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NEWS DIFFUSION OF A SIGNIFICANT EVENT: HOW MALAYSIANS AND INDONESIANS LEARNT OF THE INDONESIA AIRASIA QZ8501 TRAGEDY

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ABSTRACT
This paper examines how a significant event is diffused in two different countries. Using the News Diffusion as a theoretical perspective, the study initially focused on the role of media in influencing the spreading of information during an enfolding aviation disaster. Taking the 2014 Indonesia AirAsia QZ8501 crash as a significant event, the research addressed the questions: How do two different nationalities learn of a significant event? How does media usage during a crisis influence the speed of news dissemination about the event? How was the spread of information on a significant event in two different nationalities was treated in different media systems? A total of 1,199 Malaysian respondents were interviewed from 5 to 14 January 2015 and another 604 respondents from 15 January to 10 February 2015 in Indonesia through the use of questionnaires. The total number of respondents in Indonesia was confided to Jambi and Jakarta because of the pressure of time needed to complete the questionnaire. The interviews took place in Jambi and Jakarta, Indonesia and nationwide for Malaysia. Data were analyzed using Statistical Package for Social Sciences (SPSS) WIN 20. Most of the respondents in Malaysia heard the news at around 01:00-01:59 p.m. (Malaysia Time) while Indonesia respondents mostly heard for the first time about the crash at 9:00-09:59 p.m. Western Indonesia standard time (WIB) with television being the first source of news followed by Facebook as the second most common sources in spreading the news. The regularity hypothesis on the diffusion of news argues that news of a significant event is expanded more through interpersonal communication compared to mass media. This study found that the spread of news was slow, despite the event being significant. Several key themes surfaced to shed some light on the role of media in disseminating the news, the pattern of news transmission and the social-behavioural conduct in the two countries.

Key words: News diffusion, media use, Indonesia AirAsia QZ8501, Malaysia, Indonesia, interpersonal communication

INTRODUCTION
People are always curious at the way events are diffused in society. Some events, being newsworthy, are easily diffused , while others that are not significant, take time for people to receive the news. People learn of such newsworthy items in different environments in different ways. Not many studies are done on the diffusion about types of events, especially when the events are classified as importat. When happens then when a significant event were

to happen, namely an air disaster? How do they attract the attention of the general public? How do people learn about significant events like an air tragedy?

People in a given social setting would be assumed to be interested in receiving news that is of high relevance to them. There are significant but unanticipated events that are of high relevance to audience members. How does news of such events reach members of society? Diffusion of news is about tracing the flow of news of an event or incident from the media to the audience and from them to other members in society. It appears simple in tracing the flow of news through social networking, but the diffusion of a news event sheds light on a complex process through which the mass media of communication transmits stories to the audience and how audience members from thereon decide to share the news with their friends and family members.

Utilizing the news diffusion theory (Rogers, 2000; Shatsley & Feldman, 1964) the paper seeks to understand how Malaysians and Indonesians learned about the tragedy, the time they heard about the disaster, and the different reactions between the two nationalities toward the same event. What then would be the causes that propel one community to learn an event earlier and better than another? The focus of this study is on an air disaster that occurred in 2014 involving the interests of two nationalities and the question that arose was to how news of a significant event was diffused in two given nationalities. In our discussion, despite the notion of a significant event were there differences in time and the way the two nationalities learnt about the event. This paper seeks to compare how Indonesians and Malaysians learned the news of an air disaster in 2014, involving Air Indonesia Asia Flight 8501. It was anticipated that the different media systems and use of media would affect the diffusion of news among the general public in the two countries.

LITERATURE REVIEW

News diffusion is defined as a process on how people hear and communicate a shared information with others (Hill & Bonjean, 1964; Rosengren, 1987). News diffusion studies examined how, why and where people receive information and how the news later influenced audience behaviours (Idid, 1994). Studies on diffusion suggested a two-step flow: news being relayed via the media to some audience members and the majority would then learn of the event from interpersonal communication. Studies on the diffusion of news have come to the expected findings that the rate and spread can predict the significance of the event. But recent findings have suggested the increased role of the social media in the spread of the news as against earlier findings in the diffusion process on the role of traditional media.

Everett Rogers (1962; 2000), who was noted for his theory on innovation, also wrote several articles on news diffusion. He explained how innovations were introduced and adopted by various communities. Selecting news event as a form of innovation, Rogers (2000) explained how diffusion could attract widespread public attention. In brief, news that had more value in the eyes of the public would spread quickly or, in another term, would diffuse quickly in society.

Delbert Miller (1945) who first investigated the flow of news about the death of Franklin Roosevelt, the 32nd president of the United States, found that 90% of the respondents knew of the news within an hour of the event.

The second major event in news diffusion studies was the assassination of President Kennedy when researchers found the spread of the news to be fast; 93% heard of the event within an hour (Banta, 1964; Hill & Bonjean, 1964).

A significant event concerning Malaysians was the death of Tun Abdul Razak, Malaysia's second Prime Minister (Idid, 1976). The study, done in Madison, found that Malaysians learned the news personally from their Malaysian friends. As the news of the event quickly diffused within the Malaysian community in Madison.

The most recent major event studied on news diffusion was the Malaysia Airlines' tragedies (MH 370 and MH 17) involving a missing and a downed plane (Idid, 2015). The study, which compared two separate tragic events showed high significance placed by the media among the audience. High significant news event in this case meant world headlines and rapid relaying of the news among the major agency networks.

Nearly all the studies were on events that occurred within one political entity. A new possibility existed when the European Journal of Communication came out with a special issue on the death of the Swedish Prime Minister, Olof Palme (Vol. 2 (2), 1987) who was killed on the night of 28 February, 1986. The special issue contained studies on the diffusion of news of the event conducted in several European countries (Germany, Italy, Hungary), and also in Iceland, Israel, United states and in Japan. The findings on news diffusion suggest that different nationalities learned the news events in many ways. A significant mention was made that the media system of the different countries under study accounted somewhat for the different rate of diffusion (Rosengren, 1987).

The discussion on news diffusion of the death of Olof Palme focused on learning: the time of occurrence, what was learnt, what people did when they learn about a significant event. Learning at the macro level would be at the early stage of diffusion (among the journalists), and among the general public and later at the specific level of those affected by the event. Another factor that has not been well discussed is the different levels of learning in two different nationalities. The study on the death of Olof Palme in different countries underscored the point that countries learnt about the events at different periods of time because of the uneven spread of the news and due to the dissimilar media system.

Though several studies on how significant news had spread through the media had been done in recent years (Henningham, 2000; Idid, 1983, 1997, 2015), yet very little had been made to compare how news about the same event were diffused in two countries. In this paper, the diffusion of news about Indonesia AirAsia QZ8501 crash, was considered of interest in Malaysia and Indonesia. The news diffusion may be affected by the characteristics of the event (time of the day, degree of importance, anticipation) and the surrounding society (the structure of its political, economic, cultural and media system, and its location in international system). Meanwhile the process of learning may be affected by individual characteristics , the event and the surrounding society.

On the morning on December 8, 2014, Indonesia AirAsia Flight 8501, scheduled to arrive in Changi International Airport, Singapore, crashed in Karimata Straits, Java Sea, 42 minutes after its departure from Juanda International Airport, Surabaya, Indonesia. The air disaster killed all 162 on board. The event captured the interests of two countries as Indonesian AirAsia was partly owned by Malaysians but the majority share was Indonesian, the plane was flown by Indonesian pilots, the plane carried the name of Indonesia, many who died were Indonesian passengers and the plane took off from an Indonesian airport.

The air disaster was the third plane crash in 2014 and also the third tragedy for Malaysia-based carrier (the other two Malaysia Airlines planes were MH370 and MH17) The Malaysian airline plane that went missing on 8 March, 2014 was MH370 with 227 passengers and 12 crew members. Malaysia Airlines Flight 17, a passenger flight scheduled

from Amsterdam to Kuala Lumpur, was shot down at Donetsk, Ukraine on 17 July 2014, killing all 283 passengers and 15 crew on board.

In the incident involving Indonesia AirAsia Flight 8501 the media coverage on the event was rather slow and less intense compared to the previous two tragedies. But this aroused the curiosity of the study to know how Malaysians and Indonesians learned of the air disaster from the time it was made known. Why were there differences in learning about the air disaster?

