan, K. A. (2017). Media agenda and public agenda: a study of issues during the 13th general election. *Jurnal Komunikasi, Malaysian Journal of Communication*, 33(2), 13-26. ISSN 2289-1

How Journalists Perceive the Media Relations Of Public Relations As News-Sources In Indonesia

Rachmat Kriyantono
School of Communication
Brawijaya University
Malang, Indonesia

Abstract: The research aims to examine the perception of journalists on media relations conducted by public relations practitioners. The Agenda Building-Information Subsidies Theory views that media relations encourages public relations practitioners to be a news-sources for journalists. Media relations is a tool of relaying information which ties together both professions, however, the relationship is often tinged by conflict of interest that arise from the different perceptions of each other. Through a survey, the research delivers questionnaires to 158 journalists in East Java Province. The t-test reveals that the journalists' perceptions are determined by journalists' working experiences. Website can support media relations becomes more effective.

Key-words: Agenda Building-Information Subsidies, Journalist, Media Relations, Public Relations.

INTRODUCTION

Journalists and public relations practitioners are working as a partnership which is called a mutualism symbiosis (Kriyantono, 2016). By relaying information regularly, public relations is considered as a source of information to help journalists' in writing the news (Sallot & Johnson, 2006). Public relations practitioners are regarded as credible source of information because they know everything about their organization (Lattimore et al. 2010). The information is likely to help journalists to reduce the uncertainty (Zoch & Molleda, 2006). As a result, it reinforces to the principle of "information is power" in which the information is able to affect the media agenda and, then, promote organization (Fortuno, 2000; Kioussis et al. 2006).

However, the two professions remains a contradictory relationship as a result that journalists and public relations are not in the same business and often have different communications purposes (Cutlip, Center, & Broom, 2011). Journalist are required to obtain information and truth, while public relations practitioners are often perceived trying to cover up what happened in the organization (Kriyantono, 2016). It is common that journalists often perceive that public relations is a flack, a person who relaying a false and manipulating information, and public relations is educated to prepare to face this perception (van Slyke, 1986).

Since Indonesia has opened transparency of information during democracy era, it is important to discuss the quality of media relations. The current era provides more opportunities for journalists to have the right to access information and resources. "The journalist is more interested in news report that are accurate, fair, and balanced, regardless of whether the organization is seen in a negative or positive light" (Kaul, 2013, p. 12). Journalists have a principle to do "... honestly and accuracy in all collection and dissemination of information, protection of confidentiality when necessary, fairness, and avoidance of bribes (Parsons, 2008, p. 93). Therefore, public relations is expected to assist them in providing information as well as to ask journalists for the correct information (Kriyantono, 2017).

It is assumed that democracy has stimulated the quality of relaying information from public relations (Kriyantono, Destrity, Amrullah, & Rakhmawati, 2017), therefore, this current research is interested in answering the inquiries: How is the relationship years of experience with the

journalists opinion about media relations? What the difference of journalists' opinion based on years of experience about media relations?

Literature Review

Agenda Building-Information Subsidies

Agenda building-information subsidies suggests that mass media is a public representation to obtain information, therefore, requested or not, the journalists will pursue direct information from the public relations (Kriyantono, 2016; Sallot & Johnson, 2006). Furthermore, the media need organization because there are events or information that should be delivered to the public regarding their impacts to the public (Furtunato, 2000), including in a crisis (Kriyantono & McKenna, 2019).

Information subsidies is a form that public relations contributes to support the journalist's job. This contribution can be measured from two aspects, namely: providing news-worthy information and building a good media relations (Kriyantono, 2016; Zoch & Supa, 2014). Information can be categorized news-worthy because it contains some important aspect, such as localness/proximity (determining the interest of the reader by considering the impact of the news for the public; Timeliness (the information providing does not exceed the deadline of the newspaper); Immediacy (the information must be new and actual); Prominence (the information contains of famous people or an element of fame); Human interest (interesting event feelings or make sympathetic and empathetic).

In addition, quality of media relations aspect is also required in the process of information subsidies. Good personal relationship with the journalist provide greater possibility for public relations to get interesting news coverage to their organization (Kriyantono, 2016; Lattimore, et al, 2011). Grunig and Hon (1999) suggests a method to measure a scale, namely: *Control mutuality*, public relations should understand that journalist have a high curiosity with information and non-precedence which means that public relations cannot apply rigid rules for journalist (to be neatly shod when covering news, limit the time and motion journalists); *Trust*, defined as the stage of trust from both sides and willingness to open oneself to the other party, which consist of integrity (organization is honest and fair), reliable (organization will do what they say, so public relations can prove the truth of the information that they convey), competence (believes that organization has the ability to do what they say); *Satisfaction*, a range in which each had the pleasure of each other because they have positive expectations are met, and greater profits than what their price; *Commitment*, the extent to which each party believes that their relationship deserve to be maintained; *Communal relationship*, in terms of the relationship of journalists and public relations is how to care for their respective professions and professionals in respect professions by not harassing profession or does not discriminate a media to another media.

Information subsidies also requires public relations to provide access for the journalists to interview informants. According to Abdullah (2004, p. 68-79), journalists prefer interviewing persons who have characters: Having credibility, sharp and analytical, rich with the latest data and information, has the courage and the social and moral responsibility, thinking coherently, consistent, accessible, broad minded, and understand to journalists' jobs.

Formulating Hypothesis

A study conducted by Sallot and Johnson (2006) reveals that the journalists perceive that content of the media in the United States are affected by public relations and the journalists consider their relationship with the public relations is considered as positive or very positive, however, there are still negative relationship between both of them as negative or very negative. The study also portrays that journalists think the importance of building good relationship with

public relations practitioners. It is interesting that working periods have influenced the perception. “The longer the journalist work in their field, the more favorably they view the progression of their relationship with practitioners” (Sallot & Johnson, 2006, p. 157).

The above findings in US are linked to Kaur & Shaari’s (2006) study in Malaysia that also shows the effect of working periods among the journalist and public relations perception about each other. Kaur and Shaari split the working periods into two categories: less than 10 years and 10 years or more. The years of experience has an impact on the perceptions of journalist and has no major effect on public relations.

Other studies have shown that the relationship between journalists and public relations in Indonesia showed negative result. Research conducted by Kriyantono (2014a) consist of a content analysis of news media and interviews with 20 public relations and 20 journalists. The study draws that both journalists and public relations practitioners still have negative perception of each other. Most public relations state that journalist often more focus on the bad things which are associated with the organization, rarely relay the press release from public relations, and are also considered not reported objective reality. The journalists are also perceived by public relations practitioners as not to be balance in reporting news and not make confirmation before reporting the news. From the point of view journalists, the study reveals that public relations do not provide a free and open communication, journalists perceive difficulty to get direct access in order to obtain direct interviews. Journalists also perceive that press release does not meet journalist’s expectations, public relations are considered not give information and facilities to support the task of journalists, and public relations are considered inactive to provide information if journalist do not ask.

The previous research above has reinforced the term “love-hate” relationships. For journalist, it can be explained how the relationship of journalist with public relations characterizes negative and positive perceptions. On the positive side, both practitioners are symbiotic mutualism, in which the media needs information materials of public relations and the other hand public relations requires the media as a means of information disseminating (Kriyantono, 2016). However, the relationship turns tinged conflict. Tilley & Holling (2008, p. 2) states “the journalistic perspective is often troubled about levels of ‘information subsidy’, but, it also does not change the dependency of journalists on ‘information subsidies’.

It can be summarized that Kriyantono (2014a) reveals a gap between journalists and public relations practitioners, but, it does not explain the correlation between years of experiences and the perception. Sallot and Johnson (2006) and Kaur and Shaari (2006) conclude the years of experience of journalist affects the perceptions of journalists. Meanwhile, the current research assumes that through experience, the individual will gain a lot of information about the situation and environmental condition. “The longer an employee worked more experiences that they had, on the other hand, the shorter the employee worked the less experience that they gained” (Sastrohadiwiryono, 2002, p.31). A person’s experience can affect their perception of an object or specific information because social perceptions that make man as the object is interactive (Mulyana, 2008).

By combining the findings from the above previous research, the current research aims to evaluate the correlation between years of experience and the journalists’ perceptions. The perceptions are specifically directed to media relations activities conducted by public relations practitioners.

Based on the above descriptions, hypothesis can be formulated as follow: the problem can be formulated as follows:

H₁: There is a difference in opinion on public relations as news-sources between journalists with years of experience <10 years and a journalist with years of experiences ≥10 years

H₀: There is no difference in opinion on public relations as news-sources between journalists with years of experience <10 years and a journalist with years of experiences ≥10 years

METHOD

The research conducted a survey by delivering questionnaires to 158 journalists in East Java. The respondents were the members of the Alliance of Independent Journalists, the Indonesia Journalists Association, and the Indonesian Television Journalists Association). The respondents were also some journalists who were not incorporated at all in journalism organization but remains a journalist who worked on the official mass media.

From convenience sampling (Kriyantono, 2014b), there were 158 journalist who agreed to fill and sent the questionnaires back. The respondents were journalists who worked on the official media (newspaper and electronic), both incorporated in journalism organization or not and experienced media relations with public relations. The measurement scale used is Likert scale: Strongly disagree (score 1), disagree (score 2), neutral (score 3), agree (score 4), and strongly agree (score 5). The research grouped the respondents into two categories work of experience, less than 10 years and ten years and more.

RESULT AND DISCUSSION

From 158 journalist, most respondents are male journalists (82%). Most journalists in this study are 21 up to 30 years old, and 49% of them are working in print media. It is accepted that most journalists are male because journalistic is regarded as male profession and public relations is regarded as female profession (Simorangkir, 2013).

Table 1. Demographic Aspects

Gender		Age (years)				Media		
Male	Female	21-30	31-40	41-50	51-60	Print	electronic	Online
128	218	643.03	537.34	212.65	16.9	749.4	639.6	111.39
9	9	%8	%9	%0	%1	%8	%2	%8

To test hypothesis, the research categorizes respondents into two group based on their years of experience as journalists. From questionnaires, it is found that 35% or 56 respondents have been working as journalist for less than ten years (<10 years) and 65% or 102 journalists have been working for ten years and more (≥10 years). The data links to another data shown in Table 1 that most respondents are 21-30 years old. In addition, the research present a comparative results of opinions between the respondents who are less than 10 years (<10 years) experience and 10 years and older (≥10 years) experience. See Table 2.

Table 2
Result of T test Independent Sample

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Opini_Jurnalis	Equal variances assumed	2.407	.124	-2.386	89	.019	-15.476	6.487	-28.365	-2.588
	Equal variances not assumed			-2.235	54.705	.030	-15.476	6.926	-29.357	-1.595

The table shows the T-test results. The significant level is 0.05. The T-test suggests that to determine the variant of the two groups are using the F test which can be seen in Table F. The F table in this study is 3.95 which is df for N2 is 89 and df for N1 is 1. Variants groups are equal if $F_{\text{arithmetic}} < F_{\text{table}}$. Based on the above table, the F count is 2,047, so it can be said that $2.047 < 3.95$ which indicates that a variant of the two groups of respondents in this study are equal.

Furthermore, the T-test use values in the top row are equal variances assumed. This section is a test of the hypothesis of this study, in which the following hypothesis:

H1: There is a difference in opinion on public relations as news-sources between journalists with terms of less than 10 years and a journalist with a service life of 10 years or more.

H0: There is no difference in opinion on public relations as news-sources between journalists with terms of less than 10 years and a journalist with a service life of 10 years or more.

If $T_{\text{arithmetic}} < T_{\text{table}}$ then Ho is accepted, whereas if $T_{\text{arithmetic}} > T_{\text{table}}$ then H1 is accepted, or if $\text{Sig (2-tailed)} > \alpha$ then Ho is accepted, whereas if $\text{Sig (2-tailed)} < \alpha$ then H1 is accepted. T tables in the study was 1.66, $df = 89$ obtained from this research and the use of significant 0.05. T calculated in this study was 2, 386 which is greater than T table and Sig (2-tailed) of $0.019 < 0.025 (\frac{1}{2}\alpha)$. Then T test results above show that H1 is accepted. It can be said that the result is that there are differences in opinion on public relations as news-sources between journalists with terms of less than 10 years and a journalist with years of experience 10 years or more.

The journalists also admit that website is one of the best tools for media relations. It links to Rahim & Omar's (2017) study that website is effective to maintain good communication between the organization and its public. Most respondents perceive that the websites provided by public relations practitioners are good in some aspects, such as ease of use, good visual appearance and design style, having relevant and credible information, containing high interactivity and providing feedback. The average total of respondents' perceptions regarding those aspects of website are 3.61 of maximum score 4.00.

The results strength that information has become a core issue in journalist and public relations relationship. It is shown that access of information is the main activity in their relationship. Journalists' perception will formed positive if public relations is able to run the task and functions well, in this case, the function of the information subsidies. Information providing for journalists is not just about how public relations provide information, but also has to meet how the information is worthy. The research indicates "love-hate relationship" in two categories of information subsidies: writing a news and quality of media relations.

Public relations should not just give information to journalists, but, public relations should also be able to ensure that the information is newsworthy by answering the needs of the media because not all of the information provided by the public relations will be useful for the

media (Supa, 2008). The information is expected to be "...primarily news release, but also fact sheets, backgrounders, interviews and press conferences from which the media can formulate credible, timely, newsworthy content..." (Bryant, 2010, p. 18). "If the information is not newsworthy because it does not appeal to the audience, then no matter how much or as often as any practitioner of public contact media relations still will not change the quality of information" (Cutlip, et al, 2006, p. 213).

The research also reveals that journalists want to maintain good relationships with public relations. Average journalists agree that relationship between journalists and public relations should be maintained. The entire interview results also show a positive statement about this matter. Here's a statement from the informant 3 of the statement:

"It is very necessary, because both need each other. Media requires public relations, because after all, journalist took the news to be delivered to the public, while public relations need the media, because the need to advertise as well and preach something that exists in the company, it is through the media was that "(Interview December 22, 2018, at 16: 09 pm)

The statement shows a symbiosis mutualism relationship between journalists and public relations, especially in access to information. The relationship is also indicated also by the statements of informants 5 as follows:

"Yes, if I think it should be, because they are representative of the company, so any communication through this public relations. Sometimes, the boss is also directed to contact the public relations "(Interview December 22, 2018, at 16:20 pm)

Furthermore, the form of the relationship is said to be pragmatic because it mutual need to create communication between them which is expressed by informant 4 as follows:

"Relationship limited to relationships, I see a pragmatic relationship. Because they need us, there is communication, because we also need them, there is a mutual communication, but the needs of public relations is greater than our needs. That public relations need to us is greater than we need for public relations "(Interview December 27, 2018, at 13:22 pm)

Public relations need journalists is greater than journalists need public relations. Another statement regarding this relationship is also described by the informant 8 as follows:

"It should need each other, because the media public relations need to help build a positive image, while journalists also need information, need each other in fact, it should be kept in a way increase the professionalism, it is interesting that the news will surely be sought. Same with journalists, reporters follow the code of conduct. This is not only an obligation. In the Journalistic Code of Ethics issued by the Press Council is clear. Journalists must maintain ethics ". (Interview dated December 30, 2018, at 13:22 pm)

Informant 8 shows that the relationship should be maintained by increasing the professionalism of the two, both of journalists and public relations. It can be concluded that journalists expect public relations can improve professionalism. In addition, public relations is also expected to better understand the needs of the media and the characteristics of the current media are also based on the type of media that is developed at this time, because each type of media requires a different form of news.

The research reveals that journalists' experience in interacting with the public relations makes journalists can give the perception because it happened evaluation process repeatedly

stored in memory. Based on the hypothesis test by doing an analysis of the differences using a T-test showed results that H_1 is accepted that there are differences in opinion on public relations as news-sources between journalists with terms of less than 10 years and a journalist with a service life of 10 years or more. It shows the average scores of journalists with working life of 10 years or more, higher than the journalists with tenure of less than 10 years.

CONCLUSIONS

It can be concluded that journalists working period influence on journalists' opinion, but it is not too significant. The results of the data analysis find indeed journalists working 10 years or more had a higher score than a journalist with tenure of less than 10 years. The stigma of public relations only focus on building the image is still growing among journalists. It arises because of the quality of information provided to journalists tend to meet the needs and interests of the agency.

The research suggests that public relations practitioners still need to explore the science of public relations in order to be able to carry out its duties and functions well. Furthermore, public relations of private companies are considered more than a public relations of the government sector, they are considered less mastered and understand the duties.

The research confirms the important of agenda building-information subsidies to maintain good relationship between journalists and public relations practitioners. Public relations should regularly provide information to disseminate to the public through mass-media. Finally, it helps journalists to conduct their job.

REFERENCES

- Abdullah, A. (2004). *Press relations, kiat berhubungan dengan media massa*. Bandung: Remaja Rosdakarya
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2011). *Effective public relationship*. Upper Saddle River, NJ: Prentice Hall.
- Fortunato, J.A. (2000). Public relations strategies for creating mass media content: A case study of the national basketball association. *Public Relations Review*, 26 (4), 481-497.
- Hon, L. C. & Grunig, J. E. (1999). *Guidelines measuring relationship in public relationship in public relations*. Institute for Public Relations
- Kaur, K. & Shaari, H. (2006). Perception on the relationship between public relations practitioners and journalist. *Kajian Malaysia*, XXIV (1&2), 9-32.
- Kriyantono, R., & McKenna, B. (2019). Crisis response vs crisis cluster: A test of situational crisis communication theory on two crisis clusters in Indonesian public relations. *Malaysian Journal of Communication*, 35(1), 222-236.
- Kriyantono, R., Destrity, N. A., Amrullah, A. A., & Rakhmawati, F. Y. (2017). Management of public relations for supporting the anti-corruption national program in Indonesia. *International Journal of Applied Business & Economic Research*, 15(20), 293-303.
- Kriyantono, R. (2014a). The excellence & news objectivity models as the models for harmonious relationship between public relations officer & journalist. *International Proceedings of Economics Development Research* ISSN: 2010-4626, (pp. 53-57).
- Kriyantono. R. (2014b). *Teknik praktik riset komunikasi*. Jakarta: Kencana Prenada
- Kriyantono, R. (2016). *Public relations writing: media public relations membangun citra korporat*. Jakarta: Kencana Prenada

- Kriyantono, R. (2017). *Teori public relations perspektif barat & lokal: Aplikasi penelitian dan praktik*. Jakarta: Kencana Prenada
- Lattimore, D., Baskin, O., Heiman, S. T., Toth, E. L. (2011). *Public relations: the profession and the practice* (3rd ed). Boston: McGraw Hill
- Mulyana, D. (2008). *Ilmu komunikasi suatu pengantar*. Bandung: Remaja Rosdakarya
- Parsons, P. J. (2008). *Ethics in public relations: A guide to best practice* (2nd ed). London: Kogan Page
- Sallot, L.M., & Johnson, E.A. (2006). Investigating relationship between journalists and public relations: working together to set, frame and build the public agenda, 1991-2004. *Public Relations Review* 32 (2006), 151-159.
- Sastrohadiwiryo, S. (2002). *Manajemen tenaga kerja Indonesia*. Jakarta: Bumi Aksara
- Supa, D.W. (2008). *Maximizing media relations through a better understanding of the public relations-journalist relationship*. Open Access Dissertations, Electronic Theses and Dissertations, University of Miami Scholarly Repository.
- Tilley, E. & Hollings, J. (2008). "A love-hate relationship": understanding journalist' enduring and impassioned duality toward public relations. *ANZCA08 Conference, Power and Place*. Wellington, July 2008.
- VanSlyke, J. (1986). Information subsidies and media content: A study of public relations influence on the news. *Journalism Monographs*, 26-27
- Zoch, L.M., & Supa, D.W. (2014). Dictating the news: understanding newsworthiness from the journalist perspective. *Public Relations Journal* – 8(1).
- Zoch, L.M., & Molleda, J.C. (2006). Building a theoretical model of media relations using framing, information subsidies, and agenda-building. In Botan & Hazleton. *Public relations theory II* (Eds.). NY: Routledge.

Arduino-Based Programmable Spectrum of Horticultural LED with Constant PPF

Napat Watjanatepin¹, Angsuchawalnan Jampanak² and Paiboon Kiatsookkanatorn³

^{1 2 3} Solar Energy Research and Technology Transfer Center, Rajamangala University of Technology Suvarnabhumi (napat.w@rmutsb.ac.th)

ABSTRACT. The objective of this paper is to design and construct an Arduino-based LED horticultural light that could emit light in three R/B ratios, as well as to test the characteristics of the PAR spectrum and energy efficiency. There are adjustable PPF of red to blue light ratio by using Arduino-Duemilanove with PI feedback control. The portable spectroradiometer was applied for spectral measurement. Results revealed that the horticultural LED could be programmed for three specific difference of R/B light, which are 0.33/1.0/3, at $200 \mu\text{mol m}^{-2} \text{s}^{-1}$ and generate the light spectrum as has been proposed with perfect short term operation. This is an appropriate instrument to maintain accurate PPF red to blue light ratio with high energy efficiency. This could be applied for LED horticultural lighting system in indoor environments and has been gaining global importance for extending the crop yield in urbanized areas with limited plant nurturing conditions.

KEYWORDS: PPF; LED; Horticultural LED; radiant efficiency; Arduino- Duemilanove

6 INTRODUCTION

The use of artificial light in indoor environments has been gaining global importance for extending the crop production in urbanized with limited agriculture environments conditions (Cocetta et al., 2017). The best light wavelength for photosynthesis of plants is at the range of 400 to 700 nm which is called the PAR spectrum. The good light quality for plant growth and development is red (600 to 700 nm) and blue light (400 to 500 nm). The blue and the red light were contributed on the growth characteristics of the plants such as for photosynthesis, photochemical, and physiological response; (Choi et al., 2015; Rabara et al., 2017; Hernández and Kubota, 2016).

Nowadays, light emitting diodes (LED) have more advantages than other types of the classical light sources. The advantages of LED Light sources are long life time, energy efficient, environment-friendly, ease-of-control, spectral manipulation and friendly interface with digital platform (Rabara et al., 2017; Hernández and Kubota, 2016).

Arduino-based microcontroller is very popular to using for cultivation of various microalgae species as well as other plants. The Arduino system as a low-cost and open-source tool in order to improve and promote cultivation of bacteria, microalgae or plants using LEDs (Wishkerman. A and Wishkerman. E, 2017).

Previous studies were conducted to research the effect of red and blue LED, were conducted on the different ratio between the number of blue (B) and red (R) LED and it has been shown in many ratio of the R/B LED. Authors conclude that if the R/B light ratio is less than 1, the light would be appropriate seedlings (Godo et al., 2011; Lin et al., 2013). If the R/B ratio is equal to 1 could, this would be fit to promote the vegetative stage of plants (Kim and Han, 2013);

Tomohiro et al., 2016) and if the R/B light ratio is much more than 1, for instance 3/1, 7/3, 8/2, this would that very good for plants in the flowering and fruiting stages (Choi et al., 2015; Yao et al., 2017).

The challenge is to design the horticultural LED light that can support the specific spectrum for plants in three growth stages including the seedling stage, vegetative growth stage and flowering to fruit stage. Also, the designing of a lighting system have to take the aspect of energy efficiency into account. The main objective of this paper is to design and construction of Arduino-based horticultural LED that could emit the light in three R/B ratios, and testing the characteristic of the PAR spectrum and energy efficiency.

2 MATERIAL AND METHOD

2.1 Horticultural LED light

An LED light source was fabricated using ninety of high-power bead type LEDs of 8-mm. in diameter. The LEDs consist of four types: red, deep-red and royal-blue (Epiled, Taiwan) and blue (Bridge lux), each of which emit a range of peak wavelength (λ_p) light. The λ_p of red LED was at 640 nm, the deep-red light at 670 nm, the royal blue light at 440 nm, and the blue LED at 460 nm. The numbers of red, deep-red, royal-blue and blue LEDs were 25, 20, 20 and 25. The luminance flux of red LEDs depending on the forward current is between 50 to 80 lm, and blue LEDs is between 30-50 lm.

The LED circuit was separated into six main circuits. Each main circuit contained 15 LEDs connected in series and driven by power MOSFET (Fig 1). The DC power supply is a 48 Volts DC with a maximum current of 3.5 Amperes. The description of the LED circuit is as follows: the red LED circuits consisted of three main groups there are R1 R2 and R3. The R1 circuit contained sub-circuits R11, R12 and R13. Likewise, R2 circuit will have sub-circuits R21, R22 and R23, and R3 will have sub-circuits R31, R32 and R33. Consequently, the blue LED circuits were connected in the same way. Six Power MOSFET code IRF520 (Q1 to Q6) were applied to drive LED lighting system. (Figure 1). The PPF (photosynthetic photon flux density) of the light source will be controlled by pulse width modulation technique. An Arduino micro-controller was applied for the generation of PWM in six channels for controlling PPF and adjusting the blue and red light wavelengths. The total LED light area is about 405 cm².

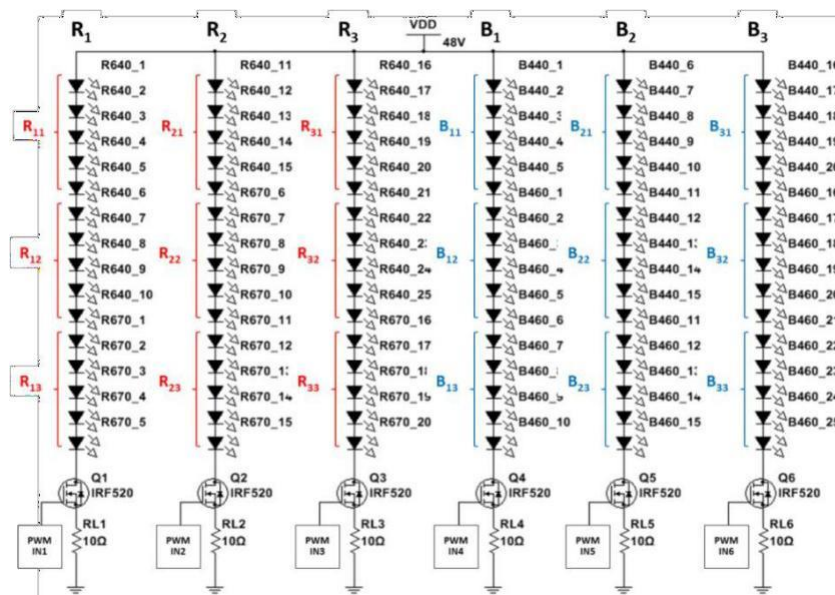


Figure 1: A completed LED circuits diagram (LED group R1= R2 R3and B1B2B3).

each LED group controls the photon flux by PWM technic and drive by IRF520 Power MOSFET

2.2 PPF and R/B ratios control unit

The author provided an Arduino-Duemilanove as the main controller for a horticultural LED light (Figure 2). It is a microcontroller board based on the ATmega168/328. This microcontroller has a good performance for digital PWM control and has a low-cost. The six digital output ports (D3, D5, D6, D9, D10 and D11) will send the PWM to drive the gates of the power MOSFETs in LEDs driver unit. Consequently, each channel of the LED driver will drive power to the six groups of high-power LEDs. They will emit the red and blue light as per request by the users. The microcontroller receives the voltage command from five push-bottom switches into the analog input port (A1) which are Right, Left, Up, Down and Select switch. Up-Down switch used for selecting the mode of operation.

There are three modes which includes mode-m1, mode-m2, and mode-m3. The Right-Left switches are used for selecting the level of PPF. The program was set up to adjust the PPF in four levels: 50-100-150-200 $\mu\text{mol m}^{-2}\text{s}^{-1}$.

A photodiode model VTB8441BH (Excelitas Technologies Corp, USA) was applied to be a quantum light sensor. This sensor receives the quantum flux from the LED and converts to a current. The current will be subsequently converted into digital data by using Arduino Nano before being sent to a digital input port of the main microcontroller. The function PI control was programmed and applied for quantum light feedback loop. The aim is to keep a constant PPF that is generated from the intelligent light.

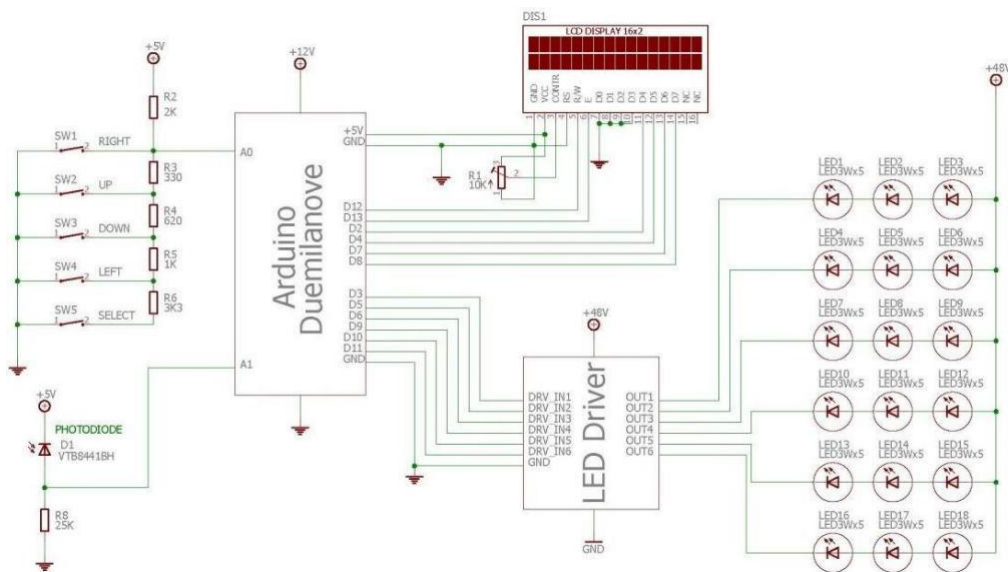


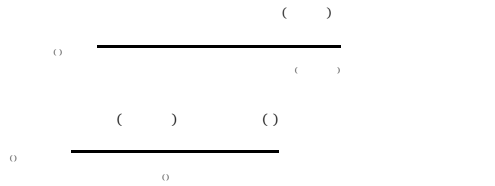
Figure 2: Arduino based PPF feedback control with R/B photon flux ratio control diagram

2.3 Measurements and calculation

The PPF of the LED horticultural light was measured by Quantum Light Meter Light-Scout model 3415FXSE (Spectrum Technologies, IL, USA). A Spectroradiometer from Lighting Passport Pro Essence (Asensetek Incorporation, Taiwan). The response wavelength range is between 380 nm

to 780 nm. The spectrum analysis software is Spectrum Genius Agricultural Lighting, that used for analysed the specific PPF in each range of light spectrum. The power consumption of the LED light has to be calculated from measuring the current and voltage that was supplied to the LED arrays in Watts. The radiant efficiency (eq.1) is calculated by optical watts (eq.2). To

determine the optical output (W), the author estimated the efficiency (lm/W) of LED red and blue in three operating mode to be at about 35 lm/W in mode-m1, 60 lm/w in mode-m2 and 70 lm/W in mode-m3. The illuminance area is about 0.5 m².



3. RESULTS AND DISCUSSION

3.1 PPFD analysis

The results (Fig 3) show that in the first mode (m1), the LED could generate the peak wavelength of 659 nm for red light and blue light of 437 nm which are the closest values with respective PPFD (50, 100, 150,200 $\mu\text{mol m}^{-2}\text{s}^{-1}$) for the PPFD between 400 and 700 nm. The measurement value of the total PPFD (400 nm to 700 nm) is shown in Table 2 and has the values of 50.17 $\mu\text{mol m}^{-2}\text{s}^{-1}$ (Fig 3.a), 100.89 $\mu\text{mol m}^{-2}\text{s}^{-1}$ (Fig3.b), 150.43 $\mu\text{mol. m}^{-2}\text{s}^{-1}$ (Fig 3.c) and 201.38 $\mu\text{mol. m}^{-2}\text{s}^{-1}$ (Fig 3.d). From figure 4 (a, b, c, d) was shown the peak relative intensity of blue light (1.0) was over the reference PAR spectrum (0.75).

The cause of the blue light could be from the fact that the two peak wavelength was very close to each other such that they clamp the total peak PPFD over the reference PAR spectrum (the blue LED has a wavelength of 460 nm and royal-blue LED of 440 nm). A possible solution to correct this occurrence can be done by changing the royal-blue LED (440 nm) by the blue LED that has a peak wavelength of 410-420 nm. The PI control technique with the photodiode sensor of PPFD was constructed using the Arduino based LED system that the authors proposed. Next, results is the mode-m2 showed that the intelligent LED light could produce the red light per blue light at R/B=1.0. Total PPFD (Table 1) from the measurement compare to the respect value was 50.71/50 $\mu\text{mol m}^{-2}\text{s}^{-1}$, 101.57/100 $\mu\text{mol m}^{-2}\text{s}^{-1}$, 150.32/150 $\mu\text{mol m}^{-2}\text{s}^{-1}$ and 201.16/200 $\mu\text{mol m}^{-2}\text{s}^{-1}$. The peak wavelength (Figure 3.e, f, g, h) was shown two peaks at 422 and 459 nm for blue and 635 and 360 nm for red light. Similarly, with mode-m1, the relative intensity of blue light was at 1.0 which is over the reference PAR spectrum of 0.75.

Lastly, the results of the mode-m3 shows that the intelligent light was programed to produce the red light per blue light at R/B=3.0. The measurement of PPFD spectrum compare with a reference PAR spectrum was shown in Fig 4 (i, j, k, l). The measurement software (Spectrum Genius Agricultural) will display the measured PPFD (400 nm to 700 nm).The measurement PPFD compared to the respect values are 49.37/50 $\mu\text{mol m}^{-2}\text{s}^{-1}$, 98.82/100 $\mu\text{mol m}^{-2}\text{s}^{-1}$, 153.56/150 $\mu\text{mol m}^{-2}\text{s}^{-1}$ and 202.01/200 $\mu\text{mol m}^{-2}\text{s}^{-1}$ (Table.1). From the observation and measurement could confirm that the PI control that authors proposed was indicated that the good response of the constant of PPFD [5].

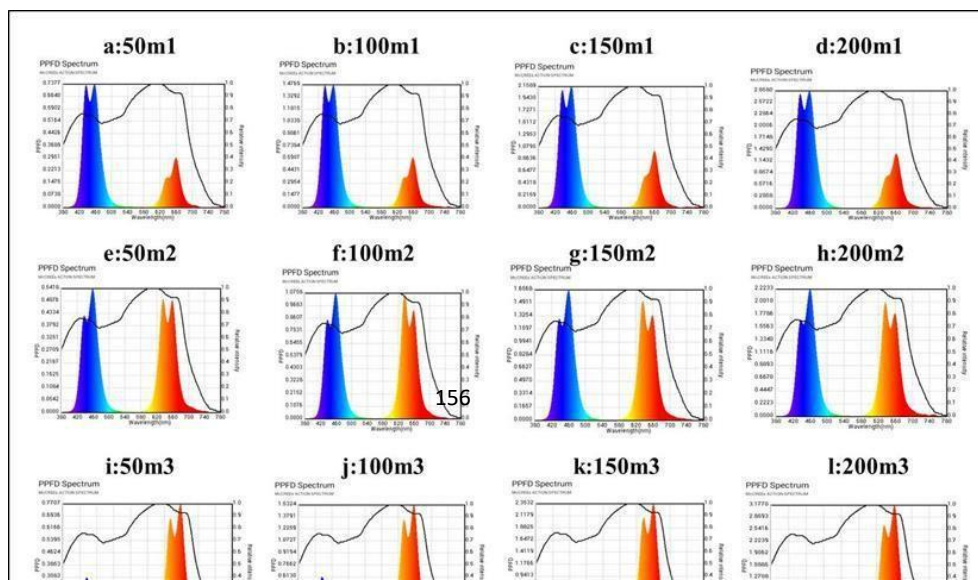


Figure 3: The comparison results of PPF spectrum that generated from a artificial LED light system. From a to d were the spectrum on the mode-1 in difference PPF from (a) $50 \mu\text{mol m}^{-2} \text{s}^{-1}$, (b) $100 \mu\text{mol m}^{-2} \text{s}^{-1}$, (c) $150 \mu\text{mol m}^{-2} \text{s}^{-1}$ and (d) $200 \mu\text{mol m}^{-2} \text{s}^{-1}$. e to h were the spectrum on the mode-2 in difference PPF of (e) $50 \mu\text{mol m}^{-2} \text{s}^{-1}$, (f) $100 \mu\text{mol m}^{-2} \text{s}^{-1}$, (g) $150 \mu\text{mol m}^{-2} \text{s}^{-1}$ and (h) $200 \mu\text{mol m}^{-2} \text{s}^{-1}$. Graph i to l was show the spectrum on the mode-3 of graph (i) to (l) are the same PPF.

Moreover, the spectrum of our light source is in accordance to the reference PAR spectrum. This means that the PPF from the artificial LED light is most absorbed by plants in this mode-m3 when compared with mode-m1 and m2. Thus, this indicated that the electrical power that is supplying the LED was converted to the optical energy with the high efficiency. The author will discuss in the last section in more detail.

3.2 Energy efficiency

The energy efficiency of our LED horticultural light source was presented by the result of the radiant power measurement in terms of radiant efficiency from the total integrated radiant flux (400 nm to 700nm). The optical watt output can be determined by using eq.2 and the electrical watt from direct measurement (Table 1). The radiant efficiency (eq.1) ranges from 80.16% to 83.86% under all operating modes of the LED light. (Fig 4) According to the study of (Xu et al., 2016) the LED supplementary lighting system was developed with R/B ratio of 4.0. His study showed that the radiant efficiency is equal to 80%. Fig 4.a and 4.b show that the radiant efficiency is rather low (64%-65%) under low light intensity. This was because in mode-m1 and m2 the ratio of blue light is more than red light and the efficiency of the blue LED is lower than the red LED. Thus, this affected the radiant efficiency. However, the radiance efficiency will be high when the PPF was increased. Mode-m3

(Figure 4.c) showed the highest radiance efficiency (average is 83.86%). This is because of the efficiency of red LED is higher than the blue LED (Table 1). In this study, the LED lighting system provides a great potential for energy efficiency when compared with other light sources (Cocetta et al., 2017).

Table 1: Measurement results of PPF, R/B ratio, and power consumption (P_{dc})

Mode	Setup PPF	50	100	150	200
R/B	Measurement				
0.33	PPF*	50.17	100.89	150.43	201.38
	R/B	0.34	0.34	0.36	0.36
	P**	13.61	20.16	28.99	40.9
1.00	PPF*	50.17	101.57	150.32	201.38
	R/B	1.01	1.02	0.96	0.96
	P**	10.85	14.31	24.48	34.52
3.00	PPF*	49.38	98.82	153.56	202.01
	R/B	3.05	3.05	3.05	3.01
	P**	7.61	13.93	21.37	33.64

*unit are $\mu\text{mol m}^{-2}\text{s}^{-1}$ ** unit in watts

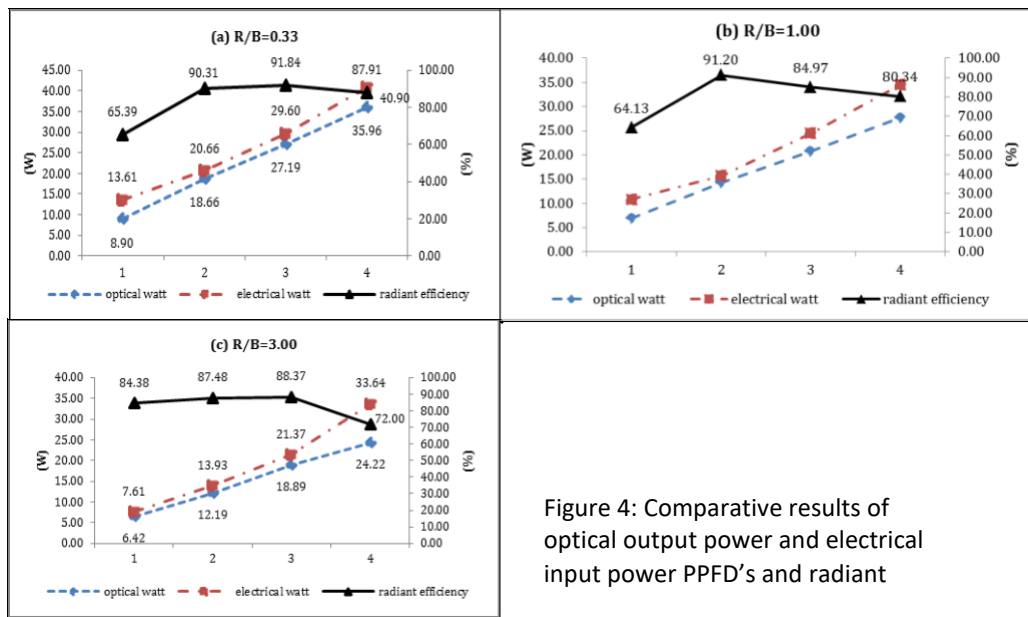


Figure 4: Comparative results of optical output power and electrical input power PPFD's and radiant

The comparison between the optical watts (blue dot line) and the electrical watts (red dot line) is shown in Fig 4. When the PPFD is between 100-150 $\mu\text{mol m}^{-2}\text{s}^{-1}$, the radiant efficiency was very good and the optical watts output was close to the electrical watts input. When the PPFD is increased to 200 $\mu\text{mol m}^{-2}\text{s}^{-1}$, the radiant efficiency will decrease slightly. This is due to the fact that when the light sources produce high PPFD, the power consumption is increased. This subsequently leads to the increase in the operating temperature of LED. Consequently, the optical output was decreased.

The way to keep the intelligent LED light working with high efficiency is to derive and apply a good cooling system such as cooling fan and heat sink for the intelligent LED light source. The cooling system is very important and necessary for the LED (Wishkerman. A and Wishkerman. E, 2017). The advantages of the Arduino-based control LED system include easy adjustments and reprogrammable, low cost and open source system. In the case of applications for large indoor cultivation area, we need to use a many number of the LED lighting system. The computer-based control may be suitable for this scenario.

4 CONCLUSION

The Arduino technology was suitable for the application in adjusting the ratio of red and blue quantum light with a very good accuracy. The Arduino technology with PI feedback control is an appropriate instrument to maintain the PPFD constant and energy efficient. This idea could be applied for the LED horticultural lighting system in indoor environments and has been gaining global importance for extending the crop yield in urbanized and some areas with limited of plant environments conditions.

5 ACKNOWLEDGMENTS

The authors wished to show gratitude for the research budgets from the National Research Council of Thailand year 2017-2018 that supported this study.

REFERENCES

Cocetta, G., Casciani, D., Bulgari, R., et al.: 'Light use efficiency for vegetables production in protected and indoor environments', *The European Physical Journal Plus*, 2017, 132:43.

- Choi, H.G., Moon, B.Y., Kang, N.J., 'Effects of LED light on the production of strawberry during cultivation in a plastic greenhouse and in a growth chamber', *Sci. Hort.*, 2015, 189: pp.22-31
- Godó, T., Fujiwara, K., Guan, K., et al.: 'Effect of wavelength of LED-light on in vitro asymbiotic germination and seedling growth of *Bletillaochracea* Schltr (Orchidaceae)', *Plant Biotechnol.*, 2011, 28, pp. 397-400
- Hernández, R., Kubota, C., 'Physiological responses of cucumber seedlings under different blue and red photon flux ratios using LEDs', *Environmental and Experimental Botany*, 2016, 121, pp. 66-74
- Kim, H.R., You, Y. Han., 'Effects of Red, Blue, White, and Far-red LED Source on Growth Responses of *Wasabia japonica* Seedlings in Plant Factory', *Korean Journal of Horticultural Science and Technology*, 2013, 31,(4), pp.415-422
- Lin, K.H., Huang, M.Y., Huang, W.D., et al.: 'The effects of red, blue, and white light emitting diodes on the growth, development, and edible quality of hydroponically grown Lettuce (*Lactuca sativa* L. var. capitata)', *Sci. Hort.*, 2013, 105, pp. 86-91
- Rabara, R.C., Behrman, G., Timbol, T., et al.: 'Effect of Spectral Quality of Monochromatic LED Lights on the Growth of Artichoke Seedlings', *Front Plant Sci.*, 2017, 8:190. pp.1-9
- Tomohiro, J., Kimura, K., Matsuda, R., et al.: 'Effects of temporally shifted irradiation of blue and red LED light on Cos lettuce growth and morphology', *Sci. Hort.*, 2016, 198: pp.227-232
- Wishkerman, A. and Wishkerman, E., 'Application note: A novel low-cost open-source LED system for microalgae cultivation', *Computers and Electronics in Agriculture*, 2017, 132, pp. 56-62 <https://doi.org/10.1016/j.compag.2016.11.015>.
- Xu, Y., Chang, Y., Chen, G. et al.: 'The research on LED supplementary lighting system for Plants', *In Optik - International Journal for Light and Electron Optics*, 2016, 127,(18), pp.7193-7201 <https://doi.org/10.1016/j.ijleo.2016.05.056>.
- Yao X.Y., Liu X.Y., Xu Z.G., et al.: 'Effects of light intensity on leaf microstructure and growth of rape seedlings cultivated under a combination of red and blue LEDs', *In Journal of Integrative Agriculture*, 2017, 16,(1), pp. 97-105 [https://doi.org/10.1016/S2095-3119\(16\)61393-X](https://doi.org/10.1016/S2095-3119(16)61393-X).

DIKI Model of Knowledge Management

Adirek Vajrapatkul¹, Sirinda Palakul², Chanida Winnarogh³

¹Department of Entrepreneurship Management, Bansomdejchaopraya Rajabhat University
(adirek.v@gmail.com)

²Department of Entrepreneurship Management, Bansomdejchaopraya Rajabhat University
(sirindapalakun@gmail.com)

³Department of Entrepreneurship Management, Bansomdejchaopraya Rajabhat University
(chanidawin101@gmail.com)

ABSTRACT. In this work, we aim to present the mathematical model that reflects the dynamics in knowledge management (KM), which is the issue of interest in the management area. The model called DIKI model was constructed based on the relationship between people who differ in their knowledge level and the assumptions relating to the knowledge transfer. We investigated the basic properties of the model and also conducted the numerical simulations. It discovered that there exist variations in knowledge transfer before it close to the particular objective of knowledge management. Also, we found that if the organizations can reduce the knowledge loss from their KM process, they will meet the objective of increasing the number of employees who contain a high level of knowledge.

KEYWORDS: [knowledge management; knowledge transfer; knowledge risk; mathematical model; differential equation]

1. INTRODUCTION

Knowledge is the valuable asset of the organizations, and it has been becoming an interesting issue after the work of Nonaka (1994) who proposed the idea of managing the organization knowledge which categorized into two types, i.e., tacit and explicit knowledge. The cycling transference between these types of knowledge can be represented by the so-called SECI model; socialization, externalization, combination, and internalization in Figure 1.

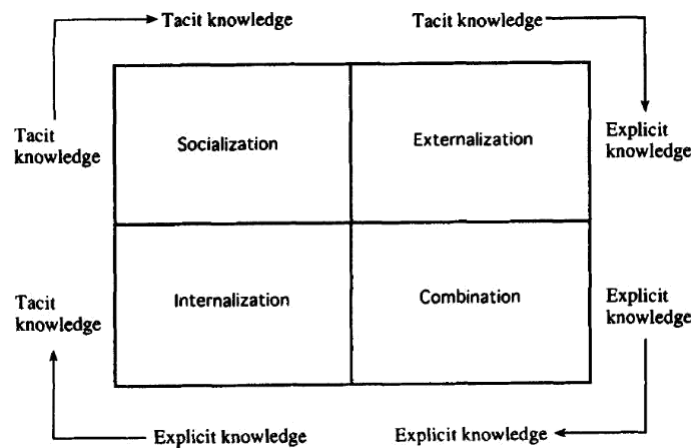


Figure 1: Knowledge conversion process
Source: Nonaka et al. (1996)

An effort for managing the tacit and explicit knowledge is generally known as “knowledge management (KM)”. This KM has been defined by scholars as, e.g., the intentional actions that aim to maximize the value generated by organizational knowledge assets (Kianto et al., 2014); the set of practices that makes it possible for knowledge to create value in an organization (Henao-Calad et al., 2017); and the practice that is integrated with various approaches as a unit model including synergy, chaos theory, organization theory, and cognitive psychology which realize attractor, bifurcation, fluctuation process, and order parameter to ensure stability of organization competitiveness (Dmitriyevich et al., 2019). There is evidence that if organizations can integrate the knowledge management practice into their operations properly, they will be able to improve, e.g., organizational performance (Muthuveloo et al., 2017), job performance (Xiaojun, 2017), product development (Yang, Jin et al., 2017), worker productivity (Kianto et al., 2019), and organization knowledge potential (Raudeliūnienė et al., 2019), and innovation performance (Davila et al., 2019). However, implementing knowledge management in organizations is not easy tasks since it involves all employees and requires a well-design process (Pringgabayu et al., 2017).

Referring to the process of managing the knowledge, it is often studied by concentrating on the knowledge management implementation stages which include knowledge identification, knowledge creation, knowledge storage, knowledge sharing, knowledge assurance or knowledge update and validity, knowledge dissemination (Kucza, 2001), knowledge acquisition, knowledge leveraging (Costa et al., 2016), knowledge codification (Inkinen, 2016), knowledge application, knowledge preservation, and knowledge accumulation (Raudeliūnienė et al., 2018). Although, this process supports the knowledge creation and transfers within the organizations, it, most of the time, may be hampered by a number of factors, namely, personal factors, e.g., motivation, trust, relational competencies, absorptive capacities, common language; organizational factors, e.g., culture, commitment of top managers; the nature of the knowledge, e.g., explicit versus tacit knowledge and stickiness, etc. (Tangaraja et al., 2016). Also, other factors that come into effect, e.g., information technology, human resources, organizational structure (Gharehbiglo et al., 2012), reward system, and external environment. Nevertheless, these factors differently affect to each stage of KM, e.g., top management support and reward system were the crucial factors at the KM adoption stage (Lin, 2014). Also, the so-called knowledge risk caused by human, technology, and operations, occurring in this process can play a significant role in deteriorating amount and value of knowledge intended to manage and create. Unintentionally, this risk produces the negative results characterized by, e.g., knowledge loss, knowledge leakage, knowledge waste, knowledge hiding, and knowledge hoarding (Durst et al., 2019) which prevent organizations from utilizing their knowledge assets in maximization manner.

According to the importance of KM in the organization competitiveness and the features of KM process in creating and transferring the knowledge within the organizations, this work then

presents the mathematical model which shortly called DIKI model to explain the dynamic in knowledge creation and transfer within a boundary, organization in this case. This work is structured as follow. First, we provide a brief explanation of the DIKI model in Section 2. Then we describe the basic properties of the model in Section 3 and Section 4. Later, we derive the conditions of stability in Section 5, and finally, we show the numerical simulations with a short discussion.

2. MODEL FORMULATION

To explain the dynamics of knowledge creation and transfer in KM, we proposed the following model:

$$\begin{aligned}
 \frac{dD(t)}{dt} &= rD(t) \left(1 - \frac{D(t)}{B} \right) - \eta D(t)I(t) - \beta D(t), \\
 \frac{dI_V(t)}{dt} &= \eta D(t)I(t) - \theta I_V(t)K(t) - \delta I_V(t), \\
 \frac{dK(t)}{dt} &= \theta I_V(t)K(t) - \kappa K(t)I(t) - \alpha K(t), \\
 \frac{dI_C(t)}{dt} &= \kappa K(t)I(t) - \nu I_C(t),
 \end{aligned} \tag{1}$$

$$D(0) > 0, I_V(0) > 0, K(0) > 0, I_C(0) > 0,$$

where $D(t)$, $I_V(t)$, $K(t)$ and $I_C(t)$ denote the population of the data recognizers, the information visualizers, the knowledge utiliziers, and the intellectual creators at time t respectively. The positive constants r is the reproduction rate of the data recognizers and B is its carrying capacity. η , θ , and κ represent, respectively, the rate of converting to the information visualizers, the knowledge utiliziers, and the intellectual creators. β , δ , α , and ν are the departure rate of the data recognizers, the information visualizers, the knowledge utiliziers, and the intellectual creators respectively. The underlying assumptions are that the knowledge can be transferred and created when there exist the interactions between people (Yakhlef et al., 2007; Camargo, 2014). While the loss of knowledge inferred from the reduction of people in each group is caused by knowledge acquisition risks (Lambe, 2013), knowledge transfer risk (Argote et al., 2000), loss of interest, and death.

3. POSITIVITY AND BOUNDEDNESS

The following theorems ensure the positivity and boundedness of system (1)

Theorem 1. All solutions of (1) with positive initial conditions are positive for $\forall t \geq 0$

Proof. From the first equation of (1), it provides

$$\frac{dD(t)}{dt} = \left(r \left(1 - \frac{D(t)}{B} \right) - \eta I_V - \beta \right) D(t)$$

By integrating in $[0, t]$, we get $D(t) = D(0)e^{-\int_0^t (r(1-D(t)) - \eta I - \beta) dt} > 0, \forall t$. Similarly, from the

rest, we obtain $I_V(t) = I_V(0)e^{-\int_0^t (\eta D - \theta K - \delta) dt} > 0, K(t) = \int_0^t (\theta I - \kappa I - \alpha) dt > 0,$

$I_C(t) = I_C(0)e^{-\int_0^t (\kappa K - \nu) dt} > 0, \forall t$. This completes the proof.

Theorem 2. The solutions of (1) which initiate in R^4 are uniformly bounded.

Proof. Let $D(t), I_V(t), K(t), I_C(t)$ be any solutions of (1) with the non-negative initial condition. Defining $V(t) = D(t) + I_V(t) + K(t) + I_C(t)$ (Dhar et al., 2008). Then it can be easily verified that the time derivative of $V(t)$ along the solution of (1) with $\xi = \min\{\nu, \beta, \delta, \alpha\}$ is

$V'(t) \leq \frac{M}{\xi}, t \rightarrow \infty, M := \frac{rB}{4}$. Hence all solutions of (1) are uniformly bounded. This completes the

proof.

4. EQUILIBRIUM POINT ANALYSIS

The existence conditions for the selected equilibrium points of system (1) are as follows:

$(B(r-\beta))$
 (r)
 $E_2 = (D, I_V, 0, 0) = \left(\frac{\delta B \eta r - (B \beta \eta + \delta r)}{\eta}, \frac{0, 0}{B \eta} \right)$ exists if $B \eta r > (B \beta \eta + \delta r)$ hold. When $r \theta > (\alpha \eta + \beta \theta)$ is satisfied, then $E = \left(D, I_V, K, 0 \right) = \left(\frac{B(r\theta - (\alpha\eta + \beta\theta))}{r\theta}, \frac{\alpha}{\theta}, \frac{B\eta r \theta - (B\alpha\eta^2 + B\beta\eta\theta + \delta r\theta)}{r\theta^2}, 0 \right)$ is existed.

Finally,

$E_4 = (D, I_V, K, I_C) = \left(\frac{\delta \kappa + \theta \nu B \eta \kappa r - (B \beta \eta \kappa + \delta \kappa r + r \theta \nu)}{\eta \kappa}, \frac{B \eta \kappa r \theta - (B \alpha \eta^2 \kappa + B \beta \eta \kappa \theta + \delta \kappa r \theta + r \theta^2 \nu)}{B \eta \kappa^2}, \kappa, \frac{0}{B \eta \kappa} \right)$
exists when $B \eta r \theta > (B \alpha \eta^2 + B \beta \eta \theta + \delta r \theta)$ hold.

5. STABILITY ANALYSIS

Jacobian matrix of (1) evaluated at this point is given by

In the following we will concentrate on the interior solution

4 (D, I_v, K, I_C), thus the

$$JE_4 = \begin{bmatrix} r-a_1 & -\eta D & 0 & 0 \\ \eta I & D & \eta-a & -\theta I \\ v & K & \theta & I \\ 0 & 0 & 0 & -\kappa K \end{bmatrix}, \quad (2)$$

where $a_1 = 2r - B + \eta I_v + \beta$, $a_2 = K \theta + \delta$, and $a_3 = I_C \kappa + \alpha$. Therefore, the eigenvalue of the characteristic equation of (2) are $\lambda = V\kappa - v$ and the solution of the following equation:

$$\lambda^3 + A_1\lambda^2 + A_2\lambda + A_3 = 0 \quad (3)$$

where

$$A = a + a + a - (D\eta + I\theta + r) \\ A = D\eta(I\eta + I\theta + r) + I\theta(K\theta + r) + a(a + a) + a(a + r) - D\eta(a + a) + I\theta(a + a + r) \\ \frac{2}{3} \frac{v}{v} \frac{I}{I} \frac{v}{v} \frac{3}{3} \frac{v}{v} \frac{3}{3} \frac{v}{v} \frac{1}{2} \frac{3}{2} \frac{2}{123} \left(\frac{1}{v} \frac{3}{v} \frac{1}{v} \frac{2}{3} \right) \frac{3}{13} \frac{v}{v} \quad (12) \quad 23 |$$

By Routh-Hurwitz criteria, all roots of (3) will have negative real if the following conditions

$$A_i > 0, i = 1, 2, 3 \text{ and } A_1A_2 - A_3 > 0 \text{ hold.}$$

Then $E_4 = (D, I_v, K, I_c)$ is stable but not asymptotically.

Now we test for global stability of (1) at the interior solution $E_4 = (D, I_v, K, I_c)$. Let define

$$V = (D - D) - D \ln \left| \frac{D}{D} \right| + (I_v - I_v) - I_v \ln \left| \frac{I_v}{I_v} \right| + (K - K) - K \ln \left| \frac{K}{K} \right| + (I_c - I_c) - I_c \ln \left| \frac{I_c}{I_c} \right| \quad (4)$$

By differentiating (4) along with the solution of (1), we have

$$\frac{dV}{dt} = (D - D) \left(r - \frac{Dr}{v} - \eta I - \beta \right) + (I_v - I_v) \left(D\eta - K\theta - \beta + (K - K) \right) + (I_c - I_c) \left(-I\kappa - I\theta - \alpha + (I - I)(K\kappa - v) \right) \\ \frac{dV}{dt} = \frac{r}{B} (D - D) + \frac{D}{v} (I_v - I_v) + \frac{c}{c} (I_c - I_c)$$

which provide $\frac{dV}{dt} = -\frac{r}{B} (D - D) + \frac{D}{v} (I_v - I_v) + \frac{c}{c} (I_c - I_c)$. Obviously $\frac{dV}{dt}$ is negative definite. Hence

$E_4 = (D, I_v, K, I_c)$ is globally stable.

6. NUMERICAL SIMULATIONS

In this section, we give some numerical simulations to support the analyses conducted in Section 4 and Section 5. By assigning values of parameters, $r = 1$, $B = 200$, $\eta = 0.01$, $\beta = 0.001$,

$\theta = 0.01$, $\delta = 0.001$, $\kappa = 0.01$, $\alpha = 0.001$, and $v = 0.1$ to (1), we obtain $E_4 = (10, 98, 10, 98)$

and the waveforms and the phase plots were shown in Figure 2. By decreasing the departure rate β , δ , α , and v , we obtain $E_4 = (5, 99, 5, 99)$ and their dynamics shown in Figure 3. Hence if the

organizations can manage their environments that prevent the knowledge loss from KM process, they can create and accumulate more knowledge within their boundary.

7. CONCLUSION

To study the dynamics in managing knowledge, we proposed the mathematical model which encompass with four kinds of people who differ in their level of knowledge. The model then was analyzed and utilized to highlight the benefit of preventing the knowledge loss from the system, KM process in this case. The results obtained from analyses and simulations show that there exist fluctuations and chaotic behaviors in the solutions. Also, we discover that if the organizations can reduce the loss of knowledge between each stage of knowledge transfer, they can consequently gain more employees who enriched with a high level of knowledge.

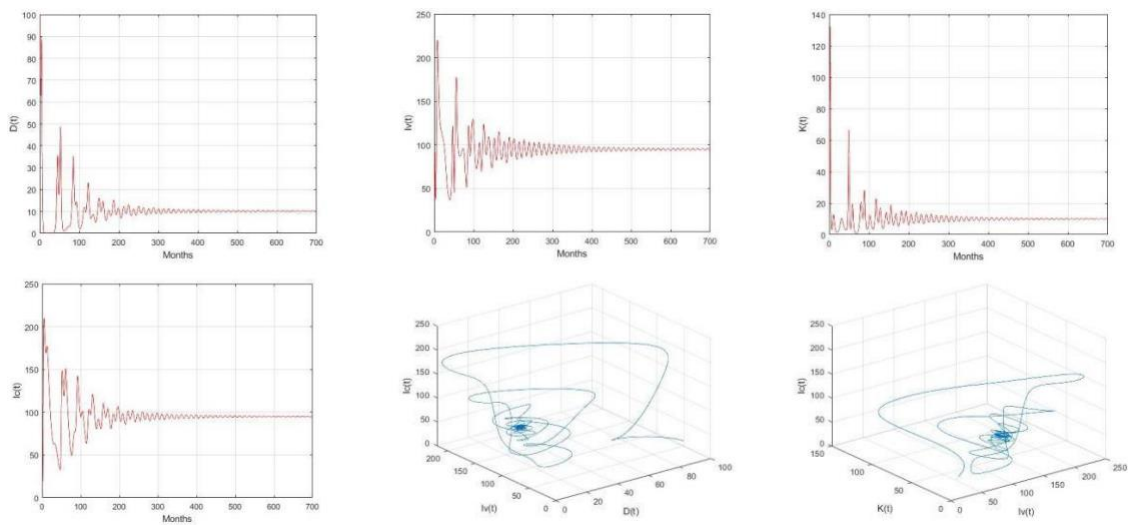


Figure 1: E_4 with $D(0)=100$, $I_V(0)=50$, $K(0)=30$, $I_C(0)=10$, $\beta=0.01$, $\delta=0.01$, $\alpha=0.01$, and $\nu=0.1$

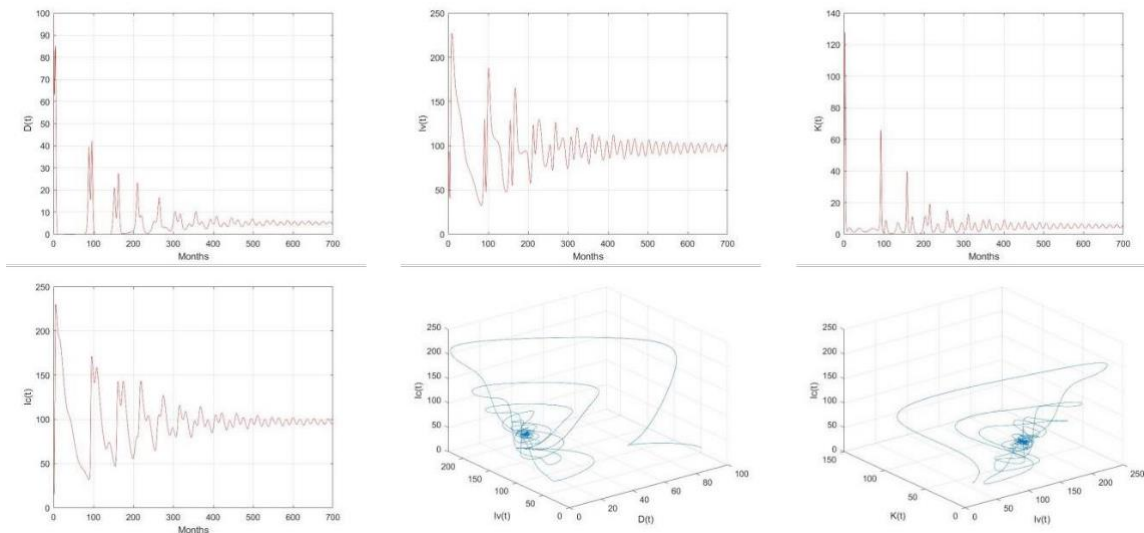


Figure 2: E_4 with $D(0)=100$, $I_V(0)=50$, $K(0)=30$, $I_C(0)=10$, $\beta=0.005$, $\delta=0.005$, $\alpha=0.005$, and $\nu=0.05$

8. ACKNOWLEDGEMENTS

This research is supported by the Entrepreneurship Management Department, Faculty of Management Science, Bansomdej Chaopraya Rajabhat University, Bangkok, Thailand.

REFERENCES

- Argote, L., & Ingram, P. (2000). Knowledge transfer: A basis for competitive advantage in firms. *Organizational Behavior and Human Decision Processes*, 82(1), 150–169.
- Camargo, B. (2014). Learning in society. *Games and Economic Behavior*, 87, 381–396. <https://doi.org/10.1016/j.geb.2014.05.014>
- Costa, V., & Monteiro, S. (2016). Key knowledge management processes for innovation: a systematic literature review. *VINE Journal of Information and Knowledge Management Systems*, 46(3), 386–410.

Davila, G., Varvakis, G., & North, K. (2019). Influence of Strategic Knowledge Management on Firm Innovativeness and Performance. *Brazilian Business Review*, 16(3), 239–254.

Dhar, J., Sharma, A. K., & Tegar, S. (2008). The role of delay in digestion of plankton by fish population: A fishery model. *The Journal of Nonlinear Sciences and Its Applications*, 1(1), 13–19.

Dmitriyevich Vorobyov, A., Vyacheslavovich Pozdeev, P., Viktorovna Kruglova, N., Sergeevna Nogovitsyna, O., & Viktorovna Tokareva, P. (2019). A Unified Methodology of Strategic Management and a Knowledge Management Model. *TEM Journal*. <https://doi.org/10.18421/tem82-31>

Durst, S., & Zieba, M. (2019). Mapping knowledge risks: towards a better understanding of knowledge management. *Knowledge Management Research & Practice*, 17(1), 1–13.

Gharehbiglo, H., Shadidizaji, B., & Yazdani, S. (2012). The survey of affecting factors on knowledge management (Case study: Municipality of the city of Rasht in Iran). *Procedia-Social and Behavioral Sciences*, 62, 1155–1163.

Henao-Calad, M., Rivera-Montoya, P., & Uribe-Ochoa, B. (2017). Knowledge management processes and intellectual property management processes: an integrated conceptual framework. *AD-Minister*, (31), 137–160.

Inkinen, H. (2016). Review of empirical research on knowledge management practices and firm performance. *Journal of Knowledge Management*, 20(2), 230–257.

Kianto, A., & Andreeva, T. (2014). Knowledge management practices and results in service-oriented versus product-oriented companies. *Knowledge and Process Management*, 21(4), 221–230.

Kianto, A., Shujahat, M., Hussain, S., Nawaz, F., & Ali, M. (2019). The impact of knowledge management on knowledge worker productivity. *Baltic Journal of Management*, 14(2), 178–197.

Kucza, T. (2001). *Knowledge management process model*. VTT.

Lambe, P. (2013). Four types of knowledge risk. Retrieved from https://www.researchgate.net/profile/Patrick_Lambe/publication/309212532_Four_Types_of_Knowledge_Risk/links/5806058f08aeb85ac85eb66f/Four-Types-of-Knowledge-Risk.pdf.

Lin, H.-F. (2014). Contextual factors affecting knowledge management diffusion in SMEs. *Industrial Management & Data Systems*, 114(9), 1415–1437.

Muthuveloo, R., Shanmugam, N., & Teoh, A. P. (2017). The impact of tacit knowledge management on organizational performance: Evidence from Malaysia. *Asia Pacific Management Review*, 22(4), 192–201.

Nonaka, I. (1994). A dynamic theory of organizational knowledge creation. *Organization Science*, 5(1), 14–37.

Nonaka, I., Umemoto, K., & Senoo, D. (1996). From information processing to knowledge creation: a paradigm shift in business management. *Technology in Society*, 18(2), 203–218.

Pringgabayu, D., & Ramdlany, D. M. A. (2017). Creating knowledge management with the role of leadership and organizational culture. *Journal of Entrepreneurship, Business and Economics*, 5(2), 147–171.

Raudeliūnienė, J., Davidavičienė, V., & Jakubavičius, A. (2018). Knowledge management process model. *Entrepreneurship and Sustainability Issues*, 5(3), 542–554.

Raudeliūnienė, J., & Szarucki, M. (2019). An Integrated Approach to Assessing an Organization's Knowledge Potential. *Engineering Economics*, 30(1), 69–80.

Tangaraja, G., Mohd Rasdi, R., Abu Samah, B., & Ismail, M. (2016). Knowledge sharing is knowledge transfer: a misconception in the literature. *Journal of Knowledge Management*, 20(4), 653–670.

Xiaojun, Z. (2017). Knowledge Management System Use and Job Performance: A Multilevel Contingency Model. *MIS Quarterly*, 41(3), 811–A5.

Yakhlef, A., & Groupe, E.-P. (2007). Knowledge transfer as the transformation of context. *The Journal of High Technology Management Research*, 18(1), 43–57.

Yang, D., Jin, L., & Sheng, S. (2017). The effect of knowledge breadth and depth on new product performance. *International Journal of Market Research*, 59(4), 517–536.

การพัฒนารูปแบบการจัดการเรียนรู้วรรณคดีไทยตามแนวคิดActive Learning

ร่วมกับทฤษฎีการสร้างความรู้ด้วยตนเองโดยการสร้างสรรคชนงานส์

พรพรรณ รื่นชกเนมมัธยมศึกษาปีที่6โรงเรียนมัธยมวัดสังข์

ประจักษ์ ออยเหนือยา¹, บุญยพงศ์
โพธิ์วัฒนธน์² คุรุโรงเรียนมัธยมวัดสังข์
(prajak.buu@gmail.com)

² ผอ. านวยการโรงเรียนมัธยมวัดสังข์(boonyapong@mws.ac.th)

บทคัดย่อ

การศึกษาค้นคว้าครั้งนี้ มีจุดประสงค์เพื่อ (1) เพื่อเปรียบเทียบผลสัมฤทธิ์ทางการเรียนวรรณคดีไทยของนักเรียนที่เรียนด้วยวิธีแบบการจัดการเรียนรู้วรรณคดีไทย ตามแนวคิดActive Learning

จัดการเรียนรู้วรรณคดีไทย ตามแนวคิดActive Learning

ร่วมกับทฤษฎีการสร้างความรู้ด้วยตนเองโดยการสร้างสรรคชนงานส์

เพื่อศึกษาความพึงพอใจของนักเรียนมัธยมศึกษาปีที่6 ที่มีต่อการจัดการเรียนรู้วรรณคดีไทย ตามแนวคิดActive Learning

ร่วมกับทฤษฎีการสร้างความรู้ด้วยตนเองโดยการสร้างสรรคชนงานส์

ในภาคเรียนที่1 ปีการศึกษา 2561 นักเรียนจำนวน 48 คน ได้มาโดยวิธีสุ่มอย่างง่าย(Simple Random Sampling) โดยให้

นักเรียนเป็นหน่วยการสุ่ม กำหนดเป็นกลุ่มทดลองสอนโดยใช้รูปแบบการจัดการเรียนรู้วรรณคดีไทย ตามแนวคิดActive Learning

ร่วมกับทฤษฎีการสร้างความรู้ด้วยตนเองโดยการสร้างสรรคชนงานส์

ร่วมกับทฤษฎีการสร้างความรู้ด้วยตนเองโดยการสร้างสรรคชนงานส์

ในภาคเรียนที่1 ปีการศึกษา 2561 นักเรียนจำนวน 38 คน เป็นกลุ่มควบคุมที่สอนโดยใช้การสอนแบบปกติเครื่องมือที่

ในการศึกษาประกอบด้วย 1)รูปแบบการจัดการเรียนรู้วรรณคดีไทยตามแนวคิดActive Learning

ร่วมกับทฤษฎีการสร้างความรู้ด้วยตนเองโดยการสร้างสรรคชนงานส์

ด้วยตนเองโดยการสร้างสรรคชนงานส์

(Stimulate ideas) ขั้นที่2 ขั้นพิจารณาเนื้อหา (Consider the content) ขั้นที่3 ขั้นพัฒนาชิ้นงาน (Develop work pieces)

ขั้นที่4 ขั้นสื่อสารความรู้ (Reflect knowledge) ขั้นที่5 ขั้น

ส่งเสริม (Expand to the community) 2)

แบบทดสอบวัดผลสัมฤทธิ์ทางการเรียนวรรณคดีไทย และ3)

แบบประเมินความพึงพอใจที่จัดทำ

อริบแบบการจัดการเรียน

สํววรรณคดีไทยที่
ผยพัฒนาขวจิน 169

โดยผ นการตรวจสอบจากผ ีีีีเขยวชาญ และ หาคาคัดซ์นี้ความสอดคล้อง (IOC) วิเคราะห์ห้อมมโดยหาคาสถิติพื้นฐาน ได
แก็ ค าเฉลี่ย(X) ส วนเบี่ยงเบนมาตรฐาน (SD) และการทดสอบค าที้(t test) แบบ Dependent และ Independent
ผลการวิจัยสร ปได้ ดังนี้

1. ผลสัมฤทธิ์ทางการเรียนวรรณคดีไทยของนักเรียนระหว่างกลุ่มที่สอนโดยใช้รูปแบบการจัดการเรียนรู้ วรรณคดีไทยActiveตามแนวคิด

Learning ร่วมกับทฤษฎีการสร้างความรู้ด้วยตนเองโดยการสร้างสรรคขึ้นงาน (Constructionism) กับการสอนแบบปกติแตกต่างกันอย่างมีนัยสำคัญทางสถิติที่ระดับ.05

2. ผลการศึกษาความพึงพอใจของนักเรียนหลังรับแบบฯที่พัฒนาขึ้นมีเฉลี่ยอย่างไร

□ ระดับมาก **ค า ส า ด ญ:** การจัดการเรียนรู้ วรรณคดีไทย, การสอนตามแนวคิดActive

Learning, การสร้างความรู้ด้วยตนเองโดยการสร้างสรรคขึ้นงาน

The Development Of Teaching Thai Literature By Applying Active Learning And Constructionism For Grade 12 Students Of Mathayomwatsing School

Prajak Noinuay¹, Boonyapong Photiwattanat² ¹Teacher of Mathayomwatsing school (prajak.buu@gmail.com) ² Director of Mathayomwatsing school (boonyapong@mws.ac.th)

ABSTRACT. This study aimed to 1) compare the final outcome of students' learning Thai literature by applying Active Learning and Constructionism teaching strategies with the outcome of students who learned with ordinary teaching strategy, and 2) study the grade 12 students' satisfaction towards learning Thai literature by applying Active Learning and Constructionism teaching strategies.

The samples of this study were grade 12 students, class 6/2, of Mathayomwatsing school which belonged to the Secondary Educational Service Area Office, area 1. All students were studying in the first semester of 2018 at that moment. There were 48 students which were selected by using Simple Random Sampling method. They were assigned as experimental group which were taught by applying the Active Learning and Constructionism teaching strategies. On the other hand, 38 students of class 6/10 who were studying at Mathayomwatsing school at the same time were selected as control group. All students in 6/10 class were taught with ordinary strategy. The research tools were 1) Active Learning and Constructionism teaching strategies' pattern which consisted of 5 steps – step 1) Stimulating ideas, step 2) Considering the content, step 3) Developing work pieces, step 4) Reflecting knowledge, and step 5) Expanding to the community, 2) Thai literature achievement tests and 3) Satisfaction Survey form towards Active Learning and Constructionism teaching strategies. The satisfaction form was developed by verifying from experts, calculating the Index of Item-Objective Congruence (IOC), and analyzing with statistical tools such as mean score (\bar{x}), Standard Deviation (SD), and dependent and independent t-tests.

The results of this study were

1) There were significant statistical differences between the students learning Thai literature by applying Active Learning and Constructionism teaching strategies and the students learning Thai literature with ordinary strategy at the 0.05 level of significance.

2) The satisfaction of students learning Thai literature by applying Active Learning and Constructionism teaching strategies was high

Keywords: Teaching Thai literature, Teaching by applying Active Learning, Constructionism

วรรณคดีไทย ตามแนวคิด Active Learning ร่วมกับทฤษฎีการสร้งความรู้ โดยตนเองโดยการสร้ง
วงสรค์ชิ้นงาน (Constructionism) ส สำหรับนักเรียน ชั้นมัธยมศึกษาปีที่6 โรงเรียนมัธยมวัดสิงห์

ว ดุประสงคการวิจัย

- 1.เพื่อพัฒนารูปแบบการจัดการเรียนร้งวรรณคดีไทย ตามแนวคิด Active Learning
ร ร่วมกับทฤษฎีการสร้งความรู้ โดยตนเองโดยการ สร้งวงสรค์ชิ้นงาน ส สำหรับนักเรียนชั้นมัธยมศึกษาปีที่6 โรงเรียนมัธยมวัดสิงห์
- 2.เพื่อเปรียบเทียบผลสัมฤทธิ์ทางการเรียนวรรณคดีไทยของนักเรียนที่เรียนด้วยรูปแบบการจัดการเรี
ยนร้ง วรรณคดีไทย ตามแนวคิด Active Learning ร ร่วมกับทฤษฎีการสร้งความรู้ โดยตนเองโดยการสร้ง
วงสรค์ชิ้นงาน กับนักเรียนที่เรียนด วยการสอนแบบปกติ

3. เพื่อศึกษาความพึงพอใจของนักเรียนชั้นมัธยมศึกษาปีที่ 6 ที่มีต่อรูปแบบการจัดการเรียนรู้ ี วรรณคดีไทย ตามแนวคิด Active Learning รวบรวมกับทฤษฎีการสร้างความรู้ ี ดยตนเองโดยการสร้างสรรคขึ้นงาน

วิธีด าเนินการวิจัย

การพัฒนา ร ูปแบบการจัดการเรียนรู้ ี วรรณคดีไทยตามแนวคิด Active Learning รวบรวมกับทฤษฎีการสร้างความรู้ ี

ด วยตนเองโดยการสร างสรรคขึ้นงานมีวิธีด าเนินการวิจัยในลักษณะของการวิจัยและพัฒนา(Research and Development: R&D) มี 4 ขั้นตอน คือ **ข ันตอนที่ 1 ศึกษาและวิเคราะห์ข้อมูลพื้นฐาน(Analysis : A)** โดยใช แบบวิเคราะห์เอกสาร แบบสังเกต แบบสอบถาม และเปรเด

การสนทนากล มเกี่ยวกับสภาพการจัดการเรียนการสอนของคร พุทธิกรรมกรเรียนของนักเรียนในรายวิชาภาษาไทย 5 วรรณคดีและสาระที่ วรรณกรรม ผลสัมฤทธิ์ทางการเรียนวรรณคดีไทย ความพึงพอใจต่อการเรียนการสอนวรรณคดีไทย และวิเคราะห์แนวคิด ทฤษฎีและงานวิจัยที่ เกี่ยว ข องกับ ร ูปแบบการสอน การเรียนการสอนตามแนวคิด Active Learning รวบรวมกับทฤษฎีการสร้างความรู้ ี ด วยตนเองโดยการสร างสรรคขึ้นงาน

ขั้นตอนที่ 2 การพัฒนา (Development: D1) ออกแบบและพัฒนา (Design and Development: D&D) มีการพัฒนาและ ตรวจสอบค ณาพของ ร ูปแบบรวมทั้งเครื่องมือประกอบการใช้ ร โดยการตรวจสอบค ณาพของ ร ูปแบบ และแผนการจัดการเรียนร โดย ผ ทรงค ณา พ จำนวน 3 คน จากการจัดสนทนากล(Focusum Group Discussion : FGD) เพื่อพิจารณาความก ด อง เหมาะสม และตรวจสอบความ

สอดคล้อง องขงร ูปแบบ ที่ นี้ ผ ทรงค ณา พ ประเมินความสอดคล้อง องขงร ูปแบบการจัดการเรียนรู้ ี วรรณคดีไทย และแผนการจัดการเรียนรู้ ี โดยใช้ แบบ ประเมินความสอดคล้อง องที่ มีลักษณะเป็น นมาตราส วนประเมินค 5 ระดับของ Likert (Likert Five Rating Scales) และตรวจสอบความสอดคล้อง องโดยใช้

การวิเคราะห์ค่าเฉลี่ย (X) และ ค ายเบนมาตรฐาน (S.D.) มีเกณฑ์ในการให้ ุ ดัชนีคะแนน เกณฑ์ในการแปลความหมายของคะแนน **เฉลย** และเกณฑ์ การพิจารณาความสอดคล้อง องขง นเดียวกับแบบวิเคราะห์ที่ ี

งร ูปแบบการจัดการเรียนรู้ มี (X =3.60, S.D.=0.89) และแผนการจัดการเรียนรู้ ี (X =4.40, S.D. =0.55) ค ณาพ ด านความเที่ยงตรงเชิงเนื้อหา (Content Validity)

มี **ั** ของแบบทดสอบวัดผลสัมฤทธิ์ทางการเรียน ี วรรณคดีไทย มีค่า IOC เก้ากับ 1 ค IOC เก้ากับ 1 และค ณาพ ด านความเที่ยงตรงเชิงเนื้อหา(Content Validity) ของแบบวัดพ ึ่งพอใจโดยพิจารณาจากความสอดคล้อง อง มีค่า IOC เก้ากับ 0.67

ขั้นตอนที่ 3 การวิจัย (Research: R2) ทดลองใช้ (Implementation: I)

การทดลองใช้ ร ูปแบบโดยใช้ แบบแผนการทดลองแบบ Randomized Pretest -Posttest Control Group Design ในการทดลองใช้ ร ูปแบบการจัดการเรียนรู้ ี วรรณคดีไทย ผู้วิจัยได้ด าเนินการ 3 ขั้นตอน คือ 1) การเตรียมการก่อนการทดลองใช้ ร ูปแบบ 2) การด าเนินการทดลองใช้ ร ูปแบบ และ 3) การประเมินประสิทธิผลการใช้ร ูปแบบหลังการใช้ร ูปแบบ การวิจัยครั้งนี้ ด าเนินการในภาคเรียนที่ 1 ปีการศึกษา 2561 ใช้ ระยะเวลาในการทดลอง จ านวน 6 สัปดาห์สัปดาห์ละ 2 คาบ รวมเป็น 12 คาบ

ขั้นตอนที่ 4 การพัฒนา (Development: D2) ประเมินผล (Evaluation: E)

รวบรวมข้อมูลจากการประเมินประสิทธิผลของ ร ูปแบบการจัดการเรียนรู้ ี วรรณคดีไทย ตามแนวคิด Active Learning รวบรวมกับทฤษฎีการสร้างความรู้ ี ด วยตนเองโดยการสร้างสรรคขึ้นงาน โดยมี การ ประเมินประสิทธิผลไปนือ 1) ะหว างกล ทดลองกับกล มควมมี และ 2)

เพื่อศึกษาคความพ ึ่งพอใจของนักเรียน หลังเรียนด

วิธีร ูปแบบการจัดการเรียนรู้ ี วรรณคดีไทยที่ ำ พัฒนาขึ้น ผลการวิจัย

1. การจัดการเรียนร วรรณคดีไทย ตามแนวคิด Active Learning รวบรวมกับทฤษฎีการสร้างความรู้ ี ด วยตนเองโดยการสร างสรรคขึ้นงานส าหรับนักเรียนชั้นมัธยมศึกษาปีที่ 6 โรงเรียนมัธยมวัดสิงห์ ที่มีชื่อว่า “SCDRE Model”

ซึ่งมีองค์ประกอบสำคัญ 2 องค์ประกอบ คือ **องค์ประกอบเชิงหลักการ** คือ ผ เรียนเปลี่ยนบทบาทจากผู้ป าส ารมีสิทธกรร วมในการสร างและแสดงความ ผ การลงมือปฏิบัติ าน และน าวามร ี ี ที่ ค บ ไปสรนพ างสรรคขึ้นงานโดยอาศัยสื่อและเทคโนโลยี ัจจนความร ี กลายเป็นร ูปธรรมที่ชัดเจน

เกิดความร ี ที่กทนตลอดจนเผยแพร่ความร ี สิมชนได **ด ุ ประสงค์ของร ูปแบบ** คือ เพื่อพัฒนาผลสัมฤทธิ์วรรณคดีไทยและพ ึ่งพอใจของผ ีเรียน และ**องค์ประกอบเชิงกระบวนการกรเรียนโดยมีขั้นตอน การเรียนรู้งนี้** **ข ันที่ 1 กระ ด ความคิด(Stimulate ideas)** : ผ สอนกระตุ้นให้ ผ ีเรียนเกิดแรงจ ึงใจในการเรียนรู้ โดยใช้ การสนทนา ตั้งค าทถาม และ ทบทวนความรู้ ี เดิมที่ จ ปีแ นต อการน

าสนอความรู้ ีใหม่ **ข ันที่ 2 พิจินเนื้อหา (Consider the content)** : ผ ีเรียนเลือกที่จะแสวงหา เรียนร ีเนื้อหา ดี วยตนเอง **ข ันที่ 3 พัฒนาชิ้นงาน (Develop work pieces)** : ผ ีเรียนน าวามร ีที่ได้ศึกษาถ่ายถอดออกมาผ ีานการสร้างชิ้นงาน **ข ันที่ 4 ข ัน ส าสารความรู้ (Reflect knowledge)** : ผ ีเรียนสะท ี อนความรู้ ี ออกมาให้ เพื่อพ ึง ว ำ ชิ้นงานทสร างขึ้นนี้เกิดจากการเรี นร ี ี ะไรมาบ ำ งและ **ข ันที่ 5 ข ัน**

วสั๊๊ส

งคม (Expand to the community) : น ำชิ้นงาน

หรือปี ยนี้เทศา เป็นต้น

ำรูปแบบไปให้เก็ดประโยชน์

ำคัญในการน ัน

และมีความริบผิดชอบ 2)

อัสระและสรี ำสรค์ชี่

ในระดับมาก

และความรี ีในชิ้นงานขยายผลส อกหิน

องเรียนในรื่บแบบนี้ทรศการ

และวัดพ งพอใจขงพ รียน **เจ็อนไซส**

พ รียนจะต องมีพื้นฐานในการแสวงหาคความรี ี

คือ 1) ม

ครื่เปิดโอกาสให้เด็กคิด

เด็กท ำ

เด็กน

ง้นในการท ำงาน

ำเสนออย่าง

พัฒนำชน มีประสิทธิภพอัย ี

2.

ผลสัมฤทธิ์ทางการเรียนรึ ีรรณคดีไทยของนักเรียนระหว างกล ทัม สอนโดยไช ร
ปแบบการจัดการเรียนรึ ีรรณคดี ีไทย ตามแนวคิด Active Learning
รึ วมกับทฤษฎีการสร้างควมรึ ี ด วยตนเองโดยการสรึ
งสรรคึขึ้นงกกับการสอนแบบปกติเกดตา วกันอยึ วมนี้ยส าคัญทางสถิติทีะดับร
.05

3. ผลการศ กษาควมพ งพอใจของนักเรียนหลังรึ ีรูปแบบที่ พัฒนาค้นมึค จลึยอยึ ี ในระดับมาก

สรุปผล และอภิปรายผลการวิจ ย

1. จากผลการหาประสิทธิภาพของรึ ีรูปแบบการจัดการเรียนรึ ี ีรรณคดีไทยว ตามแนวคิด Active Learning รึ
วมกับทฤษฎีการสร้างควมรึ ี ด วยตนเองโดยการสรึ ังสรรคึขึ้นงานส ำหรับนักเรียนชั้นมัธยมศึกษาปีที่ 6
โรงเรียนมัธยมวัดสิงห์ ที มีชือว ำ “SCDRE Model” ซึ ี ึ่งผ การตรวจสอบจากน ผ เชียวชาญแล วพบว ำ รึ ีรูปแบบมึค
ณภาพด ำนควมเที่ยงตรงเชิงโครงสร้างและเชิงเนื้อหา และมีประสิทธิภาพเพียงพอตาไปไชจัดการเรียนการอรณ

สอน มีความเหมาะสม ทั้งนี้ อาจเนื่องมาจากรูปแบบการจัดการเรียนรู้อัตโนมัติ พัฒนาขึ้นอย่างเป็ระบบ มีการดาเนินการตามขั้นตอนของวิธีการเชิงระบบ โดย น าวผลการวิเคราะห์ขอม ลพื้นฐานที่เกี่ยวข้ องกับนโยบายการจัดการศึกษา ผลงานวิจัยของ (Treffinger, 2007-2008: 1) เกี่ยวกับการพัฒนาทักษะที่จ ำเป็น ของผู้เรียนวิเคราะห์ที่สาระและมาตรฐานของหลักสูตรการศึกษาขั้นพื้นฐาน พุทธศักราช 2551 สาระการเรียนรู้ภาษาไทยวิเคราะห์ที่แนวคิด ทฤษฎี งานวิจัยที่เกี่ยวข้ องกับการพัฒนารูปแบบการเรียนการสอนอันเนื่องมาจากแนวคิดอ ทฤษฎีที่เป็น ุ้ นฐานของการจัดการเรียนการสอน ซึ่งสอดคล้อง อกกับ แนวคิดในการพัฒนารูปแบบ (Joyce and Weil, 2004) ที่สร้ปวีา ูปแบบการเรียนการสอนเป็นแบบแผนการดาเนินการสอนที่ได้รับการจัดอย่างเป็ระบบ สัมพันธ์สอดคล้องกับทฤษฎีโดยรูปแบบการเรียนการสอน อม่งทฤษฎีรองรับ นอกจากนี้ยังมีกาตร ษาสภาพการจัดการเรียนการสอนของคร และ พฤติกรรมการเรียนของนักเรียนในรายวิชาภาษาไทย

2. ที่ได้รับการจัดการเรียนรู้อัตโนมัติโดยใช้รูปแบบการจัดการเรียนรู้อัตโนมัติไทย นักเรียนชั้นมัธยมศึกษาปีที่ 6
 วมกับทฤษฎีการสร้างความรู้ ึ ดยตนเองโดยการสร ังสรรค์ชิ้นงานส ำหรับนักเรียนชั้นมัธยมศึกษาปีที่ 6

โครงการเรียนนวัตกรรตไทยหลังเรียน สกวก้า อน และกล มควมมีมอ ยี างมีเนืยส คัญทางสถิติตีะดบัร .05 ซึ่งเป็น ไปตามสมมติฐานที่ตั้งไว้ และสอดคล้อง อกกับผลการวิจัยของพรณัฎา กิ่งเอก (2550) พบว่า เมื่อน าววิธีการจัดการเรียนรู้อัตโนมัติ

วีเ กในวิชาเคมี เรื่อง สารชีวโมเลกุล
 ไปใช้สอนนักเรียนและเปรียบเทียบกับนักเรียนกลุ่มที่ผ่านการเรียนรู้อัตโนมัติด้วยวิธีดั้งเดิมกับวิธีที่พัฒนาข ึ นพบวีา นักเรียนที่ผ่านการจัดการ

เรียนรู้อัตโนมัติมีผลสัมฤทธิ์ทางการเรียนและเจตคติต่อวิทยาศาสตร์สูงกว่า นักเรียนที่ผ่านการจัดการเรียนรู้อัตโนมัติ ม ันนั่ม (2560) ที่ น าวรูปแบบการจัดการเรียนรู้อัตโนมัติด้วยวิธีที่พัฒนาข ึ นเพื่อเสริมสร้างความคิดสร้างสรรค์ ไปทดลองใช้กับนักเรียนชั้น ประถมศกษาปีที่ 4

น าวรูปแบบการพัฒนาบทเรียนผ่านสื่อสังคมออนไลน์ตามทฤษฎีการสร้างองค์ความรู้ด้วยตนเอง โดยการสร้างสรรค์ชิ้นงานวิชาคอมพิวเตอร์เพื่อ การตร ษาและฝ กอบรม ส ำหรับนักศษุาระดับปริญญาตรีกร ปรากฎา ผลสัมฤทธิ์ทางการเรียนหลังเรียนสูงกว่าก่อนเรียน อย่างมีเนืยส คัญทางสถิติตีะบ ุ

05 จากผลการวิจัยนี้ แสดงให้เห็น ึ นว่ารูปแบบที่ พัฒนารูปแบบพัฒนาผลสัมฤทธิ์ทางการเรียน ึ ดับเนืมาจากบท ุ 2 ประการ ดัง ึ การจัดการเรียนรู้อัตโนมัติ
 2.1 โดยใช้รูปแบบการจัดการเรียนรู้อัตโนมัติไทย ตามแนวคิด Active Learning
 วมกับทฤษฎีการสร้างความรู้ ึ ดยตนเองโดยการสร ังสรรค์ชิ้นงานส ำหรับนัก เรียนชั้นมัธยมศึกษาปีที่ 6

โรงเรียนมัธยมวัดสิงห์ นั้น เป็นการจัดการกรรมากรเรียนรู้อัตโนมัติ ึ ดคล้อง อกกับความ คัญ
 ม หมายของการจัดการศ ษาในปัจจุบันที่เน้น เรียนเป็นส ำคัญ
 เปิดโอกาสให้ ผู้เรียนสามารถปฏิบัติกิจกรรมด้ วยตนเองอย่างอิสระเพื่อค้นคว้าขอม ลได้ หลากหลาย และแก้ปัญหาเป็ น

โดยครเป็นเพียงผู้ชี้น ำ ช้แนะ ำให้ค ำแนะ ำ เป็นที่ปรักษา
 เพราะนักเรียนที่อยู่ในวัยนี้มีความพร้อมทางด ำนสติปัญญา อ ยี างพอเพี ย และสามารถสร ังความม่ั่นใจในตนเองได้
 เมื่อได้ รับการกระตุนให้ปฏิบัติกิจกรรมในแต ละช้ นก็ สามารถตอบสนองได้ เป็ นอ ยี างดี

การจัดการเรียนรู้อัตโนมัติ
 2.2 โดยใช้รูปแบบการจัดการเรียนรู้อัตโนมัติไทย ตามแนวคิด Active Learning
 วมกับทฤษฎีการสร้างความรู้ ึ ดยตนเองโดยการสร้างสรรค์ชิ้นงานส ำหรับนักเรียนชั้นมัธยมศึกษาปีที่ 6

โรงเรียนมัธยมวัดสิงห์สามารถกระตุ้นความรู้ความคิดของผู้เรียนและเปิด
 จะเรียนรู้อัตโนมัติ ดยตนเอง จ้ งส ำคัญ
 โอกาสให้ ผู้เรียนสามารถปฏิบัติกิจกรรมด้ วยตนเองได้ ึ ดคล้อง อกกับ
 จากข อม ลเบ้ งตอ นจ พอสรี ุ ปได้ ว การจัดการเรียนรู้อัตโนมัติโดยใช้รูปแบบการจัดการเรียนรู้อัตโนมัติไทย

Active Learning วมกับทฤษฎีการสร้างความรู้ ึ ดยตนเองโดยการสร ังสรรค์ชิ้นงานส ำหรับนักเรียนชั้นมัธยมศึกษาปีที่ 6 โรงเรียนมัธยมวัดสิงห์
 เป็ นแนวทางในการพัฒนา ึ ดคล้อง อกกับ
 3. นักเรียนชั้นมัธยมศึกษาปีที่ 6 ที่ได้รับการจัดการเรียนรู้อัตโนมัติโดยใช้
 รูปแบบการจัดการเรียนรู้อัตโนมัติไทย ตามแนวคิด Active Learning

วมกับทฤษฎีการสร้างความรู้ ึ ดยตนเองโดยการสร ังสรรค์ชิ้นงานมีความพึงพอใจต่อรูปแบบการจัดการเรียนรู้อัตโนมัติไทย อ ยี ึ ในระดับมาก แสดงให้ ึ เห็นว
 ำหลังการเรียนนั้ นักเรียนมีความพ ังพอใจที่ ดีต่อการจัดการเรียนรู้อัตโนมัติตามสมมติฐานข้อ 3 ที่ ตั้งไว้
 และสอดคล้องกับผลการวิจัยของ สวียา ส รมณั (2558) ช้ ึงได น าวรูปแบบการพัฒนาบทเรียนนวัตกรรตมีเดียตามแนวทฤษฎีการสร้างความรู้ ึ ดยตนเองโดยการสร ังสรรค์ชิ้นงาน เรื่องการใช าง

โปรแกรม Adobe Flash CS6 เบ้ งตอ นหลังเรียนนักเรียนมีความพ ังพอใจมากกว่า ถ้า นเรียน เช่น นเดียวกับพรณัฎา กิ่งเอก (2550)
 ที่ศ ษาผลสัมฤทธิ์ทางการเรียนและเจตคติต่อวิชาเคมีของ นักเรียนชั้นมัธยมศึกษาปีที่ 6

ที่ ผนการเรยนรโดยวิธีการจัดการเรยนร ึ่งริงกรเ ในวิชาเคมีเรอง สารซิวโมเลกลี
เปรียบเทีบกับนก เรยนกล ทฝีม นการเรยนร ึ่ง โดยวิธีตั้งเต็มนกเรยนที่นการจัดการเรยน
นร ึ่งริงกรเมีผลสัทธิทางการเรยนและเจตคติต วิทยาศาสตรีสอ กวง ่า
นกเรยนที่ ผนการจัดการเรยนร าบตแงเต็มจากผลการวิจัยนี้แสดงให้ ี่ นวากาการจัดการเรยนร ึ่ง

โดยใช้รูปแบบการจัดการเรียนรู้ ี วรรณคดีไทย ตามแนวคิดActive Learning
ร่วมกับทฤษฎีการสร้างความรู้ ี ด้ยตนเองโดยการสร ้างสรรค์ชิ้นงานสามารถช วยเสริมสร้างควมพ ังพอใจที่
สืบ
เนื่องมาจากเหตุ ปรก ๒ ประการ ดังนี้

3.1 รูปแบบการจัดการเรียนรู้ วรรณคดีไทย ตามแนวคิดActive Learning ร วมกับทฤษฎีการสร้างควมร ด้ยตนเองโดยการ
สร ้างสรรค์ชิ้นงานมีขั้นตอนการจัดการเรียนร ู้ที่แปลกใหม่ ไม ่ทำให้ นักเรียนเกิดความร อก อกเมื่อหน้า ย าจงสนในการชมผลให้
นักเรียนกระตือรือรรม
กิจกรรมการเรียนการสอน

3.2 รูปแบบการจัดการเรียนรู้ ี วรรณคดีไทย ตามแนวคิด Active Learning
ร่วมกับทฤษฎีการสร้างควมร ด้ยตนเองโดยการ สร ้างสรรค์ชิ้นงานเป็นวิธีการสอนที่ ชยเสริมสร ้างทักษะการสื่อสาร
และศักยภาพในเด านต ่างๆ ของผ ุเรียนให้ มีความคิดสร ้างสรรค์และกล้าแสดงออก
จากขอม ูลเบ ื้องต ้นพอสร ้างได้ ำ รูปแบบการจัดการเรี ้นร ู้ ี วรรณคดีไทย
ตามแนวคิด Active Learning
ร วมกับทฤษฎีการสร้างควมร ี ด้ยตนเองโดยการสร ้างสร ้างสรรค์ชิ้นงานเป็น นแนวทางในการพัฒนาผ
ุเรียนให้ มีความพ ังพอใจที่ ดี **ข อเสนอแนะ**

1.ข อเสนอแนะในการจ ดการเรี ยนร ู้

1.1 จากผลการวิจัยพบวารี ูปแบบการจัดการเรี ยนร ู้ ี วรรณคดีไทย
ตามแนวคิดActive Learning ร วมกับทฤษฎีการสร้างควมร ี ด้ย
ตนเองโดยการสร ้างสร ้างสรรค์ชิ้นงานท ำให้ นักเรียนมีความสามารถในการเรี ยนวิชาภาษา มากขึ้น
ในการจัดกิจกรรมแต่ละขั้นตอนท ำให้นักเรี ยนมีความคิด

สร างสรคัผลงานและกล าสแสดงออก ผ สอนจ งควรน าริปแบบการสอน ไปไซในการสอนให้
นักเรียนเกิดความคิดสร างสรคัผลงาน
โดยการจัดการเรียนรึ ีและผ สอนควรจะอธิบายขั้นตอนต างๆในกิจกรรมให้ นักเรียนเข าจอย็ ิงชัดเจน

1.2 ริปแบบการจัดการเรียนรึ ี วรรณคดีไทย ตามแนวคิด Active Learning
รึวมกับทฤษฎีการสร้างควมรึดี วยตนเองโดยการ

สร างสรคัชิ้นงานผ สอนควรไซ แบบสังเกตพฤติกรรมควคั ีไปกับการจัดการเรียนรึในทักขึ้นตอน
เพื่อให้ได้ข้อมูลทางคัณลักษณะขณะท ากิจกรรมการ เรียนรึ ี ในแต่ ละชั ของการจัดการเรียนรึน ี

2.ข อเสนอแนะส ำหรับการท ารัจ ัยคร ัต่อไปง

2.1 ควรท ากการศัษาาริปแบบการจัดการเรียนรึ ตามแนวคิด Active Learning
รึวมกับทฤษฎีการสร้างควมรึดี วยตนเองโดยการ สร างสรคัชิ้นงานกับวิชาอื่ าน เข
นคณิตศาสตรัวิทยาศาสตร์หรือสังคมศษาก เป็น ต น

2.2 ควรมีการศ กษาาริจัย Active Learning

ริปแบบการจัดการเรียนรึ ี วรรณคดีไทย ตามแนวคิด มตัวอย็ ิงในระดับชั้นอื่ าน

รึวมกับทฤษฎีการสร้างควมรึดี วยตนเองโดยการสร างสรคัชิ้นงานกับกล
เพื่อให้ คัศารพัฒนาแนวทางใน การจัดการเรียนรึ ีอื่ ีหลากหลาย

เอกสารอ ำงอั้ง

กระทรวงศ กษาธิการ. (2551). หลักศตรการศ กษาขึ้นพื้นฐาน พืทศักราช 2551. ก
รึงเทพฯ

ร็องพึ่มพัศัร สกาลาดพรี วา. กั ส มารีเกษมณั.(2547). วรรณสวารัจัย.กรงเทพฯ : แมค าสาง.

พรรณัภาคัจเอก. (2550). ผลการใช็กิจกรรมการเรียนรึ บทการศัศอรอื่เรณั คัอผลสัสมฤทธีทางการเรียน

และเจตคัตต่อวิชาเคมีของนักรึเรียนชั้น มัธยมศกษาปึ6 จัหวัดปที มอานั.วึทยานพนัศัศ

ศาสตรมหาบัณศัศิต,สาขาวึชาหลัคัศัศตรและการสอน, บัณศัศิตวึทยาลัยมหาวึทยาลัยราชภัฏจันทรึเกษม.

พระราชบัญญัติการจัดท ายทึ ศศาสตรัชาต.พ.ศ. 2560. (26 กรกฎาคม 2560). ราชจัจัน บกษา. เล่ม

๑๓๔ ตอนทึ๗๙ ก. รึฤทัยนสัจจพันธ. ๑(2549). สนทึรึยรสมเห็ งวรรณคดี. กรึ เทพฯง : ณ เพชรล

นักรึพึ่มพ. ร็องนฤทธีจันนมั ี. (2560). การพัฒนาริปแบบการจัดการเรียนรึ ีอมพัวเตอร์ค

โดยไซทฤษฎีคอนสตรัคชันนัสซึ่มเพื่อ สรึมสรึ ิงควมคัศสรึ ิงสรคัส ำหรับนักรึเรียนชั้นประถมศัศษาปึทึ4.

วารสาร สักทอง : วารสารมนัษยศาสตรัและสัังคคมาศาสตรั.23(2), 104-119.

วึภาสวึกรมสกั ลวงศั.(2560). การพัฒนาบทเร็ยนผ านสัอัสังคคมอนไลนัตามทฤษฎีการสร้างควมรึ ี

ดยตนเอง โดยการสรึ ิงสรคัชิ้นงานวึชา คอมพัวเตอร์เพื่อการศ กษาและฝัคอบรม ส

ำหรับนักรึศกษาระดับปรึญญาตรึ. วึทยานัพนัศัศกษาศาสตรัมหาบัณศัศิต, สาขาวึชเทคโนโลยัและ

สัอัสารการศัศษา, คณศคร ศาสตรั มหาวึทยาลัยเทคโนโลยัราชวมงคลธัญบึรึ.

สวึยา ส รณณั. (2558). การพัฒนาบทเร็ยนมัลตึมึเด็ยตามแนวทฤษฎีการสร้างควมรึ ี ีดยตนเองโดยการสรึ ิงสรคัชิ้นงาน
เร็งการไซอ งานป็รแกรม Adobe Flash CS6 เบ็ งตึอ น.

วารสารคัรงงานวึทยาการคอมพัวเตอร์และเทคโนโลยัสวารสนทศ. 1(1), 33-39.

Bonwell, C.C. Bonwell, J.A. Eison, (1991). "Active Learning: Creating Excitement in the Classroom." ERIC Digest.Washington
D.C.: ERIC Clearinghouse on Higher Education.

Felder, R. M.; & Brent, R. (2009). Active Learning: An Introduction. ASQ Higher Education Brief, 2(4). Retrieved
November 11, 2015, from [http://www.4ncsu.edu/unity/lockers/users/ff/felder/public/papers/ALpaper\(ASQ\).pdf](http://www.4ncsu.edu/unity/lockers/users/ff/felder/public/papers/ALpaper(ASQ).pdf).

Joyce, B. & Weil, M. (2004). Model of teaching (6th ed). Boston : Allyn and Bacon.

Treffinger, D.J. (2007-2008). "A New Renaissance? Preparing Productive Thinkers for Tomorrow's
World." Creative Learning

Today 15(4):1.

การพัฒนาเทคโนโลยีในการเพิ่มประสทธิภาพกระบวนการผลิตและแปรรูปสึบประรดกวล
Development of Phu-Lae Pineapple Process Improvement Technology
ภูมิพงษดาวต ั้ง, ธนาว ุฒัธนาวณัษยและอน ุสรณ ัใจแก
ว

ส านักวิชาคอมพิวเตอร์และเทคโนโลยีสารสนเทศ

173

มหาวิทยาลัยราชภัฏ เชียงราย Emails:
pumipong5325@gmail.com

บทค ดย่อ

บทความนั้น

าเสนอการพัฒนาเทคโนโลยีในการเพิ่มประสิทธิภาพกระบวนการผลิตและแปรรูปสับประรดกล แลต วยวิธีการอบแห้งโดยใช้ ความถี่สูงหรือความถี่ไมโครเวฟ โดยมีวัตถุประสงค์เพื่อให้ ได้สับประรดที่ได้จากกระบวนการอบแห้งที่มีคุณภาพที่เหมือนกันอีกทีถึน ึ่งลดระยะเวลาในการอบแห้งสับประรดให้น้อยลงจากวิธีการเดิมด้ วยวิธีการอบแห้ง ด วยแสงอาทิตย์ซึ่งใช้ ระยะเวลาประมาณ 3 วันในสภาพอากาศปกติ ผีวีวิจัยได้ท การออกแบบตู้อบแห้งด้วยความถี่สูงมีขนาดกว้าง 60 เซนติเมตร ยาว 60 เซนติเมตร และสูง 150 เซนติเมตร ซึ่งภายในประกอบด้วยชั้นวางส ำหรับการ อบแห้งจ ำนวน 6 ชั้น โดยมีแกนหมันแนวตั้ง ำจากการศึกษาออกแบบและวิเคราะห์ผีวีวิจัยใช้ชื่อก ำเนิตความถี่สูงหรือ ความถี่ไมโครเวฟที่ถี่ ความถี่ 2.45 GHz ขนาด 800 วัตต์ สื่ง ผี ำงานที่ ำน ำคลื่น WR 340 แล้วท ำการขยายสัญญาณ ความถี่สูง ด ำยอากาศปากแตรรียสพพีระมิดจ ำนวน 3 ชื่ดในการกระจายคลื่น ความถี่สูงเข้าไปบ ำห้อง ำหลังจาก ออกแบบและสร ำงเครื่องต ำนแบบแล วท ำการทดลองเพื่อทดสอบผลการท ำงาน ำจากการทดลองพบว่ำสับประรดอบแห้งที่ ได้จากกระบวนการอบแห้งด้วยตู้อบแห้งความถี่สูงที่พัฒนาขึ้นใช้ระยะเวลาเฉลี่ยในการอบแ ำแห้งตื่อดรื่งประมาณ 10 นาที

ค ำ ส ำ ค ำ ำญ: การอบแห้ง ความถี่ไมโครเวฟ สายอากาศปากแตรรูปพีระมิด

ABSTRACT. In this work, the technique of increasing the efficiency of the pineapple production and pineapple processing with high-frequency drying from microwave frequency are presented. The objective of this work is not only to reduce the drying time from three days with the traditional method but also maintain the processed pineapple as the same quality obtained from solar drying method. The proposed machine has designed with dimension width 60, length 60 and height 150 centimeters and it included six shelves with a vertical spindle. In this study, we used a microwave frequency generator that configured at the frequency of 2.45 GHz, 800 watts, transmitted through the WR 340 waveguide and then expands the signal of the high-frequency range with 3 sets of the pyramid-shaped antenna. The experimental results show that the proposed method can reduce the processing time of the drying process at an average time of 10 minutes per times.

Keywords: Drying, Microwave Frequency, Pyramidal Horn Antenna

บทน ำ

ำจังหวัดเชียงใหม่สับประรดถือได้ ว ำเป ำผลไม้ ที่สร ำงชื่อเสียงและเป ำ นที่ร ำ จักกันอย ำงแพร่ หลายและกล ำเป ำผลไม้ ประจ ำจังหวัดเชียงใหม่ ซึ่งประกอบไปด ำยสับประรดอย ำ 2 สายพันธ์ุคือสับประรดภัก ำแลแ่สับประรดนางแล โดย ทั้งสองสายพันธ์ุ ี้นั้นมีจ ำดแตกต่างที่ต่างกันคือ สับประรดภัก ำแลจะลื่กลเล็กและสามารถปลื่กได้ ตลอดปี ผล ขนาดเล็ก เนื้อสี ทอง กลิ่นหอม แกนสับประรดกรอบ รื่บประทานได้ รสชาติหวานปานกลาง สื่วนสับประรดนางแลจะผลจะมีขนาดใหญ่ กว ำ สับประรดภัก ำแล เนื้อจะมีรสหวานนื่ ำ สีเหลืองเข มออกสีน ำม่วง กลิ่นหอมเหมือนกลิ่นน ำฝงนื่ ำเอง ซึ่งในปัจจ ำนพื้นที่น ำบ้ การปลื่กหลักๆ จะอย ำในเขตต ำบลบ้านดื่และต ำบลนางแล อ ำเภอเมือง สับประรดทั้งสองสายพันธ์ุ ี้นี้ได้ มี

ำจังหวัดเชียงใหม่ ซึ่งในปัจจ ำปั้บเกษตรกรมีปลื่ก การจ ำหน ำยสับประรดในลักษณะผลสดและได้มีมีการน ำสับประรดมาท ำการแปรรูปเพื่อเพิ่ม มลค ำของผลผลิต ในปัจจ ำปั้บในกระบวนการผลิตสับประรดเพื่อจัดจ ำหน ำยนั้นได้ มีการจัดจ ำหน ำยโดยตัวเกษตรกรเองหรือส่ง ข ำยไปยังพ ำที่น ำต ำงๆ อื่กทั้งมีการแปรรู ำสับประรดในร ำปแบบต ำงๆ เพื่อเป ำนการเพิ่มม ลคิตภัก ำณที่ได ำฝ ำ จากสับประรด ซึ่ง ไม่ ว ำการข ำยสับประรดผลสดหรือแปรรู ำปนี้ ำกระบวนการต ำงๆ จะกระทำ

าโดยวิธีการตามวิธีชาวบ้านโดยไม่ได้มีการน ำ เทคโนโลยีเข ามา รวมในกระบวนการตั้งกล าว
ซึ่งหากศึกษาถวรายละเอียดมักจะพบปัญหาต่างๆ ในกระบวนการผลิต หลากหลายด าน เช่น กระบวนการแปรร ูป
กระบวนการคัดแยก เป็นต้น โดยที่ผ านมักจะอาศัยความเชื่อชาญหรือ
ประสบการณ์ของเกษตรกรเพียงอย างเดียวในกระบวนการผลิต
หรือระยะในกระบวนการผลิตใช้ เวลนานานเกินไป ช่งท ำ
ให้ ไม่ สามารถบริหารจัดการระยะเวลาในการผลิตได้ อย ชัดเจนแน่นอน ำ

คณะ วิจัยแป นผ มีความเชี่ยวชาญทางด านพัฒนาวิจัยทางดาเทคโนโลยีมาชานน วยในกระบวนการผลิตในดา น ต างๆ ได มีความสนใจในการพัฒนาเทคโนโลยีที่จะเข มาช วยในการเพิ่มประสิทธิภาพในกระบวนการผลิตและแปรป สับปะรดเพื่อเกิดมาตรฐานในกระบวนการผลิตหรือลดขั้นตอนในกระบวนการผลิตโดยคณะ วิจัยมีความสนใจใน กระบวนการคัดแยกเพื่อเบะเวลาในการสงระ ของสับปะรดเพื่อช วยให้ เกษตรกรได ลดขั้นตอนและลดจ านวนคนใน

ระบบการคัดแยกและเพื่อความเที่ยงตรงในการคัดแยกสับปะรดชั้น นอกจากนั คณะผ ี วิจัยได ีความสนใจในการแปรป สับปะรดของเกษตรกรที่นิยมคือการท าสับปะรดอบแห้งซึ่งกระบวนการผลิตในปัจจุบันนั้นจะใช้วิธีการอบแห้งด วย แสงอาทิตย์ แต่เนื่องด วยวิธีการดังกล่าวนั้นต้องอาศัยแสดงจากดวงอาทิตย์เพียงอย างเดียวซึ่งไม่สามารถควบคุม ระยะเวลาในการผลิตได คณะผ ี วิจัย จ มีแนวคิดในการออกแบบตอบแห้งสับปะรดโดยการน าคลื่นความถึไมโครเวฟมา ไซ ในการออกแบบเครื่องอบแบบอัตโนมัติเพื่อให้ เกษตรกรสามารถควบคุม ด ภาพของสับปะรดอบแห้งและลด

ระยะเวลาการอบแห้งด วยแสงอาทิตย์เพียงอย างเดียว อีกทั้งเพื่อเปนน าจงค์ความรตวามเชี่ยวชาญของคณะผ ี วิจัยมา การพัฒนาเทคโนโลยีในกระบวนการผลิตของเกษตรกรเพื่อยกระดับค ณภาพและมาตรฐานผลผลิตของเกษตรกรในเขต พื้นที่จังหวัดเชียงราย

กรอบแนวคิดการวิจัย

กรอบแนวความคิดในการพัฒนาเทคโนโลยีในการเพิ่มประสิทธิภาพกระบวนการผลิตและแปรป ส ับปะรดก แล ในเขตพื้นที่ด าบนางแล อ าเภอเมือง จัหวัดเชียงรายนี้ คณะผ ี วิจัยได้เห็นถึ ปัญหาในกระบวนการหลังการเก็บ เกี่ยวเพือ น าสลผลิตส่งออกไปเพื่อจัดจ

าหน ายสับปะรดของเกษตรกรและอีกด้านหนึ่งในกระบวนการแปรป สลิตภัณฑ์ ของเกษตรกรคณะผ ี วิจัยมีความสนใจในกระบวนการแปรรี ปลสับปะรดอบแห้งซึ่งในปัจจุบันเกษตรกรได้

ท การแปรรีป โดบวิธีอบโดยใช้ แสงจากดวงอาทิตย์ในกระบวนการแปรรีป ซึ่งระยะเวลาในการแปรรีปอบแห้งสับปะรดก็จะชึ นอยื่กับ ฤตีกาลนั้น หากเป็นฤตึฝนกระบวนการแปรรีปแบบอบแห้งจะใช้ระยะเวลาที่ยาวนานกว่าเดิม อีกทั้งในกระบวนการ อบแห้งด้วยแสงอาทิตย์ก็ยังมีนักวิจัยได้คิดคึนในการน าววิธีการหลากหลายวิธีมาใช้เช่นการอบด้วยลมหรือมรืรวมกับ แสงอาทิตย์ เป็นตึน ในงานวิจัยที่ไดึน

าเสนอในส่วนที่สองนี้คณะผ ี วิจัยมีแนวความคิดในการออกแบบพัฒนาเครื่อง อบแห้งสับปะรดดี วยการน

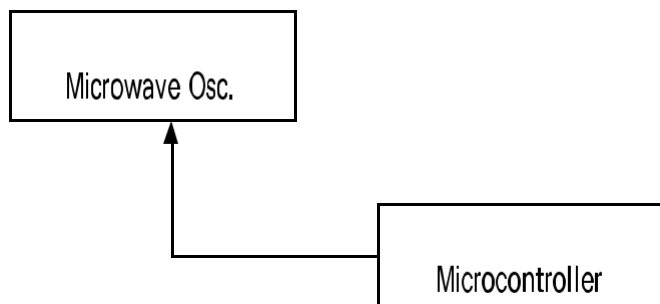
าคลึ นความถึไมโครเวฟมาใช้ กระบวนการอบแห้งเพียงอยื่ างเดียวเพื่อลดระยะเวลาในการ อบแห้งอีกทั้งจากการศ กษาหลักในการอบแห้งหากท

าให้อาหารหรือผลลิตภัณฑ์แห้งภายในระยะเวลาที่รวดเร็วนี้ นจะท ให้อาหารหรือผลลิตภัณฑ์ทางเกษตรจะยังคงคึนค้าทางอาหารที่ใกล้เคียงกับผลลิตภัณฑ์ที่ชึ ั้งไม่ผานการอบแห้งซึ่งหา

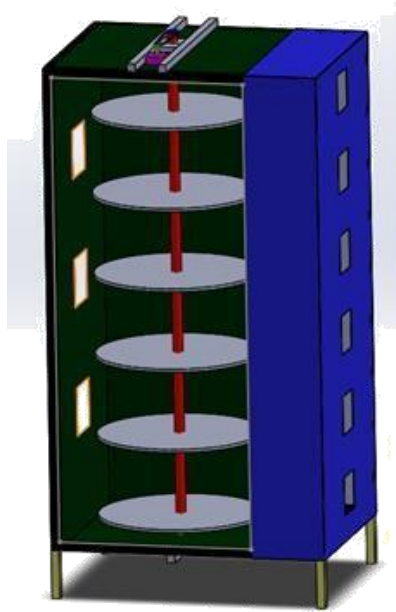
ก พิจารณาการอบแห้งโดยแสงอาทิตย์หรือลมหรือระยะเวลาจะใช้ ในการอบแห้งหากท าสารอาหารหรือคึนค้าทาง อาหารสึญเสึยไปนัระหวั างระยะการแห้ง แต่การน าคลึ นความถึไมโครเวฟมาใช้ในกระบวนการอบแห้ง | งนั้นจะชึวยใน การลดระยะเวลาในการอบแห้งได้ มากจึงท าสให้ ได้ผลลิตภัณฑ์ที่ยังคงคึนค้าทางอาหารและลดระยะเวลาในกระบวนการ ผลิตอีกด วย

ขณะนี้ ี วิจัยมีแนวคิดในการวิจัยพัฒนาการออกแบบตึอบแห่งสี่บะรดโดยใช้คณนความถึไ
มโครเวฟใน ชี นมา โดยในกรอบการออกแบบดั่งแสดงในภาพที่ 1.2ซึ่งจะประกอบด้วย 3 ส่วนคือ

ส่วนผลิตความถี่ ไมโครเวฟ การ ควบคุมการหมี นของแท็ นวางสี่บประรด ระบบพัคดมระบายอากาศ และสมองกลอ้ดโน้ม้ติควบคุม การท งานทั้งหมด



ภาพที่1 ไดอะแกรมส่วนประกอบหลักในการออกแบบเครื่อง บสี่บประรด ควบคุมความถี่ไมโครเวฟ



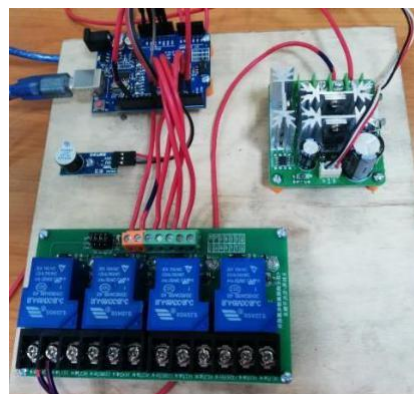
ภาพที่2 โครงสร้างต อบแห่งลึบประด



ภาพที่ 3 ตอบแหง 3 สัปดาห์ที่ไดพัฒนาค้น

การออกแบบสมองกลควบคุมการทำงาน

ในการออกแบบขดควบคุมการทำงานจะทำการเขียนโปรแกรมควบคุมการทำงานของตอบแหงความถี่สูง ผานบอร์ดอาดโน โดยแบ่งการควบคุมออกเป็น 3 ส่วนคือ ควบคุมความเร็ว การหมุนของมอเตอร์ การควบคุมเวลา การตั้งเปิดปิดชดกานเน็ดความถี่สูง ลีบกัการควบคุมการเปิดพัดลมระบายอากาศ และควบคุมการเรี มตี นท งานและปิด การท งานเมื่อกระบวนการอบเสร จสิ้น ดังแสดงวงจรข ดสมองกลควบคุม การท งานอัตโนมัติในภาพที่6ซึ่งจะ ประกอบด วยบอร์ดอาด โนวงจรขับมอเตอร์ไฟฟ ภากระแสตรงและช ดรีเลย์4 ช อง



ภาพที่ 6 วงจรขี ดสมองกลควบคุม การท งานอัตโนมัติ

ผลการทดลอง

ในการทดสอบการทำงานขอระบบควบคุมการทำงานอัตโนมัติคณะผ วิจัยได ออกแบบระบบควบคุม มโดยผ าน บอร์ดอาดโน โดยการกำหนดเวลาในการควบคุมการทำงานโดยก หนดในโปรแกรมในค าด างๆโดยในการควบคุม การท งานนั้นจะประกอบด วยการควบคุม การหมุน ของแกนหมุน แนวตั้ง การควบคุม การเปิด- ปิดช ดกานเน็ดสัญญาณ ความถี่สูงหรือหลอดแม กนีตรอนสลับกัการปิดการทำงานโดยวนล ปรจ านวน 3 รอบ โดยในการทดสอบผ วิจัยได้ ท การ ทดสอบการทำงานระบบควบคุม มอัตโนมัติจำนวน 30 ครั้งในเต ละการกำหนดระยะเวลาตั้งนี้เปิด60วินาทีปิด10

วินาที, 120 วินาที ปิด 10 วินาที, 180 วินาที ปิด 20 วินาที และ 180 วินาที ปิด 30 วินาที พบว่าระบบสามารถ

ทำงานได้อย่างถูกต้องคิดเป็น 100 %

ในส่วนของการทดลองในการอบแห้งสับปะรดโดยการอบแห้งสับปะรดโดยที่การอบแห้งสับปะรดที่ทดสอบมาวางบนชั้นวางแต่ละชั้นแล้วทำการเปิดเครื่องอบแห้งจากการทดลองพบว่าระยะในการอบแห้งที่ใช้ในการอบแห้งแล้วได้ผลของสับปะรดอบแห้งที่ดีที่สุดคือทำการอบแห้งโดยเปิด - ปิด ซัดกานเน็ดสัญญาณความถี่สูง 2 นาทีปิด 15 วินาที สลับกันจำนวน 3 รอบ โดยเวลารวมที่ดีที่สุดคือรอบรวมคิดเป็นเวลา 6.45 นาที โดยสับปะรดอบแห้งที่ได้จากตู้อบแห้งด้วยความถี่สูงที่วิจัยและ พัฒนาขึ้น

สรุป

ในการพัฒนาเทคโนโลยีในการเพิ่มประสิทธิภาพกระบวนการผลิตและแปรรูปสับปะรดก แลวดวยวิธีการอบแห้งโดยใช้ความถี่สูงหรือความถี่ไมโครเวฟ การออกแบบตู้อบแห้งด้วยความถี่สูงมีขนาดกว้าง 60 เซนติเมตร ยาว 60 เซนติเมตร และสูง 150 เซนติเมตร ซึ่งภายในประกอบด้วยชั้นวางสำหรับอบแห้งจำนวน 6 ชั้น โดยมีแกนหมั่นแนวตั้งจากการศึกษาออกแบบและวิเคราะห์ที่วิจัยใช้ซัดกานเน็ดความถี่สูงหรือความถี่ไมโครเวฟที่ใช้งานความถี่ 2.45 GHz ขนาด 800 วัตต์ สัญญาณที่อนาคลีน WR 340 แล้วทำการขยายสัญญาณความถี่สูงด้วยสายอากาศปากเตารีดพีระมิดจำนวน 3 ซัดในการกระจายคลื่นความถี่สูงเข้าไปภายในตู้อบแห้ง และได้ทำการออกแบบระบบควบคุมกระบวนการปิด-เปิดซัดกานเน็ดสัญญาณความถี่สูงเป็นจังหวะเพื่อเพิ่มประสิทธิภาพในกระบวนการอบแห้ง หลังจากออกแบบและสร้างเครื่องต้นแบบแล้วทำการทดลองเพื่อทดสอบผลการดำเนินงานจากการทดลองพบว่าการอบแห้งสับปะรดอบแห้งที่ได้จากกระบวนการอบแห้งด้วยตู้อบแห้งความถี่สูงที่พัฒนาขึ้นใช้ระยะเวลาเฉลี่ยในการอบแห้งต่อครั้งประมาณ 10 นาที เมื่อเปรียบเทียบกับวิธีการเดิมคือการอบแห้งด้วยแสงอาทิตย์ซึ่งจะใช้ระยะเวลาในการอบแห้งประมาณ 3 วันในสภาพอากาศปกติ

กิตติกรรมประกาศ

งานวิจัยนี้ได้รับการสนับสนุนงบประมาณในการดำเนินงานในการวิจัยพัฒนาจากสถาบันวิจัยและพัฒนา มหาวิทยาลัยราชภัฏเชียงใหม่ และขอขอบคุณสาขาวิชาวิศวกรรมโทรคมนาคม มหาวิทยาลัยเทคโนโลยีสุรนารีที่เอื้อเฟื้ออำนวยความสะดวกและเครื่องมืออุปกรณ์ในกระบวนการวิจัย

เอกสารอ้างอิง

- กฤษณ์ อภิญญาวิศิษฐ์. อดีตักดิ์ นาถกรณกิล และ สมชาติ โสภณรณฤทธิ์. (2560). การออกแบบเครื่องอบแห้งด้วยไมโครเวฟร่วมกับลมร้อนแบบสายพานาลาเลียงต้นแบบ. วารสารวิทยาศาสตร์มหาวิทยาลัยขอนแก่น. ฉบับที่ 45 เล่ม 3. 628 - 638. Mutorlep Nisoa, Priwan Kerdongmee. (2016). Development of Industrial Prototype of Microwave. The 20th International Drying Symposium. Japan. วิบูลย์ช้างเรือ. (2561). การให้ความร้อนด้วยคลื่นแม่เหล็กไฟฟ้ากับความถี่คลื่นไมโครเวฟและคลื่นวิทยุ. จาก <http://www.phtnet.org/2018/09/1044/>, สืบค้นเมื่อ 25 ธันวาคม 2561.

ริงสรรคังตัสรรคิ. (2555). วิศวกรรมสายอากาศ (พิมพ์ครั้งที่ 3).
ศูนย์นวัตกรรมและเทคโนโลยีการศึกษา: มหาวิทยาลัยเทคโนโลยีสิ ธานี

Constantine A. Balanis. (2005). Antenna Theory Analysis and
design (3th). John Wiley & Sons, Inc., Hoboken, New Jersey.

Effects on LGBT issues in Malaysia? How You Think, How You React on It

Julia Wirza Mohd Zawawi¹, Hamisah Hassan², Kho Suet Nie,³ Norliana Hashim⁴

¹Department of Communication, Universiti Putra Malaysia (wirza@upm.edu.my)

²Department of Communication, Universiti Putra Malaysia (hamisah@upm.edu.my)

³School of Media and Communication, Taylor's University (SuetNie.Kho@taylors.edu.my)

⁴Department of Communication, Universiti Putra Malaysia (h_norliana@upm.edu.my)

ABSTRACT. The trend of news reporting that is increasingly becoming more open has caused the media industry to shift and report about news that are considered taboo to the mass. The high acceptance and rate of feedback from the readers boost them to constantly present about taboo issues. Lesbian, Gay, Bisexual and Transgender or commonly known as LGBT is an issue that is gaining traction on online news portals. Consequently, the main aim of this conceptual article is to discuss the effects of news presentation regarding this issue using the framing theory from three main aspects which are (i) cognitive (ii) response (attitude) and (iii) behavior

(acceptance or rejection). This study can be used to shape a theoretical expectation of LGBT issues that are being presented by online news portal today.

KEYWORDS: framing, frame setting, cognitive, expression, attitude.

1.0 INTRODUCTION

Society has starting to believe that new media technology is a change that needs to be adopted by all individuals. The transformation from traditional media to new media forces users to adopt many changes whether it is from socialization, entertainment, education, political involvement, reportage, and so on. The use of social media such as Facebook, Instagram, and Twitter has become the lifeblood of many users today. Up until 2018, 68 percent uses Facebook and 74 percent surfs the web at least once a day in America (Rebecca & Yu Won Oh, 2018).

One of the basic technologies that is popularly used is the internet. Internet is used in a variety of mediums that receives and sends information and data. The process of communication using the internet is one of the most important mechanisms especially in the era of digital revolutionary applications such as computers and smartphones (Peckham, 2013). Drastic technological development has brought various negative and positive perceptions. Going back to the roles of technology itself as a facilitator in all matters and situations, it also gives negative perspectives if misused.

Political academics say technological and new media development are in fact a fresh breath to the world of democracy. In the past, society faced constraints expressing their views and opinions but now with new media, any opinion especially pertaining to government policies and politics can be articulately voiced (Kim et al., 2013; Shah et al., 2001).

Everything becomes easier and fast as this technology advances. This includes in terms of reportage or journalism. Journalists who used to only rely on traditional media to deliver information and news have also moved to online media. They try to attract readers' attention and encourage them to open their eyes and move to online media. This situation was discussed by Rebecca & Yu Won Oh (2018) as they stated how readers changed more to democratic from informed citizenship to expressive citizenship, giving chances to readers to express their opinions.

In Malaysia, news portals and news broadcasting through social media has started to take place in the heart of the readers. *Harian Metro*, *Berita Harian*, and *Utusan Malaysia* respectively have focused on news portal and social media in hopes to gain readers. This phenomenon has caused information overload as seen on social media. The piling and flooding of news display on social media has opened a new discussion on how it can provide accurate information to readers.