Media use in Malaysia

With a population of 30 million, the media consumption is relatively high in Malaysia. Media Prima, Radio Televisyen Malaysia (RTM), and Astro are among the nation's mass media conglomerates, owning multiple television channels, radio stations, newspapers, magazines, and entertainment websites. According to the statistical data released by Malaysian Communications and Multimedia Communication (MCMC, 2013), 98% of Malaysian households own television sets, while 78% consume contents provided by radio stations. Malaysia is also known for the high Internet penetration. In the latest data released by MCMC (2015), 70% of Malaysian households were connected to broadband Internet. In terms of service, 19.2 million Malaysians were actively using the Internet, clocking in with 5 hours and 36 minutes on an average day. As for social media, 64% of Malaysian Internet users were actively engaged in such Web 2.0 services. An average Malaysian, according to data, spent 3 hours and 17 minutes engaging in social media alone (Muzliza, 2014).

Media Use in Indonesia

Indonesia is another fast developing nation in South East Asia. With a population of over 300 million, Indonesia is one of the most highly populated countries in the world. In the recent decade, Indonesia has seen increased media freedom. The country's news media industry has enjoyed tremendous growth in recent decade with press freedom, expanding media industry, and the introduction to the Internet. But the use of the media falls much lower than that of Malaysia. In a statistical report released by Tech in Asia (2015), the number of Internet media users in Indonesia were low against the total population (72.7 million out of 255.5 million).

Indonesia AirAsia

Indonesia AirAsia was established in 1999 as Awair or Air Wagon International. The troubled airline started its operation in 2000 but suspended its entire flight in 2002. In 2004, the airline started operating again within Indonesia as an associate to the Malaysian-based AirAsia before fully changing its name the following year to Indonesia AirAsia. A total of 51% of the airline is owned by Fersindo Nusaperkasa, an investment company based in Indonesia, while the remaining 49% is owned by AirAsia Berhad (Dina Murad, 2014). The main base is located in Soekarno-Hatta International Airport, Jakarta, and operated in eight other airports throughout Indonesia, as well as in Malaysia, Singapore, Thailand, and Australia. The crash involving Flight 8501 (present study) is the airline's first incident since its establishment and also the first for the Airline bearing the title of "Air Asia."

On December 28, 2014 at 5.20am (local time), Indonesia AirAsia Flight 8501 left the Juanda International Airport, Surabaya, Indonesia carrying 155 passengers and seven crew members to Singapore Changi Airport, Singapore. Some 42 minutes later, the air traffic

controller lost contact with the flight as it crashed into the Java Sea, killing everyone on board (BBC, 2015).

Following the report, a multinational search and rescue operation by the Indonesian authority quickly started with participation from Singapore, Malaysia, Australia, South Korea, Japan, the United States, China, and Russia. Ships, vessels, and helicopters were deployed to the last known location as unconfirmed reports of the debris and bodies had been found swirled in social media. The wreckage of the doomed flight was spotted a few days later , ssome 180-185 kilometres southwest of Pengkalan Bun while the flight recorder ("black box") was recovered two weeks after the incident. On March 17, 2015, the search operation ended with only 106 bodies recovered and 56 bodies remained unaccounted ("AirAsia QZ8501," 2015).

METHODOLOGY

The study was conducted to understand how two different nationalities, Malaysians and Indonesians, learned about a significant event, namely the air disaster of QZ8501. A questionnaire was used to gather information after the event. A total of 1,199 of respondents were collected nation-wide in Malaysia and another 604 were collected in Jakarta and Jambi, Indonesia. The interviews were conducted from 5 to 14 January 2015 in Malaysia and another 604 respondents from 15 January to 10 February 2015 in Indonesia. Questions included in the questionnaire were on the time and place of learning the significant event, channels of information, and the sharing of information with others.

The demographic profile of the respondents are given in Table 1. A total of 50% were males, with different age categories and educational levels of respondents from both the countries.

Table 1. Demographics of the Respondents

	Malaysia		**Indonesia**	
Gender	Male	50.4	Male	50.5
	Female	49.6	Female	49.5
	Total	100	Total	100
Race	Malay	54.1	Jawa	40.2
	Chinese	31.9	Batawi	29.8
	Indian	9.9	Sunda	15.6
	Bumiputera	4.1	Batak	3.2
			Minangkabau	3.5
			Lain	1.8
			Malay	1.3
			Chinese	5.6
	Total	100	Total	100
Age	21 – 25	15.3	21 - 25	10.8
	26 – 30	19.1	26 - 30	15.6
	31 – 35	17.5	31 - 35	16.7
	36 – 40	13.9	36 - 40	20.4
	41 – 45	12.1	41 - 45	12.4
	46 – 50	9.7	46 - 50	8.4
	51 – 55	7.8	51 - 55	11.9
	56 and above	4.5	56 and above	3.6
	No respond	.2	No respond	.2
	Total	100	Total	100
Education	No education	1.7	SD	2.2
	Darjah 1 – 6	4.3	SMP / MTs	3.8
	Tingkatan 1 - 3	8.3	SMA / MA	18

	Tingkatan 4 - 5	30.2	Diploma	4.3
	Tingkatan 6 / Diploma / Cert.	33.4	Unitas / Perguruan tinggi	61.6
	Degree	21.5	No response	10.1
	No Respond	.6		
	Total	100	Total	100
Income	< RM 1000	14.6	< 1 mil	2.8
	RM 1000 - 2000	24	1.1 mil - 2 mil	9.6
	RM 2000 - 3000	20.2	2.1 mil - 3 mil	7.6
	RM 3000 - 4000	16.1	3.1 mil - 4 mil	24.8
	RM 4000 - 5000	10.1	4.1 mil - 5 mil	21.5
	RM 5000 - 6000	6.2	5.1 mil - 6 mil	10.6
	RM 6000 - 7000	2.8	6.1 mil - 7 mil	8.3
	RM 7001 - 8000	1.6	7.1 mil - 8 mil	5.6
	RM 8001 - 9000	1.5	8.1 mil - 9 mil	4.1
	RM 9001 - 10000	1.5	9.1 mil - 10 mil	4.0
	> RM 10001	1.4	> 10.1 mil	.7
	Total	100	Total	100

FINDINGS

News Diffusion

The first news about the missing flight was first heard at 10:10 a.m. Western Indonesia just around two hours after the flight was officially confirmed missing. The Indonesia national TV stations delivered non-stop reporting on the search and rescue operation process involving a lot of breaking news in between 10-15 minutes, accompanied by interviews of witnesses and air navigation experts to share their view and expertise in the field of air crash incident.

Though the incident happened in Indonesian water involving Indonesia's airline company, considering that the airline itself was affiliated to AirAsia Group based in Malaysia, the enthusiasm of public and media in Malaysia was equally expected. Here, the news value may be defined as the number of persons who felt involved in the event and to the event itself. Hence, news value highly depends on the importance of the event. The AirAsia incident has a typology of "high importance-high news value" resulted in the ascending of public attention.

Since the event occurred on a Sunday morning when most people were off-work, the news dispersed quite slowly in Indonesia. It was not the case, however, in Malaysia as most respondents heard about it earlier than in Indonesia when in fact the incident involved an Indonesia airline flying from an Indonesian airport. In Malaysia, the number of respondents who heard about the incident was 33.70% at 12:00-12:59 p.m. (11:00-11:59 p.m. Indonesia Western Standard Time) just an hour after the first news announcement. Initially Malaysians assumed it was another Malaysian plane as AirAsia was a popular airline brand in Malaysia. When Malaysians realised that it did not involve a Malaysian plane, the interest in seeking news about the air disaster dwindled, hence explaining why the news diffusion tapered off after the first few hours.