For example, one of the most popular issues that is discussed in Malaysia is Lesbian, Gay, Bisexual and Transgender or more commonly known as LGBT. Through news portals and social media, society can get the latest information. Frequently, the main news that are broadcasted are related to social, politics and economy. However, LGBT is a popular discussion topic because it is often discussed and showed on social media. Other than that, the issue of LGBT is focused upon because it is a taboo issue and transgresses human rights (Zurairi,2013; Bhavan, 2018). It is also contrary to the fact that Malaysia is an Islamic state in which

homosexual relationships are immoral, illegal and totally against Islamic principles and laws (Muhammad, 2000).

Hence, this article will discuss LGBT conceptually by using the framing theory on how individuals think and their perceptions on the LGBT issue. This article also focuses on three main aspects which are effects on individual cognitive, individual response, and effects on individual attitude when LGBT issues are often discussed by the media.

2.0 HOW YOU THINK AND HOW YOU REACT?

2.1 Individual Cognitive

The increasing exposure of taboo issues such as LGBT on social media has given an illustration on how effective it is to the audiences. Which news framing is the most dominant and can impact an individual? How effective is that particular news framing to society? Gamson dan Modigliani (1989) have stated in a discussion in framing theory that framing is an idea of management or storyline that gives meaning to every event that happened. With that, the news frames suggest what kind of issues that are being discussed and how individuals need to understand it. This is based on the selection, highlighting and description of each issue presented.

Humans think and make decisions for every news exposure that we receive. Information processing that happen in the minds of human beings decide the effectiveness of every news issue that is broadcasted. Framing through selection and highlighting can either help or not help individuals to evaluate news broadcasting that are received.

2.2 What is Frame setting?

There are too many researches and discussions that have been done about framing and frame building but are not focused on frame setting. As we all know, framing is a process where media selects and gives pressure towards certain aspects to make them more prominent and dominant (Entman, 1993). It is considered an individual process that orients their thought on an issue based on received message (Chong & Druckman, 2007). The definition these two academics have presented proves media plays a role in highlighting an issue. Individuals then will process said information cognitively to be accepted and believed.

Going back to frame setting, the research of framing highlights that it is a process of evaluating school of thought, issue interpretation, concerning of behavior, perception towards issues and many more. Lately, the focus has started to shift to the question of whether news framing has effects on certain issues. There are various possibilities of the effects of framing which are (i) the condition of framing that is used either it is strong, weak or no effect, (ii) describes the basics and mechanisms that explain how effects can give impact, (iii) roles of repetitive and competitive frames to the framing process (Schuk & Feinholdt, 2014).

When discussing about frame setting, it is not a situation that the effects can be seen as a whole or to the group. Media effects are very different to every individual. Each individual's capacity and cognitive tendencies are different from one another. Various studies have identified various factors or moderators that can be considered, among them are personal

character and individual tendencies, for example, knowledge of certain issues and personal values. It is also due to some other characters which are characteristics and interpersonal communication. (Schuk & Feinholdt, 2014).

To further the discussion, we can take the issue of LGBT in Malaysia as an example. As facts and history go, the discussion and practices of LGBT in Malaysia are not allowed and against the law. The problem is, social media such as Facebook encourages more heated discussions relating to this issue whether directly or indirectly. The factors of moderator and mediator as discussed by academics such as individual characteristic tendencies contribute to heavier effects on individuals. The effect meant is the effect of acceptance that impact behavior and attitude. Individual cognitive capacity is at minimum when it comes to taboo issues such as LGBT. Hence, news broadcasting and issues from the media will determine the level of one's individual cognitive. For example, the more frequent the presentation of LGBT issues, the more it affects the individual's cognition. This cognitive consideration towards LGBT issues play important role into acceptance or rejected on LGBT issues.

There are researches that explain about belief content. It is a factor towards the effectiveness of news framing. Belief content is the contents of the existing knowledge contained in the individual's mind, and if the content of the individual's belief content is high, then the chances of effectiveness of news framing is also high. On the other hand, if an individual did not know about LGBT before, the news presentation or broadcast of LGBT will not leave any effect on them. Such a factor is considered to be assessed with the Malaysian community as Malaysia strongly prohibits the practice of same sex relationships.

Thus, conceptually, the discussions relating to the cognitive and thinking elements of frame setting should be prioritized. The cognitive will lead to feedback and their acceptance or rejection towards LGBT issue. Detailed discussion using the framing theory as the root of the discussion is necessary in discussing social issues like this to identify why the issue of LGBT is still being discussed even though it is forbidden in Malaysia. To date, the extent of acceptance and openness of Malaysian society on issues like this is still unknown.

2.3 How They Expressed?

With social media, Malaysians have a chance to be more open regarding the decisions made by the government. Individuals have more chance to express their views and opinions more openly. Ping Yu & Yu Won Oh (2018) explained that in shaping society's expression model, emphasis is given to their self-expression in social and entertainment environments. Thus, some approach and measures were introduced by said scholars to anticipate individual expressions from social media like Facebook.

Among them are (i) sharing information and the private lives of others (ii) sharing someone's content and entertainment interests on social media (iii) interactive political expression, to determine whether they are positively or negatively inclined. It is predicted that the expressions obtained through traditional media and social media are parallel with each other, especially in political aspect. The transformation from informed citizenship to expressive citizenship is also expected. Traditional media which used to only require one-way

communication is also changing due to exposure to new media. This is because they can express their opinions through social media.

Boyle, Schmierbach, Armstrong, Cho, McClaskey, McLeod & Shah (2006) listed a few stages of individual expression. Some of them are (i) discussing issues said by family members (ii) voicing out opinions on issues said by other people (iii) sending comments to editors/newspapers on said issue (iv) calling government officers to give comments about a certain issue (v) obtaining feedback from government officers about a certain issue (vi) attending public forums/discussions about an issue (vii) attending rallies as a sign of protest.

Through a research conducted by de Vresse (2005) himself through framing integration process model, one of the elements of the framing process was explained to be frame setting or framing effect. He explained that the effect of the framing itself is split into three main effects. The first one is the information processing effect that involves processes in the individual's schemata and cognitive. The second is the attitude change effect which involves the way of expression of an individual when they are exposed to issues in news through the media. The third is behavior change effect which is the psychological and physical acceptance of an individual towards a news issue broadcasted by the media.

What really should be discussed and examined through this framing theory relating to issues like LGBT is something that is hardly explored in Malaysia. Elements of the expressions discussed by academicians as mentioned above is used to match with and explore the LGBT issue. The population of Muslim's high dominance and strict legal views structure has become a drive to see media portrayal especially social media about the LGBT issue. How far does news articles like this actually influence thinking and thus inflict changes to their acceptance. If the prior studies are more focused on the acceptance of politics and this study is more focused on sensitive social issues, the result of the studies will certainly be different.

3.0 DISCUSSION AND CONCLUSION

According to this article, the researcher tried to extend studies from communication scholars and framing especially from the aspect of frame setting. The prior studies in frame setting is more focused on political studies because it was an effort to scan media portrayal towards individuals that would lead to changes in voting power. Articles discussed by the researcher conceptually discussed elements in the frame setting and framing especially in psychological aspects.

Various stages and process in frame setting starts from the cognitive information processing process and proceeds to the attitude change process and the behavior change process. LGBT issue is the main choice and is often discussed in social media and shared with many consumers. The sharing done by them triggers questions that can be unraveled, does the sharing of LGBT issue indicate that they accept the LGBT issue being discussed? Or do they accept the LGBT society? This is difficult to unravel with only observation and must be explored further.

Lastly, this article gives a description to the general society on the real effects of mass media. Negative portrayal might bring negative effects while positive portrayal might bring positive effects. Media social sharing does not necessarily mean that it has no meaning, in fact it is capable of making a huge impact. The communication and information technological

advances is not something that must only be viewed from a positive angle, but it also has to be observed closely so it does not leave negative effects on the society.

REFERENCES

- Bhavan, J. (2018). *In Mahathir's Malaysia, No Gay Rights and No Free Speech*. Retrieved from <https://www.scmp.com/week-asia/politics/article/2155228/mahathirs-malaysia-no-gay-rights-and-no-free-speech>.
- Boyle, M.P., Schmierbach, M., Armstrong, C.L., Cho, J., McCluskey, M., McLeod, D. & Shah, D.V. (2006). Expressive responses to news stories about extremist group: a framing experiment. *Journal of Communication*, 56, 271-288.
- Chong, D. & Druckman, J.M. (2007). Framing public opinion in competitive democracies. *American Political Science Review* 101(4), 637-655.
- De Vreese, C., H. (2005). News Framing: Theory and Typology. *Journal of Information Design*, 13 (1), 51-62.
- Entman, R. (1993). Framing - Toward Clarification of a Fractured Paradigm. *Journal of Communication*, 43 (4). 51-58.
- Gamson, W.A & Modigliani. (1989). Media discourse and public opinion on nuclear power: A constructionist approach. *American Journal of Sociology* 95(1), 1-37.
- Kim, Y., Chen, H.T., Gil de Zuniga, H. (2013). Stumbling upon news on the internet: Effects of incidental news exposure and relative entertainment use on political engagement. *Computer Human Behaviour* 29(6), 2607-2614.
- Muhammad, S. (2000). *Outlines of Criminal Law and Justice in Islam*. Selangor, Malaysia: International Law Book Service.
- Peckham, M. (2013). Could Nanowire Transistors Rescue Moore's Law From Obsolescence? Retrieve from: <http://techland.time.com/2013/05/01/could-nanowire-transistors-rescue-moores-law-from-obsolence/>
- Rebecca, P.Y & Yu, W.O. (2018). Social media and expressive citizenship: Understanding the relationship between social and entertainment expression on Facebook and political participation. *Telematics and Informatics* 35, 2299-2311.
- Schuck, A.R & Feinholdt. (2014). News framing effect and emotions: Research trends and development. Retrieved from: https://www.researchgate.net/publication/299864958_News_Framing_Effects_and_Emotions.
- Shah, D.V., Kwak, N., & Holbert, R.L. (2001). "Connecting" and "disconnecting" with civic life: Pattern of internet use and the production of social capital. *Political Communication*. 18(2), 141-162.

Zurairi, A. R. (2013). Beware of LGBT and Freedom of Religion Movements. Retrieved from <http://www.themalaysianinsider.com/malaysia/article/shun-fatwas-from-politicians-muhyiddin-tells-muslims>.

Teaching Mathematics Creatively Using Representation Concepts in Digital Wayang Kulit

Jasni Ahmad

School of Multimedia Technology and Communication
Universiti Utara Malaysia Kedah, Malaysia (jasni@uum.edu.my)

ABSTRACT This paper introduces the use of the theory of interaction design (IxD) and the concept of representation in shadow play, known as Wayang Kulit (WK), to teach mathematics. Drawing from the facts that there is deficient in mean performance of primary school children in mathematics, we proposed the e-WayCool as a means for natural developmental progress in learning the subject. For teachers, e-WayCool provides options for a different version of a digital teaching tool to support teaching mathematical operations, namely addition, subtraction, multiplication and division whereby pre-algebraic concept is being introduced via the representation concept. Ten actors of WK are utilized in delivering the teaching modules of the operations within the range of whole numbers ranging from 1-1000. Each operation is not mutually exclusive, but bound to a specific representation concept and activity scenarios. The results are discussed in terms of the effectiveness of e-WayCool as a complementary digital tools for classroom instruction and, at the same time preserving the WK, one of the Malay endangered cultural heritage.

KEYWORD: Digital Wayang Kulit; Wayang Kulit; representation concept; IxD theory.

1 INTRODUCTION

Several years ago, the National Council of Teachers of the United States included in its Standards that the computer technology applications should be used as one of the essential tools in L&T of mathematics [1]. When time goes by, mathematics teachers have involved the use of applications or courseware in their teaching and many of them have developed various innovative ways of using multimedia technology to make their classroom more effective and efficient. The use of coursewares in a classroom would make it possible for students to see much more pictures and graphics that demonstrate of mathematical operations (addition, subtraction, multiplication, division) and would allow students more opportunities to perform hands-on exercises. The use of courseware in classrooms may in general raise students' interest in mathematics and enhance their problem solving skills. Thus, the process of understanding is higher.

Some other researchers indicate that students' posture and interest in learning science and mathematics is seen to be declining as they move from primary to secondary and then higher education level [2]. Taking up the problem, this paper proposes a representation conceptual model for teaching mathematics in primary school using animated two dimensions (2D) WK as a feature of 'game' in the concept. The model combines the actors of WK with the contents of mathematics subject (level one). The aim is to help create effective L&T environment that will enhance mathematics learning and at the same time preserve WK, a cultural heritage of Malaysia from dying-out [3]. Why WK? According to Wahju [4], the function of 'Wayang' can be compared to a picture book. It enables the children to adopt many distinct characters and to act out moods, conflicts and imaginative fiction in a safe environment. Moreover, there is a close relation between imagination and thinking ability.

This research paper presents the 'Electronic Wayang Kulit' (e-WayCOOL). The motivation for the research the current challenges faced by Malaysia's primary students to learn and understand the concept of mathematics operations, and also by educators to teach mathematics using conventional and traditional means. Loftin et al. [5] and researchers at the Johnson Space Centre, as stated by Seth [6], believe that a new approach in mathematics and science education is needed. Furthermore, Loftin stated that so many students left by the wayside when it comes to traditional mathematics and science education. By the next level of education (secondary school level), the vast majority of students have lost interest in these subjects.



Fig. 1. Students using e-WayCOOL in the classroom

The e-WayCOOL proposes a new representation concept with interaction (IxD) design theory to assist L&T practices. One of the main features of the e-WayCOOL was the ability to display WK performance in the digital world. It is hoped when DWK is introduced to be a part of the Malaysian education system, the outcome of the research will be invaluable in assisting the growth of the government's education project for primary school. The Year 1 primary school students in the classroom using e-WayCOOL in learning mathematics algebra are shown in Fig.1.

2 USING E-WAYCOOL IN TEACHING MATHEMATICS ALGEBRA

The concept of representation is projected in learning modules intentionally to create the T&L process. The scope of e-WayCOOL only focuses on numbers between 0 to 1,000 and math's operation, which is addition, subtraction, multiplication, and division. E-WayCOOL has been used to teach mathematics subjects more effectively and makes the learning process more interesting. In the following section, we present the formula used in the concept of representation.

A. Addition Operation

As an example of addition in visualization component in e- WayCOOL is shown in (1). It can be used in the rest of other four components in WK environment.

In general, an addition function has the form

$$\sum_{i=1}^n a_i \quad a_i \in [0, 1000] \quad (1)$$

where integer number with $\neq 0$. is refer to the numbers of actor that will assigned with certain values in between 0 to 1,000. The value of is not fixed, meaning that e-WayCOOL allowed students to key-in any integer number, later the number will be assigned to the first WK actor, followed by the second actor, third actor until n actor. Equation (1) is the sum of the computed numbers using addition operation, which is equal or less than 1,000 ($\leq 1,000$).

$$1= \quad \rightarrow 100,$$

$$2= \quad \rightarrow 50,$$

$$3 = \dots \rightarrow 15$$

$$\sum_{i=1}^3 a_i = 165 \quad 0 \leq a_i \leq 1000 \quad (2)$$

Equation (2) is an example of total 3 actors which assigned numbers where number 100 for Sita Dewi, 50 for Ramayana, and 15 for Laksamana. 165 is the sum value for this addition operation.

B. Subtraction Operation

Endure the same case, we unfix the value for (integer number, $\neq 0$). is refer to the numbers of actor in a range of 0 to 1,000. As an example of subtraction for visualization component is shown in (3).

$$\begin{aligned} a_1 - a_2 - a_3 - \dots - a_n & \in (0, 1000] \\ a_{i+1} < a_i \text{ or } a_i > a_{i+1} \quad a_{i-1}, a_i, a_{i+1} & \in [0, 1000] \end{aligned} \quad (3)$$

Equation (3) is a condition assigned to subtraction operation to evade any negative number, so that students could not see the sign of negative indeed determines the values is constantly positive numbers. An example of the total number for the subtraction operation turn into 35 as revealed in (4).

$$\begin{aligned} [\quad :100] - [\quad :50] - \\ [\quad :15] = 35 \quad 0 \leq \quad 1 \leq 1000 \end{aligned} \quad (4)$$

C. Multiplication Operation

Merely two numbers intricate in multiplication function, which is 1 2 as presented in (5)

$$\begin{aligned} \in [0, 100] \text{ and } \in [0, 10] \text{ and } \in [0, 100] & * \in [0, 100] \\ \in [0, 100] \text{ and } \in [0, 100] & \in [0, 100] \end{aligned} \quad (5)$$

Note that (5) and (6) is required to be in between 0 to 100 for the combination with the value for is in between 0 to 10 and the value for is in between 0 to 100 or vice versa. So as to the total number for multiplication operation would become equal or less than (\leq) 1000. Ailment for are not a real number.

D. Division Operation

Three coefficients a_1, a_2, a_3 would make its impacts on the division operation function

$$a_1 = 2, a_2 < 1, a_3 \neq 0 \quad (7)$$

$$= a_1 + a_2 + a_3 \quad a_i \in [0, 1000] \quad (8)$$

Three conditions must be followed for function (7) when value $a_3=0$, so that $a_1=2$. If $a_2 \neq 0$, we may start (8) with the coefficient $(0 < a_2 < 1000)$, where by $a_1 = 2, a_2, a_3 \neq 0 \in \mathbb{R}$. Suppose we fix the values of a_1, a_2 . We can ask students to observe the corresponding changes of value a_3 , if getting bigger. Using the e-WayCOOL, the teacher can easily show students the conforming changes of value a_3 .

Here we use an example (7) with

$$= a_1 + a_2 + a_3 = 2 + a_2 + a_3 = 2 + a_2 + a_3$$

In all such cases, many hands-on exercises can be dispersed to students. With the help of e-WayCOOL, they may explore a lot more in mind test module, and get more in-depth understanding of mathematics operations.

Arithmetic Operation in Wayang Kulit Characters

E-WayCOOL can be used in many situation when teaching a mathematics class. For instance, it can effectively demonstrate the fact that a difference operation (add, minus, multiply, divide) is strictly increasing (or decreasing) in numbers (zero to 1,000) if and only if its permutation is always positive (\mathbb{Z}^+). By displaying WK characters as in the concept of representation and arithmetic operation (AO) simultaneously in a e-WayCOOL interface, this fact gets visualized and efficiently described.

When teaching a basic arithmetic operation class, e-WayCOOL can be used to make the classroom instruction more effective. A typical example to use e-WayCOOL to illustrate the relation between 10 WK actors, four arithmetic operation (addition, subtraction, multiplication, division), and numbers inbetween zero to 1,000 as shown in Equation (8).

In general, a expression concept has the form

$$= a_1 \odot a_2 \odot a_3 \odot \dots \odot a_n = 10 \quad (9)$$

$\odot = \{+, -, \times, \div\}$ Total of operations

$\{a_i : 0 \leq a_i \leq 1000, a_i \in \mathbb{Z}^+\}$

Where $a_1 - a_n$ are 10 WK actors with $a_i \neq 0$. The combination of all is allowed and total of 4 operations can be assigned as \odot . The total value of a_i is inbetween 0 to 1,000. We are not fix the value of a_i, a_j , where students are allowed to assign any numbers inbetween 0 to 1,000 ($a_i \in [0, 1000]$). This expression concept (9) will be suit for any situation in the concept of representation in e-WayCOOL. Perhaps it is time for students to conduct a hands-on exercise with assist by teachers or parents by entering the values (0 to 1,000).

The Representation Concept in e-WayCOOL

E-WayCOOL is modeled based on the traditional WK, whereas mathematic contents is modeled based on the syllabus of Year One primary school. E-WayCOOL focused on L&T environment in which students should feel enthusiasts, energized, happy, and pleased [7]. Such environment is hoped to cause changes in the users core affect as proven by the cognitive theory of multimedia

learning (CToM) [8]. This theory emphasizes on two separate channels (auditory and visual) for processing information such as mathematics' contents in multimedia representation.

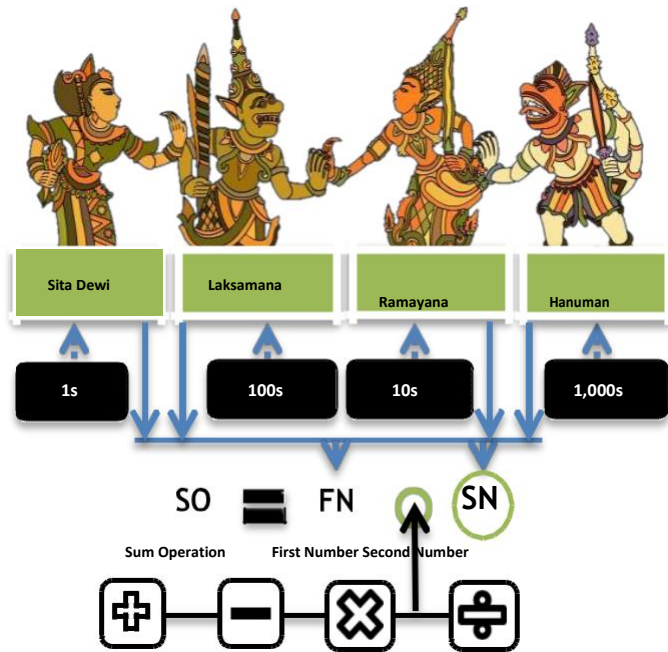


Fig. 2. A proposed representation concepts in e-WayCOOL

The details about the representation concepts engross in this phase is described in Fig. 2. This model will focus on four mathematics operations for addition, subtraction, multiplication, and division operation, using four WK actors; Sita Dewi, Ramayana, Laksamana, and Hanuman Kera Putih. Each actor signifies ones, tens, hundreds, and thousands respectively. With each actor has its own numerical representation, the mathematics operations are realized through visualization, animation, audio cues, cinematography, and realism [9].

An example for addition operation is shown in Fig. 2. Two Sita Dewi added to three Ramayana equals 3,200. But, if this number subtracts nine Laksamana, the result is 3,200. Then minus 9, final result is 3,191 (See Fig. 2). This approach is advantageous for students in requisites of trains on the use of variables-which will only be covered in form 1 syllabus of Malaysian school system.

3. IXD INTERESTS IN E-WAYCOOL

We are aware of the key aspects of e-WayCOOL design that influence student's emotional responses. The need for e-WayCOOL to convey positive emotions and avoid negative ones is critical to product success [10]. These aspects include positive, motivational, fun, engaging, motivational, creative, social, and persuasive influences, to name a few. In e-WayCOOL, we used dynamic icon, i.e. when students click on icon numbers, it comes out with the spelling of the numbers as a voice over. The shrugs of WK actors as a 2D animation, and Tok Dalang (ToD)'s sounds help in communicating a state of mathematical operation. With this scenario, a sense of interactivity and feedback via confirmation dialog box are created. Interface aspects such as fonts, colour palette, and graphical layouts can also influence an interface's perceived effectiveness. Hence, we focused on the four prominent principles of visualization i.e., proximity, alignment and balance, consistency, and contrast. Studies have shown that affective aspects can affect a user's perception of usability [10].

4. IXD THEORY'S DIMENSIONS TO SUPPORTS E-WAYCOOL

Coiera [11] states that the interaction design theory which is often abbreviated as IxD, has an interest in three dimensions, namely form, contents, and its main focus is on behavior. The IxD contents dimension is based on the mathematics level 1 KSSR syllabus, whereas the form are fonts, color, and visual aspects (i.e., proximity, alignment and balance, consistency, and contrast). The behavior dimension in learning modules can be demarcated as navigation, control, dialog, feedback, pliant-pliancy, search, and tooltips [12].

The attributes of IxD were first introduced in the introduction of the book *Designing Interactions* by Bill [13]. He stated that there were four attributes for an interaction design language. A further fifth attribute was added by Kevin [14]. These five attributes in IxD theory dimensions are adopted in e-WayCOOL learning modules. These attributes are words, visual representation, physical objects, time, and behaviours (see Table I). Table I describes some examples of attribute elements utilised in the e-WayCOOL. Fig. 3 and 4 are snapshots of Subtraction and Story Telling module interfaces respectively that depict the five IxD attributes delineated in Table I. In all such cases, many hands-on exercises can be assigned to students. With the help of the five IxD attributes in e-WayCOOL, they can explore a lot more in the learning modules, and get more in-depth understanding of mathematical operation (add, subtract, multiply, divide).

<i>No</i>	<i>Dimension</i>	<i>Attribute</i>	<i>An Example of Attributes in e-WayCOOL Learning Modules</i>
D1	Form	Words	List of Natural Numbers in between 0-1,000, Incorporated with Mathematical Operations (Add, Subtract, Multiply, Divide)
D2	Form	Visual Representation	WK actors, Exit Icon, Navigation Buttons, Numbers
D3	Form	Physical Objects	Fruit (Mango) and Fish in the Story
D4	Behavior	Time	ToD's Voice Over in the Scenes, WK Actors' Gestures in 2D Animation
D5	Behavior	Behaviors	WK Music Control, Confirmation Dialog Box, Rollover to Get the Answers, Tooltips

Table I. The Five Ixd Attributes Espoused In E-Waycool

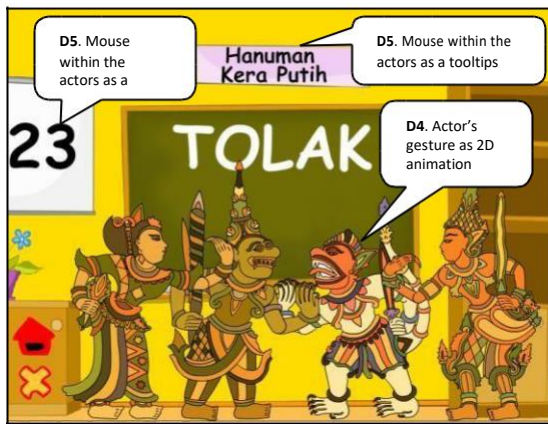


Fig. 3. Subtraction module interface

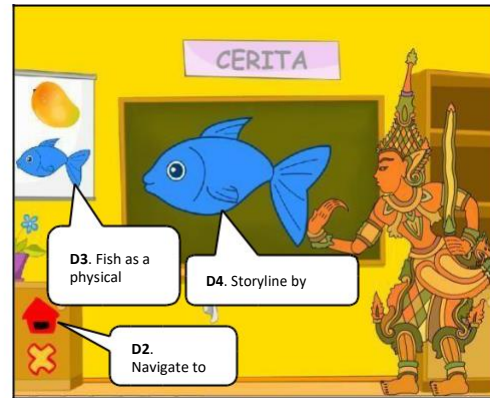


Fig. 4. Storytelling module interface

5. CONCLUSION

The existence of electronic Wayang Kulit utilising educational courseware digital as a teaching tool is hoped to spark a new dimension in the method of teaching mathematics subjects. The positive growth of students acceptance ensures that e-WayCOOL will be one of the means to aid the Malaysian government's primary school project. Education through digital Wayang Kulit will be a means to create experience and share 2D environments as realistic and enjoyable like a real performance. To understand how to assist primary students level 1 to master mathematics operations concept (add, minus, multiply, divide), examining the nature of deep learning via storytelling in representation concept is vital. Firstly, the prerequisite for learning is attention; students must focus on the storyline in story module in order for highly understanding to occur. Secondly, meaningful representation concept supporting with three dimensions; form, contents, and behavior, in IxD theory was introduced to communicate information. Finally, the representation concept in mathematics model applied can enhance the L&T process. The e-WayCOOL is an alternative of a meaningful representation to assist mathematics operations, communicate informations via storytelling, and is one of the representation concepts for deep learning approach using IxD theory.

REFERENCES

- [1] Y. Syi. "Examples of using computer technology in mathematics education", in Proc. The First International Workshop on Education Technology and Computer Science, 2009, pp. 79-81. doi: 10.1109/ETCS.2009.541.
- [2] R. Romli, M. F. Shiratuddin, and S. Hashim. "The virtual chemistry lab (VC-L): virtual reality as a learning tool for Malaysia's secondary school". Journal of ICT, vol. 2(1), pp. 81-92, July 2003.
- [3] A. Jasni, J. Zulikha, and M. A. Mohd-Amran. "e-WayCOOL: utilising the digital Wayang Kulit for mathematics learning", in Proc. 2nd. World Conference on Innovation and Com.

- [4] W. Wahyu. "Wayang Authoring: A tool to enhance children's creative imagination and self expression". Internet: www.interdisciplinary.net/ati/education/cp/ce4/Widjajanto%20paper.pdf, Oct. 25, 2008 [August. 21, 2014].
- [5] B. Loftin, C. Dede, and M. Salzman. "Virtual reality's frame of reference: a visualization technique for mastering abstract information spaces", in. Proc. of Computer Human Interface, CHI'99, pp 489-495, 1999.
- [6] S. Seth. "Virtual reality goes to school". International Journal Computer Graphics World, vol. 22, pp. 33-48, 1999.
- [7] D. Te'eni, J. Carey, and P. Zhang. Human Computer Interaction: Developing Effective Organizational Information System. New Jersey, NJ: John Wiley & Sons, Inc, 2007.
- [8] R. Mayer. "Cognitive Theory of Multimedia Learning (Mayer)". Internet: www.learning-theories.com/cognitive-theory-of-multimedia-learning, Oct. 25, 2000 [Jan. 29, 2012].
- [9] S. Helen, R. Yvonne, and P. Jenny. Interaction Design: Beyond Human-Computer Interaction (2nd ed.). John Wiley & Sons, 2007.
- [10] A. Jasni, J. Zulikha, and M. A. Mohd-Amran. "E-WayCool: utilizing the digital Wayang Kulit for mathematics learning", in Proc. of the 2nd Word Conference on Innovation and Computer Sciences 2012 (INSODE-2012). Izmir: Turkey: Near East University, Middlesex University, Bahcesehir University, 2012.
- [11] E. Coeira. (2003). "Interaction design theory". International Journal of Medical Informatics. [On-line]. 69, pp. 205-/222. Available: <http://citeseerx.ist.psu.edu/viewdoc/summary?doi=10.1.1.94.6390> [Aug. 24, 2014].
- [12] A. Jasni and J. Zulikha. "Embedding interaction design in Wayang Kulit mathematics courseware", in Proc. of the 3rd International Conference on User Science and Engineering 2014 (iUSER 2014), 2014.
- [13] M, Bill. Designing Interactions. The MIT Press. ISBN978-0-262-13474-3, 2007. [14] S. Kevin (2007, July 10). "What puts the design in interaction design" [Online]. Available: <http://www.uxmatters.com/mt/archives/2007/07/what-puts-the-design-in-interaction-design.php>. [Mac.7,2013].

การพัฒนาชุด กรรมการเรียนรู้ ทราย ทาลายขวด โดยไขว้จกรการสบ
 กจ เร่องยอน

เสาะหาความรวมภเทคนคผงกราฟีก สงเสริม ความสามารถในการคดวอ๊ิ ีคราะห์ ของ
 ็ู เพอ

นักเรียนชุมนุมศกษาปีที่2

ฐรี ะศกดี ีแสงศรจันทร1

1ครโรงเรียนเทศบาล ๑(สัง ขวทย) (suky9787@gmail.com)

บทคดยอ. การวิจัยครจึ น ั ถประสคดึ้งน1) ั พัฒนาและหาประ ธภาพของชดกจกรกรรม
 มวี ด เพอ สท

การเรยนรี ี เร่อง ทราย โดย ไขร แบบการสอนวิจจกรการสบเสาะหาความรร มภ
 ยอน ทาลายชวี ด ป ี ี ี ว

เทคนคคึงกราฟี กท ผลสมฤทธทางการเรยน รามเกณที ธภาพ
 มตอ และความพงพอใจใหม่ี ด ประสท

80/80 2) เพอเปรยบเทียบผลสมฤทธทางการเรยนของนึ่ก นก่อนและหลังเรยน 3) เพอ
 เรย
 เปรยบเทียบความสามารถในการคด วอ๊ิ องนึ่กเรยนก่อนและหลังเรยน และ 4 ศกษา
 วอ๊ิ ีคราะห์)เพอ

ความพงพอใจของนึ่กเรยนทม การเรยนตรี กจกรกรรมการเรยนรทพัฒนาชน
 ตอ ยชด ี

กลมตัวอย่างทอ๊ิ ีชใ้อี้อัยไดอ๊ิ กี นชุมนุมศกษาปีที่ ี2 ภาคเรยนที่ ี2 ษา 2560
 นการรว นึ่กเรย ี ี ปีการศก

โรงเรียนเทศบาล ๑)สัง ขวทย) อาเภอเมอง จังหวิดตริ้งจนวน 1ทองเรยน รวม 38 คน ซวี่ ีจดี
 หลืนคละความสามารถไดมี ดวอยางแบบงาย)Simple Random Sampling) โดย
 งเรย าจากการสม

วธจับสลาก เครื่องมอทอ๊ิ ีช ีประกอบตรี กจกรกรรมการเรยนรชึ ยอนทราย ทาลายชวี ด 2)
 ย 1)ชด ด

แบบทตสอบวัดผลสมฤทธึ ีทางการเรยน 3) แบบทตสอบวัดความสามา

The Development Of Sets Of Learning Activities On Dangerous Life-Threatening Drugs Using Inquiry Cycle Together With Graphic Organizer Techniques To Promote The Analytical Thinking Ability Of Mathayomsuksa 2 Students

Teerasak Sangsrichan

Municipal School 1 (Sangkhawit), under the Office of Education, Trang City Municipality
(aungsumalin7427@gmail.com)

ABSTRACT. This research has the following objectives: 1) To develop and find the effectiveness of sets of learning activities on dangerous life-threatening drugs by using the teaching method of cyclic inquiry modelling with graphic organizer technique that affect learning achievement and satisfaction to meet the efficiency criteria 80/80, 2) To compare the learning achievement of students before and after the study, 3) To compare the analytical thinking ability of students before and after the study and, 4) To study the satisfaction of students on studying by using the sets of learning activities that have been developed. The sample group used in the research was 1 class of 38 Mattayomsuksa 2 students in the 2nd semester of academic year 2017 of Municipal School 1 (Sangkhawit), Mueang District, Trang Province, in which the class was sorted by assorted capabilities derived from Simple Random Sampling by the lucky draw method. The tools used included: 1) sets of learning activities on dangerous life-threatening drugs, 2) learning achievement test 3) analytical thinking ability test and 4) student satisfaction assessment form on learning activity sets. Data analysis was done by finding the mean value (\bar{X}), the standard deviation value (S.D), the efficiency value (E_1 / E_2), and the t-test dependent.

The results are as follow :

1. There are 4 sets of learning activities that the researcher developed, each activity set consists of 1) Name of activity set, 2) Preface, 3) Contents, 4) Statement, 5) Essence / Purpose, 6) Knowledge sheet / Activity sheet, 7) Pre-learning test, 8) Post-learning test, and has an efficiency value of 87.25 / 88.82 which is in accordance with the designated 80/80 standard criteria.

2. The results of using the activity set found that the students of Mattayomsuksa 2 had higher learning achievement after studying on dangerous life-threatening drugs than before studying at a statistical significance of .01, students had a higher analytical thinking ability after studying with a statistical significance of .01, and student satisfaction was at the highest level when learning by using the set of activities that were developed.

Keywords: learning activity set, teaching method of cyclic inquiry modelling with graphic organizer techniques, analytical thinking ability

บทนา

การศึกษาเป็
็ นหว
ใจของชาติ เป็ นการสร้า
งและพัฒนาคนเพอ
อนาคตของประเทศ นับเป็ นบัจัย

สำคัญทอ็
งผล
ต้นเพอใหม่บรรลุสยทศนี้
)สำนั๊งงานเลขาธก
ารสภาการศึกษา, 2559: ก) ประเทศ

ไทยจงให้ค้
วมสำคัญอยา
งมากตอวาระการพัฒนาทยงยณของโลก โดยได้มี การจ้ัดทานโยบาย

ยทศาสตร์และแผนพัฒนาชาติ 20 ปี)พ.ศ.2558-2577) บนฐานหลักของปรัชญาเศรษฐกิจ
พอเพียง เพอบรรลุสยทศนี้
'ประเทศไทยมค
วมมนคง มงค้ยงยณ "โดยมเอ็ ี ่าประสงคเอ็ พอเพม

ขดความสามารถในการแข่งขันของประเทศ ดวึ
ยการพัฒนาทรัพยากรมนัษยท
มคณภาพ มคความ

สมดล และยงยณ วด อยางมค้ก ี
เพอใหม่ ี ช ดศ ยด
แนวทางการพัฒนาบนฐานความตอ็ งการของคน

ทกขรึ
งว
ดจ้
แต่
รกเกิดจนถึ
ขว
งบนปลายขว
ี ี
นเหล็ก
เป็
นหลัก
การจ้ัดทา
ยท
ธศาสตร์ 20 ปี
มประเด็นดา
น

การศกษาสการยกระดับคณภาพขว
ี ด
คนไทย
คทสนองตออบการ
และลดความเหลอมลา
ี ในสง

พัฒนาทยงยณของโลกในเป็ ่าหมายของการ
ศก
ชาคอ การไดรึ
ี ัับการ
ศก
ชาทมคณภาพอยางเทา

เทยม ท ัวถง และสงเสริมโอกาสในการเรยนรตลอดขว
แกทกคน)สำนั๊งงานเลขาธการสภา
□ ี ด

การศกษา, 2559: 17)

หลกสตรแกนกลางการศกษาขนี้
พน
ฐาน พทศกรวช้ 2551 ยงใดก้
าหนดใหม่
สึ ่อนตองพยายามคค

สรรกระบวนกรเรยนรจ้ ัดการเรยนร
เอ็ ี พอพัฒนาใหม่
เอ็ ี ภาพตามมาตรฐานการเรยนรท้ง 8
รยณมคณ

กลมสระการเรยนร ี
วมท้งปลกฟ้ิงเสริมสร้า ึ่งคณ
ลักษณะอนพงประสงคพัฒนาท้กษะต่างๆ อนเป็ น

สมรณะสำคัญทอ็ งการให้
เอ็ กค
แกฝเอ็ ี
รยณ
โดยยด
หลกวา 'นเอ็ ี
รยณมค
วมสำคัญท
"โซอวาทคณ
สค

มความสามารถเรยนรเอ็ ี
ละ พ ี ัดมนาดนเองใด ี ยด

ประโยชน์

เกิด ก
บ
ผ
็
็
รย
น
กร
ะบ
วน
กา
รจ้
ด
กา
ร
รย
นร
็

ดี เสริมใหม่ ็นสามารถพัฒนาตามธรรมชาติ ละเต็ม ยภาพ คานงถึง ะหวาง
งสง ็ ตแ ทย ศึก ้ ความแตกตา

บุคคล และพัฒนาการทางสมอง ให้ความสำคัญทั้งความร ั ธรรม)กระทรวงศึกษาธิการ,
เนน ็ ละคน

2551: 6-27) และสาระแกนกลางสถานศึกษา กลมสาระการเรยนร ึ ศึกษาและพลศึกษาให้
ตัวขร ึ ด ึ สข

ความสำคัญในการพ ้ นการเรยนการสอนในหก ฝ ึ ึ นเป็ ึ ยภาพและความถนัด
็ บ ึ รย ึ นไปตามศก

โดยเฉพาะอย่างยิ่ง ึ ภาพ หรือ สขภาวะ ซง ึ ึ ภาวะของมนษ สมบร ึ ึ ึ หังทางกาย
ด้า ึ นสข ึ หมายถึง ึ ยท

ทางจด ทางสงคม ึ จตวญญาน สขภาพหรือสขภาวะจง ึ เป็ ึ งสำคัญ เพราะ
และทางปญญาหรือ ึ นเรือ

เกวยโยงกบทกมตของขว ซง ึ นร ึ งสขภาพ เพอจะไดม วามร ึ ึ ความเขอ ึ จท
็ ต ึ คนควรจะได้ ึ ึ ึ ค ึ จท
ทกรย ึ รอ

ถกตอง ม ึ ึ ธรรมและคานยมท ึ ึ ึ ึ ึ ภาพจนเป็ ึ นกจนสย
จตคต ึ คน ึ รรมทงมทกษะปญบต ึ ึ ด้า ึ นสข

อนจะสงผลให้สงคมโดยรวมมคณภาพ)กระทรวงศก ษาธิการ, 2551: 1)

การจัดการ ึ นการสอนกลมสาระการเรยนร ึ สศึกษาและพลศึกษามงหวังให้ฝ ึ ึ นศกษาด้า ึ น
เรย ึ ข ึ ึ รย

สหภาพหมื่อ
ปี ำหมำเ
พอ

การดำรงสหภาพ
การสรำ
งเสริมสห

198

ภาพ การพ นาคณภาพขว ของ
ื่อ ต

บุคคล ครอบครัว และชุมชนใหญ่ เช่น การเจริญเติบโตและพัฒนาการของมนุษย์ และ
งาน ชีวิต

ครอบครัว การเคลื่อนไหว การออกกำลังกาย การเล่นเกม กีฬาไทยและกีฬาสากล การสร้างเสริม
กีฬา

สุขภาพ สมรรถภาพและการปี โรคตลอดจนความปลอดภัยในชว จากทกลาวมานสี ้าคณ
องคน ี ต ทส

ทดสอบสำหรับครูใ้ การเรียนการสอน คอครจะต้อ วชาญในเนื้อหาสาระเกี่ยวกับสารเสพ
นการจ งเขย

ติดตามความรความเขือ การสอน และสาระของหลักสูตรเกี่ยวกับสารเสพตดในรายวษา
□ ใจในวธ

ของระด ต่างๆ ซง ี วิชาการศึกษานี้ ฐานพทศกรษ 2551)กระทรวงศกษาธการ, 2551:
หลกสท พน

181) ไดก็ งชดเจนใหม่ ารเรียนการสอนในสวนทือ วกบสารเสพตดในทกชน โดยให
าหนดไว้อี ยา ีก ี กย ี๊

บรรจุใ้ หาไว้อี สาระการเรยนรสี ศกษาและพลศกษา สาระทือ 5 ในชวี ต
นอ นกลม ข ความปลอดภัย

มาตรฐาน การเรยนรือ พ 5.1 ปี และหลกเลงยงปี้จลั้ง พถดกรรรมเสยง ตอสขภาพ อบดือ ทด
องคน ยเสย

การใช้ ี และความรนแรง โดยเฉพาะอยางยง ในระดับชนี้ ยมศกษาปีที่ ี1 ถง ชนี้
สารเสพตต มธ

มธยมศกษาปีที่ ี3 ซง ี ี๊ นอยใ้อี ีนชวี งของการอยากรือ ี ขลี้ จากสา
เป็นชนี้ทน ก ยากลอง ประกอบกบ มล

นี้งานปี้ และปรามปรามยาเสพตตพวว ปี้ญหยาเสพ ในสถานศกษาเป็น ปี้ญหาททก
องคน ตด

หนึวยงานจะตอ มมอกนแกไขอยางเต มกาสังและเต มความสมามารถ งรว

จากจุดเด่นของชุดกิจกรรมการเรียนรู้

ี การเรียนรู้ ี เสาคหาความรี ี องการใช้
 ารจ บบสข และขี ดข
 ในการแกป ี ัญหาดา ี นการจ้ดการเรยนการสอนดา ี
 น
 ผังกราฟ กตั้งกวพรี ี จัยตระหนึ่กถึ
 ลา ความสาคญ
 ความสามารถในการคดว ี ี คราะห์ ลสมถุทธทางการเรยนรี ี ดลอดจนความพจ ี การจ้ดการ
 คราะห์พ พอใจดอ
 เรยนของสอนของผ ี น จง ี กจกรรมการเรยนรี ี ง ยานอนตรายทาลายชว ร โดยไขว ี ัญจ้ก
 ี รย ี ี พัฒนาคด กจกรรมการเรยนรี ี ง ยานอนตรายทาลายชว ร ี รอ ี ด
 การสขเสาคหาความร มกบเทคนคผึ่กกราฟ ี ี สงเสรมความสามารถในการคดว ี ี
 ี ี ว กเพอ ี ี คราะห์ของ
 นึ่ก นชนี้ ี ยมศกษาปท 2 ี
 เรย มธ

วัตถุประสงค์การวิจัย

1. เพอพ ี นาและหาประสทสภาพของชุดกิจกรรมการเรียนรู้ ง ยานอนตรายทาลายชว โดยไขว ี รย ี ด

รูปแบบการสอนวิญจ ี รการสขเสาคหาความร มกบเทคนคผึ่กกราฟีกท ผลสมถุทธทางการ ี ี ว มดอ

เรยน และความพจ ี พอใจของนึ่กเรย นชนี้ ี มธ ยมศกษาปีที่ ี 2 ี ามเกณฑประสทสภาพ 80/ 80 ี ี ใหม ี ด

2. เพอศกษาเปรยบเทียบความสามารถในการคดว ี ี องนึ่ก นกอนและหลงดรี ยชด ี ี คราะห์ เรย

กจกรรมการเรยนรี ี ง ยานอนตราย ี รย ทาลายชวี ด โดยไขวรี ี ี ญจ้กการสข ี ี เสาคหาความร มกบเทคนค ี ี ว

ผึ่กกราฟ ี กเพอ สงเสรมความสามารถในการคดว ี ี องนึ่ก นชนมธยมศกษา ป ี ท ี 2 ี ี คราะห์ เรย ี ี

3. เพอเปรยบเทียบผลสมถุทธทางการเรยนกอน และหลังการจ้ดการเรยนรี ี ี กจกรรมการ ี ี ดยไขวช ี ด

เรยนรี ี ง ยานอนตรายทาลายชว โดยไขว ี รย ี ี ด ี ี สข ี ี เสาคหาความร มกบ ี ี ว

เทคนคผึ่กกราฟ ี กท ผลสมถุทธทางการเรยน และความพจ ี พอใจของนึ่กเรย นชนี้ ี ยมศกษาป ี มธ ี ี ท 2 ี ี มดอ

4. เพอศกษาความพจ ี พอใจ ของนึ่กเรย นทมดอ ี การจ้ดการเร ี ี ย 200

นรโอี ี
ดยไชซี ด

กจกรรมการเรย

นรี ี
เรอง

ยาอนตรายทาลายชว โดยไชร ปแบบการสอนวิภูจ รการสบเสาะหาความรร มกบเทคนคฝัังกราฟ ก
ีต ีวี

ทมตอผลสมฤทททางการเรย และความพจ
พอใจของนักรย

นชนี้ ยมศกษาปท 2
มธ

วธดาเนนการวจย

การวจยคร้ง นเี ีปี
นการพฒนาชด

กจกรรมการเรยนรี ี ง ยาอนตรายทาลายชว โดยไชร ปแบบการ
เรอ ี ต

สอนวิภูจกรการสบเสาะหาความรร มกบเทคนคฝัังกราฟกท ผลสมฤทททางการเรยน และความ
มตอ ี ี ว

พจ นชนมธยมศกษาปีที่ ี2
พอใจของนักรย เป็ ี ั นการวจ

ี ั ยชง ี
ทดลองไชรี ป

เรยน หลงเรยน One Group Pretest - Posttest Design ผวี ี จัยไดก ี
าหนดวธตังตอไปน ั

1. ประชากรและกลมตวอยา ี ง
2. ระเบยบวธรี จัย
3. เครองมอทใ ี ีชใ ี นการวจย
4. การสร้า งและหาคณภาพเครองมอ
5. การเกบรวบรวมชอี มล
6. การวเี ี ีคราะห์อมล
7. สดทใ ี ีชใ ี นการวเี ี ี มล
คราะห์

ผลการวจย

ระสท ฐภ 87.25 เกณฑท กา
 าท /88.8 หน
 เท 2 ด
 ากบ สงกวาง

80/80 เป็ นไปตามสมมตฐาน สอดคลองกบงานวิจัยของอริญญา ประสารกลาง)2555) ทพบวาชด
 กจกรรมการเรยนรเิ่งความปลอดภยในช่ว โดยไซส หลากหลาย กลมสาระการเรยนรสี ศกษา
 ีรอ ีต ีอ ข

และพลศกษา สาหร นื่ก นชนประณศกษาปี ที่ ี4 มประสทสภาพ 86.51/80.95 ม
 เรย ี๊ พบวา

ผลสมถททางการเรยนของนื่ก นหลังเรยนสงกวางกอนเรยนอยางมนี้ยสา ทางสถดทร ะด
 เรย คณ

.05 มความคดเห็นตอ กจกรรมการเรยนรสี ี ยใ ี นระดับเห็นดวี ชง ี สอดคลอ ี ลัน
 ชด ยมากทสด กบมบท

เจ ยดไธสง)2557) ทไตพฒนาชดกจกรรมการเรยนร ี เรอง กลีมสาระการเรยนรสี ข
 สารเสพตด

ศกษาและพลศกษา นรร แบบชปปา นชนมธยมศกษาป ท1
 โดยการจ้ดการเรย ี ี สาหรื่บนื่กเรย ี๊
 ป

ผลการวิจัยพ ประสทสภาพของชดการเรยนร ี ง สารเสพตด โดยการจ้ดการ นรร แบบชป
 บวา เรอ ี เรย ี ี
 ป

ปา นชนมธยมศกษาปีที่ ี ระสทสภาพเทากบ 86.82/84.96 นเกณฑทกา
 สาหรื่บนื่กเรย ี๊ 1 มป ชง ี ีผา
 หนดไว
 ี 80/80 ผลสมถททางการเรยนของนื่ก นหลังการเรยนสงกวางกอนการเรยนอยางม
 คอ เรย

นี้ยสา ทางสถดทร ีระดับ .01และความพง นทมตอการเรยนโดยไซช การเรยนร
 คณ พอใจของนื่กเรย ีต

โดยการจดการเรยนร แบบชปปา โดยภาพรวมอยใ ี ี นอจากนยงสอดคลองกบ
 ี ี นระดับมากทสด
 ป
 แง)2557)

ปนี้ัดดา ไตพฒนาชดกจกรรมการเรยนร ี ี กลมสาระ
 ปัน รอมหันตภยจากสารเสพตด

การเรยนร ศกษาและพลศกษา นชนมธยมศกษาปีที่ ี1 1)ม
 ี สข สาหรื่บนื่กเรย ี๊ ผลการวิจัยสรปวา

ประสทสภาพ เทากบ 83.17/84.25 2) ผลสมถททางการเรยนหลังเรยนสงกวางกอนเรยน อยางม

นี้ยสา ทางสถดทร ีระดับ .053) ความพง มาก เชนเดยวกบ Meeks
 คณ พอใจในภาพรวมอยใ ี ี นระดับ 203

(1972: 32) ทศกษาเปรยบเทยบโดยไซช ีต กจกรร มการสอนและแ

แบบปกติ ผลการศกษาพบว่า ก

สอนแบบใช้ช้กิจกรรมการสอนมประสพทภาพสงกวการสอนแบบปกติอยงมนี้ยส่า ทร ะดับ
ี ๑0.01 คณ

2. จากผลการวจ ีัยพ
หลงการจ
บว่า

การเรยนร ี ี
ดยใช้ช้ ด

กจกรรมการเรยนร ี งยอนดราย ทาลาย
ีเรอ

ชรี ด โดยใช้

รูปแบบว	จักรแบบ	เสาะหาความรร	มกบเทคนคฝักรภาพ	ก	สงเสริมความสามารถในการคค
สบ	ี๊ว	ี๊ว	เพอ		
วเอี	องนี้ก	นชนมธยมศกษาปีที่ ี2	วเอี	ล้งเรยนสงวากอน	
คราะห์	เรย	ี๊	ความสามารถในการคค	คราะห์	
เรยนอยางมนี้ยสา	ทางสถตทรี	ีะดับ.01	ชงี ี	ลกขณา	อนทะปัญญา)2556) ไตว
คณ	สอตคคอี	งกบ		จ้ย	
การพ้ฒนาความสามารถในการ	วเอี	คราะห์		ฤทธทางการเรยนวชาวทยาศาสตรของ	
คค	และผลสม				
นี้ก	นชนประถมศกษาปีที่ ี6	โดยไชรี		เสาะหาความรร	มกบเทคนคฝักรภาพ
เรย	ี๊	ี๊	จักรการสบ	กพ้ฒนา	ี๊ว
ผลสมฤทธทางการเรยนเฉลยรอี	ยละ	73.13		านเกณฑร	อยละ 70
	และมจนวนนี้กเรยนทผ			จนวน	21
คน	คคเป็	นรอยละ 75	นทัง	นี้ก	นมการพ้ฒนาผล
	ของนี้กเรย		หมตหมายความวา	สม	ฤทธทางการ
เรยน	เมอจ้ตการโดยไชว	จกรการสบ	เสาะหาความรร	มกบเทคนคฝักรภาพ	นเกณฑทกาทหนด
			ี๊ว	กผา	
ไว	ี	สอตคคอี	อนิพร	ยสจี้	หี)2559: 143)
และย	งกบ	ทพ	ไตศก	ชาเรอง	วเอี
ง				การพ้ฒนาการคค	คราะห์
และทักษะกระบวนการทางวทยาศาสตร	เรอ	ง	ร่างกายของเรา	โดยไชเอี	กกรมการเรยนร
			ผนการจ้ตกจ		
แบบวัญจักรการ	เสาะหาความร	ี	รวมกบเทคนคหมวก 6	ใบ	นชนประถมศกษาป
สบ 5	ชน		ของนี้กเรย		ท ี๊
6	ผลการศก	ชาพบวา	ความสามารถในการคควเอี	ง	ร่างกายของเรา
			คราะห์	เรอ	โดยไชเอี
กจกรกรมการเรยนรเอี	ี	รการสบ	เสาะหาความร	ี	รวมกบเทคนคหมวก 6
บบวัญจก		5	ชน		ใบ
กวากอนเรยนอยางมนี้ยสา	ทางสถตทรี	ีะดับ .05	สอตคคองกบร้ศมี	พรมไฟสณท)2559: 123)
คณ					
ไตศกษาการพ้ฒนาความสามารถด	วเอี	คราะห์		ษะกระบวนการทางวทยาศาสตรโดย	
นการคค	และท				
ไชก	นรเอี	ี	รการเรยนร	มกบปรีชญาของ	พอเพยง
ารจ้ตการเรย	บบวัญจก		ี	ี	เรองสารในชวี
			ว	เศรชลุจ	ด
ประจาว	กลมสาระการเรยนร		ยาศาส	ประถมศก	ชาป
	ท ี		ตร	ชน	ที่ 6
					พบวา ี
					นี้กเรย

กวากอ นเรย นอ
 ยา
 ง

มนีสสา ทางสถตทรี ีระดับ .0 วามคคเห็นตอ กจกรรมการเรยนรอี ยใ ีในระดับเห็นดรี ยมาก
 คญ 5 มค ชด

ทสด และสอตคคองกบมหลันเจยดไธสง)2557) ทไตพัฒนาชดกจกรรมการเรยนรี ี เรอง สารเสพ

ตด กลมสาระการเรยนรสี ศกษาและพลศกษา โดย นรร แบบชปปา สาหร นักรเรยน
 ข การจ้ดการเรย ี ี
 ป

ชนี้ ยมศกษาปีที่ ี1 พมวาประสทสภาพของชดการเรยนรมี ระสทสภาพเทากบ
 มธ ผลการวจ ี ป

86.82/84.96 นเกณฑททกำหนดไว 80/80 ผลสมฤทททางการเรยนของนักร นหลันการ
 ชจ ีผา ี เรย
 คอ

เรยนสงกวากอนการเรยนอยางมนีสสำคัญทางสตร ะดับ .01 และความพงพอใจ โดยภาพรวมอย
 ดท

ในระดับมากทสด นอกจากนยงสอตคคองกบปนี้ัดดา แง)2557) ไตทาการพัฒนาชดกจกรรม
 ปัน

การเรยนรี ี ง มหันตยจากสารเสพตด กลมสาระการเรยนรี ี ศกษาและพลศกษา สาหร
 เรอ สข

นักร นชน มธยมศกษาปีที่ ี1 1)มประสทสภาพ เทากบ 83.17/84.25 2)
 เรย ี ี ผลการวจัยสรปวา

ผลสมฤทททาง การเรยนของนักร นชนี้ ยมศกษาปีที่ ี1 ทเอ ี กจกรรมการเรยนรเอ ี
 เรย มธ มธ รยนดรี ยชด รอง

มหันตภัยจากสารเสพติด หลังเรียนสงกวากอนเรียน อย่างมีนัยสำคัญทางสถ ร ะดับ .05 3)
ความ ตท

พจ พอใจของน้กรเย	นชนมธยมศกษาปีที่ 1 อ่ วมดอ	ชดกจกรรมกรเรยนร้ ในภพรวมอยใ้ ึนระดับมก	
และสอดคลองกบงานว้ยของศทธยา สวรรณ)2556)	ไดศกษาผลกรจ้ดกร	นรตามแนวคด	
คอนสตร้คดวี สดช	องไดรเวอร์และเบลล เ้ สรม	ดวี ยฝ้งมโนทศนี ดอ	ผลสมฤทททการเรยนวษา
วทยาศาสตรและควมสมารถในการคดวเ้ ของน้กรเย	คราะห์	นชนประถมศกษาป 5 ม ี	ท5 ัพบวา
คณนเจलयผลสมฤทททการเรยนวษา วทยาศาสตรกอนเรยนเทากบ	15.83 คด เป	นรอยละ	
52.75 และหลังเรยนมคณนเจलयเทากบ	27.08 คดเป็ นรอยละ 90.27	อยกวาเกณฑททา	ชจี้ ึไมน
หนดไวรี อยละ 80 และน้กรเรยนมค	ะณนเจलयหลังเรยนสงกวากอนเรยน	และมค	ะณนเจलय
ควมสมารถในการคดวเ้ กอนเรยนเทากบ	คราะห์	19.28 คดเป	นรอยละ 64.27 และหลังเรยนม
คณนเจलयเทากบ	25.28 คดเป็ นรอยละ 84.27		ะณนเจलयหลังเรยนสงกวากอน
และน้กรเรยนมค			
เรยน และสอดคลอ้ งกบ	มานพ สจ้ หว	เ้ ญดี และบญ ชานาญกจ)2556) ไดศกษาผลกรสอนโดยไช
เทคนคฝ้งกรافی สบ	กประกอบรปแบบกรสอนแบบ	เสาะหาควมรท มดอ	ผลสมฤทททการเรยน
วษาฟ้ สก สแ	ละควมคงทนในการเรยนร้ ของน้กรเย	นชนี้ มธ	ยมศกษาปีที่ 4 พบวา
ทการเรยนผานเกณฑร้ อยละ 70 มจนวนเทา	ของคณนเด้ม		กบรอยละ 72 2)มผลสมฤทท
ทการเรยนหลังเรยนสงกวากอนเรยน อย้าง มน	เ้ ัย สา คญ		ททางสถดทร้ ะดับ.05 และยงสอดคลองกบ
ศร พรรณ คณพระเนตร)2559) ไดพ ี ัฒนาผล			ฤทททการเรยนวทยาศาสตร และควมสมารถ
			สม
ดา นการคด	วเ้ คราะห์ โดยไชว ี ัฎจ้กรการ	เสาะหาควมร อ ี ิว	มกบเทคนคฝ้งกรافی ก ของน้กรเย
	สบ		นชนี้

ประถมศึกษาปีที่ 6 1) มประสพทพภาพ เทากบ 76.13/74.70 กวาเกณทกาทหนด 70/70
พววา ชงี อีสง

2) ด นประสพทผลของ การเรย ผังกราฟ ก าเทากบ 0.5135 คดเป็ นรลี ยละ 51.35 3)
นรเอ็ ี ทคนค มค

นี้ก นทเอ็ นรว ยาศาสตรมผลสมถททาง การเรย นหล้งเรยนสงชนกวากอนเรยน อย่างมนัย
เรย อี รย อี ี
ท

สาคณูทางสถดี ทรี อีสดับ .05 ดลยา แดงสมบรี ณี)2550) กรรม การแสวงหา
และสอดคคองกบ ใชกี จ

และคนพบควมรตวี ยदनเอง ตามสภาพจริงมตอการพัฒนากการคดวเอ็ คราะห
ประกอบการประเมน

ดั่งน1. ัง ดรี พบควมรตว ยदनเอง ประกอบการ
นี้กรเรียนทไ อี อี ี อี ี อี ี อี ี
อี อี อี ี อี ี อี ี อี ี อี ี อี ี อี ี

ประเมนตามสภาพจริง มคะแนนการคดวเอ็ คราะหเอ็ อี น าวี น การจาแนก ดาอี นการ
จลยในแดล ไดเอ็ กด

จ หมวดหมี่ อีดาอี อาอี ดาอี ดไอ ช อี และดาอี 2. หลังการใช้
นการสรป อง นการประกยก นการคาคการณี สงชน

กจกรรมการแสวงหาและคณี อี ตามสภาพจริง นักเรยน
พบควมรตวี ยदनเองประกอบการประเมน พววา

มการคดวเอ็ คราะหรี ายดาอี น าวี นการจาแนก ดาอี นการจัดหมวดหมี่ อีดาอี ดาอี นการ
ไดเอ็ กด นการสรปอาอี อง

ประกยกดไอ ช อี และดาอี นการคาคการณี ดาอี กวากอนไขก กรรมอย่างมนัยสา ทาง
และรวมทก นสง อี จ คณู

สถตทร อีสดับ .01

4. จากผลการวิจัยพววา นี้กรเรียน วามพงพอใจตอการจัดการเรยนรป ะกอบ
มค

การใช้ช กจกรรมการเรยนรี งยาอนตราย โดยใช้ร ปแบบวิจจกรแบบสบเสาะหา
อีด อี เรอ ทาลายชวี ด

ควมรรมกบเทคนคผังกราฟ ก สงเสรมควมสามารถในการคดวเอ็ องนี้ก นชนี้
อี อี ว เปอ คราะหช เรย

มธยมศกษาปี่ ที่ ี 2 โดยรวมอยไอ อี ชงี อี อริญญา
นระดับมากทสด สอดคคเอ็ กบ

ประसारกลาง)2555) ไดพฒนาชตกจกรรมการเรยนรเอ็ งควมปลอดภยในชว โดยใช้สปี อ
209 อี รอ อี ด

หลากหลาย ส ่า หรีบ น อี ักเรย อี ั
นชน

ประณศก

ษา มประสท ธภาพ ลสม ฤทท
ปี 86.51/80.9
ที่ 5 มผ
ี 4
พบ
วา

ทางการเรียนของนักเรียนหลังเรียนสงก กอนเรียนอยาี ีัยสา ทางสถทรี ีะดับ วาม
วางมน คณ .05 มค

คดีเห็นดี กจกรรมกรเรียนรอี ยใี ี้นระดับเห็นดรี อชด และสอดคลองกบบหลัน เจ ยดไธสง
ยมากทสด

)2557) ทไดพ นาชดกจกรรมกรเรียนรี ง สารเสพตด กลมสาระการเรียนรสี ศกษาและพล
ี เรอ ข

ศกษา นร แบบชปปา นชนี้ ยมศกษาปีที่ ี1 ผลการวจัยพบวา
โดยการจัดการเรย ี ี สำหรับนี้กรเรย มธ
ป

ประสทธภาพของชดการเรียนรมี ระสทธภาพเทากบ 86.82/84.96 นเกณฑทกำหนดไว ี คอ
ี ป ชงี ีผา

80/80 ผลสมฤทททางการเรียนของนี้กร นหลังการเรียนสงกวากอนการเรียนอยางมนี้ยสา ทาง
เรย คณ

สถทรี ีะดับ .01 และความพงี นทมตอการเรียนโดยไชช การเรียนรี ี โดยการ
พอใจของนี้กรเรย ี ด

จัดการ นร แบบชปปา โดยภาพรวมอยใี ี มากทสด นอกจากนยงสอดคลอี ปนัดดา
เรย ี ี นระดับ ี กบ

ป็นแจง)2557) ไดทาการพ็ดนา กจกรรม กรเรียนรี ี เรอง กลมสาระ
ชด มหันตภยจากสารเสพตด

การเรยน นรลี ศึกษาศาและพลศึกษา นชน มถยมศกษาปีที ี1 1)ม
ข สำหรับนีกเรย ี๊ ผลการว้ยสรพา

ประสททภาพ เทากบ 83.17/84.25 2) ผลสมถททางการเรยन्ह้เรยन्हสกวากอนเรยन्ह อยางม
นียสา ทางสทดทรี ีะดับ .053) ความพงพอใจในภาพรวมอยใี ี้นระดับมาก และสอดคลอภ คณ

งานว้ยของวมล ทองพว)2556) ไดพ้ฒนา ษะการควเี ดยไชร ี ปแบบการสอนผ้نگราฟ ก
ทก ี๊ คราะห์

สาหร นีก นชนี้ แผนการจัดการเรยन्हเรี การพัฒนาท้กษะการคค
ยมศกษาปีที ี3 เรย มธ ี๊ น
พววา นน

วเี ะการศกษา นชนี้ มชปี ที วามสอดคลอภ
คราะห์ สาหรนีกเรย มธ ี3มค

กบหล สดรการศกษาชนี้ ฐาน พทศกรราช 2551 และมค วามเหมาะสมระดับมากทสด ท้กษะการ
พน

ควเี ดยไชร ปแบบการสอนผ้نگราฟ นเรยन्हและหล้เรยन्हไม่แตกตางกัน และความพง
คราะห์ กกอ

พอใจตอการไชร ปแบบการสอนผ้نگราฟ กอยใี ี มาก
นระตบ

ขอเสนอแนะ

จากผลการว้ยคร้ง ี๊ ี๊ อเสนอแนะเกยวกับการพ้ฒนาเพอเป็ อผเี ี
นผ จ้ยมข นประโยชน์ กยวของ

ไดเนาผลการพฒน ไปไชดี ีั้งน
าี้

ขอเสนอแนะเพอการนาผลการว้ยไปไช

1. จากผลการว ี๊ ย คะแนนเฉลยหล้เรยन्हรวี กกิจกรรมการเรยन्हรเี ี ดยไช ี กระบวนการ
พววา ี๊ ยชด

สบเสาะหาความรร มกบทคนคผ้نگราฟ กวากอนเรยन्ह นีก นมพ้ฒนาการใน เรย
แสดงใเี ี๊ ี๊ ว กสง หีนวา

การเรยन्हรเี ี๊ ี๊ ดั้ง การนาไปปรับไช นีก นในระดับชนี้ ๆควรวจารณาความเหมาะสม ี๊ ัน ก็
ดมี บ เรย อน
ากชน

ของเนอหานนี้ ๆ

2. แบบทตสอบวัดความสามารถในการควเี คราะห์ ฤทททางการเรยन्ह
และแบบทตสอบวัดผลสม การออกขอสอบแบบ
คว ารม การอดกขอสอบแบบ
รย อดนียดรี ย

เพอวด

ที่กษะ
การค
ด

วเี เคราะห์
และการไหเี

หตผ ลแบบ

ปลายเป ด

ขอเสนอแนะสำหรับการวิจัยตรงต่อไป

1. ควรรณาแนวคิด การพ ษาชดกจกรรมกรเรียนรึ ยานอนตราย เพอสงเสริม
ชด ทาลายชวี ด

ความสามารถในการคตวเี ุระหี นชนมธยมศกษาปีที่ ี2 เรองอนหรอ
ของนักรย ี๊ ไปชยายผลชกบ

ชก บักร นระด ชนึ้ ทงึ นเี ี นการสอนโดยชช กจกรรมดลอดจนในเรอง
ีบ เรย อน พราะการเรย ี๊ ด

พฤตกรรมกรเรียนของนักรยนใดเี ป นอยางด

2. ควรมการศกษาเปรยบเทยบผลสมฤทธทางการเรยนระหวางการเรยนโดยชช กจกรรมกร
□ ด

เรยนรึ ยานอนตราย โดยชช ปแบบวัญจึกรแบบ เสาะหาความรร
ี ทาลายชวี ด สบ มกบเทคนคฝง ี๊ ีว
เรอ

กราฟ ก สงเสริมความสามารถในการคตวเี องนักร นชนึ้ ยมศกษาปท 2' กบการเรยน
เพอ ุระหช เรย มธ

โดยวธสอนแบบอนเพอใหเี การพัฒนารูปแบบการจ้ดกจกรรมกรเรียนการสอนในกลมสาระการ
กต

เรยนรสี ุศกษาและพลศกษาทหลากหลายอนจะสงผลใหเี นเกดการพัฒนาดความร
ช ี
รย

3. ควรรทาการศกษาวิจัยการจ้ดกา นรกี เสาะหาความรึ ี รวมกบสอการเรยนอนๆ เช่น
รเรย ี๊ 5 ชนึ้
ารสบ

วดที่ศนึ้ การทดลอง เทคนคการสอนตางๆ เพอสงเสริมและพัฒนามเี ี รยน หรอ

เอกสารอ้างอิง

กระทรวงศกษาธการ. (2551). หลักสด รแกนกลางการศกษาชนี้ฐาน พทศศกราช
2551. พน

กรุงเทพฯ : ชมน มสทกรณ การเกษตรแห่งประเทศไทย.

เรียนรสี ศึกษาและพลศึกษา สำหรับนี้เรียน
ข

ขนี้ ยมศึกษาป ท 1. มหาวิทยาลัยราชภัฏเทพสตรี/อี ลพพร .
มธ

พวงรัตนทวร (2540). การวิจัยทางพฤ รมศาสตร์และสังคมศาสตร์ กรุงเทพฯ : สำนัก
ีัดน. ดก

ทดสอบทางการศึกษาและจตวทยา

มหาวิทยาลัยศรนครนทรวโรดม.

พมพันธ์ ดี และพเยาวี . (2558). การจัดการเรียนรใี ี นศตวรรษที่ ี21. รงี ที่ ี2.
เดชะคป ยนดสข พมพค

กรุงเทพฯ : โรงพมพแห่งจฟ้าลงกรณ

มหาวิทยาลัย .

รัศมพรมไพสณท. (2559). วเี ละทักษะกระบวนการ
การพัฒนาความสามารถดาี คราะห์แ
นการคค

ทางวิทยาศาสตร์ โดยไขกี นรเี ี บบ
ารจัดการเรย

วิจัยการเรยนร ี 7 มกบปรัชญาของเศรษลล พอเพยง เรองสารในช่ว ดประจา ี วัน สาระ
ขนี้ รวการเรยนร ี กจ กลม
ทยาศาสตร์

ขนี้ ประถมศึกษาปี ที่ ี ยานพนธ ค.ม. สกนนคร: มหาวิทยาลัยราชภัฏสกนนคร.
" วท

ลักษณะ อนทะปัญญา 2 ษะการคควเี ละผลสมฤทททางการเรยนวชา
"การพัฒนาทก คราะห์แ

วิทยาศาสตร์ของนี้ก นชนประถมศษาป ท 6'
เรย ี

โดยไขวี ี ัญ เสาะหาควมร ี มกบเทคนคผังกราฟ ก(Graphic
จักรการสบ (Inquiry Cycle) รว

Organizer Technique " วทยานพนธ

มหาวิทยาลัย ขอนแก่น.
ศึกษาศาสตร์มหาบัณฑิต

วมล ทองศรี 2 "การพัฒนา
วิชาการควด
ี่ ดยไชร แบบการสอนผ กราฟี่ กสำหรับ
คราะห์ โ ป

นี้ก นชนี้ ยมศกษาป ท 3' "วทยานพน
เรย มธ

การศกษาหาบัณฑิต มหาวิทยาลัยเทคโนโลยีรี
าขมกคลธญ บร .

ศรพรรณ คนพระเนตร. (2 9
"การพัฒนาผลสม ฤทธทางการเรยนวทยาาสตร์และ

ความสามารถ ดาี วเี ีคราะห์โี ีการ
นการคด ดยไชวี่ ี๊จก

สบเสาะหาความรร มกบเทคนคคั้งกราฟี่ กของน นชนประณศกษาปี ที่ ี ยานพนธครศา
ี๊
ว ี๊กเรย ี๊ "ว

สตรมหาบัณฑิต มหาวิทยาลัยราชภฏ มหาสารคาม.

ศรี วี รรณ วัฒนวรชย. (2559). วรสอนทัวไป. รงี ที่ ี2. นครปฐม : โรงพมพมหาวิทยาลัย
วณช พมพค

ศลปากร. สถาบันสงี การสอนวทยาาสตร์
เสรม

และเทคโนโลยี. (2555). ครวทยาาสตร์มออาขพแนวทางสการเรยนการสอนทมประสททภาพ.
ี

กรงเทพฯ : อนเดอรเีดเี คชน.
อด

สานี้กงานเลขา ารสภาการศกษา. (2559). ทศทางและจอกทยว ี๊ยของการ
ษาไทยเพอบรรล ธก ีจ ศก

เป็ ังยนของโลก. กรงเทพฯ : 21
าหมายการพัฒนาทย

เชนจรี ี๊จกค.

สานี้กงานเลขา ารสภาการศกษา. (2559). ปฏฐ การศกษาเพอนาคคประเทศไทยมคก มงค
ธก ป

The Influences Of Social Media And Local Norms In The Formation Of Social Capital: The Case Of Youth In Malang, East Java.

Reza Safitri², Hasmah Zanuddin³

ABSTRACT. Theoretically, culture in the form of social norms have a critical role in the formation of social capital. Social capital is a social network that has roles to establish social connections. Today, the coming of new communication technologies allows users to communicate easily and quickly as has never done before the Internet era. Social media, Facebook and Twitters for instance, enable the users to be interconnected regardless the location and time frame. Thus, the question is, to what extent social media contribute in the formation of social capital under local cultural context. The subjects of this study were teenagers, recognized as the largest users of social media, in the context of Javanese norms. The research location was in Malang, East Java, Indonesia, counted as the second biggest city in the province; the population is considered as still holding these norms tightly. This study employed survey techniques with a sample of 500 students in 21 Senior High Schools, with a response rate of 86.2%. Factor Analysis and Regression Coeficient Test were administered to find out the contribution of the selected variables on the formation of social capital. The results show that the Javanese social norms influence significantly in the formation of the capital among the youth. Meanwhile, social media also contribute to a lesser extent, suggesting its complementary roles in the formation of the capital.

1 INTRODUCTION

Indonesia, with around 17,000 islands, is known as the largest archipelago country in the world. The country has around 250 millions inhabitants in 2015, making it the fourth biggest population in the world. There are at least 300 ethnic groups, variety of religions (with predominantly Moslem) and various local languages, indicating the diversity of the country's cultures. Javanese is the biggest ethnic group in the country, in which *Bahasa Jawa* is the dominant ethnic language. Although diverse, Indonesian in general hold a common value or norm. In this regard, Hofstede (1983) stated that the world culture may be divided into two

²Reza Safitri, PhD is currently works as lecturer at the Dept. of Communication, Faculty of Social and Politics, University of Brawijaya, Malang Indonesia. She can be contacted at rezasafitri@yahoo.com

³Hasmah Zanuddin, PhD, Associate Professor at the Dept. of Media Studies, Faculty of Arts & Social Sciences, University of Malaya, Kuala Lumpur, Malaysia. She can be contacted at hasmahz@um.edu.my or hasmahmedia@gmail.com

types: individualistic and collectivist society. He suggested, this country is a collectivist society, similar to those of neighboring countries (such as Malaysia, Thailand, the Philippines, etc.). It is unavoidable that Indonesian youth also follow the collectivism values (French et al., 2005). Hofstede (1983) explained that in the collectivist society, social harmony and cohesiveness are fundamental social norms. The discussions suggest that the Javanese norms tend to support the sustainability of social networks, in which both are the key elements of social capital formation. In the following, we discuss the concept of social capital in an extent.

2 SOCIAL CAPITAL

There are variation of concepts on social capital. Putnam on Littlejohn (2009:145) explained that social capital is the relative absence of social ties in a society, in which there is no sense of community, and individuals' needs are larger than commitment to social goods. In other words, social capital is social networks and the associated norms of reciprocity. Likewise, after conducting discussions involving experts, Lin (1999) concluded that social capital is rooted in social networks and social relations, and it must be measured relative to these roots. Hence, social capital can be defined as resources embedded in a social structure which are accessed and/or mobilized for an action.

Adler and Kwon (2002:14) identified 3 (three) benefits of having access to social capital. The primary benefit is getting information. For focal actors, social capital facilitates access for them to get more sources of information and improve information quality, relevance, and timeliness of information. Gaining influence, control, and power over resources are the second benefit of social capital. In Coleman's example of the 'Senate Club,' some senators are more influential than others because they are able to build a set of obligations for other senators. The third benefit of social capital is solidarity. Social capital leads to strong social norms and beliefs, tight social networks, compliance with local rules and customs, and reduction of formal control.

[1] Based on the previous discussions, social capital has a relationship with the community as proposed by Dewey in Littlejohn (2009:146), which advance the idea of two criteria for a good community. First, in a good community, the interests shared among the members are numerous and varied. Second, the interplay between a community and other forms of association are free and full. Principally, a good community is diverse groups and interconnected. Coleman (1999) stated that the most important element of social capital is trust. Meanwhile, social norms serve as the supporting element (Supriono *et al.*, 2007). Social norms are considered as social harmony, in which community with high social harmony creates pleasant atmosphere or agreement in the community. However, little attentions had been paid to the

cultural values embedded in societies in many parts of the world in connections to social capital in social media research. Cultural approaches in the social sciences are not new, especially in comparative research. The Indonesian *suku Jawa* are an ethnic group native to the Indonesian island of Java. With approximately more than 100 million people (as of 2015), they form the largest ethnic group in Indonesia. They are predominantly located in the central to eastern parts of the island. There are also significant numbers of people of Javanese descent in most Provinces of Indonesia, Malaysia, Singapore, Suriname, South Africa and the Netherlands. The **Javanese** ethnic group has many sub-groups, such as the Mataram, Cirebonese, Osing, Tenggerese, Boyanese, Samin, Naganese, Banyumasan and a few other subgroups.

[2] A majority of the Javanese people identify themselves as Muslims, with a minority identifying as Christians and Hindus. However, Javanese civilisation has been influenced by more than a millennium of interactions between the native animism *Kejawen* and the Indian Hindu—Buddhist culture, and this influence is still visible in Javanese history, culture, traditions and art forms.

2.1 Social Capital in Javanese Culture

Rukun

Javanese, and the rest of the Indonesia's ethnic groups, consider social harmony is a fundamental norm for social life. For examples, quoting Magnis-Suseno (1997), for Javanese, rudeness, such as expressing angers and shouting are need to be avoided; such behaviors indicate lack of self control. Thereof, this ethnic group emphasizes highly on a norm called '*rukun*'. With this norm, in their social relations, individuals need "to endeavor, at all time, to repress signs of social or personal tension and to preserve the impression of harmonized social relationships as much as possible" (Magnis-Suseno, 1997, p. 43). Children from their early ages are educated to hold this norm, by avoiding conflicts as much as possible. For these reasons, Javanese express their disagreement or dislike to people indirectly, and they would try to prevent themselves from hurting someone else. In other words, avoiding disputes and maintaining relations are central compared to individuals' concerns. In short, by having the norm of *rukun*, Indonesians, particularly Javanese, as confirmed by Magnis-Suseno, is encouraged to be harmonious in their social life; they also need to consider carefully of social hierarchies, polite, and in conformity with their social group (French *et al.*, 2005).

In this study, we observe the crucial aspects of social norms as proposed by Koentjaraningrat (1987). For Javanese, the aspects of respect and maintenance of social harmony (*rukun*) are the basic principles of normative and moral guidance for social interaction,

both for family and community (Zeitlin et al., 1995). In this case, any negative emotion and personal desires need to be suppressed; likewise, it is the same with the individuals' goals and aspirations. Individuals are encouraged to care and have a concern to others, and acknowledge mutual obligations. Such values also cover conformity: a condition where individuals change their behaviors to adjust with the majority values. These norms are strongly reflected in communications with someone coming from perceived high-rank social structure. Therefore, in this study, we would like to assess several key variables on social norms: the awareness and involvement of youth in succeeding their school activities; willingness to help others; and sacrifice for friends and others.

The social value of conformity (harmony) in a heterogeneous society (such as in the city) might be low. The institutionalization process of this value for city dwellers is harder compared to that of the villagers. Furthermore, Soekanto (1995:238) stated that the conformity for the city dwellers is often considered as obstacles for development or personal improvement. For these reasons, this research is aimed to observe how Indonesian teenagers adapt themselves to the social changes, especially after they use social media.

Teenagers hold specific social norms as part of local cultural values. If their behavior does not correspond to these norms, they could be punished or isolated by their society. As that in the wider society, the teenagers would likely be influenced by Javanese values of social harmony in their interactions. Zeitlin et al. in Koentjaraningrat and Gertz (1995) mentioned that obedience, generosity, avoidance of conflicts, understanding others, and empathy are basic values for the Javanese' social relationships. The manifestation of social harmony in this study is the teenagers' attitude toward social interactions through online communication system, with regards to Facebook and Twitter.

Manut

Other significance norm in Javanese culture are still exist. For example, the norm to obedience to (or in accord with) seniors, or *manut*, is essential for maintaining social harmony. A study concluded that this value is still can be found in present day as that in the past (Idrus, 2006). If there is difference, it may because of the distinct relation of children and parents between these two time frames. In the past, children's obedience was based on the feeling of fears. In today's context, their obedience can be driven by other factors. In a similar vein, the parents of the children also adopted such an value from their former generations, suggesting the sustainability of this norms. In addition, children are introduced to other social norms in their early ages as part of family traditions: patient, honesty, empathy, avoiding conflicts, courtesy and cordiality (*unggah-ungguh*), submissive (*neriman*), devotion, and always remember (*eling*).

Thus, the roles of the inner cycle of Javanese children are crucial because this is the first place for them to learn the norms.

Local Identity

Social identity is the sense of individuals regarding their mental position, or ‘who they are’, based on their group references (family, school, community, etc.) which are the foundation of self-esteem and pride (Tajfel, & Turner, 1979). By having collective identity they would likely want to interact and follow groups’ agenda where they are belong. For the youth who live in Malang, the daily conversation is the way they express their identity. In this regard, a variant of Javanese language known as *Bahasa Malang* is used as their communication language (Mulyadi, 2006). Proud of using the dialect, they would identify themselves as Arema, the acronym of Arek Malang (youth of Malang). They consider other languages are improper for daily communication. For example, they would be cynical when somebody uses *Bahasa Indonesia* (Indonesian Language), instead of the local language. Accordingly, when sending SMS or communicating via cellular phones, they mostly use the local language; such a language is also used by local television networks. Even more, as a pride and social identity, the Malang youngsters administer what is known as *Bahasa Walikan* (literally reversed language) that is local language pronounced backward. For instance, the word ‘mlaku-mlaku’(or travelling) under *Walikan* language should be pronounced ‘uklam-uklam’, because they reverse the word with slight change the pronunciation for easiness to articulate it. Thus, employing languages outside the local language styles could create social distance for the youngsters in Malang.

2.2 Social Media/Social Networking Sites

Social media is defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content” (Kaplan, & Haenlein, 2010, p.61). O’Reilly (2005) initiated the Web 2.0—that is the sites of World Wide Web which highlights user-generated content, as well as usability and inter-operability. Other similar term is social networking sites (SNSs). Boyd and Ellison (2007) defined SNSs as a web based service which authorizes individuals to (1) create public or semi public profile in a limited system; (2) articulate the lists of other connected users; (3) and browse and cross check their other users’ collection lists. Hence, the two definitions suggest that individuals as the online users become active senders of information and exchange it with others in the online networks. In this paper, these two terms are used interchangeably.

Boyd and Ellison (2007) explained that social media/SNSs has unique characteristics such as enable individuals to (1) interlace communication with the individuals who have already

be the part of their social life in off-line system; (2) connect with strangers that enable them to enlarge their social networks. Because of recommendations given by someone in their friend lists, new friendship might be accomplished randomly; (3) market products, known as e-commerce.

Social media is superior in the technical features which enables individuals' profiles to be accessed by friends in a 'friends list'. The profiles are designed in such a way that enables individuals to share their identities or concerns. After signing up, individuals are requested to fill a form containing a list of questions (such as age, location, status, job, education). Then, users can upload profile pictures and add other photos to be uploaded in a photo album; or add multimedia files to the profile pages.

Thus, the user profile could be world widely browsed by other people, known as 'visibility of profile' (Boyd, & Ellison, 2007). Profiles in Friendster, for example, can be browsed by anybody; in MySpace, the users can choose whether they want their profiles to be publicly visible or visible for "friends only". Facebook has a different approach where the users in a network are able to see each other on their profiles. Besides, Facebook allows the users to reject someone's request for an online connection. Thus, visibility and access are characteristics of social media distinguish these from other sites. After joining a social network, the users need to identify other people in their network. Naming and labeling system might be difference; the names can be 'friends', 'contacts', or 'fans'.

Connection to contents of messages is an important component of social media. Users can see someone who is connected with their online friends. These friends' profiles can be browsed by those who are allowed to do so. Most social media also provide a facility to post messages on their friends' profiles. In Facebook, this facility is called 'status'. A study shows that messages in status have various purposes, such as effusing minds and thoughts, releasing dissatisfaction, gaining self existence, entwining relationship and connection, entertaining and drawing attention (Rinawati, 2010). Other connected friends can also give comments. Evenmore, social media/SNSs has a feature that is similar to that of the webmail, which is private in exchanging messages. In other words, it could not be accessed by anybody in the connection except the receivers of the messages.

2.3 Social Capital In Social Media

In on online system, especially in social media or social networking sites (SNSs), individuals are connected to exhibit a social network. For example, Facebook or Twitter allows individuals to present themselves, emphasize position in a social network, or defend or build connections. They might be able to interact with someone they know before in the offline world and to meet

with new friends. Social media permits the users to present their online profiles, get friends, view their profiles, and give comments. Facebook members might join to virtual peer groups, which have similarity in interests, hobbies, favorite music, or relationship status.

Ellison, Steinfield and Lampe (2007:2) and Safitri R. & Zanuddin H. (...) stated that social media provide a rich site for researchers interested in the social networks because of its frequent used and technological capacities that bridge online and offline connections. Ellison et al. explained that such a medium represent a communication shift from offline to online media that are rarely studied. Previous research suggests that Facebook users still keep in touch with old friends and maintain or intensify relationships by offline connections (Lampe, Ellison, & Steinfield, 2006).

Does social capital exist in social media? This is important because the social capital (the value of being in the network) depends not only on the individuals in a network, but also on the way they are connected. Merwe (2011) suggested the benefits of social capital on a social network site:

1. Access to broader sources of information at lower costs: this means that someone may use fewer efforts to get access to information of their friends without reaching them in a traditional sense.
2. Extended power and influence: people with higher social capital not only get the benefit or have more information, but they also get the chance to become opinion leaders, and have power and influence to build an online identity that becomes a sense of pride.
3. Solidarity between actors, compliance with rules and customs of the needs for formal controls. Even though there is so much freedom to do and say in online world, strong social networks seem to have own rules in terms of what is allowable and what is not.

Hence, social capital might be exist in online communication media.

Bridging and Bonding

Quoteing Putnam, Williams (2006:2-3) explained the concepts of 'bridging' and 'bonding' that allow different types of social capital when different norms and networks are in place. Putnam argues that these two types of social capital are related but not equivalent. They are not mutually exclusive, and they are oblique rather than orthogonal to one another. Putnam explained the bridging factor in the social capital is inclusive. It occurs when individuals from different backgrounds make connections. These individuals often only have tentative relationships. Nevertheless, bridging may broaden social horizons or world views, or open up opportunities for new information or resources. However, it may provide little emotional supports. By contrast, the bonding factor can be exclusive. It occurs when strongly tied individuals, such as family and

close friends, provide emotional or substantive support for one another. The individuals with bonding social capital would likely have similar backgrounds and have strong personal connections. The continued reciprocity in bonding social capital provides strong emotional and substantive support that enables mobilization.

Haythornthwaite (2002:1) has been among the first to speculate on how tie strength may differ between the online and offline. She suggested that new communication technologies such as the Internet are inherently useful for forming and maintaining weak-tie networks; but the more centralized the connections is, the more dependent and fragile the weak-tie networks are. On her article, *Tie Strength and the Impact of New Media*, Haythornwaite explained that strong-tie pairs communicate more frequently; maintain more and different kinds of relations; and use more media to communicate. It is argued that where ties are strong, communicators adapt their use of media and expand to other media to support the exchanges important to their ties; where ties are weak, communicators rely on few means of contact (often only one), and depend on media and protocols established by others.

Based on the existing literature, social media/SNSs support process of bonding and bridging social capital (Ellison et al., 2007; Steinfield et al., 2008; Papacharissi et al., 2008; Burke et al., 2009); support teenagers' self esteems and encourage them to relate to their peers (Steinfeld et al., 2008); stimulate social learning (Burke et al., 2010); enhance social trust, civic participation, and political engagement (Valenzuela et al., 2009). Research conducted by Ellison et al. (2007) shows that a Facebook feature (articulated by Facebook intensity items) can help students accumulate and maintain bridging factor of social capital. Accordingly, Steinfield et al. (2008) analyzed panel data from two surveys on Facebook users, the intensity of Facebook use in year one strongly predicted bridging social capital outcomes in year two. The authors suggest that "Facebook affordances help reduce barriers that lower self-esteem students might experience in forming the kinds of large, heterogeneous networks that are sources of bridging social capital" (p.434). Haythornthwaite (2005) argued that social media creates "latent tie connectivity among group members that provides the technical means for activating weak ties" (p.125). Latent ties are those social network ties that are "technically possible but not activated socially" (p.137).

To sum up, several concepts have been discussed: social capital, culture and the Javanese valuable norms, social media, and social capital in social media. In this study, social capital can be regarded as cultural resources inherent in a social structure, covering norms (values). In Javanese culture, such capital exists in the form of traditional norms, such as *rukun* (avoiding conflicts with others) and *manut* (in concord with the seniors); local social identity can also be regarded as the element of social capital. Moreover, the other elements of the capital

are social relationship and networks. Through the process of managing all of these social elements, then further social processes occur: individuals' participation, mobilization, social harmony, action; social connections; and networks.

Meanwhile, social media is communication tools that allow individuals to express to other members of community, get and exchange the norms, information, or knowledge they have. Social media can create virtual networks as a form of social capital. Studies show that such media can promote weak-tie networks (bridging social capital) and strong-tie networks (bonding social capital). For these reasons, social media may support the formation of social capital. In this paper, we focus on assessing the teenagers' behaviors in using social media under local/Javanese cultural context. The social media were Facebook and Twitter and the attributes or elements of culture to be assessed were bridging, bonding, and social identity. Does local culture influences social capital formation, and so does social media/ the Internet? To what extent are the contribution of these factors in the formation? This study is useful to provide empirical evidence of the formation of social capital under influence of dynamic local culture and the advance of communication technology.

3 RESEARCH METHODS

Samples and procedures

Participants in this study were youth in Malang, East Java. Although having a multi-ethnic society, the Javanese is the dominant ethnic group in this city. The target of this study was 21 public and private schools in Malang. Three schools were not willing to involve in this study, thus the sampling frame was 18 schools. The respondents were asked to voluntarily fill the questionnaires concerning their usage of Facebook and Twitter and their social orientation and activities. The number of students who took part in the study were 500. There were 431 students returned the questionnaire; 55 questionnaires were not returned and 14 questionnaires were not completely filled. Therefore, the response rate was 86.2%.

Regarding characteristic of respondents, out of the 431 students, 55.5% were girls; 98.6% aged between 15-16 years old; 6.4% had an access to cellular phones and 69.4% to computer. The respondents who had access to the Internet for about 11 to 15 times per day were 82.4%; and 46.1% were about 6 to 30 minutes (46.1%). These numbers suggest that social media/SNSs had become part of high school students' activities (Table 1).

Table 1. Characteristics of Respondents

Characteristic	Category	Frequency	Percentage (%)
Gender	Boys	192	44.5
	Girls	239	55.5
Age	14 years old	44	10.2
	15 years old	166	38.5
	16 years old	119	27.6
	>= 17 years	102	23.5
Account of social media/SNS	Facebook	425	98.6
	Twitter	273	63.3
Access to social media/SNS	Handphone	286	66.4
	Computer	299	69.4
	Warnet	174	40.4
	Blackberry	99	23.0
Access per Day	11-15 times	355	82.4
	16-2 times	40	9.3
	21-25 times	11	2.6
	< 25 times	25	5.8
Lenght of Access	5 minute	69	16.0
	6-15 minute	104	24.1
	16-30 minute	95	22.0
	31-60 minute	74	17.2
	< 60 minute	89	20.6

Measurement of Variables

Three primary variables measured in this study are 'Social Capital', 'Javanese Social Norm', and 'Internet Dependency'. The reliability test using Cronbach alpha technique for these variables are 0.777; 0.887; and 0.844 respectively. The variables of social capital was used to identify interpersonal interaction between the students and their peers. The variable of social capital cover two aspects, namely 'Bridging' and 'Bonding Social Capital' (William, 2006). In addition, the aspect of 'Local Identity' (Tajfel, & Turner, 1979) was employed to explain the their bonding to their social environment.

The bridging social capital consists of 9 (nine) statements, and bonding social capital 5 (five) statements. In addition, local identity social capital has 6 (six) statements. The bridging social capital attributes are feeling of interacting with school mates, social environment, sense of connections, and get new friends. An example of the statement is

“Interacting with people in school makes me feel as a part of a big community”. With regard to local identity, the attributes are: knowing recent news of their favorite local soccer club, pride of being local youth association (Arema), recognition of public administration. The statement example is “I am proud of becoming an Arema.” Regarding the bonding social capital, the attributes are trust to friends in social media, and easiness to express idea through online group discussions. “I trust all friends in my friend list or Twitter” is an example statement of bonding social capital.

The Internet dependency variables consist of 6 (six) aspects, namely ‘News and Entertainment’ (7 attributes), ‘Communication Media’ (5), ‘Information Usage’ (2), ‘Online Marketing’ (3), ‘Downloading Video of Popular Artists’ (2), and ‘Online Games’ (1). The example of statement for the attributes of news and entertainment is “Finding out what is happening/ happened in my city/ community”. Meanwhile, for the attributes of communication media, the statement examples are: “Visiting online support group” and “Being part of an online group where you can feel as a part of it.” For the variable information usage, the example of the statement is “Using search facility to answer a specific question”.

4 FINDINGS AND DISCUSSIONS

Findings

Social capital variable is measured from three factors (Bridging, Local Identity, and Bonding). These three are spread into 12 attributes with KMO value of 0.826 (the value of KMO/Kaiser-Meyer-Olkin statistics should be at least 0.6). The result of extracted factor analysis has cumulative percentage of total variance of 51.352 percent. The first factor (Bridging Social Capital) explains 27.538 percent about the students’ social capital. The second factor (Local Identity), explains 13.405 percent. The third factor (Bonding Social Capital) explains 10.409 percent.

The Javanese social norm variable, which is measured by seven attributes, also has KMO value of 0.826. The result of extracted factor analysis provides cumulative percentage of total variance of 51.352 percent for the formation of social capital. The Javanese social norm variable is structured from two main indicators/factors: (1) *handarbeni* (care) and (2) *pracoyo* (believe). The first indicator (care) explains 36.080 percent; and the second indicator (believe) contribute 16.932 percent of the total variance on the social norm. The later indicators indicate a lesser influence on the norm variable.

With regard to Internet Dependency variable, which consist six indicators, the total variance is 28.516. The first factor (News and Entertainment) explains 28.516 percent to the internet dependency; the second indicator (Communication Media) explains 11.287 percent; the third indicator (Information Usage) explains 8.190 percent; the fourth indicator (Online Marketing) explains 6.499; the fifth indicator (Downloading Video of Popular Artists) explains 5.152; and the sixth indicator (Online Games) explains 4.784.

With regard to Regression Coefficient Test, the research shows, for the students the Javanese social norms significantly contribute to the formation of social capital (Regression Coefficient/ $\beta = 0.526$; p-value=0.000), compared to the Internet dependency ($\beta = 0.251$; p-value=0.000), suggesting that both variables have significant influence to the formation of social capital, but the Javanese social norms are more influential than that of the social media.

Discussions

One of requirements in forming social capital is the availability of social norms, as the primary factor. Norms are criteria of attitude in a community group and connected with social rules, which link to human interactions in social life. The individuals' obedience towards the norms strengthens the social relationship. This study proved that the 'bridging' aspect of interaction, reflecting weak ties, is significant to build the relationship among the youth, which is the foundation of social capital. On the contrary, the 'bonding', representing strong ties, is less strong predictor. It might be that this bonding social capital mainly occurs among exclusive social circles, such as family, relatives, and close friends.

The youth would not be difficult to interact with their peers since they still hold the norms, in this case are those of the Javanese. This proves that the norms are embedded in their life, indicating that there is a norms transformation from parents or schools to the youth. The study shows that the youth do not hold the norm of '*pracaya*' (trust) as strong as the '*handarbeni*' (care). Even though, in the context of online interactions, not trusting to someone is necessary because sometime the youth deal with foreigners; the associated Javanese norm is *waspodo* (cautious). Overall, however, the contribution of social norms for establishing social capital are significantly high. It suggests that the youth still hold the factor of trust, particularly to somebody in their school in a case of emergency.

This study also found that norms are essential, particularly to build 'bridging' with peers as part or social capital. This situation reflects the Javanese social norms of social harmony (local term: *guyub* or united). To exemplify, as appeared in the perception statement in the questionnaire, the students feel happy when interacting with peers because it makes them

as part of a big community. Other statement show that interacting with their peers makes them eager to try new things, indicating that bridging help them to be innovative, including attending student olympiads, participating in school art festivals or sport activities. In Javanese norm, this context is in line with the norm of *wani* (bold), *enteng tangan* (literally 'easy-hand' or easy going). For these reasons, school is a comfortable place for the students, showing their confidence of their school as, probably, their 'second home'. One of the statement in the questionnaire is that by attending school the students can contact new people. This is also in accord with the Javanese norm of *grapyak* (friendly), *sumringah* (cheerful). The study indicates that the students are part of collectivist culture as the typical of Javanese way of live. As a consequence, the Javanese norms held by the youth assist them to interact closely with their peers, making it as a venue for gaining their social capital in the school.

The second factor of social capital is local identity. The study shows that the students has an affection to identity themselves as the Arema (the Malang youth association) and with the Arema soccer club. In the Javanese context, such identification match with the norms of *tresno* (love, affection). In this case, the youth express their loyalty to the soccer club by wearing shirts with attributes of the club during a football competition; it reflects the Javanese norm of *handarbeni* (care). However, when facing a larger community, such a feeling decrease, indicating the students' dilemma. It can be seen from the students' response to the statement: "I know the officials of Malang City government" (loading factor=.520). The youth prefer to identify themselves with their smaller social cycle rather than the larger ones, except with their favorite soccer club.

The third factor to be discussed is the general bonding social capital. The Javanese norm associated with this capital is *pracaya* (trust) and *piguna* (useful). These norms suggest that interacting with reliable persons would lead to benefits, such as learn good characters or achievement of the persons. In Javanese society, acquiring knowledge from the experts called *ngangsu kaweruh* (gain knowledge). In contrast, interacting with bad character persons would lead to a disadvantage. "*Ojo cedhak kebo gupak*" (do not close to the dirty water buffalo) is a Javanese parable expressing this situation. This is evident in the context of online interaction, in which the students have relatively low response to engage in online discussion and limited trust to their friends' acquaintance in the Facebook or Twitter connections. However, in other case, they would likely express themselves boldly in the virtual world. It contradicts with the Javanese norm of *isin* (embarrassed), in which normally the Javanese do not want to express their feeling openly to public. To speculate, the students may have trust in the connections or use anonym identities. The findings show that youth believe that social media, in some extent,

can overcome their problems.

The contribution of the Javanese social norms in shaping social capital is greater than the internet dependency. As has shown in the finding section, the Regression Coefficient value of the internet dependency is 0.25 (25 percent), which is only half of the Javanese social norms (0.526 or 52 percent). The Internet does have a significant role in the shaping and strengthening youth social capital, but a much more significant role is shown by the family who introduces and articulate the Javanese social norms to their children. The examples of the norms are to encourage children to participate in a social activity, teach them to be thankful, appreciate life, help to communicate openly, release their aspiration, and encourage their curiosity. It means that the internet has a role as supplement in the shaping of youth social capital, while the Javanese social norms are the primary factor. In short, this study shows that culture dominates the formation of youth social capital regardless the contribution of the internet. This finding is most likely applicable in countries with similar collective culture as that in Javanese community; in collectivistic society, social harmony and cohesiveness – which are mostly found in offline world— are very important.

5 CONCLUSIONS

To conclude, the Javanese social norms have significant influence on the formation students' social capital (Regression Coefficient=0.526; $p=0.000$). The factors of social capital influenced were 'bridging' and 'local identity', but not for the 'bonding'. Simultaneously, social media, to lesser extent, influenced the establishment of this capital (Regression Coefficient =0.251; $p=0.000$). Both, the Javanese norms and social media, gives contribution of more or less 50% ($R^2=0.494$). The study suggests the complementary roles of the Javanese norms and social media in the formation of the social capital. Facebook and Twitter are used as supportive media to strengthen the students' interpersonal communication. The media helps the students to release their identities, and connect with their peers, for creating a collective action. This research is limited to assess the roles of social norms and social media in forming social capital of school children. Other research may considers other factors that may influences the formation of social capital.

REFERENCES

- Adler, P., & Kwon, S. (2002). Social capital: Prospect for a new concept. *Academy of Management Review* 2002,27(1), 17-40.
- Boyd, D., & Ellison, N. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), article 11. Retrieved from <http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html>

- Ellison, N., Steinfield., & Lampe, C.(2006).Spatially bounded online social networks and social capital: The role of facebook. *Preceeding of the Annual Conference of the International Communication Association*. Germany
- Ellison, N., Steinfield C., & Lampe, C. (2007). The benefits of Facebook “friends” social capital and college students’ use of online social network sites. *Journal of Computer-Mediated Communication*, 12(4), article 1. Retrieved form <http://jcmc.indiana.edu/vol12/issue4/ellison.html>
- Haythornthwaite, C. (2001). Tie strength and impact of new media. *Proceedings of the 34th Hawaii International Conference on System Sciences*. University of Illinois at Urbana-Champaign.
- Kaplan, A.M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 61. doi:10.1016/j.bushor.2009.09.003.
- Lin, N. (1999, February). Building a network theory of social capital. *Keynote Address at the XIX International Sunbelt Social Network Conference*. Charleston, South Carolina.
- Littlejohn, Stephen W. 2009. *Encyclopedia of Communication Theory*. California. SAGE Publications.
- Magnis, F., & Suseno, S.J. (1985). *Etika Jawa: Sebuah analisa falsafi tentang kebijaksanaan hidup Jawa*. Jakarta: PT. Gramedia.
- O’Reilly, T. (2005). O’Reilly Network: What is Web 2.0. Retrieved from <http://www.oreilly.com/pub/a/web2/archive/what-is-web-20.html>
- Putnam, R. D. (2000). *Bowling alone: The collapse and revival of American community*. New York: Simon & Schuster.
- Reza Safitri & Hasmah Zanuddin (...)**
- Rinawati, D. I. (2010). *Penggunaan situs jejaring sosial sebagai alat komunikasi pribadi* (Student paper). Malang: University of Brawijaya
- Straubhaar, J., & Larose, R. (2004). *Media Now: Understanding media, culture, and technology*. Wadsworth: Thomson Learning.
- Supriono, F., & Rais. (2007). *Modal sosial: Unsur-unsur pembentuk*. Retrieved from www.p2dtk.bappenas.go.id
- Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict. *The social psychology of intergroup relations?*, 33, 47

Williams, D. (2006). On and off the 'net: Scales for social capital in an online era. *Journal of Computer-Mediated Communication*, 11(2), article 11. Retrieved from <http://jcmc.indiana.edu/vol11/issue2/williams.html>

The Weakening Of The Watchdog Role Of Mainstream Media In 2019 Indonesia President Election

Anang Sujoko

Department of Communication, Universitas Brawijaya (anangsujoko@ub.ac.id)

ABSTRACT. The oligarchy of the media industry in Indonesia has had a negative impact on the democratic process in the Presidential Election of the Republic of Indonesia in 2019. The owners of media groups affiliated with political parties have had an impact on the role of the media as the fourth power. This paper aims to illustrate how the role of conventional watchdog media can weaken the democratic process of presidential elections in Indonesia. This qualitative research is a case study on the conventional and social media reporting of the events of Aksi Damai Bela Islam 212 (the Islamic Defendant Peace Action 212), a form of protest against blasphemy committed by Basuki Tjahaja, or Ahok who was then the governor of DKI Jakarta and #2019GantiPresiden movement, which is a movement done to reflect people's disappointment towards the bad performance of the government. Qualitative content analysis techniques are used to explain how the media content and the context of the event. The results of the study indicate that MetroTV tends to position itself as a partner of the government even as a supporter of the government for cases that criticize the government's performance. Several other conventional media such as MNC Group, Viva Group and TVOne in some cases still show efforts to control the government by presenting discussions or reporting on community actions that negatively assess the government's performance.

KEYWORDS : Indonesia Election 2019; # 2019GaniPresiden; 212 Peaceful Action, WatchDog, Indonesi media

1 INTRODUCTION

Print and broadcast media have long dominated the business competition of the media industry in Indonesia, and even some media companies continue to spatialize itself to form a media oligarchy dominated by eight big players (Tapsell, 2017). This form of oligarchy has made these companies powerful, difficult to compete with, and dominate the market. As a result, of course, they dominate the advertising market, whose value reaches more than 100 trillion rupiahs per year in Indonesia (Lubis, 2018). In addition, media power in influencing the public agenda (Littlejohn & Foss, 2011) also makes this media company play a significant role in the political field in Indonesia. However, the presence of new media has begun to disrupt the dominance of conventional media in the economic and political arena. Internet and technology that gave birth to online media have the potential to rival and disrupt the dominance of information previously controlled by the conventional media oligarchy. These include the birth of social media with various forms of technology such as blogs, wikis, and social networking services (Bonson, Torres, Royo, & Flores, 2012) that have produced what Manuel Castells (2015) calls as mass self-communication that makes users not just become recipients of information, but at the same time can be creators and disseminators of information. The presence of new media with the sophistication of digital technology has brought changes in the landscape of the media industry in Indonesia. The obvious thing is, of course, the impact on print media is starting to experience a lot of setbacks in its business (Zuhra, 2017). Regarding the number of users, especially

the younger generation, prefer new media compared to conventional media (Syamsiyah, 2018). As a result, the advertising market is no longer dominated by conventional media oligarchs because advertisers are beginning to switch to using digital advertising (Hidayat, 2018). A large number of audiences in the new media makes the power of conventional media oligarchs in control information and public opinion declining. For example, the Ahok case in the 2017 DKI Election Region (Debora, 2016), the "#2019GantiPresiden" movement (Hadi, 2018), and the Arab Spring in the Middle East which emerged from the social media movement. This shows that conventional media no longer fully control the public agenda. Another possibility that also occurs is the emergence of new global powers that control existing digital systems and infrastructure (Mosco, 2017), namely giant companies from the United States such as Google and Facebook that play important roles as new gatekeepers through search engines and social media algorithms that have the ability to determine what content will be consumed by citizens and what media companies will get many audiences (Nielsen & Selva, 2019). This paper aims to describe the shifting dominance of the role of watchdogs from conventional media to social media.

This study uses case studies relating to political events #2019GantiPresiden and issues of the Presidential Election of the Republic of Indonesia in 2019 with qualitative content analysis techniques in private television stations in Indonesia and social media.

2 MEDIA AND POLITICAL AGENCY

Bagdikian (2004) states that it is not new in history that media companies have the power to influence politics. The interesting thing that happened in Indonesia is how the majority of the owners of the ruling media companies in Indonesia are also politicians who have important positions in political parties or in government, some of which are Surya Paloh, Hary Tanoesoedibjo, Aburizal Bakrie, Dahlan Iskan, and Chairul Tanjung. According to Nugroho, Putri, & Laksmi (2013), several important issues related to this condition are biased representation and professionalism of journalists. The condition of the controlled flow of information by several parties who are at the same time politicians can threaten the neutrality of the media and lead to bias in the dissemination of information that prioritizes the interests of media owners. Tapsell (2017) describes in his book how media tends to be partisan in its reporting during the 2014 presidential election.

3 NEW MEDIA: ALTERNATIVE MEDIA AWAKENING AND DEMOCRATIC INFORMATION CONTROL

Digital technology is currently giving birth to new media with its various advantages as explained in the literature review. The birth of online news portals has become an alternative medium for the public apart from TV or print media that has been controlled by media conglomerates. Although according to Tapsell (2017), currently media conglomerates are also beginning to try to master online media through their various news portals (such as detik.com, liputan6.com, okezone.com, tribunnews.com, viva.co.id, jpnn.com, beritasatu.com, medcom.id, and metrotvnews.com), but the presence of rivals in the form of online news portals outside the media conglomerate gave people alternative information sources that are more neutral and courageous in their reporting such as running data journalism and investigative journalism applied by tirto.id, katadata.co.id, and beritagar.id (Sanusi, 2018). Digital technology also provides an opportunity for the birth of organizations that oversee and criticize the practices of the media industry such as those carried out by remotivi.or.id whose funding sources come from public donations or grants. The rival for digital conglomerates is not only a few of those mentioned earlier, but the press council also said that there were around 43 thousand online media in Indonesia, even though only 168 had been verified (Nashrillah, 2018).

Social media also presents a disruption to the dominance of information by media oligarchs. The speed of information produced by social media beats the speed of professional media. An example is

information on the Bali bombing event in 2010 which first appeared on Twitter (Alejandro, 2010) or the earthquake event in Japan in 2011 that also first appeared on Twitter instead of other media (Donoghue, 2016). Not only in terms of speed, but the control of media conglomerates towards public agenda has also begun to be plagued by social media. Manuel Castell (2015) explains how popular movements on social media or so-called cyberactivism have caused a lot of political upheaval in various countries. One example is cyberactivism in the Middle East which gave rise to the events of the Arab Spring which overthrew dictators in Libya, Egypt, Syria, and Tunisia (Arafa & Armstrong, 2016). Indonesia also experienced this, the case of Ahok's blasphemy towards the 2017 DKI Jakarta Regional Election also began with social media (Debora, 2016) or the emergence of the "#2019GantiPresiden" movement towards the 2019 presidential election (Hadi, 2018).

4 DISCUSSION

4.1 212 Islamic Defensive Peace and Media Framing

The sovereignty of the authorities and the media began to emerge at the time of the harassment of Islamic teachings by Basuki Tjahaja Purnama or Ahok who was then the Governor of DKI Jakarta. The controversial issue did not only involve the citizens of Jakarta but almost all regions in Indonesia. The wave of mass movements began to emerge when law enforcement agencies seemed to not seriously deal with this case, even though the Indonesian Ulema Council had stated that Ahok's statement was a form of harassment from other religions. The movement that involved mass mobilization from various regions began to appear on November 4, 2016, located at Tugu Monas. The peak is the Damai Bela Islam 212 Action.

In this incident, MetroTV showed its impartiality towards the action. This can be shown in the framing of the news which only mentions hundreds of mass participants in the action. The news is very different from the shows on TVOne and several national print media that show the number of masses in the thousands to millions. However, foreign media such as TIME, VOA, CNN, The Guardian, BBC, ABC, and even Aljazeera continue to reflect negatively on the peaceful action of Bela Islam 212 (Cahyadi, 2016). From this data shows that the media do not place a position between the public interest, the interests of the authorities and perpetuate prejudice. Therefore, it is only natural that the people who support the peaceful action movement present facts in their perspective through their social media accounts. As an example of how dramatic the group of thousands of santri from Ciamis who walked from Ciamis to Jakarta to attend the action was covered by Republika, CNN, MNC Group, Detik, Viva and TVOne, but MetroTV did not do so. The movement of collecting garbage by the AA Gym cleric and each participant until the location appeared clean and neat was not an interesting point of view for the media. Even Indonesian media researcher Marlyna Lim saw a series of actions in the Bela Islam dama in the perspective of intolerance and pluralism. (Lim, 2017).

4.2 #2019GantiPresiden and Independency of Media

The dissatisfaction of several political figures over the performance of the government as well as the incumbent presidential candidate has prompted a spontaneous action by Mardani, the PKS politician, raising #2019GantiPresiden. The idea that emerged during the live broadcast on TVOne eventually became an organic mass political movement. However, MetroTV and some conventional media did not consider it important for a movement that has obviously gained massive support. A social network analysis program, empirical drone, portrays that the #2019GantiPresiden movement is massive and almost spread throughout Indonesia (Fahmi, 2019). However, MetroTv and a bit of the media began to reflect negatively on the #2019GantiPresiden movement. The way MetroTV tried to weaken this movement is by displaying negative comments from leaders, including Jokowi, and filtering out the failure of this movement. Examples of news headlines such as #2019Ganti Presiden Declaration Failed , Mentioning #2019GantiPresiden, Jokowi: How Can A Shirt Change The President?, and the news of the declaration is canceled in several places in Indonesia. It is unfortunate that there is no

news about the nature of media control over the injustice in the process of failing declarations by the police or a group of people. The information that was free and spread on social media were how the omission by the police of the actions of a group of people to overpower the rights of others that occurred in Riau and Surabaya, and how the police actually prohibited people from carrying out peaceful declarations in Surabaya.

5 CONCLUSION

Conventional media can no longer be expected to become a pillar of democracy to channel information that is truly expected by the public. The political affiliation of media owners is often used as an excuse by the public in evaluating the alignments of conventional media with an event. Information distortions often appear in the media that have political affiliation with supporters of the ruler as well as presidential candidates, so this encourages the public who wants change or not the incumbent supporters to be harmed. The presence of social media is an alternative for the opposition in disseminating information that is not broadcast by conventional media supporting incumbents. In the Presidential Election of the Republic of Indonesia 2019, conventional media, especially MetroTV and members of the Media Group no longer act as watchdogs in the democratic system so that the unfair use of public space is felt by opposition support groups.

REFERENCES

- Alejandro, J. (2010). *Journalism in the age of social media*. Oxford: Reuters Institute for the Study of Journalism.
- Arafa, M. & Armstrong, C. (2015). "Facebook to Mobilize, Twitter to Coordinate Protests, and YouTube to Tell the World": New Media, Cyberactivism, and the Arab Spring. *Journal of Global Initiatives*. Vol. 10 No. 1.
- Bagdikian, B. (2005). *The media monopoly*. Boston: Beacon Press.
- Bonson, E., Torres, L., Royo, S., & Flores, F. (2012). Local e-government 2.0: Social media and corporate transparency in municipalities. *Government Information Quarterly*, vol. 29 (2), 123-132.
- Cahyadi, H., (2016), *Framing Media Barat terhadap Aksi Damai 212*, Republika.co.id, diakses 5 Desember 2016, <https://www.republika.co.id/berita/jurnalisme-warga/wacana/16/12/04/ohmw6b408-framing-media-barat-terhadap-aksi-damai-212>.
- Castells, M. (2015). *Networks of outrage and hope: Social movements in the internet age (2nd ed)*. Cambridge: Polity Press
- Debora, Y. (November 2016). *Kronologi kasus dugaan penistaan agama*. Tirto.id. Diakses 20 April 2019, di <https://tirto.id/kronologi-kasus-dugaan-penistaan-agama-b457>.
- Donoghue, K. L. (2016). *Social media news as disruptive technology*. 10th Convention Planner- 2016, NEHU, Shillong, Meghalaya, 09-11 November.
- Hadi, S. (Mei 2018). *Deklarasi hari ini, begini awal mula gerakan #2019gantipresiden*. Tempo.co. Diakses dari <https://nasional.tempo.co/read/1086128/deklarasi-hari-ini-begini-awal-mula-gerakan-2019gantipresiden>

- Hidayat, A. A. N. (2018), *Belanja iklan di media digital naik lebih dari 20 persen*. Tempo.co. Diakses 20 April 2019, di <https://bisnis.tempo.co/read/1155559/2019-belanja-iklan-di-media-digital-naik-lebih-dari-20-persen/full&view=ok>.
- Lim, M. (2017), Freedom to hate: social media, algorithmic enclaves, and the rise of tribal nationalism in Indonesia, *Critical Asian Studies*, 49:3, 411-427, DOI:10.1080/14672715.2017.1341188
- Littlejohn, S.W & Foss, K.A (2011). *Theories of Human Communication (10th ed)*. Illinois: Waveland Press, Inc.
- Lubis, M. (2018). *Belanja iklan Januari-September 2018 tumbuh 5 persen* [web log post]. Diakses dari <https://www.nielsen.com/id/en/press-room/2018/belanja-iklan-januari-september-2018-tumbuh-5-persen.print.html>
- Mosco, V. (2017). *Becoming digital: Toward a post-internet society*. Bingley: Emerald Publishing, Ltd.
- Tapsell, R. (2017), *Kuasa Media di Indonesia, Kaum Oligarki, Warga dan Revolusi Digital*, Transl. W., P., Utomo, Jakarta: Marjin Kiri

**Study of Internalization Of Anti Corruption Values
Among The Journalists In Indonesia
(The Communication Of Corruption Study With The Phenomenology Of
Communication Approach Among Journalists On A Number Of Media In
Indonesia)**

Dr. Antoni

Department of Communication, Faculty of Social Sciences and Political Sciences
University of Brawijaya (Ant_kom@ub.ac.id)

ABSTRACT. The purpose of this study is to describe the internalization of anti corruption values among journalists in Indonesia. This research produced a number of findings regarding the internalization of anti-corruption values among journalists in Indonesia. The topic of coverage of corruption is a matter that is considered important and continuously reported. The intensity of coverage of corruption has been taking place especially since the KPK was established in 2002. If in the early years it was marked by enthusiasm and shock at the cases of corruption that were revealed which was something new in Indonesia. But lately there has been a tendency to decrease the sensitivity to the topic of corruption in the sense that it no longer causes shock. The occurrence of aggravation where intense news of corruption turned out to have no effect on efforts to eradicate corruption. Another finding is that the economic aspects of the media are acknowledged by journalists as a consideration that determines the process of covering corruption. Matters other than the substance of the corruption case were raised with consideration of attractiveness and dramatic aspects. Journalists recognize that very little attention is paid to aspects of corruption prevention and recognize it as a strategic matter. But the commitment of journalists and the media to place the importance of the topic of corruption in their editorial policies remains unshakeable. The main conclusion that the internalization of anti corruption values among journalists in Indonesia is in line with the core values of journalistic work that is essentially anti corruption.

KEYWORDS : anti corruption values ; communication of corruption study, journalist ; coverage ;
media economics

INTRODUCTION

The field of Communication of Corruption is a recommendation from the Antoni's study (2013) as an effort to offer contributions from Communication Studies in *corruption studies* because very few Communication Studies approaches are used in corruption studies. As revealed by Prof. M. Alwi Dahlan, Ph.D, acts of corruption are very close to aspects of communication.

The field of study in Communication of Corruption is the use of the Communication Study approach to examine the problem of corruption. This approach includes media studies, communication network studies, and meaning studies. These three perspectives represent the core of Communication Study (Littlejohn, 2007). This field of study is interesting to develop because so far no one has introduced it. Unlike Sociology, It was familiar with the Sociology of Corruption Study with one of the important figures is Syed Husain Al Attas.

Antoni's (2013) effort to pioneer the field of Communication of Corruption study (2013) using a communication network approach that reveals how the substance of corruption acts as an inter-individual relationship that takes place in a closed atmosphere. Studies with the media approach, also conducted by Antoni (2013) to see how construction of corruption through journalistic work is different from legal construction. Dyane (2015) examined the importance of reporting corruption on television on the growth of anti-corruption attitudes among students and Ridzeki (2015) who examined Communication of Corruption network studies on the Hambalang project, the Ministry of National Education project and the Construction of the Jakabarang Palembang Athletes Wisma South Sumatra. Furthermore, Corruption studies with the approach of Communication, Psychology, and Government for a number of national corruption cases from the representation of a number of public institutions (Antoni, Hasanah, and Fathurahman: 2015).

The following study specifically attempts to examine the role of media, especially with regard to the role of journalists and media organizations in relation to the meaning of corruption. The focus of the study relates to editorial policies on the topic of corruption, interaction of journalists in the news room, interaction of journalists in the reporting process, and other related aspects. This study provides empirical data on how the values developed among journalists and media organizations relate to the topic of corruption. The results of the study can be important material relating to efforts to find a solution to the problem of corruption in Indonesia.

LITERATURE REVIEW

2.1. Media Sociology

The study of media organizations related to the news production process is one of the studies that has long been developing. Gaye Tuchman is one of its figures. The news process is essentially a hierarchical process. The work of reporters in the field will be processed in the editorial room through a complex process until it finally appears to be news and broadcast. Inside includes a negotiation process to decide on the news displayed.

There are a number of editorial considerations related to the media audience, namely the interests of the audience: (1) audiences are interested in events at specific locations; (2) audiences are interested in certain organizational activities; (3) audiences are interested in special topics.

The study of the news production process is a media sociology approach. The study of media sociology regarding the process of news production according to Schudson is essentially a process of producing symbols that involve media intermediaries. This study deals with interactions in small groups. One approach used is the sociology of media studies. Studies with

the media sociology approach include covering organizational behavior and "routines (Schudson).

Shoemaker and Reese (1996) refer to hierarchical influence and identify five levels: individuals, media routines, organizations, extra media, and ideology.

Media routines in journalistic work give birth to coverage that can be planned in advance. However, this has unintended consequences, for example concerning accuracy because there have been preconceptions before. (Whitney, Sumpter, and McQuail, in Downing, McQuail, Schlesinger, and Wartella, 2004: 404).

One theoretical perspective to examine how media organizations work is the study of Shoemaker & Rees (1996, pp. 264-265). The influence of the background and personal nature of the journalist will influence the content of the media in line with the amount of power it has in media organizations. In the context of coverage of corruption, how does this happen among journalists. For example, anti-corruption attitudes among journalists.

2.2. Media Economics.

Media economic is an aspect related to economic law that has contributed to controlling the media (Picard, 2006) . In the context of Indonesia which applies a free market economic system, the reality of media is integrated with market laws. Media content policy is influenced by consideration of economic value in order to get a high market.

METHODOLOGY

3.1. Types of research

This research is a non-positivist research that produces a description of the internalization of anti-corruption values among journalists in Indonesia. The phenomenological approach was chosen in order to reveal personal experiences and meanings related to the problem of corruption in Indonesia, a and how the media have taken part in raising this issue.

3.2. Research subject

The research subjects were journalists from a number of national media. The research explored the conscious experience of journalists based on the experience of conducting coverage of corruption cases since the formation of the KPK in 2002.

3.3. Interviewees

The research was conducted by interviewing unstructured journalists from a number of media located in Jakarta. Research will be conducted on several national media, namely MBM. Tempo, Media Indonesia Daily, Metro TV, BBC, Antara, Sindonews, Detik.com, Detic.com Magazine, The Jakarta Post, CNN Indonesia, and Rimanews.com. Resource persons both reporters and editors or producers.

Data collection was also complemented by interviews with a number of national media journalists covering the area during the NU Congress in Jombang.

3.4. Data analysis technique

Data analysis techniques are carried out by applying the principle of interactive analysis in interpretive research, which is each time getting data (observation, interviews, documents) is carried out by means of data description, data reduction (creating categories or taxonomy), and reflection of data (underlying data collection later) . This interactive process is continuously carried out during the research process to saturation conditions.

3.5 Goodness Criteria

Lincoln and Guba (1985) and Guba and Lincoln (1994) propose that it is necessary to give specific terms and ways to make the quality of qualitative research an alternative to reliability and validity. They offer two main criteria for assessing the qualitative research that confidence (*trustworthiness*) and authenticity (*authenticity*) (Bryman, 2008, pp. 377-380).

The results of this study were also presented in the Community Service activities in AJI Malang City as part of the effort to test

RESEARCH RESULT

Some important things from the data that have been collected through this research regarding the experience of covering corruption cases in recent years show the following.

1. Recognition of decreased sensitivity toward the phenomenon of corruption.

The large number of successive corruption cases revealed forming a view of the problem of corruption is no longer something of a surprise. There is already a pattern among journalists regarding the symptoms related to corruption. Such views are expressed by almost all the resource persons of this study. They experienced a decrease in sensitivity to the topics of corruption because a pattern in the minds of journalists had been formed regarding corrupt practices that continued and were revealed.

2. On the one hand there is also pessimism about efforts to eradicate corruption in Indonesia.

The repeated occurrence of corruption by high officials raises a pessimistic view where there is no impact on the reporting of corruption that has been carried out so far. Likewise lately, when efforts to weaken the KPK (*Corruption Eradication Commission*) continued and the media witnessed and were involved in coverage led to a pessimistic view of the direction of eradicating corruption in Indonesia.

Journalists feel as if there is no correlation between the intensity of reporting cases of corruption and daily practices that still show acts of corruption, including the smallest scope in the community (Heydar Affan, BBC Indonesia).

3. The economic aspect of the media is a reality that is recognized by journalists to influence the coverage of corruption.

Journalists openly acknowledge that media is an economic institution where values related to attractiveness are decisive ideologies in covering corruption. Journalists justify pragmatic factors also play a role. For example, does a topic have market share (Nurul, Nurudin, Mas'at). Even journalists will disclose it too much if they depend on eradicating corruption against the media (Nurudin).

Interesting and dramatic things that move away from the substance of the problem of corruption are one of the considerations in addressing the topic of corruption. The reality of the media as an economic institution as a structure outside of journalists is recognized as contributing to controlling the work process in conducting coverage of the topic of corruption.

4. The topic of corruption was recognized as a topic that received media attention.

The topic of corruption is a serious problem that is being faced by the Indonesian people. Journalists have a commitment to raise the topic of corruption as a priority in their reporting.

A number of reasons were put forward such as: national agenda (Mas'at, Metro TV); has appeal, (Mediadot.com sindonews.com); everyday is constantly being talked about (Afud, Antara); important topics and must be appointed (Teguh, Antara); since the past it has been committed to the issue of corruption (Wahyu Dyatmika - MBM. Tempo).

5. The media has applied an anti-corruption attitude institutionally through strict sanctions against cases of unscrupulous journalists who fall into the network trap corruption.

Media organizations pay attention to cases of unscrupulous journalists in the vortex of corruption or violating anti-corruption values. The media has a firm attitude in the form of dismissal from the company. In particular with regard to coverage of corruption, the consequences of covering the topic of corruption must also be those who are free from corruption.

6. Furthermore, the anti-corruption attitude of journalists is shown through their profession.

Producing journalistic works on the topic of corruption is a way to take part in overcoming the problem of corruption in Indonesia. Likewise the attitude shown in partisanship in supporting the KPK is also a form of implementation of anti-corruption attitudes.

" ... The steps taken by MI as a form of anti-corruption attitudes include displaying inspirational figures for anti-corruption education such as the Hatta phenomenon, Prawoto Mangkusiswoto, Natsir, and so on. Showing things that encourage the strengthening of the KPK (*Corruption Eradication Commission*), building an anti-corruption outlook. So what MI did was in order to build an anti-corruption perspective ... (Abdul Kohar, MI).

" ... anti-corruption attitudes among journalists can be seen from the expression in the coverage that shows irritation towards the suspects. This takes place naturally (Afud-Antara News Agency).

According to Wahyu Dyatmika, the main requirement for journalists for corruption cases must be to practice the principle of anti-corruption, ensure there is no *conflict of interest, independent* (no one can influence). If slipped, journalists will no longer be protected by the Press Law because it has become a propaganda product, vulnerable writings are used to attack other parties and are therefore legitimate to be criminalized.

7. New generation of journalists who did not experience life in the New Order era had a good attitude.

This new generation of journalists has a commitment to their anti-corruption attitude and hatred of corruption cases revealed. Also the daily interactions both at the location of the coverage and in the news room occur the continuation of values.

8. Resource persons are important parties including in coverage of corruption cases.

The source of information is important in coverage of corruption. There is information provided to the media both by anonymous sources and those who choose to invite the media as partners to uncover certain corruption cases. The ability to establish relationships with speakers is an important skill that is different in each journalist.

The phenomenon of information leakage is part of how far a journalist has a good relationship with the resource person so as to obtain exclusive information.

Information leaks by various groups, including law enforcers, are recognized as part of efforts to uncover certain cases. Information leakage is recognized as a reality that really exists and those who receive information are journalists who have relationships with certain and trusted circles.

9. Coverage of corruption is coverage that requires the ability to understand network phenomena.

The ability to investigate through network aspects is a skill that is very much needed in

covering the topic of corruption.

Abdul Kohar (MI) revealed ... "... understanding network issues is very important with regard to coverage of corruption. Regarding driver, driver, customer service, secretary, and so on. They can disclose and provide information about officials suspected of corruption. "

10. The anti-media corruption attitude is manifested in the form of a news frame that shows support for the KPK and displays inspirational anti-corruption figures.

Through this kind of effort the media shows an anti-corruption attitude and participates in efforts to fight corruption in Indonesia. Similarly, schedule certain topics that support efforts to eradicate corruption, such as improving the quality of public services, displaying the views of anti-corruption officials or figures.

11. The assessment of the discourse of corruption in Indonesia is also marked by the existence of contestations between parties such as the KPK (*Corruption Eradication Commission*), Polri (*The Republic of Indonesia Police*), Media, and so on.

Situation where there is an element of politicization in the discourse of corruption. The KPK (*Corruption Eradication Commission*) is considered to be close to the media in the context of the KPK's agenda of interests. While the National Police also has certain interests in the discourse of corruption. This kind of thing is a separate issue that can be a problem. There is a political aspect in the process of law enforcement in the field of corruption by various law enforcement circles where the media is also one of the entities that are influenced.

12. Journalist background also gives color to the coverage of corruption.

Those who have backgrounds as activists will be different from non activists. Likewise gender aspects also color the anti-corruption attitude of journalists such as when a case is revealed relating to the flow of funds to women's issues.

13. Attention to situations where journalists are not careful reporting corruption shifts to building sympathy for corruption suspects.

There are situations in which the corruption suspects try to provide information that if they are not careful can change the opinion which is built up is sympathy for the corruptor. This process can take place subtly, including through the role of a lawyer. This situation can occur because of the active start of suspects talking in the media. Things that did not happen at the beginning of the KPK (*Corruption Eradication Commission*) were established. Therefore, there are opportunities where reporting on the topic of corruption develops sympathy for corruption suspects.

14. The media's ability to play a role in eradicating corruption in Indonesia must also pay attention to media credibility.