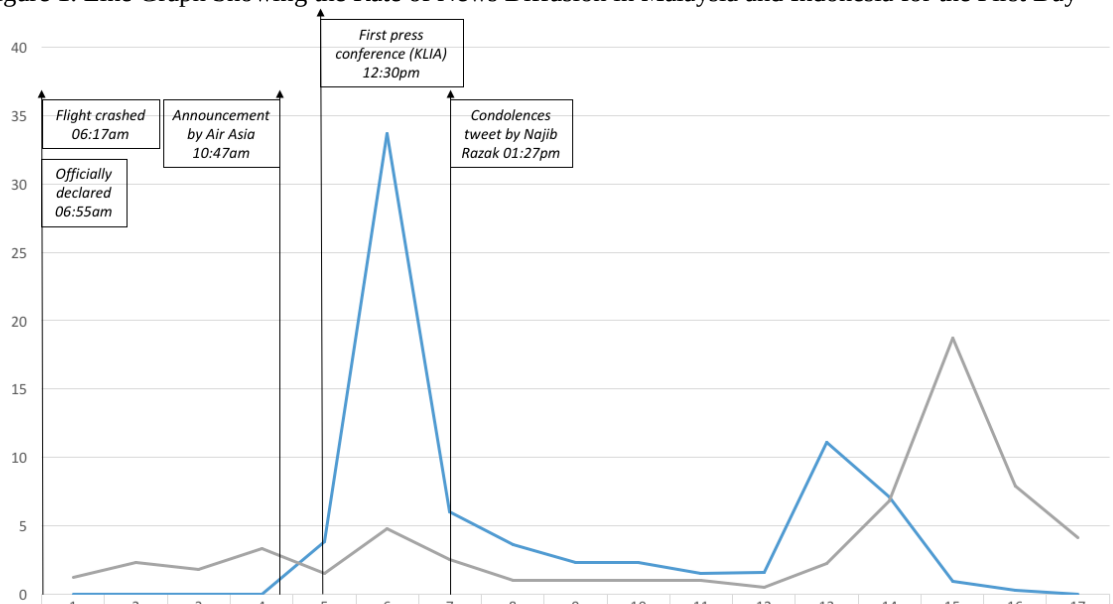
The event was relevant to Indonesia as it was an Indonesian plane, and the number of passengers and flight crew members involved. The number of Indonesian respondents who heard the news for the first time at around 10:00-10:59 a.m. Indonesia Western Standard Time was only 3.3%. The number then decreased an hour later (1.5%) which was a surprise, knowing that respondents in Malaysia increased within the same time. The number

increased again significantly an hour later (4.8%) but not highly, then kept decreasing for the next 6 hours until it started to gain momentum again at 7:00-7:59 p.m. then reaching the highest percentage of 18.7 at 9:00-9:59 p.m. This low level of news dissemination was difficult to understand as the Indonesian national media were constantly updating the public with the latest information on the event's search and rescue effort.

News on the tragic event diffused slowly in both countries compared to other studies. In Indonesia, the news of the incident stagnated throughout the day but reached its peak at 9:00 p.m. when 19% learned of the event, 14 hours after the incident. The late rate of diffusion was probably due to the low media exposure (Tech in Asia, 2015). Meanwhile, in Malaysia, the news was diffused at noon and reached its peak from 1.00 p.m. to 1:59 p.m. when 34% learned of it after the first press conference held by the CEO of AirAsia at 12.30 p.m. The news then steadily diffused throughout the day until it rose again from 8:00 p.m. to 8:59 p.m. (11%) which was Malaysia's primetime news programme. This result is different from that found in previous studies on significant events (Carey, 2003; Hill & Bonjean, 1964; Banta, 1964; Idid, 2015) as the news diffused slowly in the first several hours. It could be classified as a low significant event, although it had the features of a very significant event. There were deaths and there was tragedy, two characteristics of news significant events, but in this case there was little drawn public attention.

The detailed news diffusion between in both countries are shown in the following table 2 and visualized in the following line graph.

Figure 1. Line Graph Showing the Rate of News Diffusion in Malaysia and Indonesia for the First Day



	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Malaysia	0	0	0	0	3.8	33.7	6	3.6	2.3	2.3	1.5	1.6	11.1	7.1	0.9	0.3	0
Indonesia	1.2	2.3	1.8	3.3	1.5	4.8	2.5	1	1	1	1	0.5	2.2	6.8	18.7	7.9	4.1

*The comparison is made using Indonesian time (GMT+7)

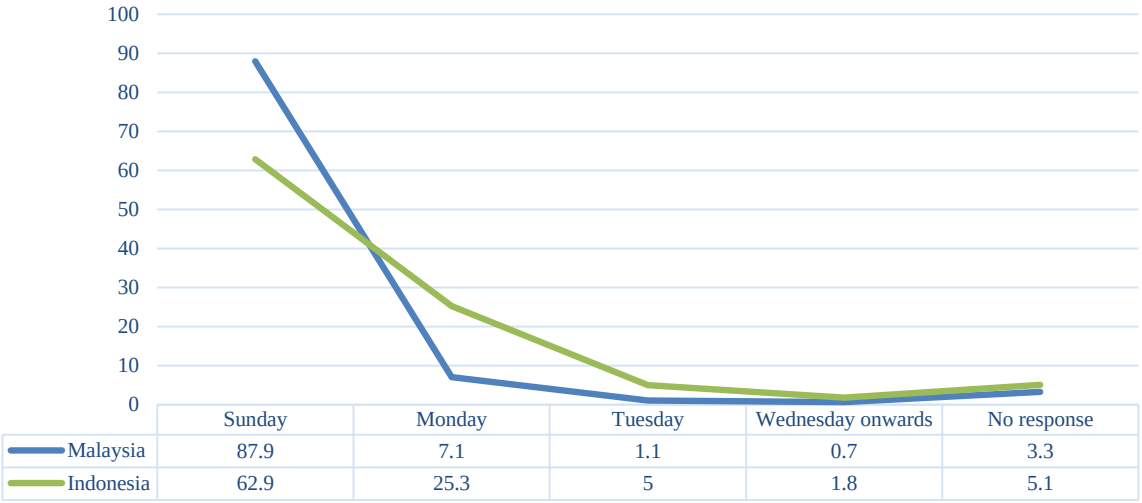
The line graph showed the daily news diffusion rate. Like other studies discussed in the literature, news diffused rapidly on the first day of the event but faded away on subsequent days. In the tragedy of QZ8501, the percentage of those who heard the news on the first day were higher compared to the other days. A total of 88% Malaysians knew of the event on the first day itself compared to 63% among the Indonesians (Table 2 & Figure 2). More

Malaysians were sensitized to tragic air disasters after their two planes suffered tragedies in 2014 (MH370 and MH17). Meanwhile in Indonesia, the low media penetration might be the reason for the moderate diffusion of news. As suggested in prior studies, the event significance is at its highest peak on the first day (Carey, 2003; Banta, 1964; Hill & Bonjean, 1964; Henningham, 2000; Idid, 1976, 2015; Miller, 1945) but the news diffusion dwindled in the following days.

Table 2. Rate of News Diffusion in Malaysia and Indonesia by Day

Day	Malaysia	Indonesia
	Percentage	Percentage
First day	87.9	62.9
Second day	7.1	25.3
Third day	1.1	5
Fourth day and onwards	0.7	1.8
No response	3.3	5.1
TOTAL	100	100

Figure 2. Line Graph Showing Rate of News Diffusion in Malaysia and Indonesia by Day



The Line Group showed that the news spread fast on Sunday, on the first day the event happened. The diffusion rated tapered off on the second and subsequent days.

Use of Media

Citing the media as the first source of information differed between the two nationalities. A majority of Malaysians first heard the news from the traditional media (television 39.1%, newspaper 6.2%, and radio 4.1%), followed closely by social media (Facebook 32.4% and Twitter 3.1%). The third highest was through word of mouth (11.5%), followed by the Internet (3.4%), SMS (1.2%), phone call (0.2%), and the messaging application WhatsApp (0.1%). The study did not track diffusion by the social media.

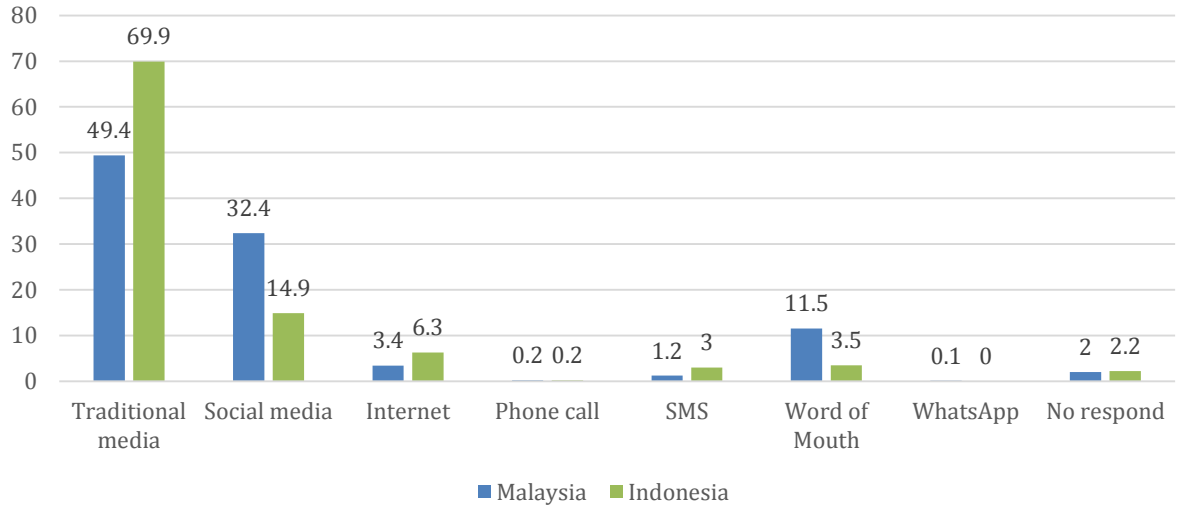
The result was slightly similar in Indonesia, as respondents were likely to learn from the traditional media (69.9%); 66.6% of them heard the news from television while the rest heard it from the radio (0.5%) and newspaper (2.8%). Moreover, 14.9% heard the news first via social media and another 6.3% via web portals in the Internet. A low of 3.5% heard the news from word of mouth, SMS (3%), and phone call (0.3%). The importance of traditional