Especially related to internal media processes. The analogy of cleaning broom is used in this context. When is the dirty broom how to clean the dirty place. Therefore it is necessary to reflect on how far the process in the internal media is also characterized by a healthy climate.

Internal dynamics in media organizations around this aspect have demonstrated efforts to uphold anti-corruption values. External pulls experienced by certain journalists are always

detected in the internal media which, among others, results in dismissal. Although the media acknowledges it as an economic phenomenon, it is also not entirely as *business as usual*, because the media still has the nature related to the enforcement of human values, including in relation to the issue of corruption.

15. The media acknowledged that there was still little attention given to corruption prevention.

The media in general is raising news of corruption related to the prosecution process by law enforcers, especially the KPK (*Corruption Eradication Commission*). Even though the KPK (*Corruption Eradication Commission*) also has a prevention program and holds corruption prevention programs, the media still has a low attention to this program. There is also a strategic part of efforts to eradicate corruption in Indonesia (Teguh, Antara; Heydar Affan, BBC).

16. Journalists fully support KPK.

The media said that support for the KPK (*Corruption Eradication Commission*) was scheduled to strengthen the KPK (*Corruption Eradication Commission*), especially when there were efforts to weaken the KPK (*Corruption Eradication Commission*). The KPK (*Corruption Eradication Commission*) is positioned as a "new friend" for the media (Musyafi'- Central Java Tribune).

The KPK Public Relations are very helpful for carrying out their roles and are very helpful for journalists in the process of covering corruption.

DISCUSSION

The Indonesia Raya led newspaper by Mochtar Lubis is a legend of how media and corruption. This newspaper raised the issue of corruption at Pertamina which ended with the issuance of Ibnu Sutowo from Pertamina. According to Ajip Rosidi (2008), information on corruption in Pertamina included Adang's role as one of the leaders in Pertamina who provided information to Indonesia Raya. Mochtar Lubis' wife still has family ties with Adang's family.

Mansyur Semma (2008) Mochtar Lubis's anti-corruption ideas through his dissertation tried to examine with a cultural study approach (*cultural studies*). This illustrates the lack of media studies and corruption in the context of Indonesia.

Media studies and corruption are relatively few studies as are general communication studies on corruption. A number of studies have placed the media as a source of information in corruption studies. Media coverage has been used as a material to understand corruption. (quoted in Antoni, 2013).

The study of *news* in context of corruption studies has never been found. As well as limited studies of the nature of *newsrooms*. In Indonesia Janet Steel's work on Tempo Magazine can be placed as a *newsroom study*.

The study of journalists in number of national media in Indonesia is an effort to *lead newsroom* studies. This study is where the *newsroom* is taking place in the news room. But more phenomenological explanation from journalists from a number of media. This step is taken through personal access to a number of groups from a number of national media.

The results of this research reveal that the strength of the economic press is in the Indonesian press industry. Thus, this reinforces the strength of the economic aspects in the Indonesian press as it has been a concern for so long (Siregar, Dhakidae).

Interesting things to develop further relate to routine factors that produce bias in the journalistic work process. This concept can be further linked to the *folklore of corruption views* that are often revealed. That criticism that has been put forward by Myrdall regarding the adverse consequences of journalism work on discourse of corruption in fact remains relevant in today's context in Indonesia. Analysis with the *newsroom study* approach in media studies reinforces this.

5.1. Media Economy.

Media economy is an aspect that is related to economic law that is involved in controlling the media. The economic values of the media are one that is quite coloring in how the media publish coverage of corruption. This is related to the background media of these journalists, mostly the commercial media. Things that don't appear in the view of non-commercial media such as Antara and BBC.

The reality of the media in Indonesia is a significant entity in coloring media work. Commodification of information on coverage of corruption cases poses a risk to what is feared about the behavior of the media which causes the development of information to the substance of the problem of corruption. Nehru remain relevant in the current context in Indonesia. Dharmasaputra also reiterated this in the context of Indonesia.

Thus the economic aspect of the media is the factors that cause the ongoing *folklore of corruption* on the one hand in the discourse of corruption in Indonesia.

5.2. Normative Function Media

The history of journalism is synonymous with the history of noble struggle heroism both related to the establishment of a nation in the colonial era and the struggle for humanity.

This reinforces Siregar's view (quoted in Antoni, 2014) how the Indonesian press has strong values because of its long history of related to the nation's founding process. In particular, the Indonesian press is an institution that is still expected to be in order to eradicate corruption. Concern and responsibility as a media organization that has long been in the course of the nation's history have fostered the normative values of the media and are still relevant.

5.3. Media Work Operational Theory

Corruption coverage is a process of gathering information or factual journalism, conducting verification, and determining the frame of reporting. Coverage of corruption based on issues that are different from the legal perspective. This is where the perspective offers its own perspective that can enrich the public in understanding the problem of corruption.

Coverage of corruption will thus produce a system of knowledge that is based on the truth of journalism. Namely the knowledge formulated based on social fact collection, which is seen as important, actual, balanced, and so on. So the perspective of fixed corruption journalism has itself become a way of looking at legal processes. Here it is relevant to understand why there are differences in construction and legal construction in seeing the topic of corruption.

The work procedure of journalism is based on rationality, logic, sound reasoning, based on the journalistic code of ethics, consideration of actuality, relevance, balance, and so on. The work of journalism as said by Ashadi Siregar in order to bring the public closer to reality.

5.4. Media Routines

The concept of media routines is one approach in the *newsroom study* from Tuchman. The occurrence of routines in journalistic work causes bias in journalistic work. Journalists are trapped in routines where they have built up and formed patterns in the minds of journalists which result in decreased sensitivity and sharpness.

5.5. Non-Commercial Media

The history of the media also shows a period in which the orientation of the economic aspects is not prominent. The media is then identical as a means of struggle. Especially this period during the struggle for independence from the process of colonialism.

Media with a non-commercial background have a view that is quite different from the media with a commercial background. Especially this category of media is freed from economic values in determining criteria in deciding coverage of corruption. So that the tendency of dramatization of news is very small.

Non-commercial media is a media entity that continues to need to be strengthened as an effort to present media that in journalistic work is not solely based on liberal economic values.

CONCLUSION

Conclusion should state concisely the most important propositions of the paper as well as the author's views of the practical implications of the results.

Internalization of anti-corruption values among journalists has been built through the process of intensity in covering the topic of corruption. Anti-corruption values formed such as recognition of corruption as an agenda of national issues, efforts to build clean systems within internal media organizations, schedule corruption coverage as a priority, and support the KPK which is implemented in media work.

6.2. Proposition

Some propositions formulated from the results of this study are :

1. Routines of News Topics Corruption among journalists raises news bias about corruption.
2. The influence of the economic value of the media in the work process of coverage of corruption cases supports the tendency of the media to build folklore of corruption on corruption issues.

6.3. Recommendation

Some recommendations from research on the internalization of anti-corruption values among journalists are as follows:

1. For media institutions and related institutions such as PWI, AJI, and the Press Council to play a role in increasing the quality of coverage of corruption by increasing the internalization of anti-corruption values.
2. Academically, studies on news room need to be encouraged more intensely to find the dominant values that determine the process of the news production.

ACKNOWLEDGEMENTS

This research was funded by the grant from Faculty of Social Sciences and Political Sciences University of Brawijaya in 2015.

REFERENCES

- [1] Alatas, Syed Hussein.(1986). *Sosiologi Korupsi-Sebuah Penyelajahan dengan Data Kontemporer*. Jakarta : LP3ES.
- [2] Antoni. (2013). *Interlocking Relationship As A Corruption Practice (Interlocking Directorate Communication Network Study in Corruption Cases As A Form of Communication of Corruption)* (Unpublished Dissertation). University of Indonesia.
- [3] Bryman, Alan.(2008). *Social Research Methods*, Third Edition, Oxford.
- [4] Guba, Egon G., Yvonna S. Lincoln.(2005). *Paradigmatic Controversies, Contradictions, and Emerging Confluences*. dalam Denzim, Norman K., Ynonna S. Lincoln. *The Sage Handbook of Qualitative Research*.(Third Edition). Sage Publication.

- [5] Myrdal, Gunnar. (1968). *Asian Drama- An Inquiry Into The Poverty of Nations Vol. II*. NY : Pantheon.
- [6] Neuman, W. Lawrence.(2000). *Social Research Methods-Qualitative And Quantitative Approaches*. Allyn and Bacon. (four edition).
- [7] Picard, Robert. (2006). *Historical Trends and Patterns in Media Economics* in Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth. (2006). *the Handbook of Media Management and Economics*. LEA.
- [8] Semma, Mansyur. (2008). *Negara Dan Korupsi-Pemikiran Mochtar Lubis Atas Negara, Manusia Indonesia, Dan Perilaku Politik*.YOI.

The Role of Social Media Influencers and Consumers' Desirability in Buying

Haslina Halim¹, Marsyanila Adinda², Farah Lina Azizan³

¹Department of Communication, Universiti Utara Malaysia (lina@uum.edu.my)

²The St. Regis Langkawi (marsyanilamarzuki@yahoo.com)

³Department of Business Management, Universiti Utara Malaysia
(farahlina_azizan@yahoo.com)

ABSTRACT. The rapid development in the use of internet and social media has opened up new doors for brands to communicate with the public. In relation to this, advertising has such a massive impact on the enhancement of products and brands. As markets are getting bigger and more widespread, brands need to adjust towards utilizing social media platforms to attract the visibility of the public especially the millennial audiences. As of late, brands have turned to online "celebrities" known as Social Media Influencers (SMIs) to promote and disseminate information in order to attract the consumers' desirability in purchasing. With this development, the research hopes to identify the public perception towards the influence of SMIs in capturing the consumers' interest in buying online products. In general, the research investigates the relationship between trustworthiness, expertise and attractiveness of SMIs and the consumers' desirability in buying. A quantitative approach was adopted in collecting the data, with 400 questionnaires being distributed. Two-hundred and seventeen respondents consisting of Indonesian students studying in Malaysia responded to the survey. The findings showed that three attributes, namely trustworthiness, expertise and attractiveness are equally important in affecting the consumers' desirability in buying a product. The findings help create awareness of brands when choosing the right SMIs endorser to attract a wider scope of consumers and increase desirability in buying the product. Apart from the methodology and findings, the paper also discusses the limitations and suggestions for future research.

KEYWORDS: celebrities; social media influencers, consumer desirability, trustworthiness; attractiveness

9. INTRODUCTION

Internet and the widespread use of social media provide a greater exposure to the public to see and get accessed to online advertisements everywhere on a daily basis. Most of these advertisements utilize celebrities as their communicator or spokesperson in order to promote their products. Advertisers found that celebrity is an excellent way to connect the product and the advertisement. In an intense competitive atmosphere and enthusiasm to strengthen the product, it is essential that advertisers grow better advertising interest to stand out enough to be noticed and therefore increase the value of the brand.

A celebrity utilized by these advertisers is merely defined as a person who is publicly recognized (Till & Shimp, 1998). Aside of the well-known idea of celebrity that people are used to see in the media, in this case, there are also those "celebrities" that are also proven to have massive power of influencing audiences/consumers through social media platform, and they are called Social Media Influencers (SMIs). Freberg et al. (2011) referred to SMIs as another sort of independent endorser who shapes audiences dispositions through websites and the utilization of other social media platforms (eg., Instagram, Facebook). Despite, there are a number of researchers that seem to view SMIs as contending, conceivably threatening voices (Gorry & Westbrook, 2009), others perceive the potential outcomes of arranging collaboration with SMIs to advance a brand or organization. The role of those SMIs is the same as the

celebrity is often found in online product advertisements which use the famous and attractive ones in promoting their products to targeted audiences.

Besides, social media is tied in with empowering more discussions among the group of audiences or market, with most organizations are profoundly occupied with engaging more communications with its audiences (Goodman et al., 2011). Although organizations cannot control the discussions with social media, the use of social media can certainly affect its audiences. Therefore, advertisers will still target SMIs to work with regardless of what kind of image they have among the public. As long as they have a massive amount of followers, it automatically means more impact they can bring to the audience through social media platforms.

In the context of online advertisements, advertisers prefer to choose attractive celebrity or SMIs to advertise or endorse their products since they find them as more likely relatable and able to reach the targeted consumers through the social media. According to Liu et al. (2010), the compatibility among endorser and the actual product was not as crucial as attractiveness. It additionally emphasized that unless the endorser's expertise level is sufficiently high to show up, attractiveness still plays a remarkable job towards making positive brand attitudes and higher consumer purchase intentions. However, do the consumers pay attention to those online advertising and decide to buy because of the SMIs' trustworthiness, attractiveness or expertise thus it is a still yet to be discovered which factor that matter the most to consumers. Advertising has such a massive impact in enhancing the reputation of the product or brand which will result in greater purchase desirability and actual purchase activities.

Therefore, this research hopes to further investigate the role of SMIs in affecting consumer desirability in buying. Specifically, the research looks at how the endorsers' trustworthiness, attractiveness, and expertise affect consumer desirability in buying a product/brand. The findings will enhance our knowledge and provide a better comprehension towards consumers' desirability in buying a particular product or brand.

LITERATURE REVIEW

10. Trustworthiness

According to Shimp (2003) Trustworthiness is defined as the degree of confidence in the communicator's intent to communicate the assertions considered most valid. The trustworthiness of an endorser lays on audience's perception of endorser's motivation. Trustworthiness is the important measurement of endorser credibility (McCracken, 1989). Erdogan (1999) characterized reliability as a buyer's view of the trustworthiness, uprightness, and credibility of an endorser. Shimp (2003) contends that the intended interest group trusts a celebrity endorser because of the life he or she lives professionally and personally, as uncovered to the overall population through full communications.

2.2 Expertise

Shimp (2003) stated that expertise is about having specific skills, knowledge or abilities that can be related to an endorsed brand. As stated by Erdogan (1999), expertise in endorser credibility alludes to knowledge, experience, and aptitudes as to the publicized brand. Endorsers are thought to be "specialists" when they support items identified with ranges that have made them famous (Biswas & Das, 2006). Models are correspondingly seen as having expertise concerning excellence upgrading items and design things. Shimp (2003) expressed that an endorser who is seen as a specialist on a given subject will be more convincing in changing a group of audience conclusions relating to his or her zone of expertise than an endorser who is not seen as having a similar trademark.

2.3 Attractiveness

Another factor that affects endorser viability and visibility is attractiveness (McCracken 1989; Shimp, 2003). Shimp (2003) posits that, attractiveness is the different character that the audience can perceive in an endorser. Other characteristics include intellectual skills, personality properties, lifestyle characteristic, and athletic skills and physical attractiveness. At the point when purchasers discover something in an endorser that they consider attractive, influence happens through recognizable proof. Distinguishing proof happens when "people fit in with the disposition or conduct pushed by someone else because these people get fulfilment from the conviction that they resemble that individual" (Friedman, 1979). Attractiveness incorporates any number of upright attributes that customers may see in an endorser: scholarly abilities, identity properties, a way of life qualities, athletic ability, et cetera (Shimp, 2003).

2.4 Social Learning Theory

Social Learning Theory (SLT) legitimizes that an individual determines inspiration and subsequently shows a positive mentality from socialization, which operates through either immediate or indirect social cooperation (Subramanian 1995; Moschis & Chrchill 1978). Past studies that explore the theory to understand buyer utilization which were conduct through different socialization medium such ascelebrities, family, or companions (Clark et al., 2001). Makgosa (2010) revealed that SLT could convincingly clarify the effect of celebrities on utilization practices. In relation to Makgosa's attestation, SLT is proposed as a contextual establishment in understanding social media influencers as they speak to a novel kind of autonomous endorser (i.e., the idea is by one means or another like big-name support), who can shape the viewers state of mind and basic leadership using social media. In this manner, SLT suggests that an individual's aim to buy items is exceedingly affected by the respondents' mentality and adequacy of social media influencers (trustworthiness, expertise, and attractiveness).

Based on the discussions presented above, we propose the following hypotheses:

- H1: There is a relationship between the trustworthiness of SMIs endorsers and consumer's desirability in buying.
- H2: There is a relationship between the expertise of SMIs endorsers and consumer's desirability in buying.
- H3: There is a relationship between the attractiveness of SMIs endorsers and consumer's desirability in buying.

11. METHODOLOGY

The self-administered questionnaire was the key part of data collection used in the study. The respondents consisted of Indonesian students studying in Malaysia. The lists of students studying in Malaysia were obtained from the student association. Researchers then used simple random sampling to identify the samples for the study. The researchers used Google Form as a platform for distributing the questionnaire and the link of Google form was shared through the group of Indonesia students in Whatsapp group and Line group. Out of 400 questionnaires being distributed, only 217 were returned. After the data had been collected, the SPSS was used to analyse the data. The Pearson Correlation Coefficient is used to test if there were any relationship between trustworthiness, expertise and attractiveness of SMIs endorsement and consumers' desirability of buying.

12. RESULTS

4.1 Descriptive Statistics

Of the total respondents, a majority of the respondents were female (65.9%). The age of respondents ranged from 21-23 years old, which accounted for 57.1%. In term of education, it showed that most of the respondents were currently pursuing their undergraduate degree (46.5%). The majority of the respondents came from Sumatera and Jawa, Indonesia, which respectively accounted for 51.6% and 45.2%. As for the type of social media that the respondents use, it was found that the majority of the respondents use multiple social media platforms such as Facebook, Instagram and Youtube, which accounted for 22.6%. Of this, 22.1% use Facebook, Instagram, Twitter, and Youtube and 0.5% who only utilized other social media platform such as LinkedIn. A majority of the respondents (41.5%) claimed that they use social media for entertainment and education and only 2.8% respondents use it for their businesses only.

4.2 Hypotheses Results

4.2.1 Trustworthiness

The results shows Pearson's r value for trustworthiness and desirability of buying is 0.392 at the significance value of $p < 0.001$. This would mean that there is a significant and moderate positive relationship between trustworthiness and desirability of buying variables. When Pearson's r is positive, we can conclude that when the trustworthiness of SMIs increases, consumers' desirability of buying will also increase. Thus, H1 is acceptable.

4.2.2 Expertise

The Pearson's r value for expertise and desirability of buying is 0.373 at the significance value of $p < 0.001$. The result shows that there is a significant and moderate positive relationship between expertise and desirability of buying variables. When Pearson's r is positive, we can conclude that when the expertise of SMIs increases, so does consumers' desirability of buying. Thus, H2 is acceptable.

4.2.3 Attractiveness

As for attractiveness, the Pearson's r value for the variable and desirability of buying is 0.606 at the significance value of $p < 0.001$. The result shows that there is a significant and strong positive relationship between attractiveness and desirability of buying. When Pearson's r is positive, we can conclude that when the attractiveness of SMIs increases, so does consumers' desirability of buying. Thus, H3 is acceptable.

13. DISCUSSIONS AND CONCLUSIONS

5.1 Discussions

The findings of this research show that there is a relationship between the trustworthiness of SMIs endorsers and consumers' desirability in buying. This would mean that trustworthy and honesty of SMIs endorsers are essential. When people trust them, they will be more likely to buy the product endorsed by them in social media. Hence, with a higher level of trust in SMIs, consumers will pay attention and continue to follow the endorsed product which also means that the effectiveness of the advertisement is high with the help of SMIs. This finding aligns with the studies by Audrezet et al. (2018) and Jatto (2014).

Besides that, the result also shows that there is a relationship between the expertise of SMIs endorsers and consumers desirability of buying. Consumers are more likely to buy a product when they know that the SMIs who endorsed the product are the expert and

experienced in the field and the product. It shows that if the level of expertise is exhibited by SMIs is high, then the possibility of success will also be high. This result collaborates with the findings from Eisend and Langner (2010).

Finally, the finding also reveals that there is a relationship between the attractiveness of SMIs endorsers and consumers' desirability in buying. It means that the consumers' desirability in buying the product is high when they see that the SMIs who endorse the product are attractive, which is also translated to be recognizable, classy, beautiful, and elegant. Highly attractive SMIs will grab consumers' attention and affect their perceived thought on the product. This is also consistent with how attractiveness has been mentioned in many of previous studies (e.g. Ifeanyichukwu, 2016; Liu et al., 2010; Low & Lim, 2012).

5.2 Limitations and Future Research

The research is limited on the selection of respondents since the respondents selected in this research were solely focused on Indonesian students. Although most of the respondents responded well to the survey, the researchers faced time constraint in gathering the response from postgraduate students. There is the invisible gap between undergraduate and postgraduate students as postgraduate students seemed to be less involved in the survey. Another constraint that we faced was the lack of related studies which focused on SMIs, which led the researchers to incorporate the available studies on the celebrity. Future studies are expected to explore the research of SMIs across developed and developing countries so that it will hopefully help towards a better understanding of this 'new celebrity' who is none other than SMIs as a powerful strategy in the modern marketing and advertising fields.

5.3 Conclusion

This research focused on SMIs endorsers and aimed towards investigating the relationships among three variables which are trustworthiness, expertise, and attractiveness of SMIs endorsers and consumers' desirability in buying the product advertised on social media. According to the findings, SMIs endorsers will influence consumers' desirability of buying. It further reveals that there is a positive and significant relationship between trustworthiness, expertise, and attractiveness of SMIs endorsers and consumers' desirability in buying. Hence, we summarize that when trustworthiness, expertise, and attractiveness of SMIs endorsers are high, so is the consumers' desirability in buying the product. Moreover, a study by Lim et al. (2017) exemplified that respondents were bound to acknowledge implications from brands endorsed by social media influencers, with whom they saw as more related to themselves or whom they appreciated.

In conclusion, the appearance of SMIs in online product advertisement is more widespread nowadays. Marketers and advertisers are aware of the significant impacts of SMIs on consumers' desirability to buy the endorsed product they see on social media. Although the advertiser cannot solely rely on the characteristic of SMIs to put the product and the brand right at the centre of attention, there must be a creative and strong idea which is effective and capable of positioning the brand to consumers' interest.

REFERENCES

- Audrezet, A., de Kerviler, G., & Guidry Moulard, J. (2018). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, (November 2017), 0–1.

- Biswas, D., Biswas, A., & Das, N. (2006). The Differential Effects of Celebrity and Expert Endorsements on Consumer Risk Perceptions. The Role of Consumer Knowledge, Perceived Congruency, and Product Technology Orientation. *Journal of Advertising*, 35(2), 17–31.
- Clark, P. W., Martin, C. A., & Bush, A. J. (2001). The Effect of Role Model Influence on Adolescents' Materialism and Marketplace Knowledge. *Journal of Marketing Theory and Practice*, 9(4), 27–36.
- Eisend, M., & Langner, T. (2010). Immediate and delayed advertising effects of celebrity endorsers attractiveness and expertise. *International Journal of Advertising*.
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 291–314.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90–92.
- Friedman, H. H., & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of advertising research*.
- Goodman, M. B., Booth, N., & Matic, J. A. (2011). Mapping and leveraging influencers in social media to shape corporate brand perceptions. *Corporate Communications: An International Journal*, 16(3), 184–191.
- Gorry, G. A., & Westbrook, R. A. (2009). Winning the Internet Confidence Game. *Corporate Reputation Review*, 12(3), 195–203.
- Ifeanyichukwu, C. D. (2016). Effect of Celebrity Endorsements on Consumers Purchase Decision in Nigeria. *International Research Journal of Management*, 9-103.
- Jatto, O. (2014). *Consumer Attitude towards celebrity endorsements on Social Media* (Unpublished Doctoral dissertation, Dublin Business School).
- Lim, X. J., Rozaini, A., Radzol, M., Cheah, J.-H., J., & Wong, M. W. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research Asian Journal of Business Research Asian Journal of Business Research*, 7(2), 19–36.
- Liu, M. T., Shi, G., Wong, I. A., Hefel, A., & Chen, C.-Y. (2010). How Physical Attractiveness and Endorser–Product Match-up Guide Selection of a Female Athlete Endorser in China. *Journal of International Consumer Marketing*, 22(2), 169–181.
- Low, S. F., & Lim, S. W. (2012). Impacts of celebrity endorser on Malaysian young consumers: an empirical study in the sports industry. *SEGi Review*, 5(1), 95-114.
- Makgosa, R. (2010). The influence of vicarious role models on purchase intentions of Botswana teenagers. *Young Consumers*, 11(4), 307–319.
- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of consumer research*, 16(3), 310-321.

- Moschis, G. P., & Churchill Jr, G. A. (1978). Consumer socialization: A theoretical and empirical analysis. *Journal of marketing research*, 599-609.
- Shimp, T. (2003) Advertising & Promotion: Supplemental Aspects Of Integrated Marketing Communications, 6th Edition, New York: Dryden Press, pp. 292- 301.
- Subramanian, S., & Subramanian, A. (1995). Reference Group Influence on Innovation Adoption Behavior: Incorporating Comparative and Normative Referents. *ACR European Advances*.
- Till, B. D., & Shimp, T. A. (1998). Endorsers in Advertising: The Case of Negative Celebrity Information. *Journal of Advertising*, 27(1), 67–82.

Media Strategy By The Ministry Of Tourism Republic Indonesia For Supporting Lombok Tourism After Earthquake 2018

Siti Chotijah, S.IP , MA¹

¹Department of Communication, University of Mataram NTB Indonesia
(mbakjhe@gmail.com)

ABSTRACT. Lombok Island is the second famous for tourism destination in Indonesia during google index in 2017. Tourism become the main program by the government of West Nusa Tenggara and supporting for economic growth. During the end of July until August 2018 7.0 SR Earthquake happen and giving serious impact for Lombok especially for tourism sector. After the earthquake level of visitor in Lombok is plummet and some countries declare about travel warning for visiting Lombok. For supporting tourism, Ministry of Tourism launch recovery program to increase visitor after earthquake and the main strategy is media promotion. This research will be focused in how media strategy implement for Lombok recovery after earthquake. This paper will show us about how the media strategy by government (Ministry of Tourism) for increase visitor in Lombok. This method of the research is using descriptive qualitative and by analyze the data by interview the number of Ministry Tourism member, West Nusa Tenggara Tourism Board, policy maker, annual report and mass media studies during end of 2018 and beginning of 2019. This paper result is descriptive of media strategy for supporting Lombok recovery after earthquake.

KEYWORDS: communication; media strategy; ministry of tourism; Lombok tourism

1 INTRODUCTION

Tourism as the main program in West Nusa Tenggara, plays important role in the development and regional economy. Number of visits is one of the keys tourism's success. The earthquake that occurred between July-August 2018 greatly affected tourism, especially on the number of visits. The Minister of Tourism Arief Yahya stated that the potential loss of the number of tourists after the earthquake in Lombok for foreign tourists at least 100,000. This figure is taken from a comparison of the Lombok and Bali disasters with a loss of 10% of the decline in Bali during Mount Agung eruption in 2017. Not to mention the potential loss of domestic tourists, but is certainly very significant.

Press conference by Ministry of Tourism in August 2018 said that Kemenpar ready to support the recovery of tourism in Lombok after the August 2018 earthquake through 3 steps, the human, destination recovery and marketing. The legal basis of this activity is Presidential Instruction No. 5 of 2018 concerning the acceleration of rehabilitation and reconstruction after the earthquake in Lombok. This activity began on 1 September 2018 and runs for 6 months until the end of February 2019.

The focus on Lombok's tourism marketing activities after the earthquake is promotion to increase visitor number. For carrying out promotion, the most important thing that becomes a focus is implementation of media strategy. Through a good media strategy, effective communication is expected to emerge, so that it can be increase the number of visits to Lombok.

2 LITERATURE REVIEW

2.1 Tourism Marketing Communication

The Ministry of Tourism has special scheme for communication in tourism marketing. Tourism marketing communications is a branch of marketing communications science which focuses on marketing communication and tourism. Philips Kotler said that marketing communication science focused 4 elements of product, place, price and promotion (Kotler, 2016). This research focus on promotion that media strategy become a focus strategy for supporting Lombok in main activity during recovery after earthquake 2018 to increase visitor. Another pattern are collaboration between positioning, differentiating and branding.

Theory for tourism marketing communication is the concept of marketing strategy, marketing tactic and marketing value. Positioning refer to the customer, while differentiating refer to product and branding referring to the value. This collaboration can be seen in the following table (Arief Yahya: 2013)

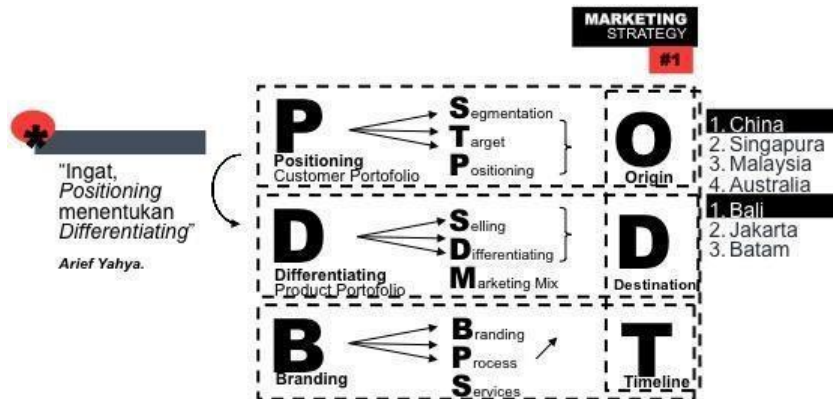


Figure 1. Tourism Marketing Platform
Arief Yahya , Ministry of Tourism

The concept of tourism marketing communication could not be found separated from the use of promotion mix. Promotional mix used for increasing information and brand include advertising, public relations, sales promotion and personal selling. Without media, this element could not running well. Media strategy guiding the communication doing well and effective

2.2 Media Strategy

Arief Yahya, The Minister of Tourism said that Ministry of Tourism develop three elements walk hand in hand with promotion. There is marketing strategy, promotion strategy and media strategy. For marketing strategy have just explain in the up section. Promotion strategy consist of BAS (branding , advertising and selling).

Media strategy as the focus of this research consist of 4 element called POSE (paid media, own media, social media and endorser). Paid media is media operate by agency or external organization and the Ministry of Tourism rent their space. Own media is media develop by internal (Ministry of Tourism). Social media is digital platform develop by some companies so that people can use as personal media. People in social media became a media when they have number of follower, built an engagement and being opinion leader. Endorser are media strategy by using key opinion leader (KEOL) in each media for supporting communication program. Endorser is an icon from brand, represent the brand and giving testimony about the brand.

Some of endorser are politician, public figure, and artist or people who has large number of follower and build active engagement as media. Media strategy by Ministry of Tourism can be seen in the following table (Arief, Yahya 2016) :

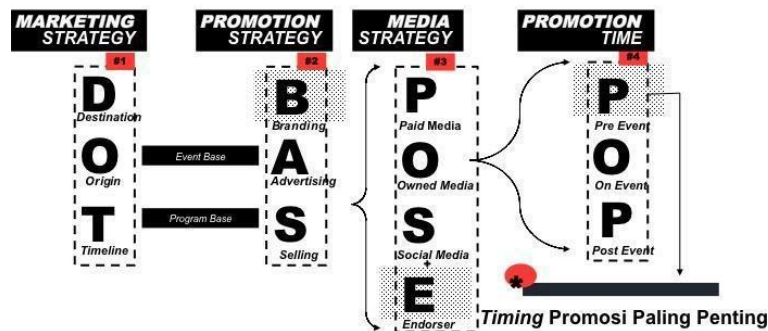


Figure 2. Media Strategy Platform
Arief Yahya , Ministry of Tourism)

Various media today is growing very fast. Each media platform has its own advantages and character. The use of various media becomes an option for media strategy. This is considered effective because every media has its own market and character. This media mix is above the line (ATL) and bellow the line media. Various types of media both print, electronic and online mix into various media for achieve the goal.

3 METHODOLOGY

This research using descriptive qualitative method and by analyze the data by interview the number of Ministry Tourism member, policy maker, annual report, social media and mass media studies during August 2018 – March 2019. The data will proceed by triangulation method by analyze data from the interview, mass media study, report study and analyze by researcher. Researcher interview with the staff of Ministry of Tourism, West Nusa Tenggara Tourism Boards, Community, Business, annual report from Ministry of Tourism also paper presentation of the Minister.

4 RESULT

Ministry of Tourism create Lombok Tourism Crisis Center Team for handling program Lombok tourism after earthquake August 2018. This team chaired by Guntur Sakti from public relation staff of Ministry Tourism. Recovery of Lombok tourism is the main task by coordinating with the regional government of West Nusa Tenggara, business sector and work units at the tourism ministry. Specifically related to media strategy in Lombok's recovery program, the crisis center team is tasked with collaborating with Expert Staff of Ministry Tourism in media and communication , Public Relation Unit and East Indonesia regional deputy assistants.

Paid Media Strategy

The paid media strategy carried out by Ministry of Tourism is by purchasing space in the mass media, both print media, online media and television broadcasting. The Ministry of Tourism collaborates with more than 50 print and online media both national media, local media and even international media.

These media strategies include the publication of various activities carried out by the Ministry of Tourism for Lombok and the publication of strategic steps during recovery. The focus of publication are periodically and special updates from the tourism ministry issued. Ministry of

tourism deliver press release to the media and held a press tour by inviting journalists to visit and report updates from Lombok

In August to September 2018, the focus of coverage through paid media is a report on Lombok's conditions and updates. Share information that is in focus including the current conditions of destinations, facilities and tourism access. On various occasions the ministry attended through various conversations on television to discussing the latest conditions in Lombok and the strategic steps taken by the government.

The Ministry of Tourism provides promotional support for events that take place in Lombok in various print and electronic media such as Garuda Indonesia Flight Magazine, Kompas Daily, Media Indonesia Daily , and various other media in the form of invitations to come and witness tourism events in Lombok. The release of electronic media consist of 30" television commercial broadcasts on Lombok tourism information is carried out with the aim inviting people to come

Various events attended by Ministry of Tourism such as international expo and sales mission also promoted Lombok as a priority destination through booth exhibitions and advertisements in outdoor media (billboards, video electron, airport advertising, vehicle adverting such as buses and taxis in major world cities such as Amsterdam, Barcelona, Paris, Russia and London.)

Own Media Strategy

The strategy carried out in the own media by the Ministry of Tourism is by optimizing news and content about Lombok. Own media owned by the Ministry of tourism include websites, you tube channels and official ministry of tourism social media channels. The strategy is to make Lombok as a highlight during the recovery program. In addition to being a headline, Lombok is given more reporting through the tourism ministry own media by producing official and special content

Social Media Strategy

Social media is a very important medium and involves the public in contributing to the success of the Lombok recovery program after 2018 earthquake. In addition to the Ministry of Tourism social media, one of the back bound activities is by collaborating with various parties. One of the main parties coupled in social media strategy is community. From various groups, the Genpi community plays an important role in optimizing publications in social media. The collaboration of the tourism and Genpi community began since August 2018 until the end of the program.

The media strategy for social media begins with creating content both text and visual content (photos and videos). Various photos about destination updates, the beauty of the island of Lombok, tourist activities, access and facilities become social media content. In addition to photos, infographics with attractive designs are also made. Various types of videos produced are destinations, events and testimony. In terms of content, content variations are made for each type of social media. Content for YouTube, Instagram, Facebook and Twitter is made different or distinguished by duration depending on the character and social media algorithm.

In addition to content strategies, technical upload strategies are keys to making content viral. The success of social media is when the content is viral. Upload starts from the official account used for the campaign. Then reposted by community members and endorsers. Public can participate in reposting or liking and commenting on uploaded material.

Another strategy for social media is to make various platforms as networks that support each other and provide sufficient information from search keywords. The first step is to provide

online news, upload on various social media platforms and increase impressions through the trending topic on twitter. In uploading the material used the same method or hashtag in all social media as a tracking method and locking keywords. Various agreed hashtags were used along with national orchestration and carried out simultaneously was easier to viral. Various popular hashtags during the program are #NTBBangkit #AyoKeLombok #WonderfulLombok #GenpiPeduliGempa #Lombok

Endorser Strategy

During the recovery and optimization program the media is carried out endorsement by the parties. The endorsers used are travel bloggers and social media influencers. Famous travel media and national media are also endorsers. The tourism ministry invites travel bloggers from targeted countries such as Australia, India, China, Thailand for fam trip. Both of national and international media is inviting for fam trip.

Endorser also involves good figures from Lombok's regional leaders such as the Governor, local travel influencers and national figures such as President Jokowi who conducts work visits, tourism minister as an endorser who is able to provide a positive image for tourism in Lombok. In addition, the tourism ministry brought in public figures to give an image that Lombok tourism had risen and was ready to be visited

The implementation of strategies in paid media, own media, social media and endorsers was used during the program to share information on destinations, attractions and events held to attract visitors. For even, there are special strategy about timing promotion namely pre event, own even and post event. In addition there is also collaboration carried out by the ministry of tourism with the regional government as the main partner and 4 pentahelix tourism elements namely business, academia, media and community elements

5 CONCLUSION

The Ministry of Tourism using different strategy for each media. They are 4 type of media paid media, own media, social media and endorser. Every type of media has special and specific strategy. The strategy is different because of type of media, media algorithms and media forms. There are two main strategy consist of content and technical strategy. In carrying out the media strategy, even though it uses many types and platforms, it remains centralized through central command and run as integrated program for support and complementarity. Combining paid media, own media, social media and endorsers to maximize media exposure and viral an effort made to further disseminate information about Lombok tourism.

6 ACKNOWLEDGEMENTS

Thanks to the Communication Studies Program of Mataram University of Lombok West Nusa Tenggara as sponsor in this research, colleagues, Ministry of Tourism, West Nusa Tenggara Tourism Boards for the data and willingness in interview.

REFERENCES

- Daymon Chirsin & Hollowey Immy. 2002. *Qualitative Research Methode in Public Relation and Marketing Communication*, London: Routledge
- Fill, Christ & Trunbull Sarah. 2016. *Marketting Communication*, Hearlow UK: Pearson Education Limited

- George & Michael Belch. 2009. *Advertising and Promotion An Integrated Marketing Communication Perspective*. New York: Mc Graw Hill International
- Gobe, Marc. 2005. *Emotional branding. Paradigma baru menghubungkan merk dengan pelanggan*. Jakarta Erlangga
- Kotler, Philip. 2016. *Marketing For Hospitality and Tourism*, United States: Pearson Education
- Moretti Aurora. 2016. *Tourism Marketing*, United States: Willford Press
- Morison, M.A. 2010. *Periklanan Komunikasi Terpadu*. Jakarta: Kencana Prenadamedia Grup
- Yahya, Arief. 2013. *Great Spirit Grand Strategi*. Jakarta: Gramedia Pustaka Utama
- Travel. Detik, 17 September 2018 . *Recovery on the track pariwisata NTB segera pulih*. Acces on 10 June 2019
- Liputan 6, 19 Agustus 2018. *Menpar aktifkan tim crisis center kemenpar untuk pantau kondisi lombok dan bali*. Acces 12 June 2019
- Indopos 18 Agustus 2018. *Lombok recovery bakal bangkitkan destinasi wisata NTB pasca bencana*. Acces 11 June 2019

Dasar Pelaksanaan Membawa Kewujudan Fenomena Filem Cetak Rompak & Filem Tidak Bertapis

Noor Aziah Abdullah, Nadia Diyana Mahyuddin, Sharifah Ismail

Pusat Pengajian Teknologi Media dan Komunikasi
Universiti Utara Malaysia
nooraziah@uum.edu.my

ABSTRAK. Sejarah awal industri filem dikatakan bermula di Amerika Syarikat. Permulaan pengeluaran filem adalah dari filem hitam putih yang tanpa suara. Industri ini dikatakan bermula dari tahun 1889 – 1896. Filem bermaksud imej yang terhasil dalam bentuk visual bergerak yang mengandungi unsur-unsur penceritaan yang ditulis, diolah dalam bentuk dialog, visual dan bunyi, dan kemudiannya dirakam dengan menggunakan kamera serta diolah dengan menggunakan pelbagai teknik dan digarap menjadi karya seni yang mempunyai pelbagai kepentingan dan matlamat untuk ditayangkan di panggung-panggung wayang mahupun televisyen. Namun perkembangan industri filem dicatatkan dengan ancaman dan cabaran aktiviti filem cetak rompak dan filem tidak bertapis. Filem cetak rompak ialah filem yang tidak memiliki tanda hologram yang dikeluarkan oleh Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan, manakala filem tidak bertapis ialah filem yang tidak mendapat kelulusan tapisan daripada Lembaga Penapisan Filem, Kementerian Dalam Negeri. Justeru, makalah ini bertujuan mengupas faktor penyumbang kepada kewujudan aktiviti yang menyalahi undang-undang ini dan melihat apakah model sistem media yang diaplikasi oleh Malaysia pada ketika ini yang membawa kepada kewujudan fenomena ini. Temu bual mendalam dijalankan ke atas 17 informan yang terdiri dari pelbagai agensi kerajaan dan pemain industri filem. Data dianalisis menggunakan perisian Atlas.ti dan hasil kajian mendapati bahawa faktor utama kewujudan aktiviti filem cetak rompak dan filem tidak bertapis ini berpunca dasar pelaksanaan yang ditetapkan oleh sistem media Negara ini di samping perkembangan teknologi. Hakikatnya, Model Sistem Media Alternatif, Tanggungjawab Sosial dan Autokratik turut membawa kepada kewujudan fenomena ini.

Kata Kunci: Filem cetak rompak, filem tidak bertapis, isu hak cipta, dasar pelaksanaan, model sistem media Alternatif, Tanggungjawab Sosial dan Autokratik.

IMPLEMENTATION POLICY CAUSE OF THE PHENOMENA PIRACY AND UNCENSORED FILMS

Abstract. *The early history of the film industry is said to have begun in the United States. The start of film production is from silent black and white film. The industry is said to have begun from 1889 to 1896. Film means the resulting image in the form of moving visuals that contain written narrative elements, processed in dialogue, visual and sound, and then recorded using the camera and processed using a variety of techniques and worked into artworks with various interests and goals to be displayed on theaters and television. However, the development of the film industry is characterized by the threat and challenge of pirated and uncensored films. Piracy films are movies that do not have holograms issued by the Ministry of Domestic Trade, Co-operatives and Consumerism,*

while uncensored films are films that are not approved by the Film Censorship Board, Ministry of Home Affairs. Hence, this paper aims to examine the contributing factors to the existence of this unlawful activity and to see what model of the media system applied by Malaysia at this point which led to the existence of this phenomenon. In-depth interviews were conducted on 17 informants comprising various government agencies and film industry players. The data were analyzed using the Atlas.ti software and the findings showed that the main factor in the existence of pirated films and uncensored films was the basis of the implementation of the government policy and national media system as well as technological developments. In fact, the Alternative Media System Model, Social Responsibility and Autocratic also lead to the existence of this phenomenon.

Key words: *pirated films, uncensored films, government policies, media system.*

1 PENGENALAN

Kemunculan persembahan hiburan seperti teater merupakan permulaan kepada kewujudan Penguatkuasaan dalam mengawal keadaan panggung terutama yang melibatkan keselamatan khalayak. Justeru Penguatkuasaan ini membawa kepada pengubalan Ordinan Teater 1895 yang bertujuan untuk mengawal selia pementasan teater yang menumpukan dari segi kandungan cerita, moral pelakon, masa tayangan, dan faktor keselamatan bangunan panggung itu sendiri (Wan Amizah 2008). Oleh yang demikian, dapat disimpulkan matlamat asal penguatkuasaan adalah dari aspek keselamatan panggung bagi memastikan khalayak atau penonton tidak mengalami sebarang kecederaan/kemalangan semasa berada di dalam panggung. Ternyata ianya berbeza dengan matlamat penguatkuasaan kini terutama melibatkan filem cetak rompak dan filem tidak bertapis.

Cetak rompak merupakan fenomena yang bukan sahaja mengancam kelangsungan industri video dunia, malah hampir membunuh industri filem terutama bagi negara yang mana industri ini sedang membangun. Di samping itu juga memberi kesan secara tidak langsung hingga menyebabkan kerugian yang besar kepada mereka yang terlibat dalam industri ini. Bagi negara yang menjadi pengeluar utama filem dan video seperti Amerika Syarikat, India, Britain dan Perancis, cetak rompak dikatakan telah menjadi satu ancaman yang besar kepada industri dan ekonomi (Ridwan et al.2013).

Kementerian yang bertanggungjawab dalam isu filem cetak rompak adalah Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan (KPDNKK). Manakala Kementerian Dalam Negeri (KDN) bertanggungjawab dalam menangani isu filem tidak bertapis di pasaran. Filem tidak bertapis merupakan filem yang tidak mendapat kelulusan tapisan dari Lembaga Penapisan Filem (LPF) Signifikan kepada peranan dan tugas ini diletakkan di bawah KDN adalah disebabkan filem dikatakan sebagai agen propaganda yang terbaik dan penerapan ideologi di kalangan rakyat China (Jiang Jieshi 1934). Kesan dan impak lambakan filem tidak bertapis ini memberi kesan yang lebih besar bukan sahaja kepada ekonomi, malah kepada pembentukan moral generasi akan datang.

Filem mampu menimbulkan kacau bilau dan mengganggu ketenteraman awam sekiranya bebas dari sebarang pengawalan dan tindakan perundangan oleh kerajaan. Justeru, sistem media yang mantap dan signifikan dengan arus globalisasi adalah diperlukan disebabkan tatacara dan pengendalian industri filem terletak di dalam operasi sistem media. Ini disokong oleh kajian Flew & Waisbord (2015) yang menyatakan kerangka sistem media pada kurun ke 21 adalah menjurus kepada globalisasi, kepelbagaian budaya masyarakat, dan peningkatan serta perkembangan rangkaian teknologi digital yang merupakan di luar kawalan kerajaan itu sendiri (Flew & Waisbord 2015).

Pembentukan Penapisan Filem

Hasil dari lawatan Sir Hesketh Bell pada tahun 1926 di Malaya pada ketika itu, telah mencetuskan kawalan penapisan filem di pertingkatkan. Sir Hesketh Bell merasakan bahawa penapisan filem pada ketika itu tidak mencukupi. Asas dakwaan beliau adalah bahawa filem yang dikeluarkan oleh Hollywood menyebarkan propaganda komunis dan merendahkan status dan taraf orang kulit putih dan peraturan kolonial yang memberi gambaran kepada orang Asia kelemahan orang kulit putih terutama status kaum wanita kulit putih yang tidak bermoral yang berlawanan dengan moral tradisional kaum wanita Asia (Stevenson 1974). Hasil kritikan tersebut telah mendorong King George V mengarahkan setiausaha beliau untuk melakukan sesuatu bagi mengatasi kesan filem yang menjejaskan status 'ketuanan' orang Eropah pada masyarakat Asia. Apa yang jelas di sini, meskipun orang kulit putih terkenal dengan kebebasan dalam pergaulan namun sangat berhati-hati dan mementingkan status dan nilai darjat. Oleh itu, dapat dikatakan di sini, larangan yang diusulkan pada ketika itu mirip kepada salah satu dari empat aspek utama yang mendasari penapisan filem pada masa kini (Noor Aziah, 2017). Aspek Sosiobudaya yang merupakan aspek ke tiga, merujuk kepada perkara-perkara yang menyentuh hal-hal sosiobudaya seperti merendahkan-adat istiadat negara dan adat istiadat Raja-Raja Melayu (Garis Panduan Penapisan Filem 2010). Meskipun kelihatan berbeza budaya namun mempunyai matlamat penguatkuasaan yang sama iaitu demi memelihara maruah bangsa. Inilah detik bermulanya dasar penguatkuasaan yang melihat filem sebagai wadah pembentukan pola pemikiran khalayak yang wajar dikawal kandungannya (Noor Aziah, 2017).

Sistem Media

Secara dasarnya, faktor politik, sosial dan ekonomi dapat disimpulkan mempengaruhi pembentukan sistem media sesebuah negara (Blumber & Gurevitch 1975; Christians et al. 2009; Rantanen 2013). Ini disokong oleh kajian Hujanen, Lehtniemi, & Virranta 2008 dalam Mellado & Lagos (2013) yang mendapati bahawa elemen perbezaan politik, ekonomi, sosial dan budaya turut mencorakkan bagaimana amalan operasi media di sesebuah negara dan hubungannya dengan cara kerja wartawan. Pada masa kini, aliran maklumat dan struktur organisasi sumber maklumat yang baru memberi kesan yang besar terhadap perbezaan sistem dan juga corak pelaporan berita oleh wartawan. Oleh yang demikian, sistem media dikategorikan dalam pelbagai aspek dan dipengaruhi oleh pelbagai dimensi yang membentuk serta mencorakkan sistem media sesebuah negara. Namun berbeza pendapat ditemui dalam kajian Steel (2013) yang menekankan bahawa agama turut memainkan peranan dalam penentuan kebebasan dalam sistem media terutama dalam pelaporan berita.

2 LATAR BELAKANG KAJIAN

Pelbagai kempen kesedaran telah di war-war kan yang menjelaskan tentang keburukan kualiti filem cetak rompak terutama dari sudut gambar yang tidak memuaskan dan kualiti bunyi yang tidak baik serta bahaya atau kesan dari pelanggaran terhadap undang-undang hak cipta. Kini industri filem pula terpaksa berdepan dengan perkembangan teknologi internet yang membolehkan aktiviti cetak rompak menjadi lebih cepat, popular dan meningkat (Parkes 2012).

Kepentingan industri filem di negara ini diakui menerusi laporan yang dikeluarkan oleh Oxford Ekonomi (2014) yang menyatakan bahawa industri filem dan televisyen di negara ini telah menyumbang sebanyak USD 1.7 bilion bersamaan RM5.6 bilion kepada ekonomi Malaysia bagi tahun 2013 di samping berupaya menyajikan 59,831 pekerjaan kepada rakyat

dan menyumbang sebanyak USD 220 juta atau RM713 juta kepada percukaian tempatan negara.

Sehubungan dengan itu kerajaan telah menyuntik pembaharuan dalam polisi kerajaan dengan tujuan untuk menjadikan Malaysia sebagai salah satu destinasi pilihan kepada penggiat industri kreatif. Ini terbukti melalui beberapa usaha kerajaan dengan mewujudkan beberapa insentif menarik kepada pembangunan kandungan terutama kepada filem, televisyen dan pelbagai bidang berkaitan penerbitan skrin. Melalui penubuhan beberapa insentif yang menarik dijangka berupaya menggalakkan kerja penerbitan tempatan dan meningkatkan kemahiran pekerja belakang tabir kepada mutu dan standard antarabangsa sebagai teras kepada industri kandungan kreatif (Bernama 2013).

3 OBJEKTIF KAJIAN

Sejajar dengan permasalahan kajian yang diutarakan, maka objektif kajian yang dibentuk tidak lain bertujuan mengenal pasti beberapa perkara di bawah:

- i. Mengetahui kewujudan fenomena filem cetak rompak dan filem tidak bertapis.
- iii. Mengkonstruksi model sistem media McQuail berdasarkan fenomena filem cetak rompak dan filem tidak bertapis di Malaysia.

4 KERANGKA TEORI

Oleh kerana teori yang tradisi atau lama yang dihasilkan mempunyai kekangan dan terhad, maka muncullah teori baru yang diadaptasi dan disesuaikan dengan kehendak masyarakat dan hubungan antara pemerintah dan rakyat serta persekitaran baru kewartawanan (Amira Sariyanti, 2012). Kesempatan ini diambil oleh Sarjana Mc Quail (2010) yang bertindak menghasilkan teori baru iaitu teori media normatif dengan menekankan peranan media dari yang tradisi iaitu apa yang sepatutnya dan patut dilakukan kepada peranan baru yang sejajar dengan perkembangan dunia pada masa kini.

Terdapat 2 sumber utama yang mempengaruhi kuasa media. Kerajaan dan agensi yang terlibat dengan media dikatakan merupakan sumber utama serta berupaya mempengaruhi sistem media. Sistem media dikatakan boleh menggambarkan bagaimana sesuatu kerajaan itu ditadbir yang mempunyai kuasa untuk memberi ganjaran atau menghukum organisasi media. Menurut McQuail (2010) model sistem media bebas berteraskan kepada teori kebebasan tradisi (Four Theories Of The Press) yang mana kunci utama kepada teori ini adalah kebebasan dari sudut pemilikan dan operasi media itu sendiri dari kawalan mana-mana pihak terutama kerajaan.

Model seterusnya adalah '*A sosial responsibility or public interest model*'. Model ini menekankan media bertanggungjawab mengekalkan standard yang tinggi melalui kawalan sendiri dan intervensi kerajaan. Akauntabiliti kepada khalayak merupakan elemen utama dalam model ini. Oleh yang demikian, stesen penyiaran awam terletak dalam model ini. Model ketiga yang dibentuk oleh Sarjana Mc Quail (2010) adalah '*A profesional model*'. Beliau mendefinisikan model ini dengan menyatakan bahawa wartawan itu sendiri berperanan dalam mencorakkan sistem media itu melalui peranan yang dimainkan kepada masyarakat dan khalayak. Model keempat dari teori media normatif iaitu model media alternatif yang memfokuskan kepada media yang bukan dari arus perdana yang berbeza cita-cita dan tujuan. Namun begitu terdapat persamaan dari segi nilai, penekanan kepada skala organisasi yang kecil, penyertaan, masyarakat, perkongsian matlamat antara penerbit dan khalayak, dan terdapat beberapa keadaan media ini menyokong pihak pembangkang demi niat bagi menjelaskan isu sebenar. Dalam membahaskan berhubung isu cetak rompak dan filem

tidak bertapis yang masih berleluasa di negara ini, kajian cuba melihat hubung kait isu ini dengan sistem media itu sendiri berpandukan kepada Teori Normatif Media McQuail (2010).

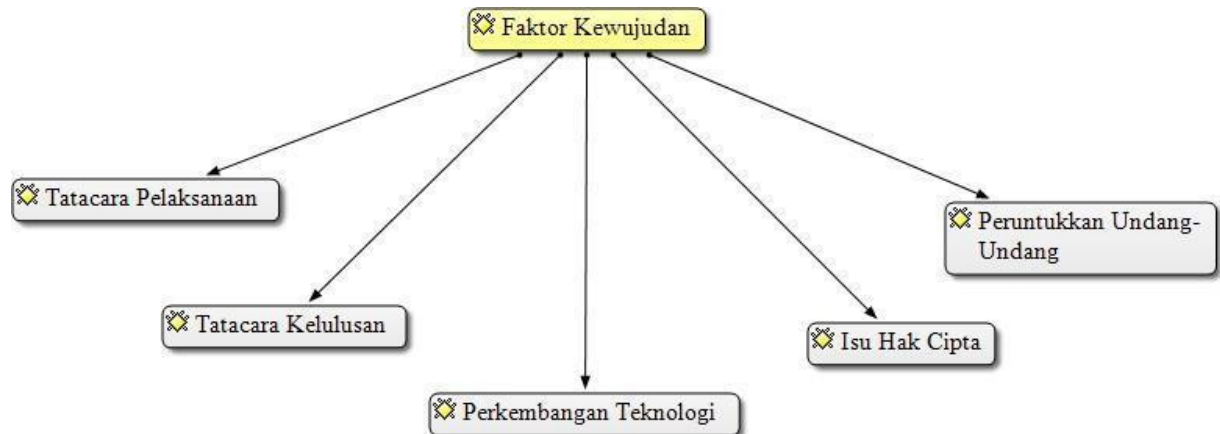
5 METODOLOGI KAJIAN

Dapatan kajian diperoleh analisis dokumen, pemerhatian dan melalui temu bual berstruktur dan tidak berstruktur ke atas informan dari pelbagai kategori yang berkaitan dengan aktiviti ini. Tujuan analisis dokumen dalam kajian ini adalah untuk pengkaji menilai dasar penguatkuasaan iaitu tatacara penguatkuasaan yang dibentuk oleh kerajaan melalui agensi yang diwujudkan untuk menguatkuasakan penguatkuasaan dalam membanteras fenomena filem cetak rompak dan filem tidak bertapis. Manakala pemerhatian dilakukan oleh pengkaji di pasar malam dan permis perniagaan tetap yang menjual filem cetak rompak dan filem tidak bertapis. Menurut Othman Lebar (2014) penggabungan ketiga jenis temu bual iaitu tidak berstruktur, semi struktur dan berstruktur sering digunakan oleh kebanyakan kajian bagi mengumpulkan data yang lebih banyak. Temu bual perlu dilakukan apabila sesuatu fenomena yang dikaji itu memerlukan penyelesaian dari minda seseorang melalui perasaan atau pandangan seseorang itu (Othman Lebar 2014). Oleh yang demikian, kajian ini dilakukan dengan menemu bual secara mendalam ke atas informan seramai 17 orang yang terdiri daripada penggubal dasar Kementerian, Pegawai Penguat kuasa dari pelbagai agensi penguatkuasaan, pengamal Undang-undang, penggiat seni, ahli persatuan pengguna dan pembeli. Kesemua informan adalah dari sekitar Lembah Kelang dan temu bual ini dijalankan bermula dari 16hb April 2015 dan hingga 15 Ogos 2015. Sebanyak 20 soalan yang mengandungi tema-tema yang telah dikenal pasti telah dikemukakan kepada informan berkenaan dengan fenomena filem cetak rompak dan juga filem tidak bertapis di negara ini. Kajian ini juga menggunakan ATLAS.ti dalam menganalisis data.

6 HASIL KAJIAN DAN PERBINCANGAN

Faktor Kewujudan Filem Cetak Rompak Dan Filem Tidak Bertapis

Hasil dari dapatan temu bual, pengkaji memperoleh maklumat berhubung apakah punca yang menyebabkan aktiviti filem cetak rompak ini wujud. Digariskan 6 punca atau faktor yang menyumbang kepada kewujudan filem cetak rompak di pasaran. Antara faktor tersebut adalah, tatacara pelaksanaan, tatacara kelulusan, perkembangan teknologi, isu hak cipta, , peruntukkan undang-undang dan literasi media. Walaupun perkembangan filem cetak rompak dan filem tidak bertapis dalam bentuk fizikal iaitu VCD/DVD kini disaingi oleh perkembangan teknologi namun keperluan VCD/DVD turut memainkan peranan meskipun pemerolehan filem kini berbeza. Tatacara pelaksanaan merupakan penyumbang yang dominan dalam faktor kewujudan aktiviti ini. Rajah 1 menjelaskan faktor yang telah dikenal pasti sebagai punca kewujudan aktiviti ini.



Rajah 1 Faktor Kewujudan Aktiviti Filem Cetak Rompak dan Tidak Bertapis

Tatacara Pelaksanaan

Faktor ini secara jelas melibatkan dasar dan peraturan yang telah digariskan oleh Kerajaan dalam elemen pelaksanaan media di Malaysia. Tatacara pelaksanaan ini merujuk kepada tatacara-tatacara menjalankan penguatkuasaan, permohonan untuk filem import, pengeluaran filem dalam bentuk VCD/DVD, dan sebagainya. Prosedur kemasukan filem import bermula dengan penahanan oleh pihak Kastam sebelum pelepasan diberi kepada pihak KDN yang akan menapis dan mengeluarkan permit. Ini disebabkan oleh peruntukan undang-undang di dalam Akta Penapisan Filem 2002 dengan jelas menyatakan bahawa pengecualian permit diberikan bagi filem untuk kegunaan peribadi. Tuntutan filem akan dilepaskan sekiranya pengimpot memberi alasan bahawa filem tersebut untuk kegunaan peribadi. Namun sejauhmanakah kebenaran tersebut? Jelas di sini, wujud kepincangan dalam tatacara pelaksanaan ini yang mana, filem tetap dilepaskan kepada ejen dengan alasan untuk dikemukakan untuk tapisan oleh pihak Lembaga Penapisan Filem (LPF), sedangkan filem tersebut tidak sepatutnya dibawa keluar selagi permit pengecualian tidak diberikan. Seperkara lagi, ada kemungkinan filem tersebut tidak dihantar ke KDN untuk tujuan tapisan dan juga berlaku kemungkinan filem tersebut dibuat salinan tanpa melalui tapisan LPF terlebih dahulu. Oleh yang demikian, tidak mustahil filem ini akan mewujudkan situasi di mana filem tidak bertapis berada di pasaran.

7 PERBINCANGAN DAN KESIMPULAN

Hasil kajian menunjukkan bahawa faktor kewujudan aktiviti filem cetak rompak dan filem tidak bertapis didorong oleh faktor yang lebih menjurus kepada dasar dan perundangan yang dibentuk oleh kerajaan seperti tatacara pelaksanaan yang merangkumi penguatkuasaan yang tidak mencapai standard global, tatacara kemasukan filem import yang didapati rapuh dan ketiadaan penyelarasan penguatkuasaan di antara agensi penguat kuasa yang terlibat. Kekangan dari sudut peruntukan perundangan oleh Pihak Berkuasa Tempatan turut menjadikan aktiviti ini tidak mampu dihalang sehingga ke akar umbi. Di samping itu, tidak ketinggalan isu hak cipta turut mendorong kewujudan fenomena ini. Ini dapat dilihat melalui penelitian dapatan kajian seperti isu hak cipta yang melibatkan 'term period' yang terlalu lama dikenakan oleh pemilik hak cipta terhadap pengedar atau '2nd owner', tatacara kelulusan yang ditetapkan oleh dasar yang mana melibatkan terlalu banyak agensi dan peringkat yang harus diikuti oleh pengedar VCD/DVD sebelum ianya dapat diterbitkan. Tempoh masa di antara setiap peringkat diambil kesempatan oleh penyangak cetak rompak untuk mengeluarkan VCD/DVD cetak rompak mengatasi pengedar yang sah.

Berdasarkan penemuan di atas, kajian ini mengandaikan bahawa sistem media yang diaplikasikan di Malaysia mirip model sistem media tanggungjawab social, autokratik, media alternatif yang mana pengeluar filem yang bertindak sebagai organisasi media juga bertanggungjawab untuk mendidik masyarakat melalui filem yang dikeluarkan dengan sedikit intervensi kerajaan iaitu dari sudut kawalan penapisan dan penguatkuasaan. Harus diingat, pengawalan oleh kerajaan adalah demi memastikan keselamatan dan ketenteraman awam terpelihara di mana kepentingan khalayak mengatasi kepentingan individu. Namun demikian, kawalan penapisan ini juga dikatakan menyumbang kepada kewujudan aktiviti filem cetak rompak yang mana dikatakan tatacara penapisan dan kelulusan yang remeh dan mengambil masa. Keadaan ini diburukkan lagi dengan penyertaan media alternatif yang dominan sebagai punca kewujudan aktiviti ini. Malah tidak keterlaluan dapat dikatakan bahawa kaedah khalayak mendapatkan filem cetak rompak dan filem tidak bertapis kini adalah lebih tertumpu kepada media alternatif berbanding dari pembelian dalam bentuk fizikal seperti VCD/DVD. Kajian ini juga menemukan bahawa intervensi kerajaan dari sudut

pengawasan ke atas laman-laman web yang menawarkan filem cetak rompak dan filem tidak bertapis masih tidak dilaksanakan sebagaimana yang dilaksanakan oleh negara luar.

RUJUKAN

- Adeyami.P.R., Akashoro, P. & Ajaga.M . 2013. An empirical study of the trend and patern of video piracy in Nigeria. *European Scientific Journal*, 9(14): 1857 – 7881.
- Ahmad Shamsul Abd Aziz. 2006. Cetak rompak produk optik di Malaysia: Antara tuntutan sivil dan sabitan jenayah. *IJMS 13 (special issue)*. 13:189–202.
- Akta Penapisan Filem 2002
- Akta Perihal Dagangan 2011
- Akta Hak Cipta 1987 (Pindaan) 2012
- Amira Sariyanti.2012. Past and Present of Siebert & Colleagues' Four Theories of the Press: Sequential Modifications of Press Theories Associated with the Media's Social Obligations within the Framework of the Social Environment of the Day. *Jurnal Pengajian Media Malaysia*.14(1):1–16
- Garis Panduan Penapisan Filem 2010.
- Hill, C. W. L. 2007. Digital Piracy: Causes, Consequences, And Strategic Responses. *Asia Pacific J Manage*, 24, :9–25.
- International Intellectual Property Alliance.2001.IIPA Special 301 Report,2001. <http://www.iipa.com/rbc/2001/2001SPEC301MALAYSIA.pdf>. [15 April 2014]
- International Intellectual Property Alliance.2005.IIPA Special 301 Report,2005. <http://www.iipa.com/rbc/2005/2005SPEC301MALAYSIArev.pdf> [10 April 2014]
- Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan (KPDNKK) 2012
- Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan (KPDNKK) 2014
- Karaganis, J. 2011. *Media Piracy in Emerging Economies*. USA: Social Science Research Council.
- Khaw.L.T. 1994. *Copyright law in Malaysia*. Butterworths Asia.
- Lobato,R.2010.Creative Industries And Informal Economies Lessons From Nollywood. *International Journal Of Cultural Studies*. 13(4): 337–354
- Lobato,R.&Thomas,J.2012. Transnational Piracy Research in Practice: A Roundtable Interview with Joe Karaganis, John Cross, Olga Sezneva, and Ravi Sundaram .*Television & New Media*.13(5) 447–458.
- Motion Picture Association America .<http://www.mpa.org/our-story/>[5 Mei 2014].
- McIlwain,S.J.2005.Intellectual Property Theft & Organized Crime: The Case of Film Piracy.
- McQuail.D. et al. 2010. *Normative Theories of the Media*. University of Illinois Press: Urbana
- Nor Hashimah Jalaluddin & Zaharani Ahmad.2011.Hallyu Di Malaysia: Kajian Sosiobudaya. *Jurnal Komunikasi Malaysia*.Jil.27(2): 203-219
- Othman Lebar.2014.Penyelidikan Kualitatif: Pengenalan Kepada Teori Dan Model: Universiti Pendidikan Sultan Idris.
- Perintah Perihal Dagangan (Label Cakera Optik) 2010.
- Parkes.M. 2012. Making Plans for Nigal: The Industry Trust and Film Piracy Management in The United Kingdom. *Convergence: The International Journal of Research into New Media Technologies*, 19, 25–43.
- Shipman.L.L 2007. *The Movie Piracy Industry In China And Its Relationship with Intellectual Property Rights*. University of Kansas.
- Treverton,G.F, Matthies, K. J. C. & Goulka,J, Ridgeway G,2009.A.*Film Piracy,Organized Crime, and Terrorism*.hlm.67. USA.
- Thompson,K.&Bordwell,D.2003.*Film Art:An Introduction*.New York:McGraw Hill.
- Unit Statistik.2014. Bahagian Kawalan Penapisan Filem. Kementerian Dalam Negeri.