media was evident, despite today's high focus on the usage of social media and new media in disseminating news. Significant events in previous years were first transmitted by the media but was quickly diffused by word of mouth as evidenced in studies on Kennedy's assassination (Banta, 1964; Hill & Bonjean, 1964). The new development signified that more people were learning from the traditional media than from word of mouth. A study on the Malaysian Airlines by Idid (2015) on MH 370 and MH 17 found Malaysians cited the traditional media as the primary source of news.

Table 3. The Type of Media When First Heard of the News

Media type		**Malaysia**		**Indonesia**	
		Percentage		**Percentage**	
Traditional media	Television	39.1	49.4	66.6	69.9
	Radio	4.1		0.5	
	Newspaper	6.2		2.8	
Social media	Facebook	29.3	32.4	11.6	14.9
	Twitter	3.1		3.3	
Internet	Blog	0.3	3.4	2.2	6.3
	News portal	3.1		4.1	
Phone call		0.2		0.3	
SMS		1.2		3	
Word of mouth		11.5		3.5	
WhatsApp		0.1		N/A	
No respond		2		2.2	
TOTAL		100		100	

Figure 3. Chart Showing the Type of Media When First Heard of the News



The percentage of Indonesians who obtained the news from the traditional media was higher than the Malaysians (Figure 3). About 70% of the Indonesians and only 49% of Malaysians cited the traditional media as their first source of news. In both countries, television was the main medium for the first source among the traditional media sources. It was 39% in Malaysia and 67% in Indonesia who acknowledged the importance of television as the first source. More Malaysians (32%) learned from the social media than the Indonesians (15%).

Interpersonal Communication

The current study also sought to know the transmission of news among the respondents. Did they try to inform others? Basil and Brown (1994) identified that an event's level of significance was highly affected through the interpersonal communication after the initial information was obtained from the media.

Table 4 shows the source the respondents first heard the news. Among the Malaysian respondents, 38.3% were informed by their friends, followed by family members (21.1%), spouse (20.4%), colleague (6.8%), and others (1%). Meanwhile, in Indonesia, most of the respondents were contacted by their friends about the news (25.8%), followed by family members (10.9%), colleagues (6.3%), others (4.1%), and lastly, spouse (2%). It should be noted that a large portion of Indonesian respondents did not respond to the question (50.8%).

Table 4. First Informing Others of the News

	Malaysia	**Indonesia**
	Percentage	**Percentage**
Friend	38.3	25.8
Spouse	20.4	2
Family member	21.1	10.9
Colleague	6.8	6.3
Others	1	4.1
No response	12.4	50.8
TOTAL	100	100

The study was also interested to know the location when the respondents first learned of the news. The following table showed the whereabouts of the respondents when they first heard of the incident. Results were about the same whereby 71% of Malaysians and 79% of Indonesians heard the news at home. The finding could partly be explained due to the date of occurrence. The air disaster happened on a Sunday which was a holiday in both the countries, and most of the respondents were at home away from work. Meanwhile, another 8% of Malaysians and 10% of Indonesians heard the news while they were at work, followed by “in other places” (Malaysia 9.8%; Indonesia, 8.6%). Details are shown in Table 5.

Table 5. Whereabouts of Respondents When First Heard of the News

	Malaysia	**Indonesia**
	Percentage	**Percentage**
Home	70.8	78.8
Office	7.9	10.3
Others	9.8	8.6
No respond	11.5	2.3
TOTAL	100	100

Media and News Diffusion in Two Countries

With the advent of new media technology, news of significant events was made known to the public by the mass media. However, personal communications still played a pivotal role within this context. Two categories of news event became known by means of personal communication: very important news and news salient to specific categories. The more important the news event, the more the news would diffuse through personal communication. The same way goes with salience; the more prominent and spectacular the news of an event, the higher the amount of people to learn about the news from interpersonal communication.

In this case, AirAsia tragedy has the conditions to be classified as very important and salient news in Indonesia and Malaysia. The first condition to characterise it as significant news event, was due to the number of people affected and second, due to the level of personal association people had with the event and third, due to the level of controversy the event carried.

News diffusion events has been studied mostly of disseminating news from within one media system. The present study compared the diffusion of news of one event through two different media systems. Figure 4 and 5 below visualized the way news about Indonesia AirAsia QZ8501 crash was disseminated in Indonesia and Malaysia. It provided a general descriptive information about the influence of media usage and pattern of diffusion.

Three decades ago, media was categorized only by printed media (newspapers) and electronic media (TV, radio). Nowadays with the advent of technology, media category had expanded to include new or social media which not only allowed people to experience a new way of accessing and disseminating news but also it had made the re-categorization of the way we see media; TV and radio have now become a traditional media. Learning from the traditional media becomes different from learning from the social media.

Although people in this era cannot be separated from the smart phone devices which allowed them to communicate instantly, our findings show that TV is still the very medium chosen by our respondents to obtain the news. TV maintains its hold on the audience from the first time the news broke out until hours later, and it was the first medium people turn to for information. It may also be due to the time the event took place which is on Sunday morning when people normally would spend time at home watching television with the family. It might be different if the event were to happen on a working day when people would mostly be at work, depriving the possibility of watching television. The next source of information was Facebook besides other forms like Twitter. In this case, Twitter was not the choice of the respondents because it was cited at number 6 in Malaysia after TV, Facebook, Word of Mouth, Newspaper and Radio while in Indonesia it came at number 4 after TV, Facebook and New Portal.

Another surprising point is word of mouth, beside telephone and text messaging. In Indonesia, almost no one or only 1-2 person in each time frame was getting the news from others. And this case was totally different in Malaysia where people were still connecting to each other verbally to spread the news (11.5%). The Malaysians exchanged news about the incident by personally spreading it since the first time they heard the news at 11:00-11:59 p.m. The Indonesians on the contrary turned to news portal and twitter and text messaging consecutively after TV and Facebook but without using the newspaper at all.

Figure 4. First Time Know/Hear About the Incident (Malaysia)