- U.S. General Accounting Office.1989. "Nontraditional Organized Crime: Law Enforcement Officials' Perspectives on Five Criminal Groups," Report number OSI-18-19,. Available at <http://archive.gao.gov/d26t7/139919.pdf> .[20 Jun 2015].
- Wan Amizah Wan Mahmud. 2008. Perkembangan Dan Pembangunan Sistem Dan Dasar Penapisan Filem Di Malaysia. Tesis Ph.D. Universiti Kebangsaan Malaysia.
- Wang, S.2006. Breaks, Flows, And Other In-Between Spaces: Rethinking Piracy And Copyright Governance. *Policy Futures in Education*, 4(4).
- Yar, M. 2005. The global "epidemic" of movie "piracy": crime- wave or social construction? *Media, Culture & Society*, Vol. 27(5), 677–696.
- Yusman. 2002. Syarikat Rakaman Punca Cetak Rompak. *MASSA*, 38–39.

Program Rujukan *Tone Wow* Sebagai Kaedah Agihan Zakat Produktif di Malaysia

Mohd Adib Bin Abd Muin¹, Mohd Sollehudin Bin Shuib², Amirul Haqem Bin Abd Ghani³, Azizah Binti Che Omar⁴, Muhammad Fakhirin Che Majid⁵

¹Pusat Pengajian Perniagaan Islam, Kolej Perniagaan, Universiti Utara Malaysia
(mohdadib@uum.edu.my)

²Pusat Pengajian Perniagaan Islam, Kolej Perniagaan, Universiti Utara Malaysia
(sollehudin@uum.edu.my)

³Pusat Pengajian Perniagaan Islam, Kolej Perniagaan, Universiti Utara Malaysia
(hageem@uum.edu.my)

⁴Pusat Pengajian Multimedia dan komunikasi, kolej Sastera dan Sains, Universiti Utara Malaysia
(co.azizah@uum.edu.my)

⁵Pusat Pengajian Perniagaan Islam, Kolej Perniagaan, Universiti Utara Malaysia
(muhammad_fakhirin@oyagsb.uum.edu.my)

ABSTRACT. Zakat merupakan mekanisme penting bagi setiap umat Islam kerana ia merupakan salah satu daripada paksi rukun Islam yang wajib dilaksanakan oleh umat Islam yang memenuhi syarat. Zakat itu menyucikan, bukan sahaja dari sudut harta malah untuk menyucikan jiwa supaya dapat mendidik manusia untuk saling membantu dan tidak mengetepikan hak orang lain. Statistik Lembaga Zakat Negeri Kedah (LZNK) menunjukkan bahawa fakir, miskin serta fisabilillah merupakan tiga daripada lapan golongan asnaf yang mencatat agihah zakat tertinggi. Ini mungkin disebabkan belunggu kemiskinan ekonomi, kesihatan, pendidikan dan masalah lain yang berkaitan belum Berjaya diperangi atau dikurangkan secara menyeluruh. Kaedah atau sistem program rujukan yang telah bertapak di Malaysia dilihat mampu digunapakai untuk menjana pendapatan bagi mereka yang kekurangan modal dan kurang kepakaran sebagai usahawan tapi berpotensi memberi satu dimensi baru untuk keluar dari masalah kewangan dan masalah berhubung dengannya. Kertas konsep ini cuba memperkenalkan satu model baharu untuk diadaptasi oleh LZNK berdasarkan program rujukan yang disediakan oleh syarikat telekomunikasi Tone Wow dengan menganalisis modus operandi program tersebut yang boleh dipertimbangkan menjadi sebahagian program bantuan zakat dalam kategori zakat produktif selain daripada zakat saradiri sedia ada.

KEYWORDS: kad sim; kad sim tone wow; program rujukan; asnaf; zakat produktif; Malaysia

1 PENGENALAN

Zakat adalah sebagai instrumen atau mekanisma penting dalam menyelesaikan masalah umat Islam terutama dalam usaha membasmi atau mengurangkan kejahilan dan buta huruf, kemiskinan dan masalah-masalah berhubung dengan kesihatan (Nooh, 2009). Bayaran zakat adalah wajib ke atas orang Islam yang cukup syarat. Zakat bukan sahaja menyucikan harta bahkan dapat menyucikan jiwa orang-orang yang beriman dengan rukun Islam dan rukun iman.

Pengurusan zakat juga merupakan aspek penting supaya dapat disalurkan kepada mereka yang layak menerima dengan adil dan seterusnya mencapai objektif agihan zakat. Firman Allah SWT mafhumnya:

“Dan di antara mereka ada yang mencelamu (wahai Muhammad) mengenai (pembahagian) sedekah-sedekah (zakat); oleh itu jika mereka diberikan sebahagian daripadanya (menurut kehendak mereka), mereka suka (dan memandangnya adil); dan jika mereka tidak diberikan dari zakat itu (menurut kehendaknya), (maka) dengan serta merta mereka marah.”

(Surah At-Taubah 9: 58)

Jenis agihan zakat dikategorikan sebagai zakat saradiri dan zakat produktif. Zakat saradiri merupakan agihan zakat yang sering diamalkan iaitu dengan memberi bantuan zakat dalam bentuk wang tunai iaitu bersifat belanja hangus atas dasar konsep bayaran sekali beri. Salleh, Abdulah dan Hamat (2011) dalam kajiannya membuktikan bahawa agihan bantuan saradiri kepada penerima di Pulau Pinang adalah tidak mencukupi untuk mengembangkan status ekonomi penerima zakat dan mengeluarkan asnaf daripada belunggu kesusahan dan kemiskinan. Oleh itu, zakat produktif yang bersifat mengembang perlu dipertimbangkan untuk diperbanyakkan iaitu program-program usahawan dan seangkatannya untuk mengeluarkan asnaf daripada kemiskinan.

Kaedah zakat produktif ini boleh dilandaskan kepada hadis Rasulullah SAW dan hujah serta nas-nas sahabat. Hadis riwayat Bukhari dan Muslim yang menyatakan:

“Orang miskin itu bukanlah mereka yang berkeliling meminta-minta agar diberi sesuap dua suap nasi, satu dua biji kurma, tapi orang miskin itu ialah mereka yang hidupnya tidak berkecukupan kemudian diberi sedekah (zakat) dan mereka itu tidak pergi meminta-minta pada orang”

Khalifah Umar Al-Khattab (Mahmood Zuhdi Abdul Majid, 2003:421-422) menangani perkara agihan zakat ini dengan yang lebih tegas. Umar Al-Khattab berkata:

“Apabila kamu beri jadikan dia kaya”

Dan

“Jika masih perlu, ulangilah pemberian zakat kepada mereka walaupun ada di kalangan mereka sampai menerima seratus ekor unta”

Ulamak kontemporari, Yusuf Al-Qardhawi (2005:176) mengatakan:

“Fungsi zakat bukan seperti suntikan penenang yang boleh meringankan derita untuk beberapa saat tetapi sebagai ubat penyembuh yang boleh membasmi penyakit sehingga akar umbi”

Hadis, nas dan pandangan ulamak jelas menyarankan bahawa agihan zakat seharusnya dapat mengeluarkan asnaf daripada belunggu kemiskinan. Oleh itu kajian ini cuba mengetengahkan aspek zakat produktif serta menjurus kepada bantuan modal niaga sebagai program bantuan baharu berasaskan program rujukan komuniti untuk membantu para asnaf meningkatkan taraf ekonomi hidup.

2 GOLONGAN ASNAF

Firman Allah SWT mafhumnya:

“Sesungguhnya sedekah-sedekah (zakat) itu hanyalah untuk orang-orang fakir, dan orang-orang miskin, dan amil-amil yang mengurusnya, dan orang-orang muallaf yang dijinakkan hatinya, dan untuk hamba-hamba yang hendak

memerdekakan dirinya, dan orang-orang yang berhutang, dan untuk (dibelanjakan pada) jalan Allah, dan orang-orang musafir (yang keputusan) dalam perjalanan. (Ketetapan hukum yang demikian itu ialah) sebagai satu ketetapan (yang datangnya) dari Allah. Dan (ingatlah) Allah Maha Mengetahui, lagi Maha Bijaksana.”

(Surah At-Taubah 9: 60)

Jelas sekali ayat al-Quran di atas telah menyebutkan golongan yang sepatutnya berhak menerima agihan zakat iaitu lapan golongan asnaf. Asnaf tersebut adalah fakir, miskin, amil (golongan pentadbir zakat), muallaf (golongan yang baru memeluk Islam), riqab (golongan hamba yang merdeka), gharimin (golongan yang berhutang), fisabilillah (golongan yang berjuang pada jalan Allah), dan ibnussabil (golongan musafir) (JAWHAR, 2008).

Terdapat juga Hadis yang menjelaskan golongan penerima zakat.

“Aku pernah datang kepada Rasulullah SAW lalu mengangkat sumpah setia. Lalu baginda menyebut satu Hadis yang panjang (katanya): Maka tiba-tiba datang seorang lelaki hamba berkata: Berilah aku dari harta sedekah. Maka Rasulullah SAW bersabda: Sesungguhnya Allah tidak rela terhadap hokum yang ditentukan oleh Nabi-Nya mahupun orang yang lain dalam hal sedekah, sehingga Dia sendiri yang menentukan hukumnya. Maka Dia membahagikan sedekah (zakat) itu kepada lapan golongan. Oleh itu jika engkau termasuk dalam salah satu dari golongan itu, maka engkau akan ku beri (zakat)” (Abu Dawud, No. Hadis: 1626)

Hadis di atas telah menyatakan dengan jelas bahawa Rasulullah SAW berpegang dengan arahan Allah SWT bahawa zakat tidak boleh diberikan selain daripada lapan golongan yang disebutkan di atas.

Pengagihan zakat kepada golongan ini mempunyai objektif yang tersendiri iaitu menjadikan zakat sebagai asas pembangunan Negara dan ummah; menunaikan hak dan tanggungjawab kepada asnaf seperti mana yang telah ditetapkan oleh syarak; meningkatkan taraf hidup golongan asnaf dalam semua bidang kehidupan merangkumi aspek-aspek rohani, akli dan jasmani; membantu melaksanakan usaha-usaha memantap dan meninggikan penghayatan agama Islam; mempertahankan dan meningkatkan martabat ummah. Pengagihan juga adalah mengikut keutamaan yang disepakati oleh jumbuh ulama iaitu asnaf fakir miskin. Hal ini bersandarkan kepada hadis Rasulullah SAW. Hadis berkenaan bermaksud:

“Ajaklah mereka bersyahadah bahawa tidak ada Tuhan melainkan Allah dan bahawasanya Aku adalah utusan Allah, jika mereka mentaatinya maka hendaklah engkau memberitahu mereka bahawa Allah memfardhukan ke atas mereka solat lima waktu sehari semalam. Maka jika mereka mentaatinya, hendaklah engkau memberitahu mereka bahawa Allah memfardhukan kepada mereka menunaikan zakat pada harta mereka. Harta itu diambil dari orang kaya dan diberikan kepada orang miskin di kalangan mereka” (al-Bukhari, No. Hadis: 478)

Hadis ini menyatakan tentang kaedah pungutan dan pengagihan zakat serta memberitahu keutamaan agihan kepada golongan fakir miskin. Tetapi ini bukanlah ketetapan yang memungkinkan bahawa golongan ini akan mendapat agihan yang lebih banyak daripada golongan asnaf yang lain kerana setiap asnaf mempunyai masalah dan keperluan tersendiri (Salleh, Abdulah dan Hamat, 2011). Walaupun begitu, agihan zakat kepada golongan asnaf miskin menunjukkan peningkatan dari tahun ke tahun dan menunjukkan jumlah agihan yang

terbanyak berbanding golongan asnaf lain seperti data yang didapati daripada Pusat Urus Zakat Pulau Pinang (Salleh et al., 2011).

Jadual 1: Agihan Mengikut Jenis Asnaf Dari Tahun 2005 Hingga 2009

Asnaf	2005	2006	2007	2008	2009
Fakir	5.91%	6.007%	5.59%	4.81%	6.53%
Miskin	31.59%	39.55%	44.63%	44.56%	41.19%
Amil	15.42%	14.85%	12.27%	11.95%	10.10%
Muallaf	1.95%	2.05%	1.67%	1.66%	1.71%
Ghorimin	4.35%	3.15%	2.35%	2.24%	1.90%
Ibn Sabil	0.55%	0.56%	0.44%	0.30%	0.29%
Fisabilillah	40.24%	33.76%	33.05%	34.48%	38.29%
Jumlah (100%)	21,547,247.00	26,293,903.00	34,569,380.00	45,602,321.00	49,317,271.00

Sumber: Pusat Urus Zakat Pulau Pinang

Menurut laporan, peningkatan ini adalah disebabkan oleh semakin bertambahnya jumlah mereka, kadar bayaran dan program serta aktiviti mereka yang dijalankan oleh PUZ. Tambahan pula, mereka yang menerima adalah orang yang sama sedangkan usaha berterusan telah dilakukan dari sudut bantuan untuk meningkatkan pendapatan mereka. Tetapi perkara ini terus berlaku walaupun agihan zakat bukan sahaja dalam bentuk saradiri, malah dilakukan juga dalam bentuk zakat produktif. Zakat produktif adalah bantuan seperti bantuan keterampilan, pendidikan, keusahawanan dan perniagaan. (Salleh et al., 2011)

Berdasarkan jadual di atas juga, golongan asnaf fisabilillah juga menunjukkan peratusan agihan zakat kedua terbanyak secara purata walaupun terdapat penurunan peratusan dari tahun 2005 (40.24%) hingga tahun 2009 (38.29%).

Oleh itu, kajian ini dilakukan bertujuan untuk membincangkan tentang golongan asnaf fisabilillah dan kaedah zakat produktif sama ada boleh dijadikan kaedah untuk membantu serta mengurangkan jumlah penerimanya dalam usaha membentuk masyarakat Negara yang lebih maju dan lebih baik taraf hidupnya untuk mencapai objektif agihan zakat seperti yang dinyatakan di atas.

3 METODOLOGI KAJIAN

Kajian ini menggunakan kaedah kualitatif. Data dikumpulkan dengan kaedah kajian perpustakaan di Perpustakaan Sultanah Bahiyah Universiti Utara Malaysia. Selain itu data juga didapati melalui laman sesawang Lembaga Zakat Negeri Kedah, Tone Wow iaitu syarikat telekomunikasi berdaftar yang menyediakan khidmat jualan simkad serta program rujukan untuk membantu pengguna berdaftar menjana pendapatan serta laman sesawang Suruhanjaya Komunikasi dan Multimedia Malaysia (SKMM). Kajian ini juga dijalankan bertujuan mengkaji kaedah yang digunakan untuk diguna pakai dalam agihan zakat produktif kepada golongan asnaf fisabilillah. Kaedah ini merujuk kepada data sekunder.

4 PERBINCANGAN

4.1 Sejarah Penubuhan Zakat Kedah

Berdasarkan Laporan Ringkas Pentadbiran Dan Aktiviti Pejabat Zakat Negeri Kedah (1986) menyatakan bahawa Jabatan Zakat Negeri Kedah ditubuhkan pada tahun 1361 hijrah. Manakala, melalui undang-undang pentadbiran, Zakat Kedah ditubuhkan pada tarikh 1355 hijrah bersamaan 1936 masihi (Lembaga Zakat Negeri Kedah Darul Aman, t.t). Tarikh Notis

Memberi Nasihat Ketentuan Yang Bersangkutan dengan perkara zakat juga dijadikan sebagai sandaran tarikh penubuhan Zakat Kedah iaitu pada 19 Jamadil Akhir 1355 bersamaan dengan 5 September 1936. Pada tahun 1955, Undang-undang Zakat Negeri Kedah diperkenalkan yang mensyaratkan bahawa amil serta Jawatankuasa Zakat dilantik bagi mentadbir dan mengurus zakat. Pada tahun 1955 ini, zakat padi wujud di bawah enakmen Jabatan Zakat Negeri Kedah Darul Aman.

Kemudian, pada tahun 1984, kutipan zakat diperluaskan lagi kepada semua bidang harta yang wajib zakat iaitu kepada zakat harta (zakat pendapatan) yang lain termasuk dalam hasil usaha yang halal yang diusahakan oleh satu-satu individu. Terkini, pada tahun 2015, Enakmen Lembaga Zakat Negeri Kedah Darul Aman (LZNK) diperkenalkan menggantikan enakmen Jabatan Zakat Negeri Kedah Darul Aman (JZNK). Enakmen ini sekaligus menyaksikan pengurusan LZNK terus unggul seterusnya memastikan lebih ramai asnaf diluar sana dibela.

4.2 Agihan Zakat

Berdasarkan laporan penyata kewangan LZNK, gambar rajah berikut menunjukkan agihan zakat mengikut asnaf bagi tahun 2011 hingga 2016.

JENIS ASNAF	TAHUN					
	2011	2012	2013	2014	2015	2016*
JUMLAH AGIHAN ZAKAT (RM)						
FAKIR	3,297,817.00	5,253,430.00	4,753,087.00	5,451,228.00	8,065,104.00	11,791,594.00
MISKIN	31,669,233.00	38,352,132.00	38,545,882.00	46,644,664.00	60,350,677.00	67,608,579.00
MUALLAF	1,454,300.00	1,393,320.00	1,399,220.00	144,670.00	1,902,430.00	1,680,590.00
AR-RIQAB	-	-	-	-	-	-
AL-GHARIMIN	20,636.00	2,000.00	40,265.00	18,420.00	32,100.00	38,098.00
FISABILILLAH	32,500,636.00	41,315,968.00	45,651,800.00	50,326,243.00	62,585,716.00	63,466,777.00
IBNU SABIL	751,865.00	199,665.00	153,480.00	211,390.00	189,050.00	245,840.00
JUMLAH KESELURUHAN	69,694,487.00	86,516,515.00	90,543,734.00	102,796,615.00	133,125,077.00	144,831,478.00

Gambar Rajah 1: Agihan Zakat Mengikut Asnaf Tahun 2011 - 2016

Sumber: Lembaga Zakat Negeri Kedah

Jika dibandingkan dengan agihan zakat Pusat Urus Zakat Pulau Pinang (Jadual 1), trend yang hampir sama ditunjukkan iaitu pertambahan agihan dari tahun ke tahun terutama bagi golongan fakir, miskin serta fisabilillah. Perbandingan ini hanyalah bertujuan untuk melihat trend atau pergerakan jumlah agihan zakat yang diurus oleh Lembaga Zakat Negeri Kedah.

4.3 Fisabilillah

Di segi bahasa Assabil bererti jalan manakala Sabilillah bermakna jalan yang menyampaikan kepada keredaan Allah sama ada dengan iktikad, kepercayaan dan amalan serta perbuatan. Dari segi syarak, terdapat beberapa pandangan berbeza oleh para fuqaha, ulamak dan mufassirin. Pendapat ini terbahagi kepada dua kumpulan (Nooh,2009).

Pertama, kumpulan yang menghadkan maksud fisabilillah hanya kepada peperangan kepada jalan Allah SWT dan segala yang berkaitan dengannya. Kumpulan ini terdiri daripada majoriti ulama-ulama A'immah al-mazahib. Golongan ini terdiri daripada aliran Mazhab Hanafi, Maliki, Hambali, Shafi'i, zahiri, dan sebahagian besar para fuqaha. Sebagaimana sabda Rasulullah SAW yang bermaksud "Barang siapa yang berperang, berjuang dan berjihad untuk memastikan kalimah Allah itu adalah yang tertinggi maka itulah yang dimaksudkan fi sabilillah (muttafaq'alahi)".

Kumpulan kedua pula tidak hanya menghadkan maksud fisabilillah kepada peperangan kepada jalan Allah SWT semata-mata dan perkara-perkara yang berkaitan dengannya. Kumpulan ini terbahagi kepada empat iaitu:-

- i. Golongan yang meluaskan maksud fisabilillah dengan mentafsirkannya kepada segala bentuk aktiviti kebajikan, kebaikan (khairat) dan perbuatan yang bertujuan mendekatkan diri kepada Allah SWT dan segala perbuatan yang dilakukan sebagai bukti taat kepada Allah SWT.
- ii. Golongan yang mentafsirkan maksud fisabilillah meliputi perkara yang berkaitan dengan kepentingan umum (al-masoleh al-ammah) semata-mata.
- iii. Golongan yang mentafsirkan kepada pengertian peperangan, ibadah haji dan umrah. Golongan ini terdiri daripada ulama fuqahak seperti Al-Syaibani, Ahmad bin Hambal.
- iv. Golongan yang berpendapat agihan fisabilillah diharuskan untuk pembiayaan aktiviti keserjanaan (pendidikan), golongan ini terdiri daripada segelintir ulama mazhab hanafiyyah.

Selain ini, terdapat juga takrifan fisabilillah yang dijelaskan oleh para ulama al-muta'akhirin serta dikalangan majlis-majlis agama negeri yang mendefinisikan kalimah fisabilillah yang hampir sama dengan pendapat kedua-dua kumpulan di atas. Hal ini menunjukkan bahawa ulama berselisih pendapat tetapi dalam konteks dunia Islam dan Malaysia khususnya, umat Islam tidak lagi menghadapi musuh secara fizikal tetapi menghadapi serangan pemikiran dan ideologi dengan pelbagai bentuk sama ada dalaman serta luaran, dalam Negara dan luar Negara (Nooh, 2009).

Berdasarkan hujah-hujah tersebut, bidang pendidikan, kemiskinan ekonomi dan kesihatan perlu diambil perhatian dan dipertingkatkan untuk memerangi dan membasmi isu tersebut. Ini jelas menyokong statistik agihan LZNK yang menunjukkan peruntukan kepada golongan asnaf fisabilillah merupakan golongan yang mendapat peruntukan yang banyak selain golongan miskin. Oleh sebab itu, penyelidik memilih golongan fisabilillah iaitu menjurus kepada pelajar-pelajar khususnya pelajar instiusi pengajian tinggi sebagai subjek untuk tujuan penyelidikan ini berdasarkan gambar rajah 2 dibawah yang menunjukkan peruntukan besar diagihkan oleh pihak LZNK iaitu hampir RM30 juta setahun. Kumpulan inilah antara kumpulan yang akan membantu memerangi isu-isu berkaitan pendidikan, kemiskinan ekonomi serta kesihatan.

NAMA BANTUAN	AGIHAN ZAKAT (RM)	PENERIMA (ORANG/INSTITUSI/PUSAT)	AGIHAN ZAKAT (RM)	PENERIMA (ORANG/INSTITUSI/PUSAT)
	TAHUN 2015		TAHUN 2016	
Sekolah Agama Nidzomi	680,160.00	35	605,220.00	18
Binaan Masjid, Surau Dan Sekolah Agama	928,916.00	81	4,548,249.56	87
Dakwah Dibawah Riyad KDYMM Tuanku Sultan	60,000.00	1	60,000.00	1
Lembaga Tabung Pegawai-Pegawai Masjid Negeri Kedah	50,000.00	1	50,000.00	1
Penerangan Dan Dakwah	236,792.29	44	212,720.50	36
Guru Agama Umum Dan Kampung	3,022,400.00	4,727	3,138,000.00	4,963
Derma Siswa Melanjutkan Pelajaran Ke IPT Tempatan	28,272,600.00	24,293	26,615,700.00	22,495
Derma Siswa Melanjutkan Pelajaran Ke KUIN	1,200,000.00	1	1,200,000.00	1
Derma Siswa Melanjutkan Pelajaran Ke Mesir	2,513,000.00	498	2,662,000.00	440
Derma Siswa Melanjutkan Pelajaran Ke Jordan	1,074,000.00	179	861,000.00	123
Derma Siswa Melanjutkan Pelajaran Ke Syria	13,000.00	3	5,000.00	1
Derma Siswa Melanjutkan Pelajaran Ke Indonesia (IAIN)	210,000.00	42	410,000.00	82
Lain-Lain Bantuan Yang Tidak Dijeniskan	1,320,036.97	132	179,622.48	73
Bantuan Yuran Peperiksaan Penuntut Sekolah Agama Nidzomi	48,425.00	9	49,625.00	12
Bantuan Yuran Makanan Asrama Sekolah Agama Nidzomi	1,353,000.00	14	1,247,400.00	12
Lembaga Tabung Haji	20,000.00	1	20,000.00	1
Bantuan Pengajian Maahad Tahfiz	203,000.00	7	235,600.00	9
Bantuan Penuntut Maahad Tahfiz	183,200.00	8	227,400.00	9
Bantuan Awal Persekolahan	10,044,000.00	25,110	10,089,400.00	25,223
Bantuan Pengurusan Masjid	3,414,000.00	569	3,414,000.00	569
Derma Siswa Pelajar Cemerlang	1,305,700.00	4,357	18,000.00	60
Program Pembangunan Pendidikan	1,248,707.74	132	1,207,395.63	99
Derma Siswa Awal IPT Luar Negara	408,100.00	278	309,400.00	205
Derma Siswa Melanjutkan Pelajaran Ke Yaman	100,000.00	20	15,000.00	3
Biasiswa Pelajar Dalam Negara (IPTA)	1,267,450.00	338	2,156,200.00	576
Biasiswa Pelajar Perubatan Luar Negara (Mesir)	3,203,828.00	166	3,664,443.83	191
Bantuan Yuran Makanan Maahad Tahfiz	205,400.00	9	265,400.00	9
Jumlah Keseluruhan Bantuan	62,585,716.00	61,055	63,466,777.00	55,299

Gambar Rajah 2: Agihan Zakat LZNK Fisabilillah 2015 hingga 2016

Sumber: Laporan Tahunan LZNK 2016

4.4 Kad Sim

Kad *Subscriber Identity Module (SIM)* atau kad sim mengandungi cip memori elektronik yang disambungkan oleh satu peranti ke papan litar bercetak dalam telefon mudah alih. Kad sim ini membawa maklumat yang diperlukan untuk mengendalikan telefon. Di samping itu, kad sim juga mengandungi maklumat peribadi pelanggan iaitu senarai nombor telefon yang kerap digunakan oleh pelanggan (Strand, 1998). Apabila pengguna ingin menukar telefon, dia hanya perlu mengalihkan kad dari satu telefon bimbit dan memasukkannya dalam telefon bimbit yang lain. Kad SIM adalah mudah dan popular dikalangan ramai pengguna, dan merupakan kunci penting dalam perkembangan teknologi telefon selular.

Dalam erti kata lain, kad sim harus diguna pakai bersama-sama telefon mudah alih atau peranti jalur lebar untuk membolehkan pengguna mendapat perkhidmatan seperti menghubungi orang lain melalui cara panggilan telefon, perutusan teks, serta menggunakan perkhidmatan internet yang ditawarkan oleh pihak syarikat telco. Sepanjang dekad yang lalu, telefon bimbit hanya merupakan alat untuk komunikasi. Apabila teknologi berkembang, peranti ini telah menjadi lebih penting kepada kehidupan orang ramai kerana ia menyokong lebih banyak perkhidmatan seperti akses pengkomputeran kepada internet dan penstriman (*streaming*) video (SKMM, 2018)

Hal ini dapat menunjukkan bahawa pengguna internet merupakan pengguna telefon bimbit atau peranti mudah alih yang juga merupakan pengguna kad sim. Bagi tahun berakhir 2017, statistik menunjukkan terdapat 42.3 juta langganan mudah alih selular dengan kadar penembusan sebanyak 131.2 peratus kepada penduduk berjumlah 32.3 juta (SKMM, 2018). Hal ini jelas menunjukkan bahawa adanya penduduk yang melanggan lebih daripada satu kad sim pada satu-satu masa.

Berdasarkan Kajian Pengguna Internet 2018, pelajar merupakan antara kumpulan yang mengakses internet yang berstatus pelajar sepenuh masa. 70.7% adalah mereka yang sedang melanjutkan pelajaran di kolej atau universiti, 27.4% di sekolah menengah, dan 1.9% di sekolah rendah atau pusat asuhan kanak-kanak (SKMM, 2019). Tambahan lagi, 68.1% pengguna, mengakses internet secara *on-the-go* (SKMM, 2019) iaitu dengan menggunakan peranti mudah alih di mana-mana sahaja mereka berada. Walaupun hasil kajian tidak menjelaskan bahawa pelajar-pelajar institusi pengajian tinggi mengakses internet menggunakan telefon pintar atau telefon mudah alih yang lain, berdasarkan pemerhatian penyelidik, rata-rata pelajar mempunyai telefon bimbit sama ada telefon pintar ataupun telefon bimbit asas dan di dalam telefon tersebut seharusnya mempunyai kad sim.

Terbaharu, Universiti Utara Malaysia (UUM) telah melancarkan sistem baharu rekod kehadiran staf dan pelajar iaitu menggunakan kaedah imbasan kod QR pada bulan Februari 2019. Perkara ini mengukuhkan lagi bahawa hampir kesemua pelajar di Universiti Utara Malaysia telah memiliki telefon pintar atau menjadi suatu keperluan untuk memiliki telefon pintar bagi tujuan ini selain daripada kegunaan harian lain termasuk mengakses internet.

Secara umumnya, telefon bimbit sama ada jenis telefon pintar atau asas merupakan alat untuk pengguna menjalankan perniagaan atas talian sama ada sebagai pembeli atau penjual selain daripada tujuan utama iaitu sebagai alat komunikasi (SKMM, 2018). Oleh itu, bagi pelajar institusi pengajian tinggi yang rata-rata akan menjejak kaki ke alam pekerjaan setelah tamat pengajian, perlu mengambil peluang dengan menggunakan aset sedia ada serta modal sedia ada iaitu telefon bimbit serta peranti mudah alih yang lain seperti laptop untuk cuba menceburkan diri sebagai usahawan muda kecil-kecilan. Hal ini dapat memberikan suatu pendedahan serta kaedah mendapatkan pengalaman serta kemahiran untuk merebut tempat di alam pekerjaan.

Selain itu, perkara ini juga dapat membantu pelajar yang kurang berkemampuan untuk keluar dari masalah kewangan dan tidak terlalu mengharap bantuan pelajaran seperti bantuan zakat daripada Lembaga Zakat Negeri Kedah yang mana bantuan yang diberikan juga bukanlah bantuan sepanjang tempoh pengajian malah selalunya adalah bantuan secara sekali beri (*one-off payment*) bertujuan meringankan beban kewangan sementara.

5 Program Rujukan

Kepelbagaian kad sim yang ada di pasaran memudahkan bakal pengguna atau pengguna peranti mudah alih terutamanya pengguna telefon bimbit untuk memilih pelan data internet serta pelan panggilan yang ditawarkan oleh syarikat-syarikat telekomunikasi di Malaysia mengikut cita rasa masing-masing.

Antaranya adalah Maxis, Celcom, Digi, UMobile, XOX, TuneTalk, Tone Wow, RedOne, Tronexus, Unifi, Yoodo dan lain-lain. Tone Wow, XOX, dan Tronexus merupakan syarikat telekomunikasi yang menyediakan sistem program rujukan kepada pengguna mereka. Bagi tujuan kajian ini, penyelidik memilih Tone Wow sebagai subjek untuk mengulas lanjut mengenai program rujukan yang ditawarkan.

Tone Wow merupakan syarikat telekomunikasi yang menyediakan perkhidmatan, pentadbiran serta sokongan operasi bagi syarikat telekomunikasi berstatus *Mobile Network Operator (MNO)* seperti Maxis, Celcom, Digi, dan UMobile. Hal ini kerana, Tone Wow menyediakan khidmat jualan kad sim tetapi liputan akses rangkaian panggilan dan internet menggunakan liputan Digi Telekomunikasi. Kad sim Tone Wow mempunyai fungsi yang sama dengan kad sim lain yang ada di pasaran dari sudut asas iaitu perkhidmatan untuk membuat dan menerima panggilan, perutusan teks, serta mengakses internet. Walaupun begitu, kelebihan kad sim ini adalah menyediakan sistem program rujukan secara automatik kepada pengguna kad sim ini. Fungsi sistem ini adalah untuk membantu pengguna menjana pendapatan sampingan.

Program rujukan atau program rujukan komuniti WOW (*Windows of Opportunity and Work*) yang ditawarkan oleh syarikat ini mampu menghasilkan pendapatan kepada penggunanya. Konsepnya adalah perkongsian keuntungan antara syarikat dengan pengguna melalui penjimatan kos pengiklanan. Secara umum, program ini adalah bisnes jualan atau memperkenalkan sim kad. Setiap kali pelanggan tersebut melakukan tambah nilai, syarikat akan membayar insentif komisen kepada pelanggan yang memperkenalkan simkad ni kepada pengguna baru. Dalam erti kata yang lain, ia seumpama program pengguna mendapatkan pengguna (*user-get-user*). Oleh itu, syarikat tidak perlu mengiklankan produk syarikat kerana proses pengiklanan dan promosi telah di ambil alih oleh pengguna kad sim ini secara tidak langsung. Disebabkan itu, syarikat mampu berkongsi keuntungan dengan penggunanya.

Di antara syarat utama untuk mengikuti program ini adalah seseorang itu merupakan pengguna telefon bimbit, berumur 12 tahun ke atas, warganegara yang memiliki kad pengenalan serta bukan warganegara tetapi memiliki passport atau permit perjalanan sah. Berdasarkan syarat-syarat mudah ini, dapat dilihat secara umum bahawa lebih separuh daripada jumlah penduduk Malaysia merupakan pengguna telefon bimbit (SKMM, 2017). Oleh yang demikian, pengguna telefon bimbit di Malaysia yang berumur 12 tahun ke atas melepasi syarat-syarat untuk mengikuti program rujukan jika ingin menjana atau menambah pendapatan atau ingin menikmati manfaat lain melalui penggunaan kad sim ini.

Secara lebih terperinci, model program rujukan komuniti Tone Wow memberi peluang kepada pengguna bukan sahaja pendapatan aktif, malah pengguna juga dapat menikmati pendapatan pasif. Pendapatan pasif merupakan pendapatan yang memberi seseorang itu pendapatan yang berterusan walaupun individu itu tidak lagi bekerja atau berusaha lagi.

Contoh mekanisme penjanaan pendapatan aktif dan pasif yang diperkenalkan oleh syarikat Tone Wow adalah seperti berikut:

Ali mendaftarkan diri sebagai pengguna kad sim Tone Wow. Ali secara automatik didaftarkan dalam program rujukan komuniti Tone Wow. Oleh sebab Ali ingin menjana pendapatan, Ali merujuk atau memperkenalkan rakannya, Asiah, untuk turut serta menggunakan kad sim ini. Secara langsung, Asiah merupakan pengguna serta rakan niaga Ali (jika Asiah ingin turut merujuk pengguna telefon bimbit yang lain). Apabila rujukan Ali (iaitu Asiah) melakukan tambah nilai prabayar (topup), syarikat akan membayar insentif komisen kepada Ali iaitu sebanyak RM3 (pendapatan aktif) dan empat peratus (4%) iaitu pendapatan pasif. Kiraan pendapatan pasif adalah berdasarkan jumlah tambah nilai yang dilakukan oleh Asiah tanpa mengurangkan nilai tambah nilai Asiah. Sebagai contoh, jika Asiah melakukan tambah nilai sebanyak RM50 pada bulan berkenaan, syarikat membayar Ali sebanyak RM2.00 (4% \times RM50). Pada bulan berikutnya dan seterusnya jika dengan andaian Asiah masih melakukan tambah nilai berjumlah RM50, Ali berterusan akan dibayar sebanyak RM2.00 setiap bulan. Oleh itu, Ali telah menjana pendapatan pasif untuk dirinya kerana dia hanya merujuk sekali malah dibayar berulang kali. Jika Asiah memilih untuk tidak turut serta merujuk pengguna lain seperti yang dilakukan Ali, Asiah masih juga dibayar iaitu syarikat memberi insentif pulangan tunai sebanyak 0.5% setiap kali Asiah melakukan tambah nilai

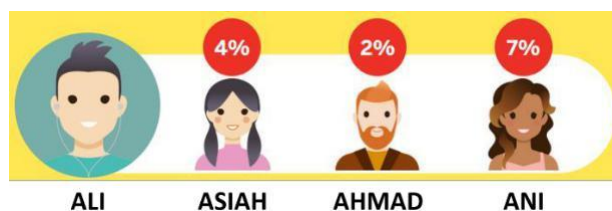
menggunakan aplikasi Tone Wow ($0.5\% \times RM50 = RM0.25$). Ali juga tetap dibayar insentif ini di atas tambah nilai akaun sendiri.

Contoh di atas jelas menunjukkan mekanisme atau kaedah penjanaan pendapatan yang terhasil dengan program rujukan kad sim Tone Wow ini. Selain itu, pulangan tunai juga dapat dinikmati oleh pengguna-pengguna kad sim ini walaupun tidak memilih untuk menjana pendapatan dengan merujuk pengguna telefon bimbit yang lain. Dapat kita lihat bahawa Ali telah mendapat tiga jenis insentif berbanding Asiah. Hal ini memperlihatkan bahawa individu yang berusaha dan berusaha lebih banyak pasti akan diberi ganjaran lebih. Pepatah arab ada menyebut *Man Jadda Wajada* yang bermaksud, "Barang siapa yang bersungguh-sungguh, adannya ia akan mendapat (hasil)". Oleh itu lebih banyak rujukan yang Ali lakukan, lebih banyak pendapatan Ali.

Bagaimana pula jika Asiah turut merujuk individu lain? Asiah akan turut sama menikmati ketiga-tiga insentif seperti Ali. Lebih istimewanya, syarikat membayar satu lagi insentif tambahan kepada Ali iaitu pendapatan pasif sebanyak dua peratus (2%). Jumlah pendapatan pasif Ali setiap bulan kini meningkat kepada enam peratus (6%) dan masih lagi menerima 0.5% pulangan tunai. Asiah pula menerima insentif komisen sebanyak empat peratus (4%) beserta pulangan tunai 0.5%.

Sebagai contoh, Asiah melakukan tambah nilai RM50, Ahmad (pengguna baru yang dirujuk oleh Asiah) juga melakukan tambah nilai RM50. Jadi, Ali akan menerima pendapatan pasif sebanyak RM3.00 setiap bulan $[(RM50 \times 4\%) + (RM50 \times 2\%)]$. Jika dengan andaian Ali sendiri membuat tambah nilai berjumlah RM50 pada bulan berkenaan, Ali mendapat pulangan tunai sebanyak RM0.25 ($RM50 \times 0.5\%$). Ali berpotensi menjana pendapatan setiap bulan sebanyak RM3.25. Jumlah ini akan dikumpulkan dan akan dipindahkan ke akaun simpanan pengguna oleh syarikat Tone Wow. Jumlah ini bukanlah dalam bentuk tambah nilai tetapi dalam bentuk tunai di bank.

Sekiranya Ahmad merujuk rakannya (Ani), Ali akan menerima insentif komisen tambahan tujuh peratus (7%), Asiah menerima insentif tambahan dua peratus (2%), Ahmad menerima insentif utama empat peratus (4%) seperti yang ditunjukkan dalam Gambar Rajah 3 di bawah.



Gambar Rajah 3: Insentif Komisen Tone Wow

Sumber: Laman Sesawang Tone Wow

Jadual 2 di bawah pula menunjukkan pengiraan komisen secara lebih jelas untuk kes Ali. Ali berpotensi menjana pendapatan sehingga RM7 berulang kali setiap bulan jika dengan andaian bahawa Ali melakukan tambah nilai (topup) sebanyak RM50 ke atas menggunakan aplikasi telefon bimbit Tone Wow serta dengan andaian rakan niaga Ali melakukan tambah nilai sebanyak RM50. Walhal Ali tidak mengenali pengguna lain selain daripada Asiah sahaja. Hal ini berlaku apabila Asiah juga ingin melakukan perkara yang sama seperti Ali. Perkara yang sama juga berlaku kepada Ahmad dan tiada paksaan daripada syarikat sama ada setiap pengguna hanya ingin menjadi pengguna biasa untuk menikmati perkhidmatan asas atau

memilih untuk menjana pendapatan melalui program rujukan komuniti yang didaftarkan secara automatic kepada setiap pengguna berdaftar kad sim ini.

Jadual 2: Pengiraan Insentif Komisen Ali

Rakan Niaga	Komisen kepada Ali	Ali Topup RM30-RM49.99 & Rakan Niaga Topup RM50	Komisen kepada Ali	Ali & Rakan Niaga Topup RM50	Komisen kepada Ali	Ali & Rakan Niaga Topup RM50 (melalui aplikasi Tone Wow)
Asiah	3%	RM1.50	4%	RM2	5%	RM2.50
Ahmad	2%	RM1	2%	RM1	2%	RM1
Ani	5%	RM2.50	7%	RM3.50	7%	RM3.50
Jumlah		RM5.00		RM6.50		RM7

Dapat diperhatikan juga bahawa terdapat tiga jenis pengiraan peratusan komisen yang bakal diperolehi oleh pengguna kad sim ini yang ingin menjana pendapatan. Pengguna yang memilih untuk menjana pendapatan juga hanya perlu membuat tambah nilai serendah RM30 sahaja untuk melayakkan mereka mendapat insentif komisen berkenaan iaitu komisen minimum berjumlah tiga peratus (3%) hingga sepuluh peratus (10%) [3%+2%+5%].

Jadual 3: Peratusan Insentif Komisen Rakan Niaga

ALI	ALI			
ASIAH	3%	ASIAH		
AHMAD	2%	3%	AHMAD	
ANI	5%	2%	3%	ANI

Jadual 3 menunjukkan peratusan insentif komisen yang bakal diterima oleh pengguna lain sebagai rakan niaga kepada Ali iaitu Asiah, Ahmad dan Ani. Bagi kes Asiah, beliau hanya merujuk Ahmad dan Ahmad juga melakukan perkara yang sama. Oleh sebab itu, secara tidak langsung Asiah mendapat 3% dan ditambah 2% lagi. Manakala Ahmad hanya mendapat 3% sahaja kerana Ani belum merujuk atau memperkenalkan kad sim ini kepada orang lain. Walaupun begitu, jika Ani merujuk pengguna lain, Ali tidak akan mendapat sebarang insentif tambahan kerana sistem ini hanya membayar penggunaanya sehingga tiga peringkat sahaja. Tetapi Asiah dan Ahmad akan menerima komisen tambahan sehingga cukup peringkat jika pengguna yang dirujuknya itu ingin melakukan perkara yang sama.

Dalam erti kata lain, sesiapa yang menggunakan kad sim ini dan ingin menjana pendapatan, hanya perlu merujuk dan mendaftarkan seberapa ramai yang diinginkan di peringkat pertama sahaja. Selebihnya terpulang kepada mereka sama ada mahu melakukan perkara sama untuk menjana pendapatan atau hanya sekadar menjadi pengguna biasa dan menikmati manfaat lain yang disediakan. Sebagai contoh, Ali telah memperkenalkan dan mendaftarkan sebanyak sepuluh (10) orang pengguna baru dan Ali melakukan tambah nilai prabayar serendah RM30 setiap bulan. Kemudian, kesemua 10 orang ini diandaikan melakukan tambah nilai RM30. Oleh itu, Ali layak menerima insentif komisen sebanyak 3%. Dalam nilai ringgit, Ali dibayar oleh syarikat sebanyak RM9 setiap bulan (3% x RM30 x 10 orang). Jika dengan mengambil contoh bahawa 10 orang ini membuat keputusan ingin melakukan perkara yang sama dan pengguna diperingkat seterusnya juga merujuk dengan jumlah yang sama setiap orang, Ali berpotensi menjana pendapatan sebanyak RM1,569 setiap bulan seperti yang ditunjukkan dalam Jadual 4 di bawah. Ini bermakna, jika Ali tidak lagi merujuk pengguna baru, Ali masih dibayar dengan kadar maksimum RM1,569 setiap bulan selagi pengguna yang berdaftar

dengan Ali masih menggunakan kad sim ini dan melakukan tambah nilai. Kaedah ini disebut sebagai duplikasi 10 orang.

Jadual 4: Pengiraan Insentif Komisen Kaedah Duplikasi 10

Duplikasi 10		Andaikan tambah nilai bulanan Ali RM30 hingga RM49.99		
Peringkat	Bilangan Pengguna	(orang)	Komisen	Pengguna Tambah Nilai RM30
1	10		3%	RM9
2	100		2%	RM60
3	1000		5%	RM1,500
Jumlah				RM1,569

Manfaat lain yang diberikan oleh syarikat kepada pengguna biasa kad sim ini adalah seperti yang ditunjukkan dalam Jadual 5 di bawah. Baki minit panggilan, sistem pesanan ringkas (SMS), dan data internet jika tidak habis digunakan boleh di bawa ke bulan hadapan dan seterusnya sebanyak tiga kali. Mata ganjaran WOWcher diperolehi apabila pengguna membuat tambah nilai. Mata ganjaran ini akan terkumpul dan boleh ditebus di pasaraya terpilih untuk membeli barangan runcit di pasaraya terpilih berkenaan. WOWlet merupakan dompet elektronik iaitu sistem belian tanpa tunai yang boleh digunakan untuk membeli tambah nilai prabayar serta boleh juga menjual tambah nilai kepada pengguna kad sim Tone Wow yang lain serta pengguna liiputan Digi yang lain. Pulangan tunai ke atas nilai tambah nilai iaitu 0.5% diberikan kepada pengguna yang menambah nilai prabayar mereka menggunakan applikasi atas talian MyWow. Pengguna juga layak menyertai cabutan bertuah yang dianjurkan oleh pihak syarikat dan bakal memenangi hadiah lumayan seperti wang tunai, percutiaan dan juga mata ganjaran WOWcher. WOWcher dan WOWlet merupakan manfaat di bawah program kesetian Tone Wow.

Jadual 5: Manfaat Kad Sim Tone Wow

Bilangan	Jenis Manfaat
1	Panggilan
2	Sistem Pesanan Ringkas (SMS)
3	Internet
4	Mata Ganjaran Wowcher
5	Wowlet – Dompet elektronik
6	Pulangan Tunai Tambah Nilai
7	Cabutan Bertuah

6 Rumusan dan Cadangan

Dalam era teknologi masa kini serta berdasarkan perkara yang dibincangkan di atas, telefon bimbit boleh diklasifikasikan sebagai suatu produk keperluan dan hampir bukan lagi sebagai produk kehendak. Titik persamaan dapat diperlihatkan iaitu di dalam kumpulan pengguna telefon bimbit di Malaysia, terdapat golongan asnaf fisabilillah iaitu kumpulan pelajar-pelajar khususnya yang merupakan pengguna telefon bimbit atau telefon pintar.

Penyelidik berpandangan suatu model baharu mungkin boleh dilaksanakan dan dipertimbangkan untuk menambah baik agihan zakat fisabilillah yang menjurus kepada zakat produktif bagi menyokong agihan zakat saradiri bayaran sekali beri yang sedia ada.

Berpandukan model penjanaan pendapatan yang disediakan oleh syarikat Tone Wow, Lembaga Zakat Negeri Kedah boleh menggalakkan golongan asnaf ini supaya menaik taraf penggunaan kad sim kepada kad sim Tone Wow. Caranya adalah memberi sumbangan sebelas keping kad sim yang berharga RM10 sekeping ini kepada setiap asnaf. Satu keping

untuk didaftarkan atas nama asnaf berkenaan sendiri, dan baki sepuluh keping sebagai modal untuk asnaf menjual kad sim ni kepada orang ramai melalui program rujukan komuniti yang disediakan oleh pihak Tone Wow.

Berasaskan Gambar Rajah 2 di atas, seramai lebih kurang 20 ribu orang penerima terbesar dalam agihan zakat fisabilillah iaitu derma siswa melanjutkan pelajaran ke IPT tempatan yang berjumlah RM28 juta secara kasar. Ini bermakna setiap penerima menerima lebih kurang RM1,500. Jika sebahagian daripada jumlah ini diagihkan sebagai zakat produktif, ia masih belum menjejaskan peruntukan sedia ada kerana jumlah sumbangan bagi kad sim Tone Wow kepada penerima zakat hanya berjumlah RM110 setiap orang.

Dengan adanya model baharu zakat produktif ini, ia bakal mencorak suatu dimensi baharu dari segi agihan serta membantu asnaf berkenaan menjadi usahawan seterusnya keluar daripada kelompok penerima dan bertukar kepada golongan pembayar zakat pada masa akan datang. Gambar Rajah 4 di bawah menggambarkan konsep model baharu yang dicadangkan oleh penyelidik untuk memperkasakan konsep agihan zakat sedia ada. Kitaran agihan zakat bermula dengan kutipan zakat dan akhirnya penerima zakat berjaya keluar dari kelompok penerima zakat dan seterusnya menjadi sebahagian daripada pembayar zakat pada masa akan datang.



Gambar Rajah 4: Model Baharu Zakat Produktif LZNK

Penyelidik juga berpendapat, Amil iaitu LZNK seharusnya juga mendaftar sebagai pengguna kad sim ini dan menjadikan asnaf fisabilillah yang dimaksudkan ini sebagai rakan niaga yang berdaftar dengan Amil tersebut. Hal ini kerana, setiap kali asnaf melakukan tambah nilai, amil dapat menjana pendapatan. Pendapatan yang diterima ini boleh diagihkan kembali kepada asnaf fisabilillah dan juga asnaf-asnaf yang lain. Secara tidak langsung, boleh meningkatkan kutipan zakat dan membantu lebih ramai asnaf yang layak dan lebih memerlukan. Contoh pengiraan adalah seperti dalam jadual 6 di bawah dengan mengandaikan sebahagian daripada asnaf mengikuti program rujukan komuniti ini.

Jadual 6: Contoh Pengiraan Insentif Komisen Amil LZNK

Duplikasi 20		Andaikan tambah nilai bulanan Amil RM30 hingga RM49.99		
Peringkat	Bilangan Pengguna	(orang)	Komisen	Pengguna Tambah Nilai RM30
1	20		3%	RM18
2	400		2%	RM240
3	8000		5%	RM12000
Jumlah				RM12,258

Berdasarkan andaian jumlah asnaf yang mengikuti program ini iaitu seramai 8420 orang, pihak LZNK berpotensi menjana wang sejumlah RM12,258 setiap bulan. Dengan jumlah ini, pihak LZNK dapat menyalurkan kembali kepada asnaf dalam bentuk zakat saradiri ataupun zakat produktif yang lain.

7 Penutup dan Batasan Kajian

Zakat merupakan rukun Islam keempat. Mengeluarkan zakat adalah wajib ke atas orang Islam. Lebih terperinci, zakat diwajibkan ke atas orang Islam mengikut jenis zakat serta pengiraan kelayakan dikenakan zakat berasaskan haul dan nisab. Lambakan penerima zakat dan dibuktikan dengan statistik agihan zakat oleh Lembaga Zakat Negeri Kedah (LZNK) serta Pusat Urus Zakat Pulau Pinang yang diperincikan di atas memberi isyarat bahawa isu kemiskinan ekonomi masih belum berjaya diperangi serta dibasmi. Walaupun agihan bukanlah bermaksud diagihkan kepada penerima yang sama, tetapi, ia tidak memberi makna bahawa penerima terdahulu telah berjaya keluar daripada golongan penerima zakat dan bebas dari masalah hutang, keperluan rumah dan diri, antaranya. Adapun pelbagai program telah dijalankan sebagai salah satu agihan zakat produktif, jumlah agihan masih menunjukkan kenaikan dari tahun ke tahun.

Oleh yang sedemikian, satu model baharu konsep agihan zakat iaitu dalam kategori zakat produktif diperkenalkan bersandarkan konsep program rujukan komuniti WOW yang disediakan oleh pihak Tone Wow. Berdasarkan maklumat serta perbincangan yang dilakukan di atas, model baharu memungkinkan asnaf fisabilillah mendapat manfaat dua dalam satu. Manfaat tersebut adalah dapat meringankan beban kewangan serta menjadikan mereka usahawan yang mampu menjana pendapatan dan seterusnya menjadi pembayar zakat. Hal ini juga dapat memberi manfaat kepada Lembaga Zakat Negeri Kedah apabila turut sama boleh menjana pendapatan untuk menyalurkan kembali kepada asnaf terlibat serta dapat digunakan untuk menyediakan bantuan zakat produktif lain pada tahun-tahun seterusnya.

Walaupun begitu, kajian ini perlu melihat dengan lebih terperinci dari sudut undang-undang serta hukum syarak supaya tidak berlaku kemudaratan dari segi keharusan konsep jana pendapatan sebagai agihan zakat kepada asnaf fisabilillah. Selain itu, kajian juga adalah terhad kepada sumber sekunder dan perlu diperluaskan dengan mengambil kira kemampuan sebenar asnaf dari sudut kewangan untuk melakukan tambah nilai prabayar kad sim Tone Wow setiap bulan. Kajian seterusnya juga dicadangkan untuk mendapatkan data yang lebih terperinci mengenai keupayaan atau jenis telefon bimbit yang dimiliki oleh asnaf untuk memastikan asnaf bersedia dan layak untuk mengikut program rujukan komuniti Tone Wow sebagai sebahagian daripada zakat produktif kepada penerima. Tambahan lagi, penyelidikan seterusnya juga perlu mengkaji modus operandi program rujukan yang ditawarkan oleh syarikat telekomunikasi yang lain untuk tujuan perbandingan dan seterusnya membolehkan pihak LZNK membuat keputusan yang lebih baik jika ingin mengadaptasi model baharu yang dikemukakan dalam kajian ini. Selain itu, jika LZNK juga mengikut program rujukan ini seperti yang dicadangkan di atas, kajian perlu memperincikan tentang cukai pendapatan yang boleh dikenakan berdasarkan Akta Cukai Pendapatan 1967 serta adakah model baharu ini mematuhi atau menepati *Maqasid Shariah* (Objektif Syariah) dan juga *Qawa'id Fiqhiyyah* (Kaedah Fiqh).

8 PENGHARGAAN

Sebagai penghargaan, penyelidik ingin mengucapkan terima kasih kepada Pusat Pengurusan Penyelidikan dan Inovasi (RIMC), Universiti Utara Malaysia (UUM), pihak Institut Penyelidikan dan Inovasi Zakat (IPIZ) dan juga agensi luar Lembaga Zakat Negeri Kedah (LZNK) atas Skim Geran Agensi Luar Awam yang telah diluluskan.

REFERENCES

- Al-Quran Al-Karim.
- JAWHAR (2008). Manual Pengurusan Agihan Zakat. *Jabatan Perdana Menteri*.
- Lembaga Zakat Negeri Kedah Darul Aman. (n.d.). *Sejarah Penubuhan Zakat Kedah - Lembaga Zakat Negeri Kedah Darul Aman*. Didapati di: <https://www.zakatkedah.com.my/profil-lzkn/> [Diakses pada 25 Mac 2019].
- Lembaga Zakat Negeri Kedah Darul Aman. (n.d.). *Laporan Tahunan 2016*. Didapati di: <https://www.zakatkedah.com.my/laporan-tahunan/> [Diakses pada 25 Mac 2019].
- Mahmood Zuhdi, A. M. (2003). Pengurusan zakat. Dewan Bahasa dan Pustaka.
- Nooh, G. (2009). *Konsep Asnaf Fisabilillah Mengikut Hukum Syarak*. Seminar Pengagihan Zakat Di Bawah SINF Fisabilillah. Majlis Agama Islam Wilayah Persekutuan.
- Salleh, M. S., Abdullah, M. S., & Hamat, Z. (Eds.). (2011). *Transformasi zakat: daripada zakat saradiri kepada zakat produktif*. Pusat Urus Zakat, Majlis Agama Islam Negeri Pulau Pinang.
- SKMM(2018). *Hand Phone Users Survey 2017*. Didapati di: <https://www.skmm.gov.my/resources/statistics/hand-phone-surveys> [Diakses pada 30 Mac 2019].
- SKMM(2019). *Internet Users Survey 2018*. Didapati di: <https://www.skmm.gov.my/resources/statistics/internet-users-surveys> [Diakses pada 30 Mac 2019].
- Strand, O. (1998). *Subscriber Identity Module (SIM) Card Holder, U.S. Patent No. 5,790,659*. Washington, DC: U.S. Patent and Trademark Office.
- Tone Wow (2019). *TONE WOW EXCEL LITE*. Didapati di: <https://www.tonewow.net/node/26107?lang=ms> [Diakses 31 Mar. 2019].
- Tone Wow (2019). *WOWcher / TONE WOW*. Didapati di: <https://www.tonewow.net/node/26105?lang=ms> [Diakses 31 Mar. 2019].
- Tone Wow (2019). *WOWlet / TONE WOW*. Didapati di: <https://www.tonewow.net/node/26101?lang=ms> [Diakses 31 Mar. 2019].
- Yusuf, Q. (2009). *Bagaimana mengatasi masalah ekonomi dalam Islam*. Al-Hidayah Publication.

Emosi dan Ekspresi Budi Bahasa Remaja dalam Interaksi atas Talian

Romlah Ramli¹

¹Jabatan Komunikasi, Universiti Utara Malaysia (romlah@uum.edu.my)

ABSTRACT. Pembangunan media sosial membolehkan pengguna menggunakannya dalam semua bidang, tujuan, dan masa. Perubahan penggunaan dan pendedahan media banyak mempengaruhi proses interaksi pengguna. Isu berkaitan seperti bagaimana pengguna berinteraksi dengan aspek 'sopan' dalam penggunaannya seharusnya menarik untuk dibincangkan. Kajian ini mengenalpasti tahap penggunaan media sosial dengan emosi remaja serta ekspresi sopan yang dizahirkan. Kajian ini menggunakan pendekatan kuantitatif melalui soal selidik kepada seramai 395 remaja di Pulau Pinang. Kaedah analisis data adalah dengan menggunakan analisis deskriptif dan analisis bivariate. Penemuan menunjukkan bahawa aspek 'sopan' menjadi pertimbangan dalam mengekspresikan emosi dengan emotikon yang dipilih oleh responden. Kesopanan pada tahap pemikiran remaja merupakan petunjuk yang merangkumi gaya mengekspresikannya melalui komunikasi online terutama menggunakan emotikon. Cadangan kajian ini menyatakan emosi remaja adalah cabang yang menarik untuk diterokai.

KATA KUNCI: Budi Bahasa, Emosi Komunikasi, Komunikasi Remaja

1 Emosi Komunikasi

Komunikasi media sosial bukan sekadar perhubungan asas malah perkembangan dilihat dari pelbagai aspek iaitu komunikasi perniagaan, komunikasi kemanusiaan dan juga melibatkan isu komunikasi politik. Walaupun ianya seperti memberikan keutamaan kepada pengguna, teknologi itu sendiri tidak memaksa pengguna membuat tindakan di luar kehendak mereka (Acquisti & Coarse, 2006). Platform komunikasi seperti online amnya adalah medium pengantara dalam merealisasikan pilihan gaya komunikasi komunikator dalam aktiviti sosial dengan rakan-rakan yang lain. Oleh yang demikian, secara sedar atau tidak komunikasi online adalah pilihan peribadi pengguna berkenaan (Romlah, 2013).

Kepentingan emosi dalam interaksi sehari-hari telah menjadi topik utama dalam penyelidikan dalam pelbagai bidang, termasuk linguistik, sosiologi, psikologi sosial, antropologi, dan komunikasi. Emosi dalam interaksi menawarkan koleksi kajian asal yang meneroka emosi dalam interaksi yang berlaku secara semulajadi dituturkan. Penelitian isu berkaitan sumber lisan dan bukan lisan untuk menyatakan pendirian emosi (kosa kata, sintaksis, ketawa, menangis, ekspresi wajah), serta peranan emosi dalam interaksi institusi seperti perundingan perubatan, psikoterapi, kesihatan dan talian bantuan panggilan (Byron, 2008). Menjadi satu persefahaman dengan memahami emosi dan pembinaan pendirian emosi sebagai satu proses yang kedua-duanya dibentuk oleh konteks interaksi. Kajian oleh Ebner and Fischer (2014) menegaskan impak umur memberi kesan jelas dalam penzahiran emosi. Remaja dilihat dalam kategori yang signifikan melihat emosi dalam interaksi sosial. Mereka menekankan kepentingan memahami dinamik antara generasi yang akan datang untuk kepentingan bidang dan masyarakat yang lebih luas. Selain itu, kajian lain pula menyatakan bahawa semakin meningkatnya kecerdasan emosi maka semakin menurunnya masalah sosial remaja. Jantina adalah peramal yang signifikan untuk bagi peringkat kecerdasan emosi.

Dalam kajian yang lainnya, jika pengguna media sosial menggunakan status yang sarat kandungan emosi, rakan-rakan mereka adalah jauh lebih cenderung untuk turut sama terlibat dalam perkongsian emosi ini. Kesan ini adalah signifikan walaupun selepas pengguna dan rakannya mengawal ekspresi emosi sebelumnya. Ini menunjukkan bukan sahaja bahawa penularan emosi adalah mungkin melalui komunikasi teks sahaja malah emosi mengalir melalui rangkaian sosial, tetapi juga emosi yang merebak melalui media komunikasi secara tidak langsung.

Pemahaman kesopanan dan etika di Malaysia dalam kajian ini akan melihat fenomena budaya Malaysia di mana kaum yang unik dan berbeza hidup bersama dalam satu negara. Kesopanan dalam berbahasa seperti yang dicadangkan, perlu dibangunkan bagi seluruh negara dan budaya di Malaysia dengan mempertimbangkan mereka norma standard, kod, amalan, dan nilai-nilai untuk Malaysia. Prinsip budi bahasa seolah-olah menjadi pudar dalam hubungan media sosial Malaysia dan yang perlu dilakukan oleh penyelidik bagi menilai garis panduan sosial masyarakat kini.

Ketidaksopanan terjadi dengan lebih mudah kerana teknologi memungkinkan perkara ini berlaku. Oleh itu, bercakap atau berkomunikasi dalam halus (halus), dan tidak Kasar (kasar) adalah menjadi tonggak dalam menilai tahap budi bahasa seseorang. Budaya, orang yang berkomunikasi dengan halus adalah wajar sebagai orang yang mempunyai budi bahasa positif. Soalan-soalan yang berkaitan dengan isu ketidaksopanan di ruang siber dengan mengekspresikan emosi adalah perkara pokok yang seharusnya diterokai.

Secara khususnya, objektif kajian bagi penulisan kertas kerja ini adalah menguji hubungan antara tahap emosi komunikator dan tahap budi bahasa dalam kalangan pengguna remaja komunikasi media sosial dan menganalisis kesan emosi komunikator, dengan tahap budi bahasa dalam kalangan pengguna remaja komunikasi media sosial.

2 Metodologi Kajian

Kajian ini menggunakan kajian keratan rentas kaedah kuantitatif. Data penyelidikan utama dikumpul dengan menggunakan soal selidik yang mengandungi 80 item penyelidikan melalui empat bahagian item iaitu: Demografi, Tahap Penggunaan Media Sosial, Emosi Komunikator, Penggunaan Emotikon, dan Budi Bahasa. Item-item instrumen ini telah diadaptasi dari soal selidik penyelidikan terdahulu. Walau bagaimanapun, penyelidik akan membuat perubahan kepada dimensi dalam kajian sebelum ini. Populasi bagi kajian ini ialah seramai 1,647,716 (sumber dari Jabatan Perangkaan Malaysia, Taburan Penduduk Mengikut Daerah tahun 2013) bagi negeri Pulau Pinang. Persampelan secara rawak mudah digunakan dengan jumlah sampel seramai 400 seperti pengiraan oleh Israel (2005). Sementara itu, pemilihan sampel dilakukan melalui pengenalan pasti senarai sampel dari cabutan senarai sekolah disekitar Pulau Pinang.

Bagi tujuan analisis data, analisis deskriptif, analisis bivariante dan analisis multivariate bersesuaian bagi kajian keratan rentas (deVAus, 2001). Secara amnya, bagi tujuan kertas kerja ini analisis statistik deskriptif dan inferensi digunakan bagi menganalisis data kajian ini. Selain itu, penggunaan analisis regresi juga digunapakai bagi menilai model kesan faktor setiap satunya kepada tahap budi bahasa.

Seramai 397 orang responden telah terlibat dalam kajian ini, namun setelah menjalani ujian normaliti, 24 orang responden telah didapati tidak memenuhi kriteria ciri-ciri data yang normal dan ini menyebabkan data tersebut telah dibuang. Oleh yang demikian, sebanyak 373 data yang diterima pakai bagi tujuan kajian ini.