Malaysia

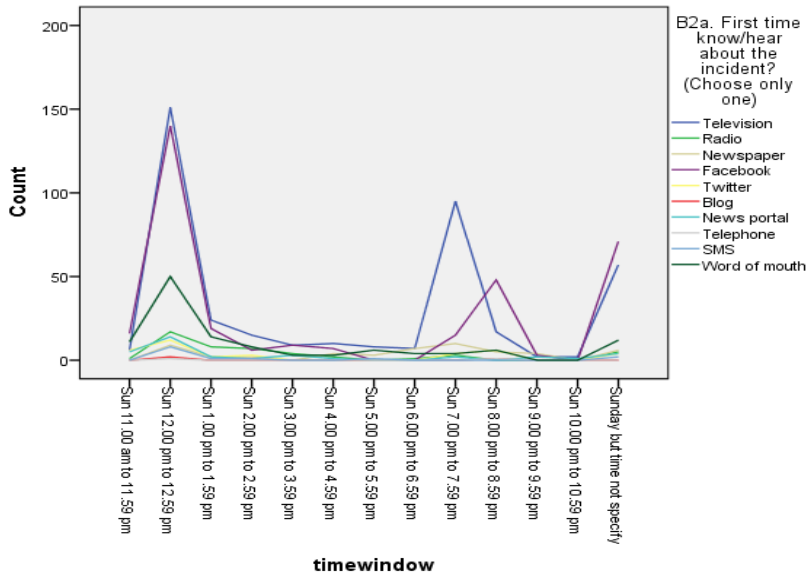
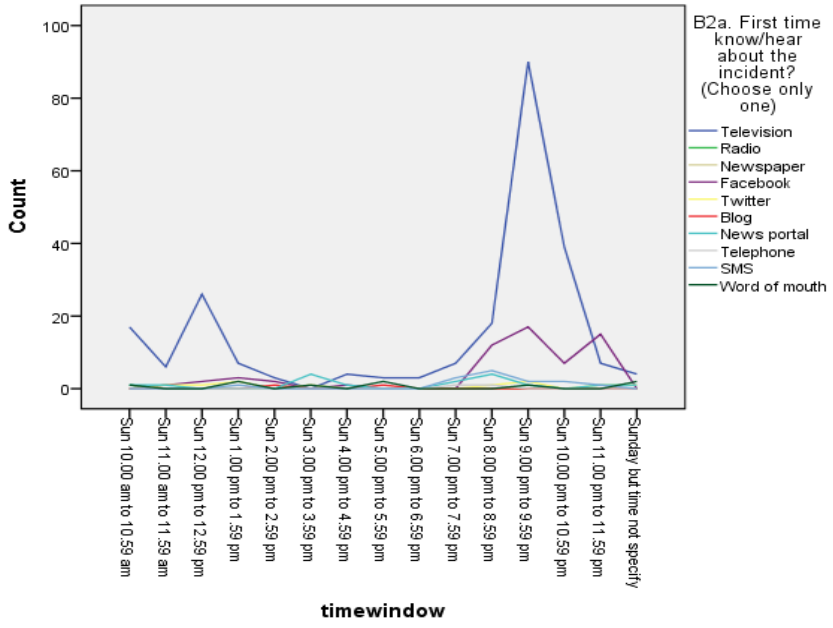


Figure 5. First Time Know/Hear About the Incident (Indonesia)

Indonesia



DISCUSSION

In this paper, the diffusion of news of a single event was comparatively studied in two countries, namely Indonesia and Malaysia. The event was interpreted as significant in both countries but different factors influenced the learning process.

Indonesia AirAsia Flight 8501 left the Juanda International Airport, Surabaya, Indonesia but some 42 minutes later the flight crashed into the Java Sea, killing everyone on board. This crash has been noted as the second-deadliest in Indonesian territory (following Garuda Indonesia Flight 152 in 1997) and the third deadliest plane crash in 2014 (after MH370 and MH17).

The present study investigated how and where two nationalities learned of a significant event on December 28, 2014 in terms of the rate of news diffusion, media use, interpersonal communication, as well as information sharing and spreading.

In terms of news diffusion, there is a major difference of knowing the event, possibly because of the effect of different media systems. In Malaysia, the news spread was at its highest in the afternoon, before rising again during prime time news. The rate of news diffusion among the Indonesians was rather slow and stagnated whereby a majority of them heard the news many hours after the event was reported by the mass media.

A high percentage of Malaysians relied on traditional media, including television, as an important source of news. Previous studies on news diffusion of significant events (Banta, 1964; Carey, 2003; Henningham, 2000; Hill & Bonjean, 1964; Idid, 1976; Idid, 2015; Miller, 1945), failed to record such a low rate of diffusion. Among Malaysians, the slow rate of diffusion could be due to the feeling that the incident did not involve a Malaysian plane as initially feared, but for the Indonesians, the slow speed was due to the audience not being able to obtain the news quickly. Initially Malaysians thought that QZ 8501 was from the Malaysian-owned company, AirAsia, hence the early attention given to the crash, but it later dawned on them that it belonged to an Indonesian company.

As for media usage, both nationalities learned of the event from the traditional media more than they learned from the social media. Time of day might have influenced the respondents in selecting the traditional media as their source of news.

In Malaysia, traditional media such as television, newspapers, and radio are considered primary news carriers. People mainly use them as their source of news because of the trust and accuracy placed upon them by Malaysians during crisis (Idid, 2015). Social media are seen as an important news carrier for its speed. In Indonesia, a high percentage of the respondents used television as the most important source to obtain news more than from other forms of media. This result explained why the speed of diffusion was slightly slower in Indonesia compared to Malaysia. Studies on the diffusion of news on September 11, also recorded a high level use of traditional media rather than a reliance on the social media (Rogers, 2003).

In the aftermath of any incident, interpersonal communication is believed to be the key influence in determining news diffusion. The QZ8501 incident happened on the morning of a Sunday when a majority of Malaysians and Indonesians were at home, thus it became an item of conversation among friends and family members. Many prior studies in studying significant events recorded that friends and family members were among the first few to hear the news from the respondents (Banta, 1964; Hill & Bonjean, 1964; Idid, 2015). Basil and Brown (1994) explained how the event's significance became an item for conversation. Riffe and Stoval (1989) also considered audience's emotional response as an inclination of the

news to be shared among others. While Malaysians still relied on personal spread of news, it was not the same with the Indonesians.

The different pattern of news distribution among media forms was determined by the significance of the event, character of the media and the social culture of the audience. The relationship between the significance of the event and the amount of personal communication was stronger in Malaysia than in Indonesia. However in Indonesia, it must be understood that most of respondents were from the big city of Jakarta where people hardly interacted with each other so interpersonal communication was not common in obtaining information.

A comparative study showed a difference in the transmission of news event in two different countries. The diffusion of news diffusion suggested how news were slowly shared among friends and family members and how traditional media were instrumental in the transmission of news about the event. In the current study, it is to be noted despite the rise of social media and new media, audience members were still depended on the traditional media as an important source of news. Hence in terms of learning significant events, time of day and date and types of media are important factors to be considered. This study should stimulate the undersanding of news diffusion in different countries because the media systems and societal use of media could explain the rate of news diffusion.

BRIEF BIOGRAPHY

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EXTENDING THE REACH: EXPLORING SOCIAL MEDIA USAGE AND ADDICTION AMONG AFRICAN STUDENTS STUDYING IN A FOREIGN COUNTRY

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ABSTRACT
This study explores social media usage and addiction among African students studying in a foreign country. A qualitative investigation using a focus group discussion was carried out among 25 African students studying at one public university in Northern Cyprus. Findings suggest that Facebook and WhatsApp are the most used and preferred social media among the students. Also, the students mentioned that they primarily use social networking technologies for chatting, commenting and posting, reading news feeds, dating, and only occasionally employed it for academic purposes. Hence, the students alleged that the excess use of social networking sites made them become addicted, as they affirmed using it for more than 8 hours a day. The students pointed out depression and anxiety as the factors that trigger their higher social networking sites involvement. Furthermore, higher levels of perceived support from online social networking friends also encouraged the students to stay more online, thereby resulting in excessive use. Conclusively, this study claims that social media usage affects students' health more than their academic goals. Hence, it is pertinent for students to reduce the time spent on social media to avoid an adverse effect on their wellbeing, which might result to sleep deprivation, fatigue, weakness, tiredness, decreased concentration and blurred vision.

Keywords: Academic performance; health; social media; social media addiction; students.

INTRODUCTION AND BACKGROUND

Social media are web-based instruments that allow users to build a profile and create a network attached to that profile as well as interact with others utilising this application (Xenos et al., 2014). This implies that through social media people create their online profile which enables them to interact more easily with others, as well as disseminate opinions and information. These sites include Facebook, Twitter, YouTube, Google+, MySpace, blogs, wikis, and Snapchat (Boulianne, 2015; Bryer & Zavatarro, 2011). Also, Kaplan and Haenlein (2010) described social media applications as an offshoot of the Web 2.0 that allows the creation and exchange of user-generated content. This entails that it is medium for collaboration and sharing of content such as videos, photos and messages through internet tools. Hence, social media enables two-way communication and enhanced participation. Indeed, it is a convenient, personalised digital two-way medium of communication and information sharing among and between people.

Research has shown that there is a difference between social media and social networking sites. Social media are web-based technologies that enhance the creation and dissemination of information such as thoughts, feelings, career interests and other forms of expression via computer generated networks (Obar & Wildman, 2015). Although, "social media" is often used to be synonymous with "social network," nevertheless, Kaplan and

Haenlein (2010) categorised social networks as a type of social media, such as Facebook, WhatsApp, IMO, Google+ and LinkedIn. These social networks allow users to share and communicate in a much more interactive manner than other social media. It offers new approaches to meeting individuals as well as connecting with companions or strangers, thereby providing individuals with the possibilities of networking and sharing media content (Enikuomehin, 2011; Sanchez-Carbonell et al., 2007). Specifically, social networking sites are utilised by people for communication, entertainment, learning, and social interaction (Fasae & Adegbilero-Iwari, 2016; Manjunatha, 2013). Evidently, the significance of web-based social networking is expanding daily, and not surprisingly, its impact on people, predominantly youths are inevitable (Kirik et al., 2015).