3 Demografi kajian

Perbincangan selanjutnya adalah berkaitan hasil analisis frekuensi responden berkaitan dengan sekolah yang terlibat, jantina responden, umur responden dan bangsa responden yang terlibat dalam kajian ini. Jadual menghuraikan tentang jantina responden yang terlibat dalam kajian ini. Hasil analisis menunjukkan seramai 199 orang (50.4%) responden terdiri daripada responden lelaki dan seramai 196 orang (49.6%) responden terdiri daripada remaja perempuan. Seterusnya membincangkan tentang umur responden dalam kajian ini. Dapatan menunjukkan majoriti responden berumur 13 tahun iaitu melibatkan seramai 182 orang (46.1%) responden. Bagi mereka yang berumur 14 tahun melibatkan seramai 94 orang (23.8%) responden. Mereka yang berumur 16 tahun pula melibatkan seramai 70 orang (17.7%) responden, 39 orang (9.9%) responden menyatakan berumur 15 tahun dan bagi mereka yang berumur 17 tahun pula melibatkan 10 orang (2.5%) responden. Turut dibincangkan berkaitan dengan bangsa responden kajian ini. Seramai 220 orang (55.7%) responden menyatakan mereka berbangsa Melayu, 116 orang (29.4%) responden berbangsa Cina, 55 orang (13.9%)

responden berbangsa India dan hanya empat orang (1%) responden menyatakan mereka berbangsa lain-lain

Penggunaan medis sosial juga menjadi perhatian penyelidik dengan mengenalpasti media popular menjadi pilihan remaja kajian. Berdasarkan Jadual 1 menunjukkan hasil analisis media sosial yang paling kerap digunakan ialah seramai 88 orang (24%) responden menyatakan bahawa menggunakan Wechat sebagai media sosial dalam kehidupan seharian mereka berbanding dengan aplikasi media sosial yang lain. Manakala, 67 orang (18%) responden menyatakan mereka menggunakan WhatsApp dengan kerap berbanding dengan yang lain. Seterusnya responden memilih Facebook sebagai media popular ketiga menjadi media paling kerap digunakan dengan 59 orang atau 16% memilihnya. Instagram pula dengan 56 respondenn iaitu 15 % dan 51orang (14%) responden menyatakan bahawa mereka menggunakan Telegram sebagai medium utama untuk komunikasi online dalam kehidupan seharian mereka. Secara keseluruhannya, terdapat juga responden yang menyatakan bahawa mereka turut menggunakan media sosial lain-lain selain daripada media sosial yang telah dinyatakan oleh pengkaji seperti 9Gag, CT Mail, Garena, Garena Plus, Gmail, Google, Kakaa Talk, Line, Messanger, Musically, Photogram, QQ, Sim Sime, Snapchat, Viber, Voxer, Weibo dan Youtube

Jadual 1: Kekerapan Emosi Pengguna Remaja Media Sosial

	Jenis Media Sosial	n	Peratus
1.	Wechat	88	24
2.	WhatsApp	67	18
3.	Facebook	59	16
4.	Instagram	56	15
5.	Telegram	51	14
6.	Twitter	37	10
7.	Lain-lain	15	4
Jumlah		373	100%

4 Analisis Deskriptif Emosi Semasa Menggunakan Media Sosial

Kajian ini meneliti emosi responden yang selalu hadir sewaktu penggunaan media sosial. Emosi ini termasuklah Tenang, Sayang, Marah, Mesra, Gembira, Suka, Bahagia, Bebas, Sedih, Bangga, Rindu, Pemalu, Bodoh, Spontan, Tegang, Dendam, Kecewa dan Curiga dengan menggunakan skala tahap 1 sehingga tahap 6. Emosi remaja secara keseluruhan pada waktu penggunaan media sosial ialah berkaitan dengan emosi yang stabil atau lebih kearah positif. Merujuk Jadual 2, emosi lima teratas menjadi emosi yang majoriti remaja alami iaitu emosi positif iaitu, gembira, tenang, suka, sayang dan mesra. Manakala, jika merujuk kepada jadual, emosi negatif adalah perasaan yang jarang sekali dilalui oleh remaja sepanjang mereka melayari atau menggunakan media sosial. Ini dilihat sebagai satu kebergantungan media yang mana remaja lebih menjadikan media sosial sebagai peneman utama komunikasi mereka.

Jadual 2: Kekerapan Emosi Pengguna Remaja Media Sosial

Emosi	n	Peratus
Gembira	40	10.8
Tenang	25	6.6
Suka	22	5.8
Sayang	20	5.4

Mesra	21	5.7
Bahagia	19	5.0
Bebas	16	4.3
Rindu	18	4.8
Bangga	14	3.8
Sedih	17	4.6
Malu	15	3.9
Spontan	17	4.6
Tegang	25	6.7
Curiga	20	5.3
Kecewa	18	4.8
Bodoh	29	7.9
Dendam	27	7.2
Marah	10	3
Jumlah	373	100

5 Terdapat hubungan yang signifikan di antara faktor emosi komunikator dengan pemaparan budi bahasa di media sosial

Hipotesis seterusnya berkaitan dengan pengujian hubungan di antara emosi komunikator dengan pemaparan budi bahasa. Hasil analisis korelasi mendapati terdapat hubungan yang signifikan, positif dan sederhana kuat di antara emosi komunikator dengan pemaparan budi bahasa ($r=.48$, $p<.01$). Ini membuktikan bahawa semakin responden menunjukkan emosi yang positif semasa menggunakan media sosial, semakin responden memaparkan budi bahasa yang positif dalam media sosial yang digunakan. Oleh yang demikian hipotesis kajian yang dibentuk adalah diterima.

Jadual 1: Hubungan antara emosi dan tahap budi bahasa

Pemboleh ubah		Budi bahasa
Emosi komunikator	<i>r</i>	.48**
	<i>n</i>	373
	<i>p</i>	.01

** $p>.01$

Dalam meneliti hubungan antara pemboleh ubah, analisis korelasi mendapati terdapat hubungan yang signifikan, positif dan sederhana kuat di antara emosi komunikator dengan pemaparan budi bahasa. Ini membuktikan bahawa semakin responden menunjukkan emosi yang positif semasa menggunakan media sosial, semakin responden memaparkan budi bahasa yang positif dalam media sosial yang digunakan.

Dapatan ini menjelaskan bahawa emosi komunikator yang dialami oleh remaja mempengaruhi pemaparan budi bahasa di media sosial. Emosi komunikator yang positif akan memberikan kesan pemaparan budi bahasa yang lebih baik. Sekiranya remaja mempunyai emosi komunikator yang negatif, maka ianya lebih cenderung kepada mereka untuk memaparkan budi bahasa yang negatif. Perkembangan mendadak industri teknologi maklumat dan komunikasi terutama dalam jaringan sosial telah dipertingkatkan dengan konsep gambar dan penulisan di setiap paparan jaringan sosial berkenaan dan ini memerlukan kepada penerapan budi bahasa agar tidak menimbulkan kesan yang lain kepada remaja di mana kurangnya penelitian budi bahasa akan memberikan kesan kepada jalinan hubungan sesama rakan atau pengguna media sosial.

Oleh yang demikian emosi komunikator yang akan dipaparkan di media sosial perlu lebih ke arah emosi yang positif agar dapat penerapan budi bahasa yang murni dapat dikekalkan umumnya dalam konteks penggunaan media sosial seperti Whatsapp, Wechat, Facebook dan sebagainya.

6 Rumusan

Kajian ini boleh dikembangkan lagi melalui kaedah triangulation, yang dilihat mampu mengenengahkan aspek atau pembolehubah baru yang mungkin menyumbang kepada pengetahuan tambahan literature. Ini kerana, dapatan ini dapat membolehkan penyelidik membuat perbandingan berkaitan dengan penggunaan media sosial dalam kalangan remaja mengikut negeri-negeri di Malaysia. Jika dilihat dalam hasil kajian yang telah diperolehi, kesemua persoalan dan objektif kajian adalah memenuhi keperluan kajian ini. Walau bagaimanapun, hasil kajian ini hanya melibatkan remaja sekolah di Pulau Pinang sahaja dan tidak mewakili keseluruhan remaja-remaja di Malaysia. Bilangan sampel yang lebih luas akan dapat memberikan gambaran yang lebih tepat tentang isu-isu penggunaan media sosial dalam pelbagai konteks. Kajian yang akan datang juga boleh difokuskan kepada salah satu media sosial sahaja seperti Whatsapp sahaja bagi mendapatkan satu hasil kajian yang lebih berfokus. Ini memandangkan dapatan kajian ini telah menemukan bahawa media sosial Whatsapp adalah medium yang paling kerap digunakan oleh remaja sekolah.

Kajian juga boleh diperluaskan lagi skop dengan menambahbaik kaedah kajian yang berfokus kepada kaedah temubual. Ini adalah bagi mendapatkan hasil kajian yang lebih mendalam tentang isu emosi komunikator yang dilalui oleh pengguna media sosial dan seterusnya mendalami pemaparan budi bahasa dalam kalangan pengguna di media sosial.

7 Penghargaan

Penyelidikan ini ialah hasil dari geran Research Acculturation Grant Scheme (RAGS), Kementerian Pendidikan Malaysia.

REFERENCES

- Acquisti, A., & Gross, R. (2006). Imagined communities: Awareness, information sharing, and privacy on the Facebook. In P. Golle & G. Danezis (Eds.), *Proceedings of 6th Workshop on Privacy Enhancing Technologies*. 36–58. Cambridge, UK: Robinson College.
- Banakou, D., Chorianopoulos, K. & Anagnostou, K. (2006). Avatars' appearance and social behavior in online virtual worlds
- Byron, K. (2008). Carrying Too Heavy a Load? The Communication and Miscommunication of Emotion by Email. *Academy of Management*. 33 (2) 309–327. <http://www.jstor/stable/20159399>.
- Carter, D. (2005). Living in virtual communities: An ethnography of human relationships in cyberspace. *Information, Communication and Society*. 8 (2), 148 – 167. Retrieved March 5, 2011 from <http://www.tandf.co.uk/journals>
- deVaus, D.A. (2002). *Surveys in social research* (5th ed). London: Routledge.
- Ebner, N. C. & Fischer, H. (2014). Emotion and aging: evidence from brain and behavior. *Front Psychol*. 2014; 5: 996. Published online 2014 Sep 9. doi: 10.3389/fpsyg.2014.00996
- Fontaine, R., & Richardson, S. (2005). Cultural values in Malaysia: Chinese, Malays and Indians compared. *Cross Cultural Management: An International Journal* 12 (4) 63 – 77. <http://dx.doi.org/10.1108/13527600510798141>.
- Ford, G., & Gelderblom, H. (2003) The effects of culture on performance achieved through the use of human computer interaction. *Proceedings of SAICSIT 2003* (218 – 230).
- Garau, M. (2003). *The Impact of Avatar Fidelity on Social Interaction in Virtual Environments*. Doctoral Thesis, Department of Computer Science, University College London
- Hair, J., Black, W., Babin, B., & Andersen, R. (2010). *Multivariate data analysis* (7th ed.). NJ: Upper Saddle River, Pearson Prentice Hall.

- Hashim Hj. Musa, Normahdiah Sheik Said, Rozita Che Rodi, & Siti Sarah Ab Karim. (2012). Hati budi Melayu: Kajian keperibadian sosial Melayu ke arah Penjanaaan Melayu gemilang. *GEMA Online, Journal of Language Studies*. 12(1), 163-182.
- Hewitt, A., & Forte, A. (2006). Crossing boundaries: Identity management and student / faculty relationships on the Facebook. Paper presented in Computer Supported Cooperative Work '06 organized by CCSW, Alberta, Canada.
- Jaafar, J., Kolodinsky, P., McCarthy, S., & Schroder, V. (2004). The impact of cultural norms and values on the moral judgment of Malay and American adolescents: A brief report. In B. N. Setiadi, A. Supratiknya, Lonner, W. J., & Y. H. Poortinga (Eds.). *Psychology and culture* (Online Ed.). Retrieved on April 26, 2010. http://ebooks.iaccp.org/ongoing_themes/chapters/jaafar/jaafar.php?file=jaafar&output=screen
- Kementerian Dalam Negeri Malaysia (n.d). Rukunegara. Retrieved on July 23, 2010. <http://library.kdn.gov.my/documents/Rukun%20Negara.pdf>.
- Kementerian Kebudayaan, Kesenian dan Warisan Malaysia (2005). *Buku Panduan Budi Bahasa Budaya Kita*. Kuala Lumpur: Author.
- Kim, H. & Papacharissi, Z. (2003). Cross-cultural differences in online self-presentation: Content analysis of personal Korean and US homepages. *Asian Journal of Communication*, 13 (1) http://tigger.uic.edu/~zizi/Site/Research_files/KimPapacharissi.pdf.
- Livingstone, S. (2008) Taking risky opportunities in youthful content creation: teenagers' use of sosial networking Sites for Intimacy, Privacy and Self-Expression. *New Media Society* June 2008 vol. 10 (3) 393-411. DOI: 10.1177/1461444808089415.
- Locher, M. A. (2010). Introduction: Politeness and impoliteness in computer-mediated communication. *Journal of Politeness Research: Language, Behaviour, Culture* 6 (1). Retrieved on May 24, 2010. DOI: 10.1515/JPLR.2010.001.
- March, J. G., & Olsen, J. P. (2004). The logic of appropriateness. In Fairclough, N. (Ed.) *ARENA Working Papers*, 9(09), 1-28. Longman. Retrieved from http://www.arena.uio.no/publications/wp04_9.pdf.
- Miller, H. (1995). The presentation of self in electronic life: Goffman on the internet. Retrieved on April 3, 2010. <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.144.6097&rep=rep1&type=pdf>.
- Nasariah Mansor, Faizah Ahmad, & Yusniza Yaakub (2010). Kesantunan bahasa dalam kalangan remaja IPT: Satu kajian perbandingan etnik. In: *Proceedings Seminar on Nasional Resilience (SNAR 2010) "Political Managements and Policies in Malaysia"*.
- Nguyen, Manh Hung (2010). *A Logical Framework for Trust-Related Emotions: Formal and Behavioral Results*. Doctoral Thesis. University of Toulouse. Toulouse, September 2010.
- Romlah Ramli (2013): Culturally appropriate communication in Malaysia: budi bahasa as warranty component in Malaysian discourse, *Journal of Multicultural Discourses*, 8:1, 65-78. Retrived from <http://dx.doi.org/10.1080/17447143.2012.753895>
- Safurah Abd. Jalil, Khaizuran Abd. Jalil & Azmi Abd. Latif (2010). Sosial media and our youths today: Exploring the impact of sosial media on Malaysian youths. Paper presented in *International Communication and Media Conference (i-come 2010)* organized by Universiti Utara Malaysia.
- Samsudin A. Rahim (2008). *Media dan generasi muda*. Kuala Lumpur: Institut Penyelidikan dan Pembangunan Belia Malaysia, Kementrerian Belia dan Sukan.
- Subrahmanyam, K., Smahel, D., & Greenfield, P. (2006). Connecting developmental constructions to the internet: Identity presentation and sexual exploration in online teen chat rooms. *The Developmental Psychology*, 42 (3), 395-406.
- Upadhyay, S. R. (2010). Identity and impoliteness in computer-mediated reader responses. *Journal of Politeness Research. Language, Behaviour, Culture*, 6 (1).

Faktor-Faktor Yang Mempengaruhi Wartawan Dalam Peningkatan Isu Pilihan Raya Kecil

Mohd Zuwairi Mat Saad¹

¹Department of Communication, Universiti Utara Malaysia (zuwairi@edu.my)

ABSTRACT. Media merupakan salah satu platform dalam penyampaian maklumat kepada khalayak. Peranan yang dimainkan oleh media dalam peningkatan isu terutamanya menjadi sangat penting apabila ia dapat memberi kesan bagaimana seseorang khalayak itu berfikir. Oleh itu, artikel ini menganalisis pembinaan bingkai dengan memfokuskan kepada berita pilihan raya. Kajian menggunakan temu bual separa berstruktur bersama wartawan dilakukan adalah untuk menjelaskan bagaimana faktor-faktor dalaman dan luaran yang mempengaruhi wartawan dalam bilik berita memberi kesan kepada peningkatan berita pilihan raya kecil di Malaysia. Informan bagi temu bual bersemuka ini ialah pengamal media Malaysia iaitu wartawan akhbar cetak (Utusan Malaysia dan Berita Harian) daripada latar belakang, peranan yang berbeza dan berpengalaman dalam kewartawanan politik. Sebanyak tiga informan daripada Berita Harian dan tiga informan daripada Utusan Malaysia. Wartawan yang ditemubual merupakan wartawan yang berpengalaman dalam melaporkan berita bingkai pilihan raya kecil atau umum telah ditemu bual. Hasil kajian mendapati bahawa, terdapat faktor dalaman dan luaran yang mempengaruhi wartawan dalam pembinaan bingkai berita. Bagaimanapun, terdapat faktor yang lebih dominan memberi kesan kepada peningkatan berita pilihan raya kecil di Malaysia iaitu pendidikan wartawan. Pendidikan wartawan memainkan peranan penting dalam memberi pemahaman dalam menyampaikan laporan berita kepada khalayak. Pengkhususan bidang yang terdapat pada wartawan, memberi impak kepada penulisan berita di samping memantapkan pemikiran wartawan dalam pemilihan tema, arah berita dan sumber walaupun faktor dalaman organisasi dan faktor luaran memberi kesan kepada pembinaan berita.

KATA KUNCI: peningkatan, wartawan, bilik berita, media cetak, pilihan raya kecil

14. PENGENALAN

Media memainkan peranan penting dalam meningkatkan sesuatu isu. Pengenalan konsep pembinaan bingkai, Scheufele (1999) menyarankan lebih banyak penyelidikan dilakukan terhadap faktor-faktor yang mempengaruhi perkembangan peningkatan media. Malah, De Vreese (2005) memperincikan pembinaan bingkai dengan memperkenalkan model proses peningkatan berita. Kajian-kajian peningkatan yang dilakukan oleh Shoemaker & Reese (1996), Gans (1979), Tuchman dan Gaye (1978), Cooper (2002), Snow dan Benford (1992), Bartholomee, Lecheler & de Vreese (2015) dan Castello, & Montagut (2011) memberi sumbangan kepada faktor-faktor pengaruh terhadap wartawan dalam bilik berita. Manakala, De Vreese (2014) memberi penekanan kepada kepentingan interaksi antara pengamal media dan pengaruh luar seperti golongan elit dan penyampaian komunikasi strategik salah satu faktor yang dapat memberi pengaruh kepada wartawan. Walau bagaimanapun, Bell (2016) menyatakan bahawa sejak lima tahun kebelakangan ini, teknologi memainkan peranan penting dan memberi kesan kepada dunia kewartawanan berita.

Boesman et al. (2015) mencadangkan kajian seterusnya perlu dilakukan pada peringkat individu iaitu wartawan mengenai faktor-faktor yang memberi pengaruh kepada pembinaan bingkai. Objektif kajian ini adalah untuk menganalisis faktor dalaman dan luaran yang mempengaruhi pembinaan bingkai wartawan dalam bilik berita. Kajian mengadaptasi model proses peningkatan oleh De Vreese (2005) dan pada akhir kajian dapat merungkakan proses peningkatan dalam bilik berita berdasarkan ciri-ciri kewartawanan Malaysia.

15. PEMBINGKAIAN DALAM BILIK BERITA

Teori Pembingkai di pelopor oleh Goffman (1974) dalam bukunya *Frame Analysis an Essay on the Organization of Experience*. Idea asal mengenai pembingkai adalah terhadap tafsiran keadaan sekeliling dengan menggunakan kerangka utama (diri) tanpa bantuan lain yang dibahagikan kepada dua mengikut fungsi iaitu semula jadi dan sosial. Akan tetapi, definisi bingkai dan pembingkai masih lagi kabur. Penyelidik tidak konsisten dalam menjelaskan pembingkai dalam cara yang sama (Scheufele 1999). Penyelidik mentakrifkan pembingkai dalam pelbagai cara; ada yang dari segi kesannya terhadap penonton dan yang lain-lain memberi tumpuan kepada pembingkai. Walau bagaimanapun, Pan dan Kosicki (2001) mencadangkan agar kebanyakan sarjana cenderung untuk menjelaskan pembingkai berdasarkan Goffman (1974). Menurut Goffman (1974), bingkai adalah skema tafsiran yang memberi peluang kepada khalayak untuk melakukan aktiviti ke atas sesuatu yang bermakna.

Manakala pembingkai, menurut Entman (1993) adalah perhatian kepada beberapa aspek realiti, pada masa yang sama mengaburkan unsur-unsur lain yang boleh menyebabkan penonton memberi reaksi yang berbeza. Menurut Entman (1993), masalah yang timbul daripada pembingkai adalah bagaimana hendak menentukan masyarakat memahami dan menilai sesuatu isu. Pembingkai adalah pemilihan realiti yang dilihat dalam apa sahaja cara untuk menggalakkan definisi masalah tertentu, tafsiran sebab-musabab, penilaian moral, dan / atau cadangan untuk mengatasi masalah tentang item yang dinyatakan (Entman 1989).

Model proses pembingkai telah diperkenalkan oleh de Vreese (2005). Proses pembingkai melibatkan dua peringkat iaitu proses pembinaan bingkai dan proses penentuan bingkai. Pembinaan bingkai merujuk kepada faktor-faktor yang mempengaruhi kualiti struktur bingkai berita. Manakala penentuan bingkai merujuk kepada hubungan antara bingkai media dan pengetahuan sedia ada dan kecenderungan seseorang individu. Bingkai berita boleh menjejaskan pembelajaran, tafsiran dan penilaian terhadap isu dan peristiwa. Tahap kesan seseorang individu terhadap sikap tentang sesuatu isu boleh dilihat berdasarkan pendedahan kepada bingkai tertentu. Pada peringkat sosial, bingkai boleh menyumbang kepada pembentukan proses tahap sosial seperti sosialisasi politik, membuat keputusan dan tindakan secara kolektif. Bagi kajian ini, penumpuan hanya pada peringkat pembinaan bingkai.

Wartawan yang bekerja di organisasi media menggunakan pembingkai sebagai satu cara untuk membingkai isu. Terdapat dua peringkat dalam pembingkai iaitu peringkat konstruk makro dan peringkat konstruk mikro (Scheufele 1999). Menurut Shoemaker, dan Reese (1996) pada peringkat makro, wartawan atau komunikator memilih mod persembahan yang akan digunakan dalam memaparkan maklumat dengan cara yang selari dengan skema yang wujud dalam khalayak. Manakala pada peringkat mikro, pembingkai merujuk kepada bagaimana khalayak menggunakan maklumat dan ciri-ciri persembahan berkaitan dengan pembentukan pendapat tentang sesuatu isu (Scheufele dan Tewksbury 2007). Menurut Scheufele, dan Tewksbury (2007), pada peringkat pembinaan bingkai dan pembinaan agenda, ia merujuk kepada mekanisme makroskopik yang memberi keutamaan dalam konstruk mesej berbanding kesan terhadap media. Segala aktiviti wartawan dalam membentuk agenda dan bingkai media akan memberi kesan jumlah dan ciri-ciri berita dalam sesetengah isu.

Pada peringkat permulaan, pembingkai adalah faktor-faktor yang mempengaruhi wartawan dalam bilik berita. Merujuk kepada faktor yang mempengaruhi wartawan dalam menstrukturkan bingkai berita yang berkualiti, ia meliputi faktor dalaman dan faktor luaran. Terdapat dua faktor dalaman kewartawanan dalam mengenal pasti bagaimana wartawan dan organisasi berita membingkai isu iaitu pengaruh dalaman khalayak (ideologi, sikap, norma profesional) dan rutin organisasi (orientasi politik sebagai medium) (Shoemaker & Reese 1996). Manakala peranan wartawan sebagai seorang yang profesional juga merupakan pengaruh pada peringkat individu (Bartholomee et al. 2015; Castello, & Montagut 2011) dan pengaruh dari segi konteks produksi berita (Castello and Montagut, 2011). Manakala bagi

faktor luaran ialah hubungan berterusan antara wartawan dan golongan elit (Gans 1979; Tuchman & Gaye 1978), perubahan sosial (Cooper 2002; Snow dan Benford 1992), ahli politik, kuasa, kumpulan berkepentingan dan elit (Gans 1979) adalah faktor-faktor pengaruh terhadap wartawan dalam membingkaikan isu.

Proses pembinaan bingkai telah dipinjamkan daripada kajian penentuan agenda untuk melihat proses pumbingkaian yang lebih berkesan. Pada peringkat proses ini, pembinaan bingkai dibahagikan kepada dua iaitu bingkai isu spesifik dan bingkai isu umum. Bagi bingkai isu spesifik, kajian lalu banyak menumpukan kepada isu-isu tertentu seperti pumbingkaian intifada (Cohen dan Wolfsfeld 1994), Internet (Roessler 2001), pembangunan wanita (Terkildsen dan Schnell 1997) dan perselisihan buruh (Simon, & Xenos 2000). Manakala bagi bingkai isu umum, kebanyakan kajian lalu menumpukan kepada liputan berita politik secara khususnya kepada kempen pilihan raya (de Vreese 2005).

Artikel ini akan menyumbang kepada pengetahuan dalam konteks kewartawanan Malaysia dengan memberi tumpuan kepada pumbingkaian dalam bilik berita di peringkat pembinaan bingkai (De Vreese, 2005).

16. Faktor-faktor yang mempengaruhi wartawan dalam bilik berita

Teori pumbingkaian merupakan asas kepada kajian ini untuk melihat apakah faktor-faktor yang mempengaruhi wartawan dalam pumbingkaian berita pilihan raya. Menurut de Vreese (2005) terdapat beberapa faktor yang mempengaruhi wartawan dalam bilik berita yang meliputi faktor dalaman dan faktor luaran. Soalan diajukan kepada wartawan apakah faktor-faktor yang melibatkan faktor dalam dan luaran yang sedikit sebanyak mempengaruhi mereka dalam pumbingkaian berita pilihan raya.

Menurut informan sudah pasti terdapat dua faktor tersebut yang mempengaruhi mereka dalam menyampaikan maklumat kepada khalayak dalam laporan berita pilihan raya. Dapatan hasil temu bual ini akan dibahagikan kepada dua faktor iaitu faktor dalaman dan luaran.

a. Faktor dalaman:

Hasil daripada temu bual mendapati bahawa faktor dalaman melibatkan dua faktor iaitu:

- i. Faktor dalaman organisasi iaitu faktor orientasi organisasi dan berita sebagai komoditi.
- ii. Faktor dalaman iaitu faktor pendidikan wartawan.

Faktor dalaman yang pertama adalah faktor kepelbagaian latar belakang pendidikan wartawan pada masa kini berbanding tahun 1980-an. Kesannya terhadap pelaporan berita, memberikan wartawan kepakaran dan kemahiran wartawan dalam dunia kewartawanan. Menurut UM-A, kebanyakan wartawan kini mempunyai tahap pendidikan yang lebih tinggi berbanding dengan wartawan senior iaitu tahap pendidikan mereka lebih rendah dan skop pembelajaran hanya dalam bidang kewartawanan. Wartawan-wartawan kini mempunyai lulusan sekurang-kurangnya dalam ijazah sarjana muda.

Malah menurut BH-A, ilmu yang mereka pelajari di peringkat universiti menyebabkan seseorang wartawan itu mempunyai kepakaran dalam sesuatu bidang seperti ekonomi, politik dan sebagainya.

Ilmu yang ada pada seseorang wartawan dalam sesuatu bidang dapat menjadikan penulisan lebih berautoriti dalam menjelaskan dan memperbetulkan sesuatu isu dalam laporan berita. Secara tidak langsung, perbezaan ilmu ini menyebabkan mereka mempunyai kebolehan dalam penulisan berita kerana mereka mempunyai kepakaran dalam sesuatu bidang tersebut. Latar

belakang pendidikan wartawan yang mempunyai kelulusan yang lebih tinggi juga dapat membuktikan bahawa wartawan seorang yang berpengetahuan dalam pelaporan berita.

Malah menurut informan BH-A, kepelbagaian bidang menyebabkan mereka mempunyai pengkhususan kepada sesuatu ilmu. Jika menjurus kepada bidang politik, wartawan yang berlatarbelakangkan ilmu agama dan sains sosial menjadi penting. Hal ini kerana wartawan dalam bidang sains sosial bukan sahaja dapat melihat ciri-ciri pengundi malah dapat melihat tingkah laku pengundi. Perkara seperti ini yang dapat membezakan seorang wartawan sains sosial dengan bidang yang lain.

Selain itu, perbezaan bidang pendidikan ini juga merupakan faktor wartawan pada peringkat awalnya meimplementasikan apabila mereka berada pada kedudukan tertinggi dalam organisasi seperti editor dan sebagainya.

Orientasi organisasi juga merupakan salah satu faktor dalaman yang mempengaruhi wartawan dalam tempoh yang dikaji. Menurut informan BH-A dan UM-C, akibat daripada tekanan organisasi yang mempunyai kehendak atau peraturan yang tersendiri, wartawan terpaksa mengikuti kehendak organisasi tersebut. Bagi berita politik, keadaan semasa memainkan peranan penting. Organisasi media perlu akur kepada parti pemerintah yang memerintah kini berdasarkan tempoh dari tahun 1987 hingga 2014. Segala liputan berita yang dilakukan perlulah positif kepada parti pemerintah semasa.

Bagi berita pilihan raya menurut informan, akhbar Berita Harian akan bekerja keras membuat liputan ke atas parti kerajaan sahaja. Laporan berita sudah pasti menjurus kepada satu arah sahaja iaitu positif kepada kerajaan. Berbeza dengan Utusan Malaysia, melalui temu bual mendalam mendapati bahawa wartawan juga akan memberi liputan kepada pihak pembangkang. Namun, sudah pasti laporan berita parti pemerintah lebih dominan.

Justeru itu, faktor dalaman melibatkan berita sebagai komoditi. Hal ini kerana berita juga merupakan sebagai satu komoditi bagi organisasi media. Menurut informan BH-B, komoditi bermaksud berita merupakan sumber pendapat organisasi dan ia diperdagangkan kepada khalayak.

b. Faktor luaran:

Selain daripada faktor dalaman, faktor luaran juga mempengaruhi wartawan dalam pbingkajian berita pilihan raya. Faktor-faktor luaran adalah seperti teknologi, internet, dan kemunculan wartawan warga pada masa kini.

Faktor yang mempengaruhi wartawan paling ketara berdasarkan temu bual yang telah dilakukan adalah internet sejak kebelakangan ini. Pembangunan telekomunikasi pada tahun 1990-an dengan kemunculan internet telah mempengaruhi wartawan dalam bilik berita. Kesemua enam informan mengakui bahawa internet sedikit sebanyak mempengaruhi mereka dalam pbingkajian berita. Internet memberi tekanan kepada wartawan dengan munculnya pelbagai media sosial atas talian kini seperti Facebook. Justeru itu, internet juga menyebabkan organisasi media pada awalnya dalam bentuk bercetak telah menambah satu lagi medium dalam menyampaikan maklumat kepada khalayak dalam bentuk portal.

Selain itu, teknologi kini yang kian berkembang menyebabkan salah satu faktor luaran yang menyebabkan perubahan corak pemberitaan berlaku. Berdasarkan temu bual pengaruh-pengaruh kepada penulisan berita melibatkan teknologi seperti ICT, kemunculan media sosial dan aplikasi telefon pintar dan kemudahan SMS menyebabkan berita senang dicapai oleh khalayak.

Menurut BH-A, Teknologi ICT juga menyebabkan berita yang dikeluarkan pada waktu yang sebenar dan semasa kejadian tersebut berlaku. Kemunculan media sosial seperti Facebook dan Twitter menyebabkan proses penghantaran maklumat tersebut berlaku dengan cepat dan meluas. Malah SMS masih lagi digunakan untuk penghantaran maklumat walaupun perkembangan dunia teknologi kini.

Manakala bagi informan UM-C, Aplikasi telefon pintar seperti WhatsApps dan SMS menyebabkan penyebaran berita lebih cepat. Kemudahan seperti ini memudahkan wartawan untuk mengetahui sesuatu peristiwa bukan sahaja dalam dunia politik malah peristiwa-peristiwa harian yang lain. Kumpulan-kumpulan wartawan ditubuhkan dalam aplikasi ini bagi memudahkan penyebaran maklumat dilakukan. Teknologi juga membantu dalam penghantaran maklumat kepada pihak atasan dengan lebih cepat.

Hal ini kerana dalam dunia kewartawanan cepat dan tepat memainkan peranan penting. Gajet-gajet memainkan peranan penting dalam situasi ini yang berperanan sebagai medium utama untuk menghantar maklumat secara terus kepada portal berita atas talian dan selebihnya dihantar kepada editor untuk berita selanjutnya mengenai sesuatu peristiwa bagi proses penyuntingan yang akan dimasukkan dalam media cetak.

Apabila bercakap mengenai internet sudah pasti soalan akan ditanya mengenai isu viral di media sosial yang sedikit sebanyak memberi pengaruh kepada wartawan. Menurut kesemua informan teknologi dan internet seiring dalam mempengaruhi wartawan dalam pbingkaian berita.

Isu-isu viral sama ada dalam bentuk teks atau audio visual sedikit sebanyak membantu wartawan dalam penulisan berita. Apabila isu-isu viral di media sosial, wartawan akan mengambil isu tersebut dan dijadikan berita keesokan hari. Menurut BH-C dan UM-C, tugas wartawan adalah untuk mengesahkan sumber dan memberi maklum balas sedikit sebanyak kepada isu-isu penting yang diviralkan di media sosial.

Hal ini kerana isu-isu viral di media sosial tidak mempunyai autoriti sumber dan ia dilaporkan oleh wartawan warga yang tidak mempunyai latar belakang yang sah sebagai penyampai maklumat seperti wartawan. Kerjaya sebagai seorang wartawan masih lagi memegang kepada etika kewartawanan. Ini bermakna segala maklumat yang diterima sumbernya diragui tidak boleh diberitakan.

Walau bagaimanapun, isu-isu tersebut akan diambil oleh wartawan dan memberi laporan dalam sudut yang berlainan daripada apa yang dipaparkan oleh wartawan warga. Justeru itu, menurut informan UM-A dan BH-A, dengan adanya media sosial memudahkan lagi wartawan dalam proses pembikinan sesuatu laporan berita. Bilangan wartawan di Malaysia terhad, dengan adanya wartawan warga ia dapat membantu wartawan dan dalam masa yang sama wartawan warga tidak dijadikan sebagai pesaing.

Ini menunjukkan bahawa wartawan warga yang menjadikan media sosial sebagai platform menyebarkan isu-isu atau peristiwa akan mbingkaikan terlebih dahulu sesuatu isu sebelum wartawan mengambil isu tersebut sebagai berita sama ada berita di media cetak mahupun di media sosial. Hal ini membuktikan bahawa media sosial mempunyai pengaruh yang besar terhadap wartawan dalam pbingkaian isu. Meskipun ia mempunyai pengaruh, wartawan tidak akan mengambil isu tersebut tanpa usul periksa terlebih dahulu. Wartawan akan mengesahkan sumber-sumber isu yang diviralkan dengan pihak yang berautoriti sebelum isu tersebut dijadikan sebagai laporan berita.

Selain itu penjelasan juga turut diberikan oleh informan BH-A mengenai penetapan agenda media arus perdana dan media sosial. Pada masa kini agenda bukan sahaja ditetapkan oleh media, malah media sosial juga berperanan dalam menetapkan agenda kepada khalayak seperti isu-isu politik semasa. Media sosial juga memainkan peranan yang lebih besar dalam berita politik. Hal ini kerana kebanyakan berita dalam media sosial tidak memihak kepada mana-mana pihak dan kadangkala dilihat negatif kepada kerajaan. Manakala, media-media cetak hanya menetapkan agenda positif kepada kerajaan.

Perbezaan penetapan agenda ini membezakan di antara media sosial dan media cetak dalam menyampaikan maklumat kepada khalayak. Media baharu terutamanya akan menyampaikan isu-isu yang bertentangan dengan pihak kerajaan. Malah menurut BH-A, media cetak pada masa kini menjadi keliru dalam penyampaian maklumat kepada khalayak. Maklumat yang disampaikan kepada khalayak pada awalnya untuk membentuk pemikiran tetapi kini adakah ia dapat menghancurkan pemikiran khalayak.

Berdasarkan temu bual mendalam yang dijalankan mendapati bahawa faktor luaran dan dalaman memberi pengaruh kepada wartawan dalam menyampaikan maklumat kepada khalayak. Pengaruh dalaman organisasi dan pengaruh dalaman wartawan merupakan faktor dalaman yang utama. Manakala bagi faktor luaran, politik semasa memainkan peranan penting terhadap wartawan dalam peningkatan berita pilihan raya. Walau bagaimanapun, seiring dengan era teknologi dunia tanpa wayar yang kian berkembang, faktor ini menjadi lebih dominan apabila fenomena media sosial sebagai medium penyebaran berita pada masa kini sehingga munculnya wartawan warga.

Media sosial bukan sahaja dijadikan sebagai platform dalam penyebaran berita malah ia juga berfungsi dalam menetapkan agenda terutamanya dalam berita politik. Wartawan memainkan peranan penting dalam mengesahkan kembali berita-berita yang disebarkan oleh pengguna-pengguna media sosial. Malah secara tidak langsung media sosial bukan lagi menjadi pesaing kepada wartawan dalam dunia kewartawanan malah sedikit sebanyak membantu wartawan dalam pembikinan berita.

7 RUMUSAN

Kajian ini menggunakan Teori Peningkatan dalam melihat bagaimana wartawan meningkatkan berita pilihan raya kecil di Malaysia. Proses pembikinan berita difokuskan dalam kajian ini seperti corak penulisan, tema, arah berita dan sumber. Manakala Teori Peningkatan digunakan sebagai dasar untuk melihat apakah faktor yang mempengaruhi wartawan dalam peningkatan berita.

Teori yang digunakan amat sesuai dan mengikut kehendak kajian yang telah dijalankan. Implikasi daripada Teori Peningkatan mengenai pembinaan bingkai membawa kepada penemuan faktor baru dalam dunia kewartawanan tempatan. Terdapat beberapa faktor yang telah dikenal pasti melalui kajian lalu yang berkaitan dengan Teori Peningkatan. Kajian menumpukan pada peringkat makro dalam teori peningkatan. Scheufele (1999) menyatakan terdapat peringkat makro dan mikro dalam peningkatan berita. Manakala, Shoemaker, dan Reese (1996) memberi kenyataan bahawa pemilihan mod persembahan adalah satu aspek pada peringkat makro. Pada peringkat ini peningkatan adalah faktor-faktor yang mempengaruhi wartawan dalam bilik berita semasa peningkatan berita pilihan raya kecil.

Kajian ini mengadaptasi daripada Model Proses Peningkatan oleh De Vreese (2005) dan menemukan sumbangan dalam konteks kewartawanan Malaysia bahawa terdapat faktor dalaman dan luaran yang mempengaruhi wartawan dalam pembinaan bingkai berita. Wartawan masih lagi dipengaruhi oleh faktor dalaman selari dengan kenyataan Shoemaker dan Reese (1996) dalam kajian mereka. Bagaimanapun, terdapat faktor yang lebih dominan memberi kesan kepada peningkatan berita pilihan raya kecil di Malaysia iaitu pendidikan wartawan.

Pendidikan wartawan memainkan peranan penting dalam memberi pemahaman dalam menyampaikan laporan berita kepada khalayak. Pengkhususan bidang yang terdapat pada wartawan, memberi impak kepada penulisan berita di samping memantapkan pemikiran wartawan dalam pemilihan tema, arah berita dan sumber walaupun faktor dalaman organisasi dan faktor luaran memberi kesan kepada pembikinan berita. Seterusnya, kajian juga menemukan pengaruh wartawan adalah disebabkan oleh komoditi berita. Berita dijadikan sebagai komoditi memerlukan wartawan menjadi lebih kreatif dalam menarik minat khalayak dalam memperoleh keuntungan selain daripada pendapatan melalui iklan. Rajah 1 merupakan hasil gabungan kerangka teori dan hasil dapatan kajian.

Meskipun faktor dalaman memberi impak kepada wartawan, tidak terkecuali faktor luaran juga memberi kesan kepada wartawan dalam pembikinan berita. Kajian menemukan bahawa faktor luaran wartawan di Malaysia dipengaruhi oleh faktor hubungan berterusan antara wartawan dan golongan elit (Gans 1979; Tuchman & Gaye 1978), dalam kajian ini golongan elit termasuklah pemimpin dan ahli politik Malaysia. Manakala perubahan sosial (Cooper 2002; Snow dan Benford 1992), ahli politik, kuasa, kumpulan berkepentingan dan elit (Gans 1979).

Selari dengan perkembangan teknologi kini, wartawan juga dipengaruhi oleh teknologi. Internet dan media sosial memberi pengaruh yang kuat dalam pembikinan laporan berita. Isu-isu yang ditonjolkan di media masa memberi kesan kepada wartawan apabila terdapat isu yang diberi penekanan oleh media sosial terlebih dahulu. Maklumat awal yang disampaikan oleh media sosial ini sedikit sebanyak memberi pengaruh dan membantu wartawan serta tidak menunjukkan sebarang persaingan.

Malah melalui dapatan kajian secara temu bual, wartawan mengatakan bahawa terdapat sesetengah isu media sosial akan mbingkaikan terlebih dahulu sebelum wartawan mbingkaikan sesuatu berita secara atas talian atau dalam media cetak. Media mbingkaikan isu dengan cara bagaimana khalayak itu berfikir. Kewujudan teknologi kini terutamanya media sosial telah mengubah bagaimana khalayak berfikir.

RUJUKAN

- Bartholomee, G., Lecheler, S. & de Vreese, C. 2015. Manufacturing conflict? How journalists intervene in the conflict frame building process. *International Journal of Press/Politics*, 20(4), 438–457.
- Bell, A. 2016. Facebook is eating the world. *Columbia Journalism Review*, http://www.cjr.org/analysis/facebook_and_media.php [9 March 2016].
- Boesman, J., Berbers, A., D'Haenens, L. & Gorp, B. Van. 2015. The news is in the frame: A journalist-centered approach to the frame-building process of the Belgian Syria fighters. *Journalism*, 1–9. doi:10.1177/1464884915610988
- Castello, E. & Montagut, M. 2011. Journalists, reframing and party public relations consultants: Strategies in morning talk radio. *Journalism Studies*, 12(4), 506–521.
- Chamil Wariya, . 2012. *Kewartawanan dan Media Era Digital Isu:-isu Semasa*. Kuala Lumpur: Malaysia Press Institute.
- Cohen, A. A. & Wolfsfeld, G. 1994. *Framing the Intifada: People and the Media*. Norwood, NJ: Ablex.
- Cooper, A. H. 2002. Media framing and social movement mobilization. German peace protest against INF missiles, the Gulf War and NATO peace enforcement in Bosnia. *European Journal of Political Research*, 41, 37–80.
- de Vreese, C. 2005. News framing: Theory and typology. *Information Design Journal + Document Design*, 13(4), 51–62.
- de Vreese, C. H. 2014. Mediatization of news: The role of journalistic framing. Dlm.

- F (pnyt.) & J (pnyt.). *Mediatization of Politics: Understanding the Transformation of Western Democracies*, hlm.137–155. Basingstok: Palgrave Macmillan.
- Entman, R. M. 1989. How the media affect what people think: An information processing approach. *The Journal of Politics*, 51(2), 347–370.
- Entman, R. M. 1993. Framing: Towards clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51–58.
- Gans, H. J. 1979. *Deciding what's news*. New York: Pantheon Books.
- Hallin, D. C. & Mancini, P. 2004. *Comparing Media System: Three Models of Media and Politics*. United States of America: Cambridge University Press.
- Mc Manus, J. 2009. The Commercialisation of News. Dlm. Wahl-Jorgensen (pnyt.) & Hanitzsch (pnyt.). *The Handbook of Journalism Studies*, hlm.Routledge., 218–231. New York.
- Philips, A. 2010. Old Sources: New Bottles. Dlm. Natalie (pnyt.). *New Media, Old News: Journalism and Democracy in the Digital Age*,. Los Angeles: Sage.
- Roessler, P. 2001. Between online heacen and cyberhell: The framing of the internet by traditional media in Germany. *New Media and Society*, 3, 49–66.
- Scheufele, D. A. 1999. Framing as a theory of media effects. *Journal of Communication*, 103–122.
- Scheufele, D. A. & Tewksbury, D. 2007. Framing, Agenda Setiing, and Priming: The evolution of three media effects models. *Journal of Communication*, 57, 9–20.
- Shoemaker, P. & Reese, S. D. 1996. *Mediating the Message*. New York: Longman Publishers.
- Simon, A. & Xenos, M. 2000. Media framing and effective public deliberation. *Political Communication*, 17, 363–376.
- Snow, D. A. & Benford, R. D. 1992. Master frames and cycles of protest. Dlm. Morris (pnyt.) & Ueller (pnyt.). *Frontiers in social movement theory*,. New Haven, CT: Yale University Press.
- Terkildsen, N. & Schnell, F. 1997. How media frames move public opinion. An analysis of the women's movement. *Political Research Quarterly*, 50, 879–900.
- Tuchman & Gaye. 1978. *Making news. A study in the construction of reality*. New York: Free Press.

Perbezaan Faktor Demografi Ke atas Saluran Komunikasi Penyelia di Perindustrian Kecil dan Sederhana (PKS) sektor Perkhidmatan di Malaysia

Marzura Ibrahim¹, Hasrina Mustafa², Hafizah Zainal³

¹Pusat Pengajian Multimedia Teknologi dan Komunikasi, Universiti Utara Malaysia
(marzura@uum.edu.my)

²Pusat Pengajian Komunikasi, Universiti Sains Malaysia (hasrina@usm.my)

³Pusat Pengajian Perniagaan Islam, Universiti Utara Malaysia (hafizahzainal87@gmail.com)

ABSTRAK. Kajian ini bertujuan untuk melihat perbezaan faktor-faktor demografi ke atas pemboleh ubah saluran komunikasi penyelia. Kajian ini menggunakan soal selidik sebagai instrumen untuk pengumpulan data. Sampel kajian adalah seramai 418 responden yang terdiri daripada pekerja pelbagai peringkat pengurusan. Teknik analisis statistik yang digunakan adalah Ujian-t dan ANOVA Sehalu. Dapatan kajian menunjukkan tidak terdapat perbezaan dari segi jantina terhadap saluran komunikasi penyelia. Manakala analisis ANOVA menunjukkan terdapat perbezaan dari segi kelayakan akademik terhadap saluran komunikasi penyelia. Secara umumnya boleh disimpulkan bahawa pekerja lelaki dan wanita memberikan persepsi yang sama sahaja terhadap penggunaan saluran komunikasi penyelia dalam PKS sektor perkhidmatan. Namun begitu, responden yang mempunyai kelayakan akademik yang pelbagai memberikan persepsi yang berbeza terhadap penggunaan saluran komunikasi penyelia. Ini adalah disebabkan kerana pekerja yang mempunyai latar belakang kelayakan akademik berbeza bekerja di bahagian pengurusan yang berbeza menyebabkan persepsi mereka terhadap saluran komunikasi penyelia turut berbeza. Kesimpulannya, faktor demografi dilihat turut memberikan kesan terhadap saluran komunikasi penyelia di organisasi PKS sektor perkhidmatan ini kerana kecekapan penggunaan saluran komunikasi bukan sahaja membantu meningkatkan produktiviti, pengetahuan dan kemahiran pekerja malah membantu ke arah pencapaian prestasi organisasi serta mengekalkan kelebihan daya saing.

Kata Kunci: Saluran Komunikasi, Penyelia, Komunikasi Organisasi, PKS, Sektor Perkhidmatan.

1 PENGENALAN

Komunikasi merupakan proses pertukaran idea, pemikiran, pendapat dan pandangan (Holla & Pikhart, 2014). Pengurusan sistem komunikasi yang berkesan mampu menyumbang kepada penyesuaian tugas, perkongsian maklumat sama ada di dalam atau di luar organisasi serta mewujudkan kerjasama dalam memenuhi jangkaan pekerja terhadap syarikat (Gondal & Shahbaz, 2012; Borca & Baesu, 2014; Holla & 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).

Tambahan lagi, komunikasi organisasi merupakan medium yang membentuk satu proses sosial dalam 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; Borca & Baesu, 2014). 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 mengurangi 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.

2 PERNYATAAN MASALAH

Kajian Hola & Pikhart (2014) mendapati kekerapan komunikasi berlaku adalah paling tinggi dalam syarikat kecil. Walaubagaimanapun, komunikasi dalaman secara umum dianggap tidak dapat menyelesaikan masalah secara sistematik terutamanya dalam syarikat-syarikat kecil. Hal ini disebabkan definisi komunikasi dan sistem komunikasi dalaman kurang difahami oleh pihak pengurusan dan pengurus. 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, 2011a). Tambahan lagi, wujud peluang komunikasi yang terhad apabila sesuatu permasalahan yang berlaku diselesaikan berdasarkan penyesuaian yang mudah dan cepat (Sethela & Rosli, 2011b).

Menurut Gondaz dan Shabaz (2012), sistem komunikasi organisasi yang berkesan merupakan asas kepada pelaksanaan dan pengurusan aktiviti dalam organisasi. Namun begitu, tanpa sistem komunikasi yang berkesan dan betul akan memberi kesan kepada proses pelaksanaan dan pengurusan organisasi bukan sahaja terbantut malah para pekerja dan pihak pengurusan organisasi tidak dapat berhubung antara satu sama lain. Selain itu, keberkesanan saluran komunikasi organisasi juga berupaya membantu menjana pengetahuan, pemahaman dan kesedaran dalam kalangan pekerja.

Berdasarkan kajian-kajian lepas, penggunaan saluran komunikasi organisasi oleh pihak pengurusan khususnya penyelia dalam organisasi perniagaan kecil masih lagi terhad dilaksanakan (Xiaojuan Ou, Ling Sia & Kit Hui, 2013; Kumar & Giri, 2009; Zhang & Venkatesh, 2013; Xiaojuan Ou, Ling Sia & Kit Hui, 2013; Anderson, Potočnik & Zhou, 2014). Justeru, berdasarkan kepada tinjauan literatur terdapat jurang kajian yang perlu dikaji seperti saranan yang dikemukakan oleh Zhou (2013). Oleh demikian, kajian ini bertujuan untuk mengenalpasti mengenalpasti tahap saluran komunikasi penyelia dalam organisasi PKS sektor perkhidmatan di Malaysia, khususnya di Utara Semenanjung Malaysia.

3 KAJIAN LITERATUR

Saluran komunikasi didefinisikan sebagai medium yang digunakan oleh pihak pengurusan organisasi untuk menyampaikan atau menyalurkan maklumat kepada pekerja dalam organisasi. Medium ini digunakan untuk menyampaikan maklumat kepada pekerja dengan berkualiti dan konsisten (Kwateng, Osei & Abban, 2014; Beytekin & Arslan, 2012). Berdasarkan Mishra, Boynton dan Mishra (2014), saluran komunikasi merupakan kaedah komunikasi yang boleh diakses untuk memproses dan menyebarkan maklumat kepada pekerja. Antara fungsi saluran komunikasi organisasi ialah membantu meningkatkan

keberkesanan interaksi sosial dan komunikasi antara pekerja dengan pekerja mahupun organisasi (Uslu & Sahin, 2014).

Medium atau saluran komunikasi seperti mesej segera, mel elektronik, mesej teks mudah alih, persidangan audio atau video dan forum pengetahuan berupaya membantu memudahkan penyampaian dan penyaluran pelbagai maklumat bagi penambahbaikan proses pengurusan organisasi (Xiaojuan Ou, Ling Sia & Kit Hui, 2013; Zhang & Venkatesh, 2013). Penggunaan pelbagai saluran komunikasi seperti komunikasi perantaraan komputer, rangkaian komunikasi atas talian dan rangkaian sosial seperti mesej segera, mel-elektronik, mesej teks mudah alih, persidangan audio, persidangan video, forum pengetahuan, blog syarikat, komunikasi di luar talian (*offline*) iaitu komunikasi secara bersemuka dikenal pasti dapat meningkatkan proses komunikasi dan aktiviti serta berupaya membina rangkaian hubungan demi membantu pencapaian prestasi kerja pekerja dan ke arah mengekalkan organisasi kelebihan daya saing yang tangkas dalam pasaran ekonomi (Xiaojuan Ou, Ling Sia & Kit Hui, 2013). Penggunaan kepelbagai saluran komunikasi membolehkan pekerja mengakses kepada maklumat atau idea-idea baru bagi membantu melaksanakan tugas-tugas dengan lebih baik kerana idea-idea baru boleh meluaskan pengalaman seorang pekerja bahawa mereka boleh memohon pendekatan yang berbeza atau menapis pendekatan yang sedia ada, contohnya, dalam menyelesaikan sesuatu masalah dalam pelaksanaan sesuatu kerja (Zhang & Venkatesh, 2013).

Penggunaan pelbagai medium atau saluran komunikasi dalam organisasi memudahkan urusan penyaluran maklumat dalam organisasi. Kwateng, Osei & Abban (2014) mendapati antara saluran komunikasi yang berkesan ialah memo dan mesyuarat. Pelaksanaan mesyuarat boleh meningkatkan pematuhan pekerja dalam melaksanakan tugas yang diberikan sekurang-kurang dua kali seminggu bagi memastikan komunikasi yang berkesan iaitu membolehkan membolehkan individu memahami peranan organisasi mereka dan menyelaraskan aktiviti di antara jabatan atau unit dan berkepentingan dengan organisasi. Penggunaan komunikasi perantara komputer yang berkesan seperti mesej segera didapati dapat meningkatkan kualiti komunikasi, meningkatkan persefahaman individu dan menggalakkan pertukaran kerjasama bagi mengekalkan hubungan kerja yang stabil antara pekerja dalam organisasi. Selain itu, penggunaan mel elektronik di tempat kerja memudahkan laluan aktiviti komunikasi iaitu meningkatkan tindak balas segera antara pekerja dan menghapuskan halangan memudahkan pencapaian rangkaian kerja, contohnya mel elektronik dapat dihantar kepada semua pekerja dalam satu masa. Begitu juga dengan forum pengetahuan yang berfungsi memudahkan proses komunikasi dengan menerapkan perkongsian ilmu dalam proses kerja. Dengan forum perkongsian pengetahuan, syarikat boleh menyediakan pekerja dengan maklumat yang tepat pada masanya bagi memudahkan melaksanakan tugas dan membuat keputusan perniagaan yang cekap selain dapat memudahkan perkongsian pekerja dalam persekitaran yang berstruktur dan digital, walaupun wujud sekatan fizikal dan geografi pekerja (Xiaojuan Ou, Ling Sia & Kit Hui, 2013). Hola dan Pikhart (2014) menyatakan bahawa komunikasi melalui internet merupakan kaedah penting dalam membantu memudahkan proses pemindahan maklumat dengan pantas dan berkesan, contohnya melalui internet, wujud proses pemindahan maklumat seperti enkod dan dekod maklumat dengan tepat. Selain itu, komunikasi elektronik merupakan salah satu strategi pelaksanaan komunikasi yang dipertingkatkan kerana dilihat mempunyai potensi untuk membuat atau menetapkan syarat-syarat yang menyokong inovasi, keuntungan dan daya saing sesebuah organisasi perniagaan (Mohelská Pitra & Mana ěrsk  2012).

Mishra, Boynton dan Mishra (2014) telah melakukan kajian terhadap 6 eksekutif yang terdiri daripada pelbagai industri. Kajian ini mendapati bahawa kesan penggunaan saluran komunikasi seperti komunikasi bersemuka atau secara langsung dengan pekerja telah memberikan pelbagai faedah kepada mereka dalam menyampaikan maklumat kepada pekerja. Antaranya ialah:

1. dapat membantu menyampaikan maklumat berkaitan kerja dan mempengaruhi kepuasan kerja pekerja. Contohnya, Contohnya dalam mesyuarat bersemuka, para pekerja boleh berinteraksi secara langsung dengan pengurus mereka dan mereka boleh mendapatkan penjelasan secara langsung bagi meningkatkan kefahaman tentang sesuatu maklumat yang diterima dengan jelas;
2. memudahkan maklumat berkaitan dengan pelaksanaan kerja untuk diakses bagi menyebarkan mesej kepada pekerja. Contohnya intranet syarikat, e-surat khabar syarikat, media sosial seperti forum dan blog syarikat, dan komunikasi pekerja tradisional seperti mesyuarat pekerja dan bahan-bahan cetak;
3. dapat menyampaikan laporan secara langsung kepada pekerja contohnya melalui pengeluaran memo bertulis sama ada dalam bentuk *hardcopy* atau melalui mel elektronik, laporan dan dokumen bertulis. Ia dapat memudahkan pekerja untuk membaca dan memahami maklumat dengan lebih mendalam; dan
4. dapat memenuhi keperluan pekerja dalam pelaksanaan tugas. Contohnya pekerja perlu di ajar tentang cara baru sistem kerja, komunikasi bersemuka ialah lebih sesuai berbanding penggunaan komunikasi secara elektronik seperti mel elektronik.

4 METODOLOGI KAJIAN

Objektif kajian ini ialah mengkaji sama ada terdapat perbezaan dari segi saluran komunikasi penyelia terhadap faktor demografi di PKS sektor perkhidmatan di Utara Semenanjung Malaysia. Kajian ini menggunakan kaedah persampelan berstrata kerana persampelan ini membolehkan untuk 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.

Saluran komunikasi penyelia yang digunakan adalah daripada instrumen yang diadaptasikan daripada kajian Zhou (2013) mengandungi 4 item dan 3 item ditambah oleh pengkaji sendiri. Pengoperasionalan saluran komunikasi penyelia berdasarkan konsep-konsep berikut iaitu sejauh manakah anda berpuas hati dengan maklumat yang anda terima melalui komunikasi bersemuka dengan penyelia anda, sejauh manakah anda berpuas hati dengan maklumat yang anda terima melalui komunikasi telefon dengan penyelia anda, sejauh manakah anda berpuas hati dengan maklumat yang anda terima melalui penulisan seperti memo, surat dan notis

daripada penyelia anda, sejauh manakah anda berpuas hati dengan maklumat yang anda terima melalui mel elektronik daripada penyelia anda, Sejahtera manakah anda berpuas hati dengan jumlah maklumat yang anda terima melalui mesej pesanan segera (*instant messaging*) daripada penyelia anda, sejauh manakah anda berpuas hati dengan jumlah maklumat yang anda terima melalui aplikasi *What Apps* daripada penyelia anda dan sejauh manakah anda berpuas hati dengan jumlah maklumat yang anda terima melalui penggunaan media sosial (*social media*) daripada penyelia anda?(contoh: mesej muka buku (*Facebook messenger*), *Instagram*, *Twitter*, *You Tube*, *WeChat* dan *Viber*). Kesemua item pemboleh ubah diukur pada skala likert lima tahap (1=Sangat Tidak Memuaskan 5=Sangat Memuaskan). Nilai alfa Cronbach saluran komunikasi penyelia adalah 0.879.

5 DAPATAN KAJIAN

5.1 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
Kelayakan Akademik		
SRP/PMR	39	9.3
SPM/SPM(V)	169	40.4
STPM	23	5.5
Diploma	110	26.3
Ijazah Sarjana Muda	75	17.9
Ijazah Sarjana	2	0.5
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. Selain itu, majoriti responden yang bekerja dalam organisasi PKS sektor perkhidmatan di Utara Semenanjung Malaysia adalah berkelulusan SPM/SPM(V) iaitu seramai 169 orang (40.4%). Selebihnya adalah berkelulusan Diploma seramai 110 orang (26.3%), berkelulusan Ijazah Sarjana Muda seramai 75 orang (17.9%), berkelulusan SRP/PMR seramai 39 orang (9.3%) manakala 23 orang (5.5%) adalah berkelulusan STPM dan hanya 2 orang (0.5%) berkelulusan Ijazah Sarjana.

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.

5.2 Analisis Deskriptif

Perbezaan saluran komunikasi penyelia berdasarkan faktor demografi.

Hipotesis yang dibina berdasarkan kepada aspek jantina responden terhadap saluran komunikasi penyelia adalah seperti berikut:

H1 :Terdapat perbezaan yang signifikan dari segi saluran komunikasi penyelia mengikut jantina.

Bagi menguji hipotesis ini, ujian-t telah digunakan untuk menentukan perbezaan min pemboleh ubah berasaskan kepada jantina. Jadual 2 menunjukkan nilai p bagi bagi pemboleh ubah saluran komunikasi penyelia adalah lebih besar daripada 0.05, iaitu $p = 0.159$ ($p < 0.05$). Ini menunjukkan bahawa tidak terdapat perbezaan yang signifikan antara jantina lelaki dan perempuan dari segi saluran komunikasi penyelia. Keputusan ujian yang diperoleh menunjukkan bahawa kajian adalah tidak signifikan ($t=-1.039$, $df=416$, $p>0.05$). Ini membuktikan bahawa tidak terdapat perbezaan di antara jantina dengan saluran komunikasi penyelia. Nilai perbezaan skor min bagi kedua-dua kumpulan ialah -0.0687 tidak menunjukkan kesan dalam meningkatkan saluran komunikasi penyelia. Justeru hipotesis ini ditolak dalam kajian ini.

Jadual 2 Ujian t- bagi perbezaan saluran komunikasi penyelia mengikut jantina

Pemboleh ubah	Jantina	n	min	Sisihan piawai	Std Error Mean	Sig
Saluran Komunikasi Penyelia	Lelaki	143	3.6144	.66792	.05585	.159
	Perempuan	275	3.6831	.62716	.03782	

Hipotesis yang dibina berdasarkan kepada kelayakan akademik responden terhadap saluran komunikasi penyelia adalah seperti berikut:

H2: Terdapat perbezaan yang signifikan dari segi saluran komunikasi penyelia mengikut Kelayakan akademik.

Jadual 3 Ujian ANOVA sehala bagi perbezaan saluran komunikasi penyelia mengikut kelulusan akademik

Pemboleh ubah	Sumber	Sum of Squares	dk	Mean Square	F	Sig
Saluran	Antara kumpulan	6.533	5	1.307	3.262	.007
Komunikasi Penyelia	Dalam kumpulan	165.034	412	.401		
	Jumlah	171.566	417			

Bagi menguji hipotesis ini, ujian ANOVA telah digunakan untuk menentukan perbezaan min pemboleh ubah berasaskan kelayakan akademik. Jadual 3 menunjukkan nilai p bagi bagi pemboleh ubah saluran komunikasi penyelia adalah lebih kecil daripada 0.05, iaitu $p = .007$ ($p < 0.05$). Ini menunjukkan bahawa terdapat perbezaan yang signifikan di antara kelayakan akademik dan saluran komunikasi penyelia. Keputusan ujian sehala diperolehi menunjukkan nilai F ($df = 5, 412$, $p < 0.05$) = 3.262 adalah signifikan. Justeru, hipotesis 2 ini diterima dalam kajian ini. Justeru Hasil ujian ANOVA menunjukkan bahawa terdapat perbezaan yang signifikan mengenai kelayakan akademik memberi kesan kepada saluran komunikasi penyelia.

6 PERBINCANGAN

Hasil kajian ini menyumbang kepada penelitian berkaitan dengan kepelbagaian yang wujud dalam organisasi memfokuskan kepada faktor demografi selaras dengan pandangan yang dikemukakan oleh Christian, Porter dan Moffitt (2006). Faktor demografi yang dikaji terhadap saluran komunikasi penyelia adalah jantina dan kelayakan akademik. Faktor-faktor ini dikenalpasti sebagai penting dalam konteks hasil penelitian di barat (Milliken & Martin 1996) dan diaplikasikan dalam konteks kajian ini di Malaysia. Faktor jantina didapati tidak mempunyai perbezaan yang signifikan dari segi saluran komunikasi penyelia responden. Manakala faktor kelayakan akademik mempunyai perbezaan yang signifikan dari segi saluran komunikasi penyelia responden. Dapatan ini selaras dengan pandangan Chen dan Francesco (2000) bahawa sesetengah hasil kajian di barat adalah berbeza apabila dilakukan di Asia.

7 KESIMPULAN

Kajian ini menunjukkan faktor demografi mempunyai perbezaan terhadap saluran komunikasi penyelia. Faktor demografi yang mempunyai perbezaan terhadap pemboleh ubah dalam kajian ini adalah jantina dan kelayakan akademik. Keputusan ini secara tidak langsung memberi petunjuk kepada PKS sektor perkhidmatan untuk memberi perhatian yang lebih kepada aspek saluran komunikasi penyelia agar penyampaian maklumat yang tepat melalui kepelbagai saluran komunikasi memberikan peluang kepada pihak pengurusan terutamanya penyelia untuk menunjukkan kejujuran, empati, dan membentuk pelan strategik bagi menyediakan pengurus dan pekerja dengan fakta-fakta yang mereka perlukan dan maklumat tentang bagaimana mereka boleh membantu dan mengimbangi semula sesuatu cadangan yang diberikan disamping dapat mengekalkan dan membentuk modal insan cemerlang (Zajkowska, 2012) selain berupaya menggalakkan penglibatan dan penyertaan pekerja dalam organisasi perniagaan kecil untuk lebih berdaya saing.

RUJUKAN

- Anderson, N., Potočnik, K., & Zhou, J. (2014). Innovation and creativity in organizations: A state-of-the-science review, prospective commentary, and guiding framework. *Journal of management*, 40(5), 1297-1333.
- Blazenaite, A. (2011). Effective organizational communication: In search of a system. *Social Sciences*, 74(4), 84-101.
- Borca, C., & Baesu, V. (2014). A possible managerial approach for internal organizational communication characterization. *Procedia-Social and Behavioral Sciences*, 124, 496-503.
- Gondal, U. H., & Shahbaz, M. (2012). Interdepartmental communication increases organizational performance keeping HRM as a mediating variable. *Journal of Asian Business Strategy*, 2(6), 127.
- Hol  J., & Pikhart, M. (2014). The implementation of internal communication system as a way to company efficiency. *Journal of Business Administration and Management*, XVII(2), 161-169. Doi: 0.15240/tul/001/2014-2-012
- Kandlousi, N. S. A. E., Ali, A. J., & Abdollahi, A. (2010). Organizational citizenship behavior in concern of communication satisfaction: The role of the formal and informal communication. *International Journal of Business and Management*, 5(10), 51.
- Kumar, B. P., & Giri, V. N. (2009). Examining the relationship of organizational communication and job satisfaction in Indian organizations. *Journal of Creative Communications*, 4(3), 177-184.
- McCroskey, L. L., McCroskey, J. C., & Richmond, V. P. (2005). Applying organizational orientations theory to employees of profit and non-profit organizations. *Communication Quarterly*, 53(1), 21-40.
- Mishra, K., Boynton, L., & Mishra, A. (2014). Driving employee engagement: The expanded role of internal communications. *International Journal of Business Communication*, 51(2), 183-202.
- Razi, N., & More, E. (2010). The role of communication in the acquisition of high performance work system organisations. *Australian Journal of Communication*, 37(1), 55.
- Richmond, V. P., & McCroskey, J. C. (2009). *Organizational Communication for Survival: Making Work, Work*. Pearson/Allyn and Bacon.
- Sekaran, U., & Bougie, R. (2009). *Research Methods for business* 5th ed. Wiley India Pvt. Limited.
- Self, D. R., Armenakis, A. A., & Schraeder, M. (2007). Organizational change content, process, and context: A simultaneous analysis of employee reactions. *Journal of change management*, 7(2), 211-229.
- Sethela, L. A. (2011a). *The Relationship Between Role Ambiguity, Competency and Person-Job Fit With The Job Performance of Employees in the Service Sector SMEs in Malaysia* (Doctoral dissertation, Universiti Utara Malaysia).
- Sethela, L. A., & Mahmood, R. (2011b). Role ambiguity and job performance of employees in the service sector SMEs in Malaysia. *Malaysian Management Journal*, 15, 1-20.

- Sulaiman, W. I. W., & Mahbob, M. H. (2014). Kesignifikanan model kepuasan komunikasi dalam konteks pengurusan maklumat sektor awam. *Jurnal Komunikasi, Malaysian Journal of Communication*, 30(1).
- Uma, S., & Roger, B. (2003). *Research methods for business: A skill building approach*. John Wiley & Son Ltd.
- Xiaojuan Ou, C., Ling Sia, C., & Kit Hui, C. (2013). Computer-mediated communication and social networking tools at work. *Information Technology & People*, 26(2), 172-190.
- Zajkowska, M. (2012). EMPLOYEE ENGAGEMENT: HOW TO IMPROVE IT THROUGH INTERNAL COMMUNICATION. *Human Resources Management & Ergonomics*, 6(1).
- Zalabak-Shockley. P. (2009). *Fundamentals of Organizational Communication: Knowledge, Sensitivity, Skills, Values*. Pearson/Allyn and Bacon Publishers.
- Zeng, J., Chi Anh, P., & Matsui, Y. (2013). Shop-floor communication and process management for quality performance: An empirical analysis of quality management. *Management Research Review*, 36(5), 454-477.
- Zhang, X., & Venkatesh, V. (2013). Explaining employee job performance: The role of online and offline workplace communication networks. *Mis Quarterly*, 37(3), 695-722.
- Zhou, X. (2013). *An Investigation into the Relationship between Organisational Communication, Trust and Organisational Commitment in Chinese Enterprises* (Doctoral dissertation, Coventry University).

Pengaruh Audio Visual dan Genre Menerusi Keseronokan Menonton Filem Seram Terhadap Nilai Agama

Aselawati Che Ab Adziz¹, Rohani Hashim², Hasrina Mustafa³

¹Department of Communication, Universiti Utara Malaysia (firstauthor@uabc.edu.my)

²Department of Communication, Universiti Utara Malaysia (secondauthor@uabc.edu.my)

³Department of Psychology, Universiti Utara Malaysia (thirdauthor@uxyz.edu.my)

ABSTRACT. Sejak tahun 2003, lambakan filem seram semakin meluas setelah fasa baharu munculnya filem Mistik (2003) terbitan Metrowealth Movies Production. Terkini, era 2010an, Filem Munafik telah mendapat kutipan tertinggi bagi genre filem seram dengan 17 juta (Perbadanan Filem Malaysia FINAS, 2016). Berdasarkan kutipan filem-filem pecah panggung (*box-office*) beberapa filem ternyata filem seram telah mendapat perhatian khalayak penonton. Filem juga, adalah medium dapat menyentuh perasaan dan emosi penonton dan menggambarkan kehidupan sebenar, menghiburkan, sumber inspirasi, malah boleh juga menakutkan dan mengganggu pemikiran penonton (Umam Chaerul, 2010). Malah, ada yang memilih untuk menonton filem bagi menceriaikan serta lupa kesusahan harian, atau kepenatan bekerja (Knobloch-Westerwick, 2006). Oleh itu, kertas kerja ini adalah untuk mengenalpasti pengaruh faktor personaliti penonton dengan pengukuran dimensi *audio visual dan juga genre seram*. Kertas kerja ini meneliti dan mengenalpasti pengaruh audio visual dan juga genre menerusi keseronokan menonton filem seram dan kesan kepada nilai agama. Situasi ini merupakan sesuatu yang dipanggil 'sistem psikofizikal' iaitu tabiat kebiasaan, sikap, nilai kepercayaan, keadaan emosi, sentimen dan motif yang dalam bentuk psikologi tetapi mempunyai asas fizikal di dalam urat saraf, kelenjar dan keadaan tubuh badan. Kajian ini dijalankan dengan kaedah kuantitatif yang mewakili belia di Utara Kedah dan Perlis seramai 354 responden.

Kata Kunci: Audio visual, genre, keseronokan, filem seram, nilai agama

1 INTRODUCTION

Filem seram telah berkembang dengan ketara dalam beberapa dekad yang lalu 1900an melalui filem-filem di Barat. Evolusi filem seram boleh menjelaskan peningkatan populariti dengan imej Vampire, werewolves, mumia, dan yang terkini ialah zombi. Peralihan ini dikatakan boleh dikesan untuk melepaskan 1960-Psycho. Dalam sebuah artikel dalam The Star Toronto, David Thomson, pengkritik dan ahli sejarah berkata, "Filem seram tidak pernah sama selepas filem Psycho" (Jason Wheeler, 2011). Dalam jangka masa panjang dalam sejarah perubahan yang paling penting dalam penapisan tidak begitu banyak dengan paparan seks dan bahasa yang menunjukkan keganasan. Psycho pada tahun 1960 memaparkan unsur keganasan kasual. "Kemudian pada tahun 1978, filem Halloween telah diterbitkan yang mencapai kejayaan sebagai filem komersial yang tinggi. Menurut IMDb, Halloween mendapat kutipan box office di Amerika sebanyak \$ 47 juta dengan anggaran penerbitan kos yang rendah kira-kira \$ 320.000. Kejayaan Halloween telah menjadi pendorong kepada filem seram seperti Friday the 13th, A Nightmare on Elm Street, Scream, and Saw yang menambat hati penonton. Pada masa yang sama, kandungan filem-filem seram sejak beberapa dekad yang lalu seolah-olah telah bergerak ke arah unsur-unsur agama, imej agama, dan metafora agama sebagai teras faktor menakut-nakutkan penonton dan menguatkan jalan cerita. Beberapa contoh termasuk, The Exorcist (1973), Binatang Sematary (1989), Exorcism of Emily Rose (2005), Paranormal Activity (2007), The Fourth Kind (2009), The Last Exorcism (2010), dan yang terkini, The Rite (2011).

Seperti yang dinyatakan dalam rentetan revolusi sebelum ini, kajian terhadap filem dan cerita seram telah bermula pada era silence movies 1919-1925 di barat iaitu Jerman yang

dikuasai oleh ekspresionis seperti filem seram Das Kabinet des Dr Caligari (Kabinet Dr Caligari, Robert Wiene 1920). Seterusnya ia berkembang di Amerika dengan karya Alfred Hitchcock yang digelar sebagai "Director of Suspense". Sehingga kini, cerita seram semakin popular dan mendapat tempat di hati penonton dan secara tidak langsung membawa kepada keseronokan menonton. Penyelidikan yang lebih terkini mengulas implikasi termasuk kognisi dalam pengalaman penonton dalam membangunkan keseronokan, (Cecilia Madeline Bolich, 2011; Hoffner & Cantor, 1991).

Dalam hal ini, keseronokan didefinisikan sebagai sebahagian daripada istilah kegemaran. Kegemaran pula merujuk kepada penilaian positif terhadap sesuatu program atau karakter (e.g., Hoffner, 1996; Krcmar & Kean, 2004; Valkenburg & Cantor, 2000). Kedua-dua istilah ini sebenarnya membawa maksud yang berbeza (Nabi & Krcmar, 2004). Reaksi gemar adalah bagi mengukur reaksi secara kognitif dan afektif atau kedua-duanya terhadap mesej yang disampaikan oleh media. Manakala keseronokan pula lebih merujuk kepada reaksi terhadap mesej dan pengalaman menonton filem tersebut berkaitan dengan elemen situasi dan konteks. Seterusnya, kesan negatif merujuk tingkahlaku terhadap penonton seperti sikap yang agresif (Nabi, 2004; Hoffner & Cantor, 1991a; Spark, 1991). (Comstock, et al, 1978, ms 25) McLeod, Atkin, dan Chaffee (1972a, 1972b) mendapati korelasi di antara persepsi realiti dalam kandungan televisyen, dan kedua-dua pendedahan kepada keganasan televisyen dan paparan kelakuan agresif.

Justeru, kajian telah dilakukan oleh Barat Seung Min Hong (2010), merungkai cerita seram meliputi daripada perbezaan budaya dan etnik, malah unsur ini berkait dengan agama dan kepercayaan. Sebelum itu, Dyrendal (2008) mengkaji idea yang dikemukakan oleh pertubuhan-pertubuhan Kristian yang mengatakan bahawa filem-filem seram dan muzik filem seram yang diilhamkan untuk kemajuan Satanisme. Satanisme hanya ditakrifkan oleh Dyrendal sebagai agama Kristian terbalik. Bantahan dibuat oleh beberapa organisasi Kristian bahawa filem-filem seram mewujudkan imej yang menjadi dikaitkan dengan Satanisme, dan bahawa mereka membawa belia ke dalam hubungan secara langsung dengan ideologi iblis. Manakala di Korea dan Jepun juga, cerita seram dikaitkan dengan unsur agama sebagai contoh dalam filem *Ju On* yang mempunyai menyelitkan upacara ritual agama Budha, ditonjolkan melalui watak-watak seram yang muda dan cantik (Seung Ming Hong, 2010).

Faktor yang mempengaruhi kesan yang membawa kepada penonton cerita seram adalah berdasarkan motif dan juga personaliti seseorang penonton (Cecilia Madeline Bolich, 2011; Nabi 2004; Knobloch & Zillmann, 2002).

Di Thailand pembikinan filem seram cemerlang dengan filem *Nang Nak* yang berjaya menembusi pasaran antarabangsa. Filem ini mengetengahkan genre seram romantik hasil arahan Nonzee Nimibutr pada tahun 1999 melalui Buddy Film dan Penerbitan Video Co di Thailand, berdasarkan legenda di sebuah kampung di Thailand. Filem ini juga mengaitkan unsur agama, ritual dalam masyarakat Thailand. Mengisahkan isteri yang menjadi hantu, mati selepas melahirkan anak, yang sangat setia kepada suaminya.

Situasi ini juga sama menular di Malaysia. Persoalan seram merujuk kepada filem bertemakan hantu. Filem bertema hantu bukan isu baru dan dalam industri filem Melayu kerana pada era kegemilangan sekitar 1950-an dan awal 60-an, sudah ada tren filem seram apabila studio Malay Film Productions (MFP) menerbitkan *Hantu Jerangkung* arahan KM Basker pada 1957, kemudian muncul *Anak Pontianak* dan *Sumpah Orang Minyak* (1958), diikuti tahun sama dengan judul *Gergasi* dan *Hantu Kubur*. Studio Cathay Keris yang melihat sambutan baik diberikan pada filem seram keluaran MFP juga mengambil langkah sama dengan menerbitkan filem *Pontianak* pada 1957 menerusi arahan BN Rao. Kemudian filem *Dendam Pontianak* dan setahun selepas itu *Sumpah Pontianak*, *Serangan Orang Minyak*, *Orang Minyak* dan *Orang Licin*. Malah, filem hantu pada era tersebut menjadi tren buat seketika kerana ada sambutan baik daripada masyarakat.

Dalam sejarah industri filem Malaysia era moden, filem seram atau filem hantu yang cuba dihasilkan semula ialah menerusi Aziz M Osman berjudul *Fantasia* tetapi menjadi kontroversi hingga kerajaan tidak meluluskan tayangannya. Selepas dinilai dan ditapis, akhirnya *Fantasia* bertukar judul menjadi *Fantasi* dan ditayangkan di pawagam. Malangnya, ia

tidak mendapat sambutan baik. Sekian lama sejak insiden Fantasia, kawalan agak ketat dibuat terhadap filem genre seram hinggalah akhirnya Lembaga Penapisan Filem Malaysia (LPF) memberi kelonggaran supaya kebebasan dibuka sedikit untuk karyawan filem menghasilkan genre seram, kerana pada tahun 2000an, Negara jiran seperti Korea, Thailand, Jepun banyak menerbitkan filem genre seram dan mendapat sambutan di Malaysia.

Filem seram Malaysia versi alaf baru dimulakan Shuhaimi menerusi Pontianak Harum Sundal Malam. Sejak itu filem seram atau filem hantu versi Malaysia mula menjadi trend.

Justeru pelbagai judul dan jenis hantu dipaparkan menerusi layar perak diterbitkan oleh penerbit tempatan. Selepas kejayaan filem *Jangan Pandang Belakang* yang meraih kutipan box office RM7 juta, industri filem dan televisyen di Malaysia semakin dilambakan dengan cerita seram. Walau bagaimanapun, filem seram dan cerita seram bukan memerlukan daya fikir pemikiran yang tinggi tetapi sekurang-kurangnya genre seram dapat membawa kisah tradisi lisan ke dalam bentuk visual menerusi imaginasi pengkarya filem. Melaluinya juga masyarakat dapat melihat gambaran tentang dunia mistik dan menerokai dunia fantasi alam ghaib. Selain tahu mengenai sesuatu yang berkait dengan jin, roh dan ilmu hitam, secara tidak langsung memberi satu pengetahuan dan pengajaran baik untuk penonton. Malah, filem dan cerita seram bukan saja di Malaysia kerana ia bersifat universal. Dari perspektif lain, genre seram juga berjaya dari aspek pembikinan menerusi naratif yang berkesan mahupun elemen dramatik dan berjaya mendapat tempat di hati penonton. Dengan erti kata lain, genre seram membuatkan penonton merasa keseronokan menonton, (Nabi & Krcmar, 2004). Walau bagaimanapun, apa yang berlaku di Barat telah menular ke Malaysia, naratif filem dan cerita seram mengandungi unsur agama bagi menguatkan naratif serta plot cerita. Secara tidak langsung ia akan memberikan impak kepada penonton khususnya Muslim.

2.0 PERMASALAHAN KAJIAN

Justeru, kajian ini dilakukan kerana pengkaji melihat masalah yang timbul terhadap lambakan cerita seram di televisyen dan pawagam. Berita Harian 2 Oktober 2011, bekas perdana menteri Tun Dr Mahathir Mohamad pada ketika itu berkata, “lambakan cerita hantu yang ditayangkan di televisyen dan menerusi pawagam kini boleh menggalakkan kepercayaan karut yang tidak membantu membina masyarakat berproduktif, termasuk menyelesaikan masalah dengan pendekatan saintifik. Cerita hantu yang berasaskan mitos banyak menyumbang kepada serangan histeria di kalangan pelajar perempuan Melayu”. Kebimbangan Tun Mahathir ini berasas kerana kajian telah membuktikan bahawa kesan kepada gejala kesihatan mental kepada penonton yang terdedah dan termasuklah kepada penonton yang mempunyai masalah identiti seperti tekanan yang memudahkan berlakunya histeria penonton dan trauma, (John Wheeler, 2011; Ballon & Leszcz, 2007). Tun Mahathir juga mengkritik “filem dan drama televisyen memaparkan kisah hantu hanya menggalakkan kepercayaan tahyul yang tidak mempunyai asas sama sekali, “kita, terutama umat Islam, perlu tahu bahawa hanya Allah mempunyai kuasa ke atas segala-galanya.”.

Sehubungan itu, Majlis Fatwa Kebangsaan mahu bertemu Perdana Menteri, Datuk Seri Najib Razak bagi membincangkan isu lambakan filem atau drama hantu yang cukup popular sekarang kerana dikhuatiri boleh memesongkan akidah terutama di kalangan remaja Islam. Datuk Mohamad Shukri Mohamad, Ahli Jatawankuasa Fatwa Kebangsaan, berkata “majlis menggesa kerajaan memperincikan kawalan terhadap penerbitan filem atau drama hantu yang jelas berunsur khurafat dan mempromosi kepercayaan karut”. “Kami setuju perkara khurafat seperti ini patut dihapuskan. Kita kena bina pemikiran dan kerohanian masyarakat dengan perkara yang boleh menyumbang kepada pembangunan Negara”. Manakala, setiausaha Agung Persatuan Pengguna Islam, Datuk Dr Maamor Osman menggesa tapisan menyeluruh yang lebih ketat patut dilakukan ke atas penerbitan dalam dan luar negara yang menolak konsep ketuhanan dan berlawanan dengan akidah serta norma masyarakat, (Berita Harian, 3 Oktober 2011).

Kebimbangan ini turut disuarakan oleh Dr. Mohd. Asri Zainul Abidin, Mufti Perlis, “ada antara filem hantu yang tidak menyumbang kepada pembentukan insan, lebih dibimbangkan apabila sesebuah filem seram itu ditonton oleh kanak-kanak yang sedang membesar kerana ia boleh mempengaruhi pemikiran mereka”. Dr Asri mengakui, lambakan filem hantu memang fonomena yang buruk, merosakkan minda dan kadang kala akidah umat Islam, (Malaysiakini, 3 Oktober 2011). Isu ini semakin hangat selepas kontroversi *Hantu Bonceng* karya Ahmad Idham yang didakwa menghina Islam dan mempermainkahkan kalimah syahadah.

Situasi ini, membimbangkan masyarakat Islam di Malaysia terutamanya kesan kepada personaliti muslim penonton remaja yang merangkumi aspek kognitif, efektif dan tingkahlaku kerana mereka adalah tunggak negara. Ia disokong oleh (Zanna & Rampel, 1988, Eagly & Chaiken, 1993, Nabi & Krcmar, 2004), yang mana pengukuran kesan tontonan sesebuah cerita seram seharusnya dibuat secara multidimensional mencakupi elemen kognitif, afektif, dan tingkahlaku. Ketiga-tiga elemen ini, membentuk sikap seseorang terhadap mesej yang disampaikan daripada cerita dan filem seram. Menurut Nabi & Krcmar (2004), elemen tersebut sekiranya diintegrasikan akan memberi kesan terhadap individu penonton itu sendiri. Justeru dalam konteks kajian ini, elemen pegangan agama menjadi satu pengukuran tambahan berdasarkan kebimbangan yang diutarakan oleh golongan agama dan cendekiawan muslim.

KAJIAN LITERATUR

Audio Visual

Dalam bidang multimedia, pengguna boleh memilih kepuasan emosi untuk mencari kandungan afektif kerana faktor emosi secara langsung mencerminkan perhatian penonton. Oleh yang demikian, elemen audio dan visual sangat memainkan peranan dalam menarik perhatian penonton (Sri Rahayu, 2013). Media audio visual adalah media yang difinisikan sebagai bahan audio atau sistem bunyi dan visual atau gambar yang dapat memaparkan perjalanan sebuah cerita, dan mudah difahami serta mudah diingat oleh penonton apabila menonton sesuatu cerita (Rahayu, 2013).

Secara umumnya media pembelajaran terutama dari aspek audio dan visual berperanan dalam menyampaikan serta memperjelaskan mesej yang dipaparkan dalam filem supaya tidak bersifat terlalu deskriptif, (Sadiman, (2006) dalam Rahayu, 2013); Dematra, 2012), menyatakan audio visual bertujuan untuk mengatasi keterbatasan ruang, waktu dan pancaindera, untuk mengatasi sifat pasif para penonton, dalam memberi galakan serta pengalaman, dan menimbulkan persepsi yang sama. Penggunaan media pembelajaran secara tepat dapat mengurangi verbalisme dan seterusnya memberi impak dari segi ingatan terhadap audio serta visual. Seterusnya penonton akan merumuskan satu kesimpulan terhadap apa yang mereka tontonkan seterusnya akan membentuk personaliti (Rohani dalam Rahayu 2013).

Beliau mendapati elemen media terutamanya dari aspek audio visual sangat memberi kesan kepada pembelajaran pelajar. Ini dapat dirumuskan bahawa faktor filem mempengaruhi daya fikir, kepercayaan, kefahaman serta pemikiran penonton (Nor et al., 2012); seterusnya mempengaruhi ideologi serta tingkah laku penonton (Ratna, 2013).

Media yang digunakan dalam penelitian ini ialah media audio visual yang berupa video. Media audio visual berfungsi untuk tujuan memberi pendengaran dan penglihatan kepada audien atau penonton. Selain itu audio visual juga dapat menjadi media dokumentasi yang tujuan untuk mendapatkan fakta dari suatu peristiwa. Berdasarkan pemahaman di atas, “mesej yang terkandung dalam media dengan audio visual dapat bersifat fakta (kejadian atau peristiwa penting, dan berita) maupun bersifat fiktif (seperti cerita), dapat bersifat informatif, edukatif, maupun instruksional” (Sadiman, 2005:74). Hal yang senada juga diungkapkan oleh Tegeh (2006:27) bahwa “media audio visual adalah media yang mempunyai unsur suara dan unsur gambar di dalamnya”.

Audio visual iaitu media yang mempunyai unsur suara dan unsur gambar (Azha, 2005). Video sebagai media audio visual yang menampilkan gerakan yang semakin lama semakin popular dalam masyarakat kita (Naili, 2005). Mesej yang disampa lebih bersifat fiksyen seperti

peristiwa, harian, yang membolehkan ia memberi informasi terkini, pendidikan maupun pengajaran. Dengan penggunaan audio visual di dalam kandungan media ia dapat memberi penjelasan tentang mesej yang hendak disampaikan.

Dalam konteks filem seram kedua-dua elemen ini sangat penting. Elemen seram tidak akan menjadi sekiranya tiada gabungan kedua-dua elemen ini. Seperti contoh visual darah, visual alatan tajam, visual watak seram dengan muka hitam, gambaran pakaian watak yang seram serta penggunaan sinematografi suram dan gelap membangkitkan emosi seram penonton.

Manakala bagi audio pula, elemen audio kesan bunyi, suara latar, muzik latar, bunyi persekitaran berperanan membangkitkan emosi seram dalam sebuah perjalanan naratif filem.

Hasil pengesanan kandungan afektif dalam video komedi dan filem seram memberi impak ketepatan kepada penonton. Walau bagaimanapun, ketepatan adalah tidak begitu memuaskan.

Bagi cerita komedi, ia boleh membuatkan penonton berseronok kerana terdapat beberapa segmen membuat penonton. Manakala, dalam filem seram beberapa elemen kesan bunyi yang seram mungkin hanya digunakan untuk menyerlahkan kengerian keseluruhan suasana dan bukannya mengambil tempat untuk membuatkan penonton takut (Nathaniel Good, J. Ben Schafer, Joseph A. Konstan, Al Borchers, Badrul Sarwar, Jon Herlocker, and John Riedl, 1999).

Genre

Genre ini berasalnya bermula pada lewat abad ke-19. Seram adalah satu genre filem yang ingin mendapatkan reaksi negatif emosi daripada penonton dengan rasa bimbang (Raney, 2003; Zillmann, 1988b; Zillmann & Bryant, 1994). Filem seram sering mempunyai adegan yang mengejutkan penonton, mengerikan dan ghaib. Jancovich M. (2002) menyatakan bahawa perasaan takut, seram boleh dianggap "sangat bermasalah". John Soon Leng Chua (2004), menyatakan dua pendekatan yang boleh didefinisikan sebagai seram iaitu ritual dan ideologikal. Seram juga telah ditakrifkan dalam pelbagai cara dan galanya. Definisi psikologi seram lazimnya menyerlahkan "kebimbangan yang menyebabkan merasa terancam, tidak menentu sifat kewujudan dan jijik". Unsur ancaman menambahkan lagi kegerunan kerana dalam seram ini ada unsur ghaib" (Tamborini & Weaver, 1996, p. 2).

Genre seram adalah genre yang dirancang untuk menerbitkan rasa ngeri, takut, ganas dan jijik kepada penonton. Dalam plot-plot filem seram, berbagai kekuatan, kejadian atau watak jahat yang berasal dari dunia *supernatural*, memasuki dunia seharian kita. Dalam pengertian ini filem seram memusatkan cerita pada tema kejahatan dalam berbagai ragam bentuknya. Rasa takut, jijik, ganas atau seram adalah kesan yang diinginkan penonton (Tuti, Indriyas, 2010).

David Bordwell, Kristin Thompson, dan Jeremy Ashton (2013) mengklasifikasi genre seram ditentukan menerusi subjek dan tema yang menghantui emosi penonton. Penonton tidak dapat menolak rasa kejutan, takut, bimbang apabila menonton filem seram. Filem-filem seram menyediakan tempat selamat untuk mengalami rasa pelik atau ganjil dan menakutkan, (James J. Fiumara, 2012) tetapi pada masa yang sama kejutan tersebut sentiasa divisualkan untuk melemahkan perasaan dan keselamatan penonton melalui strategi publisiti dan struktur naratif yang meningkatkan kesan emosi dan mengaburkan sempadan di antara dunia fiksyen dan ruang penonton.

Genre seram juga dikaitkan dengan kandungan filem yang mengganggu, seperti raksasa, keranda, gigi, dan istana lama. Ia merupakan pengalaman yang mempengaruhi emosi manusia, pengetahuan saintifik, tentang rupa hantu yang sebenar, evolusi sosial, dan psikologi atau mengklasifikasikan seram sebagai subset fiksyen fantasi dan sains (Buscombe, 1995; Colavito, 2008). Ia berfungsi bagi menakutkan, mengejutkan dan mewujudkan perasaan memberontak terhadap penonton (Brigid Cherry, 2009). Genre seram bergantung pada minda seseorang yang merasakan empati (Antoinette Graham, 2010).

Xu, Min, Jesse S. Jin, Suhuai Luo, dan Lingyu Duan (2008) dalam kajiannya yang melibatkan jenis emosi, menunjukkan emosi takut juga merupakan petunjuk penting bagi penonton. Penonton yang menonton filem genre seram, seram aksi dan sub genre seram yang lain, mempunyai intensiti emosi yang tinggi apabila didedahkan. Selepas itu, ciri-ciri yang

berkait dengan dorongan luar atau valens digunakan untuk mengesan jenis emosi (marah, sedih, takut, gembira dan neutral). Keputusan eksperimen menunjukkan 80% penonton mempunyai intensiti emosi yang tinggi apabila menonton kemuncak filem seram. Walau bagaimanapun penonton boleh menjadi fleksibel apabila pendedahan kepada kandungan yang menyeramkan diberikan secara berterusan.

Genre seram biasanya diwujudkan oleh penulis skrip itu bagi menentukan genre yang hendak digunapakai menurut definisi yang tersendiri sesuai dengan konsep cerita. Malah ia lebih pelbagai dengan adanya bermacam-macam sub genre seram yang diilhamkan penulis. Salah seorang penulis fiksyen seram moden, iaitu H. P. Lovecraft pada tahun 1923 hingga 1973, menulis bahawa cerita-cerita seram menonjolkan "suasana sesak nafas dan ketakutan yang tidak dapat dijelaskan daripada luar, daya yang tidak diketahui. Itu adalah konsep yang paling dahsyat dan tiada dalam pemikiran manusia yang tidak mampu difikirkan dengan kewujudan iblis serta undang-undang penguasaan alam ghaib. Manakala pelopor moden genre seram, Stephen King (1981), menjelaskan seram sebagai keganasan yang menggaggu emosi pembaca dan sebagai penulis dia mahu mengganas dengan tulisannya dan cuba sedaya-upaya mengganggu emosi pembaca.

Table 3: Title of the Table

Type of Social Media	Frequency	Percentage
Facebook	47	4.2
YouTube	35	6.4
Twitter	42	2.1
Instagram	27	3.9

Keseronokan

Istilah keseronokan telah dicadangkan oleh Zillmann dan lain-lain (Raney, 2003; Zillmann, 1988b; Zillmann & Bryant, 1994) untuk menunjukkan kecenderungan yang positif dan kesukaan terhadap kandungan media. Keseronokan dapat menggambarkan reaksi penonton terhadap mesej yang disampaikan dalam filem dan keseluruhan pengalaman semasa menonton filem termasuk elemen situasi dan kontekstual (Raney, 2003; Zillmann, 1988b; Zillmann & Bryant, 1994).

Dalam hal ini, keseronokan didefinisikan sebagai sebahagian daripada istilah kegemaran. Kegemaran pula merujuk kepada penilaian positif terhadap sesuatu program atau karakter (e.g., Hoffner, 1996; Krcmar & Kean, 2004; Valkenburg & Cantor, 2000). Kedua-dua istilah ini sebenarnya membawa maksud yang berbeza (Nabi & Krcmar, 2004). Reaksi gemar adalah bagi mengukur reaksi secara kognitif dan afektif atau kedua-duanya terhadap mesej yang disampaikan oleh media. Manakala keseronokan pula lebih merujuk kepada reaksi terhadap mesej dan pengalaman menonton filem tersebut berkaitan dengan elemen situasi dan konteks.

Secara umumnya, keseronokan didefinisikan sebagai "*the sense of pleasure that one derives from consuming media products*" (Raney, 2004, p. 348-349). Pengkaji turut mengaitkan konsep keseronokan ini dari aspek afektif (contohnya, Zillmann, 2006) dan aspek kognitif (Grodal, 2000; Raney, 2003; Vorderer, 2000). Proses afektif dan kognitif ini akan menghasilkan keseronokan sebagai tindakbalas kepada rangsangan yang diterima (Vorderer & Knobloch, 2000). Walau bagaimanapun, emosi yang terhasil semasa menonton tidak semestinya menyeronokkan. Kadang kala emosi yang negatif yang dialami semasa menonton akan menyebabkan seseorang berfikir, dan

merasa keseronokannya selepas itu. Justeru itu, keseronokan juga melibatkan proses kognitif yang kompleks (Vorderer, 2001).

Majoriti penyelidikan dalam bidang perfileman memberi tumpuan kepada reaksi afektif yang dialami oleh penonton (Raney & Bryant, 2002). Teori-teori awal dalam kesan media seperti Teori Disposisi (*Disposition Theory*) mengukur reaksi afektif dari segi keseronokan yang merujuk kepada tindakbalas emosi terhadap watak-watak dalam filem (Zillmann & Bryant, 1994) telah dilakukan.

Zillman (1991) pula merujuk keseronokan kepada perasaan empati terhadap watak. Walau bagaimanapun, beliau menegaskan bahawa konsep empati terhadap watak ini adalah berbeza dengan kesan reaksi afektif. Perbezaan ini wujud kerana empati adalah satu konsep yang mempunyai saling kaitan antara afektif dan kognitif (Hoffman, 2000). Malahan, secara khususnya afektif merupakan komponen kognitif (Sparks & Sparks, 2000).

Berdasarkan Teori *Excitation Transfer* pula menjelaskan menonton filem seram akan meningkatkan reaksi emosi *dysporic* terhadap jalan cerita (Zillman 1996). Manakala teori terkini oleh Zillmann (2003) iaitu Teori Dinamik Afektif, menggabungkan bersama elemen Teori Fisiologi dan tiga dimensi emosi iaitu disposisi, bangkitan, dan pengalaman. Teori ini juga turut mengambilkira Teori Suasana yang mana pendedahan secara berpanjangan terhadap sesuatu, akan mewujudkan suasana yang diinginkan (Zillmann, 2003). Teori Suasana mempengaruhi penonton dalam menghadapi risiko dan krisis komunikasi (Aldoory, L., Kim, J. N., & Tindall, N., 2010).

Kajian-kajian menunjukkan bahawa keseronokan memberi kesan kepada tontonan filem seram. Antara kajian tersebut ialah kajian Zillman, Weaver, Mundorf, & Aust (1986), Tamborini, Stiff, & Heidel (1990), Hirschman (1987), Neundorf & Sparks (1988), Eduardo B. Andrade dan Joel B. Cohen (2007), King, Cynthia M. dan Nora Hourani (2007), Jason Glynos dan Yannis Stavrakakis (2008) dan Daniel Mark Shafer (2009).

King, Cynthia M. dan Nora Hourani (2007), dalam kajian mereka meneroka perbezaan antara penonton berdasarkan motivasi penonton. Keputusan menunjukkan bahawa penonton yang sangat didorong oleh faktor-faktor keganasan atau keseronokan, terdedah dengan perlakuan yang negatif berbanding dengan penonton yang kurang terdedah kepada unsur keganasan.

Cantor dan Oliver (1996) menghujahkan bahawa penggunaan filem seram adalah sebuah filem yang serius dengan rangsangan. Salah satu daripada sebab-sebab utama untuk pemilihan filem-filem seram adalah kebangkitan nafsu dalaman yang dikaitkan dengan keganasan dan penganiayaan. Seperti yang diperhujahkan, rasional menonton adalah rangsangan untuk menonton (Cantor & Oliver, 1994), yang digambarkan sebagai pencetus rasa takut kepada individu tertentu. Prinsip ini meramalkan bahawa filem-filem seram yang memberi tumpuan kepada kebimbangan terhadap penonton yang akan menghasilkan tindak balas yang lebih hebat daripada orang-orang yang memberi tumpuan kepada ketakutan terhadap peristiwa lepas.

Manakala, Harris, R. J. & Cook, L. (2010), berpendapat menonton filem biasanya menyeronokkan, tetapi penonton juga boleh mendapatkan ketidakselesaan. Dalam kajian tersebut, teknik memori autobiografi digunakan sebagai analisis kajian pertama terhadap responden (Harris & Cook, 2010). Manakala teknik penceritaan pengalaman senario sebagai kajian kedua (Harris & Cook, 2010). Keputusan menunjukkan bahawa ketidakselesaan terhadap menonton filem seram serta ganas adalah sebanyak 39 peratus berbanding filem komedi sebanyak 26 peratus (Harris & Cook, 2010). Penonton secara amnya menonton filem kerana mereka menikmati rasa keseronokan (Vorderer & Hartmann, 2009).

Shafer, D.M. (2009), menerusi kajiannya mendapati manusia mendapat keseronokan menerusi media dan mekanisme asas psikologi disposisi penonton yang membawa kepada pembentukan personaliti. Penggunaan Teori Disposisi (Zillmann & Cantor, 1976), dan integrasi Teori Keseronokan dalam drama jenayah (Raney & Bryant, 2002) memberi keputusan bahawa kedua-dua teori ini mempunyai saling kaitan di antara satu sama lain terhadap psikologi keseronokan menonton.

Oleh itu bagi pengukuran kesan tontonan sesebuah filem seharusnya dibuat secara multidimensional mencakupi elemen kognitif, afektif, dan tingkahlaku (Zanna & Rampel, 1988, Nabi & Krcmar, 2004, Eagly & Chaiken, 1993). Ketiga-tiga reaksi ini membentuk sikap seseorang terhadap filem dan mesej yang disampaikan oleh filem tersebut. Menurut Nabi & Krcmar (2004), kesan elemen tersebut sekiranya diintegrasikan akan memberi kesan terhadap individu penonton itu sendiri. Justeru dalam konteks kajian ini, elemen pegangan nilai agama menjadi satu pengukuran tambahan berdasarkan kebimbangan yang diutarakan oleh golongan agama dan cendekiawan muslim.

Keseronokan juga banyak diukur dalam bidang sukan. Kajian Abuhamdeh dan Csikszentmihalyi (2012), mendapati hubungan antara keseronokan dengan cabaran dalam permainan catur dalam talian, berbeza dengan hubungan kemahiran dengan keseronokan. Dalam konteks ini pengkaji perlu menilai aspek motivasi pemain dengan keseronokan. Faktor persekitaran bilik darjah juga perlu diambilkira bagi pelajar berumur 13 tahun ke atas menikmati keseronokan dalam mengukur hubungan keseronokan dengan motivasi. Mungkin bagi sesetengah pelajar berasa lebih bermotivasi dan dalam mempunyai perasaan yang lebih baik apabila melibatkan diri dalam aktiviti yang lebih mencabar (Csikszentmihalyi, Rathunde, & Whalen, 1996).

Para penyelidik mendapati bahawa penonton ingin mendapat keseronokan daripada hasil penontoran melalui hiburan. Namun, pada masa yang sama dalam keperluan keseronokan tersebut terdapat penonton yang tidak dapat menikmati hasil daripada keseronokan tersebut seperti biasa. Kajian empirikal masih berkurangan tentang kegagalan penonton mendapat keseronokan (Oliver & Raney, 2011). Seterusnya, beliau menjelaskan jika penonton memilih genre komedi sebagai hiburan atau keseronokan bersuspen sebagai satu cara mencari keseronokan untuk dilahirkan dalam bentuk ketawa. Namun, mereka masih memilih hiburan yang gagal untuk mendapatkan perasaan seronok (Oliver & Raney, 2011). Oleh itu, Oliver & Raney (2011) berpendapat bahawa orang yang mengambil hiburan melalui media dalam mengejar keseronokan dan hiburan sebagai motivasi hedonik serta sebahagian daripada keperluan am mereka. Ia adalah untuk mencari dan memikirkan makna, kebenaran hidup, dan tujuan serta motivasi yang dikenali sebagai *eudaimonic*.

Selain itu juga, C. Hoffner (2009) berdasarkan teori pengujian pemindahan Zillmann (1996) menjelaskan bahawa kenikmatan drama suspen adalah fungsi kepada kedua-dua tahap keseronokan suspen. Tahap keseronokan suspen merujuk kepada ciri-ciri subjektif takut atau kesusahan, dan rangsangan, tindak balas penonton untuk dari ketakutan tersebut. Beliau mendakwa bahawa rangsangan dari adegan suspen akan meningkatkan tindak balas pandangan positif dan dapat memberi kepuasan kepada penonton. Selain itu ia juga dapat menghasilkan satu pengalaman baharu yang menyeronokkan dan memberi kepuasan emosi penonton.

Dalam domain komunikasi massa, Oliver (1993b) berhujah bahawa penonton boleh menikmati filem-filem sedih tidak semestinya kerana filem-filem akhirnya berjaya dalam membangkitkan positif memberi kesan tetapi, sebaliknya, kerana pengalaman kesedihan sendiri dilihat sebagai memuaskan emosi penonton. Dengan jelas mempertimbangkan pengalaman ketakutan dan kesusahan. Oleh itu, penonton

yang mempunyai perbezaan yang tersendiri dalam tidak balas kepada hiburan yang memaparkan keseraman, keganasan dan kekejaman (Oliver, 1993b) bersifat positif dan juga negatif.

Pemerhatian ini disokong oleh eksperimen Andrade dan Cohen, yang mengukur jumlah positif dan negatif memberi kesan pada penonton sebelum menonton, semasa, dan selepas menonton filem seram. Hasil kajian menunjukkan bahawa penonton yang minat dengan filem seram mengalami emosi negatif pada keseluruhan filem, bersama-sama dengan emosi yang positif. Tambahan pula, Andrade dan Cohen mendapati tiada kesan selepas menonton. Penonton dalam kajian tersebut menunjukkan tidak ada penurunan emosi negatif, mahupun peningkatan positif emosi selepas menonton filem seram (C. Hoffner, 2009).

Sehubungan itu, keseronokan yang dikaji dalam kajian ini adalah keseronokan terhadap kenikmatan penonton menonton filem seram. Dalam kajian ini keseronokan merupakan pemboleh ubah perantaraan yang digunakan untuk mengukur situasi penonton menikmati filem seram. Elemen keseronokan adalah faktor penting kepada penonton dalam menikmati media samaada menonton televisyen atau pun media. Keseronokan ini juga berpengaruh dalam menikmati acara sukan dan sebagainya. Unsur ketakutan dan keganasan telah dipaparkan dalam filem dan televisyen sejak berabad yang lalu. Sebagai contoh, *Cabinet Dr. Caligari* (Pommer & Wiene, 1919) yang dilihat sebagai filem seram dan juga karya *Alfred Hitchcock Presents* (Hitchcock, 1955-1962) tertumpu kepada “cerita keganasan, seram, suspen” (Brooks & Marsh, 1988). Ia merupakan satu keseronokan terhadap penonton menikmati filem seram. Para penyelidik terdahulu banyak membuat kajian tentang keseronokan dalam menikmati filem dan karya seram.

Nilai Agama

Nilai menurut Kamus Dewan memberi erti kepada mutu, taraf, kualiti, serta menunjukkan sifat ketinggian dalam pemikiran terhadap agama, masyarakat dan seumpamanya (Kamus Dewan, edisi keempat, 2001). Oleh itu, kajian ini cuba menyingkap sejauhmana kefahaman serta penghayatan nilai agama dalam masyarakat Malaysia yang dipengaruhi oleh faktor filem, faktor psikologi serta faktor individual dalam penontonan filem seram. Ini kerana majoriti yang menonton filem seram di Malaysia adalah daripada penonton beragama Islam.

Secara operasinya, nilai yang dimaksudkan dalam kajian ini adalah berdasarkan pengukuran penghayatan ibadah iaitu rukun Iman serta rukun Islam yang memberi impak kepada disposisi penonton Muslim. Sejahteranya disposisi penonton di dalam kefahaman serta penghayatan agama. Nilai berfungsi sebagai pimpinan serta arahan terhadap sikap dan perlakuan manusia. Fungsi nilai yang penting dalam keharmonian masyarakat sejagat serta dijunjung tinggi dan dianggap baik untuk dilaksanakan (Winarni, 2002). Kajian lepas banyak mengaitkan nilai agama dalam permasalahan sosial (Asmadi Mohamed Naim et. al, 2006). Walau bagaimanapun penontonan filem seram tidak dapat lari daripada nilai agama khususnya Islam atau juga dikenali dengan ad-din hubungannya dengan fenomena lambakan filem seram di Malaysia mendadak daripada tahun 2000an (Perbadanan Filem Malaysia, 2016) seperti yang dinyatakan dalam jadual 2.3.

Justeru, pengkaji perlu membincangkan dahulu tentang faktor nilai agama Islam khususnya yang menjadi faktor utama dalam kehidupan sosial masyarakat. Kajian lepas oleh Nur Manuty (1997) membincangkan permasalahan antara tahap pengalaman agama dengan ketertiban sosial. Beliau menyatakan bahawa solat berjemaah

merupakan salah satu kaedah membentuhan keutuhan jiwa yang memberi kekuatan dan keteguhan iman seseorang individu.

Personaliti Islam (Krauss dan Hamzah, 2009) merupakan manifestasi pandangan agama satu atau cara-cara tertentu yang seseorang menyatakan sifat dan menyesuaikan diri dengan situasi yang pelbagai di dunia. Ia termasuk tingkah laku, motivasi, sikap dan emosi yang bertujuan untuk menilai manifestasi peribadi Islam ajaran dan arahan (Annalakshmi & Abeer, 2011). Justeru, daripada hasil kajian Annalakshmi & Abeer, (2011) yang dilakukan di India jelas menunjukkan bahawa tingkah laku prososial yang diumumkan, diukur oleh Skala Personaliti Agama adalah berkaitan dengan daya tahan. Pandangan hidup Islam sebaliknya membayangkan pengetahuan tentang agama. Ia boleh disimpulkan bahawa pengetahuan agama sahaja tidak memberi perbezaan yang signifikan dalam daya tahan. Kajian ini menunjukkan hubungan antara bagaimana cara hidup dan nilai agama Islam dan bagaimana ia dapat memberi sumbangan dalam kehidupan arus perdana kini. Dapatan yang dibuat oleh Annalakshmi dan rakan menunjukkan individu yang berdaya tahan mampu melalui kehidupan harian yang tenang. Oleh itu pengukuran nilai agama dirumuskan dalam kajian mereka adalah kepercayaan, pengetahuan serta tindakan.

Selain itu juga, dapatan Annalakshmi dan Lijo, (2010) menunjukan bahawa amalan solat serta alunan syahadah dapat memberi daya tahan kepada seseorang individu dalam menguatkan kepercayaan individu tersebut terhadap kepercayaan alam ghaib. Ritual Rukun Islam didapati sangat mempunyai kaitan dengan daya tahan individu. Dapatan ini disokong oleh (Nicholson, Richard, & Bobak, 2009) yang mana nilai agama sangat berkait rapat dengan nilai kesihatan diri dengan mengerjakan ibadah rukun Islam setiap hari. Justeru, Krauss et al., (2006) juga berendapat amalan ritual ibadah harian adalah satu hubungan langsung dengan Tuhan (Krauss et al., 2006).

Model of Interactive Television Advertisement Ecosystem in Malaysia

Siti Mahfuzah, S.¹, Azizah, C.O.², Sabrina, M.R.³

Department of Multimedia Technology, School of Multimedia Technology & Communication, Universiti Utara Malaysia (¹ctmahfuzah@uum.edu.my, ²co.azizah@uum.edu.my, ³sabrina@uum.edu.my)

ABSTRACT. This paper is a continuation of authors' previous study on behavior of television viewer in Malaysia, from the key industry players' point of views, with regards to the new digital environment. The networked media content industry in Malaysia, which has been predominantly television and radio broadcast, is undergoing changes as new convergent technologies emerge. One of them is interactive television advertisement. While the infrastructures are not entirely ready for the innovation of interactive television advertising, this study believes that it will get onto the track soon. Hence, the preparation for it should be commenced through designing a conceptual model of the interactive television advertisement ecosystem in Malaysia. The conceptual model is constructed through the adaptation process of the peer-to-peer standard mechanism for impression exchange solution. The model is perceived as ideal architectural ecosystem for implementation of interactive television advertising in Malaysia involving every entity in the industry (i.e., advertiser, advertising agency, censorship body, broadcaster, Internet service provider, and rich media vendor). The conceptual model was validated through expert reviews, which involve five personnel from related industry and background i.e. advertising, marketing and broadcasting. Findings from expert reviews show that the conceptual model could open ways to more possibility of implementing the interactive television advertising in Malaysia and benefits from it.

KEYWORDS: Interactive Television (iTV); Interactive Advertisement; Conceptual Model.

1 INTRODUCTION

The advertising landscape in Malaysia is very encouraging, with a steady growth of 5 to 6% every year. While traditional media formats still accounted for the majority of advertising spending in Malaysia this year, digital advertising expenditure is expected to increase considerably by 2020. With household broadband penetration at an explosive growth of 118% (MCMC, 2018), and the increase of Internet Protocol Television (IPTV) subscription to nearly 87% in the fourth quarter of 2018, the potentials for iTV advertising in Malaysia had yet to be fully realized while there are tremendous opportunities for growth. Malaysia IPTV service providers like HyppTV, Astro B.yond, and eTV are now aiming at the market potential of 200% growth per year since 2011 due to the raise of digital and new media. In a way, it implies IPTV seems to be the preferred solution to fulfill today's viewing trend.

This study is also driven by the national policy objectives for the Communication and Multimedia Industry in Malaysia (MCMC, 2009), specifically in promoting a high level of consumer confidence in service delivery from the industry, and creating a robust applications environment for end users. Relatively, the policy objectives are also in line with the vision of Digital Malaysia programme.

Digital Malaysia is a national programme based on three strategic thrusts to advance the country towards a developed digital economy by 2020. It will create an ecosystem that promotes the pervasive use of ICT in all aspects of the economy to connect communities globally and interact in real time resulting in increased Gross National Income, enhanced productivity and improved standards of living. This will result in a developed digital economy that connects and empowers government, businesses and citizens.

The networked media content industry in Malaysia, which has been predominantly television and radio broadcast, is undergoing changes as new convergent technologies emerge. While the infrastructures are not entirely ready for the innovation of interactive television advertising, this study believes that it will get onto the track soon. Hence, the preparation for it should be commenced. This paper is a continuation of authors' previous study (Sarif et al., 2013) on behavior of television viewer in Malaysia, from the key industry players' point of views, with regards to the new digital environment. The study shows that even though Malaysia is not moving towards it yet, initiatives to have this study are necessary to prepare Malaysia for the innovation. Meanwhile, related literature reveals that, advertising activities in developed countries like Canada, New Zealand, and Australia have been following comprehensive guidelines prepared by a dedicated body known as Interactive Advertisement Bureau (IAB). In Malaysia, to date, nearing to nil existence of guideline to implementation of iTV advertising in local environment has been reported.

2 MATERIAL AND METHOD

The activities involved in this study can be divided into four main stages. The first stage deals with the problem identification to explore necessary aspects of interactive digital television technology with a particular attention to iTV advertising in order to justify the formulation of the proposed guideline. This study carry out a number of field observations, focus group interviews, and expert consultations to get the general and in depth perceptions and also to understand the changing trends in local advertising scene. This will be followed by the analysis of the findings from previous activities to get the gist for formulation of the proposed guidelines for iTV advertising implementation in Malaysia. Next, the validation of the proposed guidelines will be carried out through expert reviews. Figure 1 represents the research method.



Figure 1. Research Method

2.1 The Proposed Conceptual Model

The focus group interviews have provided general understandings of roles and functions of every entity in the industry (i.e., advertiser, advertising agency, censorship body, broadcaster, Internet service provider, rich media vendor). With regards to iTV advertising, developed countries like Canada, Australia and New Zealand have been following standards and comprehensive guidelines set up through special working groups under the Interactive Advertisement Bureau (IAB). Related studies to iTV ad system architecture are also found in Pramataris et al. (2001) and Tsaih, Chang, and Huang (2005).

The original model in IAB (2011) is an industry-wide, peer-to-peer standard mechanism designed to create immediate awareness and transparency around impression count discrepancies. Impression is vital in digital advertising campaign, as it estimates the number of viewer of particular ad is reaching, and may be counted in different ways depending upon the way the ad is situated on the page/screen, as well as the number of times the ad appear. Prior to the IAB (2011) model, the industry has not had a common method for automatically retrieving impression counts from ad servers. Broadcasters and ad agencies typically retrieve this data manually which is costly, time consuming, and prone to human error. This often results in inaccurate invoices that are difficult to reconcile. In fact, reconciling count discrepancies can take up to 90 days or more after a campaign is complete. This leads to the unwelcome side effect, delayed payments.

Moving towards future implementation of iTV ad, this study is adapting the peer-to-peer standard mechanism (IAB, 2011) for impression exchange solution as an ideal ecosystem for it's implementation in Malaysian context. This above-mentioned model provides guideline, particularly on how to position and connect all related entities in iTV advertisement scenes in Malaysia. As illustrated in Figure 2, the model involves the following entities with their unique roles (see Table 1).

Table 1. Key Entities of iTV Ads Ecosystem Model

Role	Description	Example of Entity in Malaysian Context
Advertiser	The ultimate buyer of digital media and a client of the agency	Any company with product to be advertised
Agency	A buyer of digital media who acts on behalf of its clients (advertisers)	Leo Burnett
Censorship Body	Organization that engage in censorship of digital media content	Film Censorship Board (LPF)
Agency Ad Server (AAS)	A “buy side” ad server that operates on behalf of agencies and large direct advertisers. Its purpose is to serve ads across multiple media and aggregate counts in one location	Nielsen
Broadcaster	An owner and seller of digital media. For the purpose of this report, the term broadcaster could also apply to a reseller of media such as an ad network.	Astro
Rich Media Vendor (RMV)	Service provider who specializes in the deployment and management of rich media advertising campaigns. In some cases, the RMV serves the ad but does not operate as the main count of record for the campaign (typically handled by the AAS)	Astro IPTV

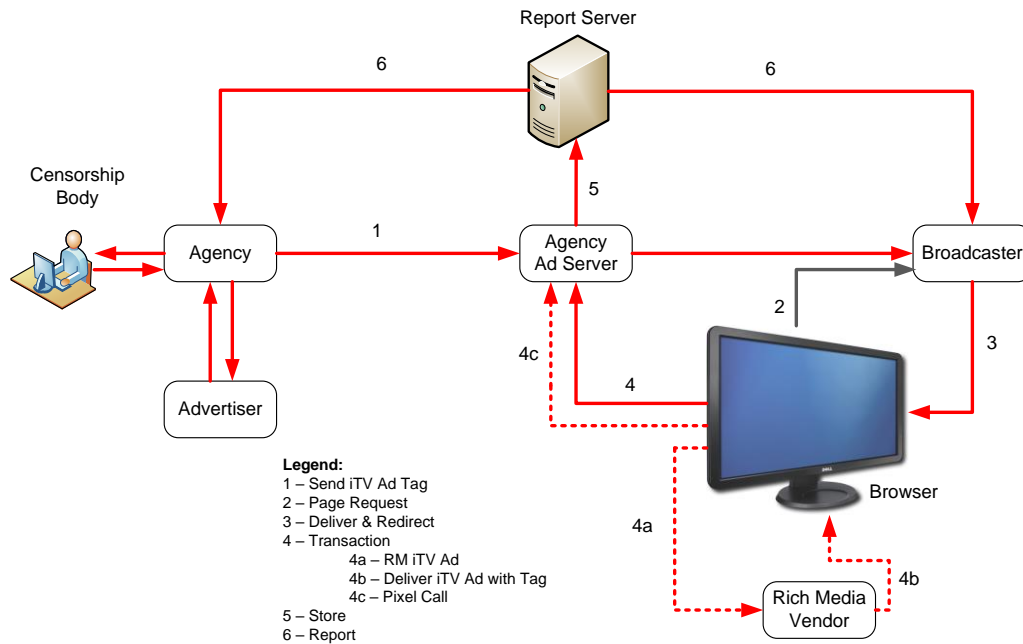


Figure 2. Proposed Conceptual Model of iTV Ads Ecosystem in Malaysia

In the iTV advertising business, Broadcasters routinely bill Agencies based on impression counts produced and maintained by the Count of Record for the campaign. The Count of Record is often the Agency Ad Server (AAS), but it can sometimes be a Rich Media Vendor (RMV). This IAB adapted model establishes a common procedure that enables Broadcasters to modify AAS ad tags with unique identifiers that are maintained throughout the ad serving process. When the Broadcasters retrieve count statistics from the AAS, or other ad serving vendors, the unique identifiers help the Broadcasters narrow down the source of any discrepancies. For example, the Broadcasters might use a unique ID for different ads on their screen time. A discrepancy that is more heavily associated with an ID attributed to a single screen may indicate a problem with that screen. The Broadcasters can then either resolve discrepancies as soon as they are discovered or adjust delivery to minimize the effect of those discrepancies over the life of the campaign. Using these unique identifiers, Broadcasters can invoice Agencies based on counts that are more closely aligned to Agencies expectations. With fewer to no discrepancies, Agencies can proceed more quickly to invoicing their Advertisers and then paying the Broadcasters, virtually eliminating delayed payments to both Agencies and Broadcasters. This part of the ecosystem (where it involve payment and invoicing) will be brought forward for future research.

2.2 Evaluation of iTV Ads Ecosystem Model

The proposed conceptual model is evaluated through expert reviews. Two objectives have been set for the expert reviews, namely i) to validate the proposed components and activities in the model and ii) to gain feedbacks and insights for future improvement of the proposed model. A total of five experts participated in the review process. Their expertise is based on their qualifications in either advertising or marketing or broadcasting area and their experiences of working or studying or researching or teaching in the aforementioned area for at least five years. Table 2 displays the information related to the experts.

Table 2. List of experts participated in the expert review

Expert	Area of Expertise	Gender	Experience (years)
E1	Broadcasting	Male	22
E2	Marketing	Female	7
E3	Advertising	Female	14
E4	Marketing	Male	26
E5	Advertising	Female	9

The expert reviews are conducted through online communication due to difficulties to engage with the experts for face-to-face sessions. The review involved a number of objective questions and also five open-ended questions. Eight components of the model (i.e., Agency, Advertiser, Censorship Body, Agency Ad Server, Broadcaster, Browser, Rich Media Vendor, Report Server) are validated by asking the experts whether they agree or not with the inclusion of the components. Six activities in the model (i.e., send iTV ad tag, page request, deliver & redirect, transaction, store, and report) are also validated by asking the experts whether they think what currently available in the model are suffice or needed more explanation. Also, the experts are asked to validate the connection/flow of the components, usefulness of the model and also feasibility of the model. In addition, five open-ended questions were also asked to garner richer feedback. The questions are as follow:

- i) Will the model be beneficial to the key players? Please elaborate.
- ii) How do you see the model able to facilitate the implementation of iTV ad in Malaysia?
- iii) What would be the anticipated drawbacks from the model?
- iv) Would it be possible for the model to be fully materialized in five years time? Why?
- v) How should the model be improved towards its succesful implementation?

3 RESULTS AND DISCUSSION

Table 3 displays the descriptive statistics of the experts' responds. Majority of the experts perceived that the proposed model contains relevant component, exhibit logical flows, useful to the implementation of iTV ad in Malaysia and feasible to be implemented. However, for each activities proposed in the model, at least half or more than half of the experts believed that the model needs to have clearer descriptions on the terminologies used for the activities.

Table 3. Percentage of responds in expert reviews

Item/Questions	Percentage (%)	
	Agree	Disagree
Components		
Agency	100	-
Advertiser	100	-
Censorship Board	100	-
Agency Ad Server	100	-
Broadcaster	100	-
Browser	80	20
Rich Media Vendor	80	20
Report Server	80	20
Activities	Need more explanation	Adequate explanation
Send iTV Ad tag	60	40
Page request	40	60
Deliver & redirect	20	80
Transaction: Rich Media Ad Request	60	40
Transaction: Deliver Ad with Tag	60	40
Transaction: Pixel call	60	40
Store	-	100
Report	40	60
	Yes	No
The connections/flows of the components are logical.	80	20
The model is useful for implementation of iTV Ad in Malaysia.	100	-
Overall, the model is feasible.	100	-

In general, all the experts (i.e., 100%) perceived the model as beneficial to the key players in the industry (in terms of being useful and feasible). However, they believe that there are rooms for improvement. Thus, semi-structured interviews were carried out to investigate further. The themes were identified as “inclusion of more entity/parameter”, “win-win ecosystem” and “determinants of iTV ad success”.

3.1 Inclusion of More Entity/Parameter

This theme encapsulates each of the respondents’ suggestion pertinent to inclusion of more entity or parameter into the iTV Ad Ecosystem Model; a combination of key entity like audience/viewers and parameter like costing and online payment. When asked about the drawback of the model or how could the model be improved, three of the experts (E1, E3 and E5) were consistent with their answers: “Need to redefine the process flow to include more parameters.” [E1], “The proposed model is feasible but required further tuning in terms of considering other addition of parameters such as costing.” [E1], “There is one element missing which is the audience, because to me the audience play important role in giving feedbacks to the advertiser.” [E3], “The missing element – audience, as the key player in the ecosystem.” [E3], “Cost. [No further explanation]” [E5], “Add the audience and feedback element so the model become more interactive.” [E3], and “Pay attention to any redundancy of key players.” [E5].

3.2 Win-win Ecosystem

This theme encompasses the experts' thoughts on how the model would impact the traditional advertiser, free-to-view TV station, sells, and cost in general. In general, the experts stress on the importance of providing win-win collaboration through the ecosystem. All of these are evident in the following statements: "Traditional advertiser might lose some portion of the market share when iTV ad aggressively promoted. But the limitation will be based on viewership of each broadcaster." [E1], "Everything becomes more segmented and making it difficult for broadcasters/agencies to sell bulk packages as now clients will start asking for a more high-performance time slot, programs for their ad placements." [E2], "The limitation is that it only benefits those at pay TV stations." [E4], and "The only restriction I can think of is this ad only appears on pay TV." [E4].

Similarly, this theme also encapsulates the positive connotation from experts' answer when asked about their confidence in the feasibility of this model to be implemented in Malaysia. They believed the model would be able to benefit the entities involved directly and indirectly in this ecosystem as evidenced by these statements: "Definitely this will boost up the mileage and increase the sales for both parties (i.e., agency and broadcasters)." [E4], and "It can help to explain the process to the key players. Once they understand how it works, they will be confident with the system." [E5].

3.3 Determinants of iTV Ads Success

This theme accounts for all determinants of success for iTV Ad implementation in Malaysia. When asked when the model will be materialized in the near future, the experts' responses were more drawn towards describing the determinants of success according to their expertise: "Maybe possible. If two-way communication can be added to the broadcaster network on a big scale. ABN can be a potential implementer of such advertisement sectors." [E1], "If all the systems are well planned, survey and market research have been looking into every detail, that should be good to go." [E4], and "Depending on the system development." [E5].

In addition to the previous, the experts add on by stating: "iTV ad requires two-way communication. Some broadcasters only have one-way communication. Companies like ABN (i.e. cable TV) will be able to utilize this model to increase the market share. But the current cable TV's market has limited coverage at the moment compared to satellite broadcasters especially in Malaysia. If more and more clients enroll to the cable TV then the model can be implemented extensively." [E1], "The model needs more explanation and clearer process flow." [E2], "If this can be implemented into a smart phone system, LRT, MRT, monorail where the prime time slot (going to work, going home from work) will generate lots of interest for the passengers of all walks of life." [E4], "Maybe what can be enhanced is to categorize the kind of response/feedback that is derived from the audience, so that we can straightaway categorize the responses into broad categories to determine which objectives have been met." [E2], and "The model helps to determine and identify whether ad placement, type of ad, messaging and visual have enough elements to induce interactivity with audience, which then translates to response/feedback." [E2].

In general, the connotations of their feedbacks are consistent with how they respond to all questions.

4 CONCLUSION

Motivated by the increasing popularity of iTV advertisement, while at the same time still lacking knowledge about them, this study started with investigating the behavior of television viewer in Malaysia, from the key industry players' point of views, with regards to the new digital environment. Then, this study continues to propose a conceptual model of iTV ad ecosystem model in Malaysia that governs the business model among related entities. Underlying the proposed model was the general idea adapted from an industry-wide, peer-to-peer standard mechanism designed to create immediate awareness and transparency around impression count discrepancies. The ecosystem model was then evaluated through expert reviews involving five experts from broadcasting, advertising and marketing area. The reviews involved two parts, a descriptive analysis of the survey answers and thematic analysis of data collected from the semi-structured interview questions. Generally, the findings from the evaluation of the proposed ecosystem model through expert reviews can be deduced to the following:

- i) All the experts (i.e., 100%) perceived the model as beneficial to the key players in the industry (in terms of being useful and feasible)
- ii) The success implementation of the model could be driven by three factors as concluded from the thematic analysis; a) inclusion of related entity/parameter, b) emphasis on win-win collaborations, and c) consideration of the success determinants for iTV Ad implementation in Malaysian context as confirmed in related studies (Pramataris et al., 2001; Tsaih, Chang, & Huang, 2005).

5 ACKNOWLEDGEMENTS

Authors would like to thank Universiti Utara Malaysia for the fund provided under University Grant (SO Code: 12520).

REFERENCES

- Interactive Advertising Bureau, IBA (2011). An Interactive Advertising Overview. Retrieved from <http://www.iab.net/media/file/iTVCommitteeWhitePaperv7.pdf>
- Malaysian Communications and Multimedia Commission, MCMC (2009). Advertising Development in Malaysia – Catching Eyeballs in Changing Media. Retrieved from http://www.skmm.gov.my/what_we_do/Research/industry_studies.asp
- Malaysian Communications and Multimedia Commission, MCMC (2018). Communications and Multimedia: Facts and Figures, 4Q 2018. Retrieved from <https://www.mcmc.gov.my/skmmgovmy/media/General/pdf/4Q18.pdf>
- Pramataris, K. C., Papakyriakopoulos, D. A., Lekakos, G., & Mylonopoulos, N. A. (2001). Personalized interactive tv advertising: The imedia business model. *Electronic Markets*, 11(1), 17-25.
- Ray Tsaih, Hsin-Lu Chang, Chiung-Yu Huang, (2005) "The business concept of utilizing the interactive TV", *Industrial Management & Data Systems*, Vol. 105 Issue: 5, pp. 613-622, <https://doi.org/10.1108/02635570510599986>
- S. M. Sarif, A. A. Mutalib, S. M. Rashid and A. C. Omar, "Diffusion of iTV Advertising in Malaysia: The Industry Players' Perspectives," 2013 International Conference on Informatics and Creative Multimedia, Kuala Lumpur, 2013, pp. 99-103. doi: 10.1109/ICICM.2013.24