Hence, the advent of the internet today has made youths to be engaged, glued, and frequent users of social media. This situation which is now in its alarming stage has attracted research into the issue of technological and social networking addictions. For example, a growing body of research evidence has established that these sites have become a vital part of youths' social life and an everyday agenda regardless of where they are (Carbonell & Panova, 2017; Dau, 2015; Tiwari, 2017). In line with this notion, an investigation submitted that the excess utilisation of social media among students might lead to addiction and this could be a cause for concern, due to the excessive time they spend surfing the web (Kuss & Griffiths, 2011). Thus, through the web, people take part in a miscellany of activities some of which might be conceivably addictive (Boyd, 2007) and such occupies a key part in the way they communicate and get in touch with each other (Olufadi, 2016). As such, investigators have portrayed the role of web-based social networking as both beneficial and deleterious. This implies that the excessive utilisation of social media may conceivably influence a person's academic performance and other activities as well as affect well-being (Echeburúa & De Corral, 2010; Griffiths, 2005; Shaffer et al., 2004).

For example, evidence largely from recent and prior studies argued that despite the fact that the advent of the internet has provided numerous benefits to its users, yet, some students may become so addicted to it, thereby spending a considerable amount of time using their smartphones, tablets, and laptops, chatting, uploading images/videos as well as blogging (Abdulahi et al., 2014; Cassidy et al., 2011; Echeburúa & de Corral, 2010; Olufadi, 2016). This notion implies that social media utilisation may affect students' academic skills as they focus so much on it (Kirschner & Karpinski, 2010; Musa, 2015; Yoo & Kim, 2013). Conversely, another growing body of empirical documented studies designated that the academic performance and psychological well-being of the students was not affected using social media (Alwagait et al., 2015; Mbodila et al., 2014; Negussie & Ketema, 2014; Tamirat & Molly, 2014).

These mixed findings show that there exist ample studies on social media addiction among students, yet, it is worthwhile to mention that many of these studies have focused merely on either the health (Block, 2008; Brand et al., 2014; Collier, 2009; Ko et al., 2012; Pies, 2009) or mental/psychological (Alavi et al., 2011; Busari, 2016; Goel, 2013; Gunduz, 2007; Kalekhan et al., 2016; Morrison & Gore, 2010) effect of social media addiction among students. Furthermore, other studies have looked at its impact on academic performance (Abdulahi et al., 2014; Balci & Gölcü, 2013; Jafarkarimi et al., 2016; Mahmood & Farooq, 2014; Olaleke et al., 2015; Vidyachathoth et al., 2014). Furthermore, most of these studies have employed a quantitative method to elicit students' responses. These imply that there is little or no attention of studies examining the perceived effect of social media addiction on

both the psychological/mental, health and academic performance of students. In view of this submission, there is a need for a research to examine in a single investigation, social media addiction and its perceived effects on the psychological/mental, health and academic performance of students. This present paper investigates through a focus group discussion the prevalence of social media addiction among African students abroad, exploring its perceived effect on both academics, psychological well-being and mental health. This study is one of the first to probe into social media usage and addictive tendencies among African students abroad, thus it deals with a current issue which is valuable. Handling of social media addiction by qualitative method also makes the study different.

LITERATURE REVIEW

This section will describe the theoretical framework of this present research as well as explain the concept of social media addiction. It will further demonstrate previous research on social media addiction among students.

Theoretical underpinning

This research is based on the use and gratification theory (UGT) propounded by Katz, Blumler, and Gurevitch in 1974. Although this theory was designed to be applied to conventional media, yet, in recent years, it has been extended to the new media consumption. The UGT states that the audience is intentional media consumers who turn to certain mediums and messages to fulfil their needs, which means the consumption of media messages by the audience is agenda driven. Gratification sought means the exact thing that the audience is looking for when they approach the media (Gambura & Apuke, 2018). Extending this notion, it could be deduced that the audience has the right to select which media to expose themselves to base on the gratification they derive from it, and the more gratifications gained from a media the more an audience will wish to use such media. Relating this to the academic cycle and the social media users, students have a variety of needs (social, academic work, etc.) to use the social media, which lead to different degrees of exposure to its applications such as Facebook, Twitter, Badoo, Snapchat etc. This use results in varying degree of gratification and pleasure experience (Wimmer & Dominick, 2013). Connecting this theory to the current study, it could be concluded that university students' use social networking sites for various reasons such as physical and psychological, depending on the gratification derived from it (Apuke & Ezeah, 2017). Some may utilise it for chatting while others to retrieve educational information. These students chose and utilise social media (Facebook, Twitter, Whatsapp, Snap chat, etc.) base on how effective it meets their precise needs and goals. So, the more students seek for gratification, the more they wish to use social networking sites. This usage could lead to the over-involvement of social media to an extent it becomes addictive (Chou & Hsiao, 2000; Ekwueme & Akagwu, 2017). Therefore, the use and gratification theory is suitable for this current study because the gratification sought by an individual may lead to the continuous usage of technological devices, which eventually leads to addiction. In this regard, the addict group might feel that social media is more entertaining, fun, and interactive; and could help escape from the real-world responsibilities and identification. This current study, therefore, seeks to elucidate the rationale African students abroad in North Cyprus use the internet and the gratification they gain from it. It extends to examining if this gratification leads them to be addicted to social media.

Explaining social media addiction

In recent decades, investigators from different parts of the world have begun giving attention to the internet-based addiction phenomenon (social media addiction) and have undertaken various studies in this area (Bhargava, 2010; Katz et al., 2013; Rodrigues & Niemann, 2017; Mersham et al., 2009). Social media are multi-purpose platform and web-based technology, which permits the sharing of videos, text, sound and images in a more collaborative and interactive manner (Kaplan & Haelein, 2010). The past ten years have seen an increase in social networking sites (SNSs) and usage (Duggan et al., 2015; Ellison, 2007; Kuss & Griffiths, 2011; Olufadi, 2016; Panek et al., 2013; Ryan & Xenos, 2011). Hence, the six most widely used social media include Wikipedia, blogs, microblogs, media sharing sites, social networking sites and RSS (Apuke et al., 2017; Kaplan & Haenlein, 2010).

Addiction, on the other hand, has been reported as the impulse that affects people who regularly engage or do things that particularly becomes uncontrollable resulting to harmful consequences on their physical, social and mental health (Parashar & Varma, 2007; Stein et al., 2009; Zaremohzzabieh et al., 2015). Although this condition has generally been associated with substance use, however, the ubiquitous nature of social media and its frequent utilisation is likened to an overdose drug intake that users get addicted to, resulting in educational and mental health implications (Block, 2008; Collier, 2009; Pies, 2009). Accordingly, internet addiction is regarded as the excessive employment of the Internet (social media) that it starts to affect daily, social and functional life. These could be because of the difficulty in gaining acquaintances in real life which may inspire a person to seek friends on social media, as well as in maintaining communication with family and friends resulting in establishing a safer interaction with an individual met online (Kirik et al., 2015). Likewise, studies have confirmed that social media addiction is characterised by preoccupation with social media technologies, which result in hiding about the behaviour, psychological withdrawal, and continued use despite behavioural consequences (Brand et al., 2014; Gedam et al., 2016; Ko et al., 2012; Morrison & Gore, 2010).

Hence, the most significant problem that we face with the internet is the internet addiction that is associated with loss of control of the user (Brand et al., 2014; Gedam et al., 2016; Przepiorka et al., 2014). Concretising this view, Busari (2016) observes that this overuse goes beyond an average amount of time spent on technological gadgets and extends to the compulsive use of the internet to the extent that it is given priority over all other responsibilities which affect the time and attention in school work, domestic responsibilities at home, and teenagers' interaction. Indeed, social media addiction is associated with numerous health and physical problems such as somatization, depression (Błachnio et al., 2015), anxiety (Gunduz, 2007), paranoid ideation, aggression, interpersonal sensitivity, obsessive-compulsive specifications among others (Alavi et al., 2011). Kalekhan et al. (2016) reiterated that excessive use of social websites (SNSs) and online games are negatively associated with conscientiousness, honesty/humility and agreeableness and positively associated with neuroticism, narcissism, and hostility.

Likewise, a study has confirmed that depression and anxiety are among the most emphasised psychological and physical health effect of social media addiction (Goel et al., 2013) and depression and anxiety symptoms may worsen as an outcome of addiction (Baer et al., 2012). Furthermore, Arora (2015) commented that other symptoms and effect of logging on to social networking sites for a long time, mostly before going to sleep are sleep deprived, weakness and tiredness and these cause harm to teens physical and mental wellness.

Additionally, Block (2008) discovered fatigue, feelings of anger and social isolation as other consequences for constant social media use. Moreover, Weinstein and Lejoyeux (2010) associated the high comorbidity of social media addiction with psychiatric disorders, especially affective disorders (including depression), anxiety disorders (generalised anxiety disorder, social anxiety disorder), and attention deficit hyperactivity disorder (ADHD). The same survey concluded that several factors are predictive of problematic social media usage, including personality traits, parenting and familial factors, alcohol usage, and social anxiety.

Having described what social media addiction entails, it is pertinent to document previous empirical studies on social media addiction among students, because there are a significant number of works that have examined social media addiction among students in an academic context, considering its effect on either the psychological, physical and academic productivity (Aghazamani, 2010; Shaffril et al., 2011; Wang et al., 2011; Wilson et al., 2010; Yang & Tung, 2007). As such, reviewing these studies will identify the gap in existing research and propose an area for further research which this present study aims at filling.

Empirical studies on social media addiction among students

The evidence, mainly from documented empirical research has shown that social media addiction in the academic milieu has attracted a growing body of investigations. For example, Dau (2015) studied the impact of social media addiction among African students and the level at which they are addicted. Findings from the study showed that most of the respondents use almost all popular social media platforms with Facebook having the highest number of users. Most of the respondents use these social media platforms, mainly for social needs such as friendship and dating. In the same way, Al-Menayes (2015) examine dimensions of social media addiction among university students in Kuwait. Social media addiction was found to have three independent variables such as the user's experience with social media, time spent using social media and satisfaction gained from them. In the same study, it was likewise demonstrated that social media addiction was a negative predictor of academic performance as measured by a student's grade point average (GPA).

Supporting these findings, Błachnio et al. (2016) reported that Facebook addiction was related to lower self-esteem and negatively linked to life satisfaction. Additionally, other research ascertained that neurotic personality and high levels of perceived support from online social networks predicted the degree of excessive internet use (Hardie & Tee, 2007). This is consistent with an online survey carried out among 315 respondents in the Netherlands, which showed that psychological variables have direct and indirect effects on Facebook addiction. This means that social loneliness has been a substantial predictor of Facebook addiction just as the construct of Facebook anxiety (the anxiety not getting on Facebook whenever a user desires) which contributes to a higher Facebook addiction as well (Steggink, 2015). These inferences are in harmony with a survey among 5280 social media users from various Spanish-speaking Latin-American nations, which divulged that for girls, feeling depressed seems to trigger higher SNS involvement and for boys, anxiety triggers higher SNS involvement (Oberst et al., 2017). Likewise, an investigation among students in Turkey confirmed that social media addicts differentiate from each other according to their uses and gratification. For example, addicts use social networking sites for some specific purposes such as communicating with friends, reaching out for information about people, spending leisure times, reading and writings on their walls, instant messaging, entertaining, and relaxing (Balci & Gölcü, 2013).

Correspondingly, Tiwari (2017) through a questionnaire investigated the existence of Internet addiction among youth in colleges of Bhopal. The study concluded that most students are using social networking sites not for any educational purpose, but just for the sake of entertainment and as a communication channel. This suggests that this may adversely affect their studies and career as they waste their prime time on it. In the same vein, Al-Menayes (2014) reiterated that students who spend an increasing sum of time online underscore which affects their academic performance. This means that too much time and dedication to social media may distract students and make them under-perform. Moreover, social media addiction has been described to be a negative predictor of academic performance as measured by a student's GPA (Al-Menayes, 2015). Such under-performance, includes lack of paying attention to details, attention to pronunciation and grammar, consequently deterring students from writing a complete sentence as well as use proper grammatical methods while writing text/message (Roy & Chakraborty, 2015). Strengthening this view, Kunle (2011) stated that a lot of students today cannot stay for two-three hours without checking, commenting and updating their profiles on social media at the expense of academic and other activities.

In recapitulating the effect of social media addiction among students, Choi and Lim (2016) study conducted among South Korean adults, proves that overload induced by SNS use led to addiction issues and undermined users' psychological well-being. These results conform to evidence from a prior documented research which demonstrated that the electronic media usage is extremely prevalent among today's youth, and its overuse in the worldwide population has been consistently linked with the presence of psychiatric symptoms (Baer et al., 2012). Another study divulges that, Facebook is the most popular sites among the youths; it offers a way of sustaining and solidifying societal ties which can be beneficial in both social and academic settings. Yet, these same sites, may badly affect students' privacy, safety, the focus of care to studying, physical as well as mental health (Deb Roy & Chakraborty, 2015). This means that social media addiction is primarily characterised by psychomotor agitation, anxiety, craving, loss of control, impairment of social occasion, a reduced decision-making ability which might contribute to a negative impact on academic performance (Ha et al., 2006; Johansson & Götestam, 2004; Vidyachathoth et al., 2014).

Also, a survey among students in India concluded that although social media platform has provided the youth with a golden opportunity in exchanging knowledge, finding employment and social quotient among them as well as increased participation in issues of social importance. However, privacy has taken a beating due to overexposure to social media. Moreover, participation in chats and discussions on subjects of minimum relevance is killing the valuable creative time among youths. This situation has created a change of character, loss of concentration and a spike in psychological disorders (Parvathy & Suchithra, 2015). Confirming these results, Zainudin et al. (2013) study found that the Internet and social media addiction among Malaysian university students caused problems with academic performances, creates obnoxious personality and encourages the practice of unhealthy lifestyle. This implies that there were significant differences in academic productivity, personality and lifestyle between "Average user" and "Excessive users. This result is consistent with an investigation from Singapore regarding the excessive social media use among Singapore Youth, which concluded that incessant social media users reported that their grade/school work suffers because of the time spent online. The same study found that

social media addiction affected their personality. They became depressed and felt moody when they are out of social media platforms (Mythily et al., 2008). Contrary to this notion, Asiedu (2017) results on Ghanaian students use of social media as regards their academic and social lives reported that the positive effects of social media outweigh its negative. Hence, students should not be entirely discouraged from visiting social media sites. Olaleke et al. (2015) also reported that online SNSs enhance students' contact as well as increase students' participation in class, especially amongst introverted students who find it hard to raise questions before their peers in school.

Although the description of studies on past social media addiction is comprehensive, albeit from an empirical/positivist perspective, yet, there is still need to carry out studies based on an interpretive perspective like this current study because it allows for enough freedom and depth of probing as well as permit participants to describe their feelings in their own words and new themes could be followed up as they emerged. It was also felt necessary to develop a context-based understanding social media addiction among students studying in a foreign country. Thus, the rationale for using focus group is to demonstrate in an in-depth students' experiences of social media use and its addiction to their psychological/mental, health and academic pursuit.

METHODS

Study design

The main purpose of this paper is to examine social media use and addiction among youths. To accomplish this aim, a qualitative investigation using a focus group discussion was carried out among 25 students.

Subjects and sample procedure

The sampled participants were twenty-five (25) full-time undergraduate African students studying at one large public university in Northern Cyprus. The University runs 25 undergraduate courses. Therefore, one student each was selected. The researchers adopted a purposive sampling technique to select the participants. The selection criteria were based only on those who acknowledged that they regularly utilise social media technologies as well as are willing to take part in the investigation. The researchers had the intention to study more than 25 participants; however, it was observed that at the time of this study, some students were not willing to partake due to reasons that are best known to them; hence, the authors conveniently selected the participants that were readily available. Selecting those who frequently use social media will provide a deeper understanding of the areas social media addiction affect the students.

Instrument and technique for data gathering

A focus group discussion technique was adopted in this study. The purpose for using focus group instead of interview was based on time and financial constraint. In this regard, three (3) focus group session [25 participants with (8) eight students in group 1 and 3, and nine (9) students in group 2] was undertaken at the institution's premise without the presence of their lecturers (see Table 1). The focus group questions were entirely developed by the researchers, however, other relevant studies (Al-Menayes, 2015; Asiedu, 2017; Błachnio et al., 2016; Choi & Lim, 2016; Dau, 2015; Oberst et al., 2017; Parvathy & Suchithra, 2015) formed the basis for the questions. Before the investigation, the questions were reviewed by

four experts in the field of communication. The experts systematically examined the questions in order to conform with the purpose of this present enquiry.

To make the students think aloud, follow up questions were posed, focusing on their experiences and perspectives. So, to prevent bias in student responses, questions that do not necessarily cover the objectives of this investigation were not inquired. While the focus group session was going on, the researchers took notes as well as recorded the conversation. The notes enabled the researchers to document the participant's facial expressions such as a frown, head nodding and sighing. The participants signed a consent form before the focus group session started. The focus group discussion lasted for about 60-90 minutes to complete. The recorded focus group discussions were transliterated manually. For anonymity purposes, the students were identified using their focus group number and the order of sitting in the focus group discussion. The consultation started with demographic questions about age and study subject. Subsequent questions centred *on the social media mostly used by students, the purpose behind using social networking sites, ascertaining whether the students are addicted to social media, the possible causes of social media addiction, the excessive use of social media effect on their academic performance,* and *the effect of excessive social media usage to the psychological/mental well-being and health*. The participant's demographic information is described in Table 1, students in each focus group are represented by a code to protect their identity. For example, BACH_A-1 represent Bachelor of Architecture student in group 1, GA_S-2 represents Gastronomy student in group 2, and BSC_N-3 represent the Nursing student in group 3.

Table 1. Demography of the respondents

Group Number	Focus group code	Gender	Discipline	Country	Age Range
Group 1	BACH_A-1	Female	Bachelor of Architecture	Nigeria	The entire respondents in this group are between the ages of 23-29
	B_F-1	Female	Banking and Finance	Nigeria	
	B_A-1	Male	Business Administration	Zimbabwe	
	CIV_E-1	Male	Civil Engineering	Kenya	
	COMP_E-1	Female	Computer Engineering	Ghana	
	B_E-1	Female	Bachelor Economics	Namibia	
	EE_E-1	Male	Electrical and Electronics Engineering	Rwanda	
	EC_E-1	Female	Electrical and communication Engineering	Zimbabwe	
Group 2	EL_T-2	Male	English language teaching	Eritrea	The entire respondents in this group are between the ages of 23-29
	GA_S-2	Female	Gastronomy	Egypt	
	H_M-2	Male	Health management	Mozambique	
	HP_M-2	Female	Horticulture production and marketing	Senegal	
	I_A -2	Male	Interior Architecture	South Africa	
	I_A-2	Male	International relations	Cameroon	
	L_A-2	Female	Landscape architecture	The Democratic Republic	

				of the Congo	
	MI_S-2	Male	Management Information System	Lesotho	
	NM_A-2	Male	New Media and Journalism	Burundi	
Group 3	BSC_N-3	Male	BSc. Nursing	Liberia	The entire respondents in this group are between the ages of 23-29
	Pharm_C - 3	Female	Pharmacy	Nigeria	
	BA_Psy-3	Male	Psychology	Togo	
	P_R-3	Female	Physiotherapy and rehabilitation	Cote D'Ivoire	
	P_A-3	Female	Public administration	Zambia	
	S_E-3	Male	Software Engineering	Burkina Faso	
	T-M-3	Female	Tourism Management	Eswatini (formerly Swaziland)	
	PSIR 2_3-3	Female	Political sciences/international relations	Ghana	

As shown in Table 1, the entire participants were between the ages of 23-29. They were more male participants (53.6%) than female (46.4%). In terms of country, it was found that they were more Nigerians (n=3) and Ghanaians (n=2). Due to other students declining the invitation to partake in the focus group, some countries citizens were not included.

Data analysis

Analysis, across and between the data continued during the data analysis phase until no more thematic patterns could be identified. The data were treated equally without looking for specific differences. This means that rather than looking for differences, the analysis concentrated on identifying common themes. All interview transcripts were printed, read multiple times, and notes were recorded in the margins to identify potential themes. These were then collated, reviewed, and examined for connections and redundancies. The data were analysed manually using thematic coding (Creswell & Creswell, 2017; Kvale & Brinkmann, 2009). As more transcripts were analysed, the themes were expanded, contrasted and changed. To reduce bias in this study, the research assistants reviewed the data analyses. These outcomes are shown below.

RESULTS, DISCUSSION AND CONCLUSION

Table 2 below, summaries the main running heads identified in the analysis. Each of these themes is discussed further below, illustrated by examples.

Table 2. Running heads emerged from the focused group discussion

Themes	Summarised findings
Social media mostly used by the students	Facebook and WhatsApp were found to be the most used and preferred social media among many students today
The purpose of using social networking sites	The students mainly use social networking technologies for chatting, commenting and posting, reading news feeds, dating, and only occasionally utilise it for academic purposes
The possible causes of social media addiction	Depression and anxiety were found to trigger students higher SNS involvement. Social loneliness were also pointed out as a factor that

	triggers their constant use of social media
The excessive use of social media and academic performance of students	The utilisation of social media has no direct negative influence on the students' academic performance.
The effect of excessive social media usage on the psychological/mental well-being and health of the students	The excess usage of social media has a negative effect on students' psychological well-being and mental health, resulting in sleep deprivation, weakness, fatigue, tiredness and blurry vision.

Social media regularly used by the students

The entire students (100%) who took part in the focus group reported having smartphones and a Laptop. It was found that (72%) utilise Facebook and WhatsApp messenger more than any other social media, while (20%) preferred Twitter and Snapchat, (8%) preferred IMO. This implies that most of the students prefer to use Facebook and WhatsApp than any other social media platform. They maintained that Facebook and WhatsApp is much more flexible and easier to use and that most of their friends equally use it. This result is consistent with prior studies which discovered that most students use almost all popular social media platforms with Facebook having the largest number of users (Dau, 2015). Another study divulges that, Facebook is the most popular sites among the youths; it provides individuals with a way of maintaining and strengthening social ties which can be beneficial in both social and academic settings. Given this submission, one of the students remarked that:

> The use of Facebook enhances my contact as well as increase my participation in class. Sometimes I find it difficult to raise questions in class, however, am always at ease asking my peers online certain things taught in class that I don't fully grasp [H_M-2].

Consistent with this notion, another student stated that:

> I enjoy and prefer Facebook more than any other social media platforms due to its news feed. Through its News and Video feeds, I become acquainted with information that improves my academic pursuit as well as post information that enhances the knowledge of my peers [COMP_E-1].

Another student claimed that:

> I have been using WhatsApp for some time now and I must confess that I enjoy using it due to its easiness and quick replies. Another reason why I love it is because it allows me to make calls even when I am out of credit. So, the benefits WhatsApp offers have made me glued to my phone and Tablet [PSIR 2_3-3].

This submission suggests that Facebook and WhatsApp are certainly the most used and preferred social media among many students today. Olaleke et al. (2015) reported that online SNSs enhance students' contact as well as increase students' participation in class, especially amongst introverted students who find it tough to put up questions before their peers in school.

The purpose of using social networking sites

The students were asked to comment on the purpose of using social networking sites. It was observed that the entire students claimed that they use social networking sites mainly for

communication and dating, and only occasionally it is being used for educational purposes. They all held the notion that social media is a means of entertainment, fun, and interactivity; and could help them escape from the real-world tasks and identification. For instance, a student submitted that:

> I do not see social networking sites as a tool for educational purposes, but rather a medium to communicate with my allies and well-wishers [I_R-2].

Furthermore, another student expressed that:

> I love social networking sites because it allows me to meet new friends online, and from there, I can date a person freely. This reason has made me stay glued to my smartphones at every time of the day [PSIR 2_3-3].

Supporting this view, another student likewise claimed that:

> I use social media because it is a multi-purpose platform which permits me to share videos, text, sound and images in a more collaborative and interactive manner. Hence, through video calls online I get to discuss with my fiancée and family members back home [PSIR 2_3-3].

Another student stated that:

> Although I believe social media could be used for academic purpose, but I prefer to use it for entertainment. The chatting and meeting new friends online motivate me to use social media. I have these feelings of relaxation and ease of mind when I am online [GA_S-2].

These remarks suggest that the students mainly use social networking technologies for chatting, commenting and posting, reading news feeds, dating, and only occasionally utilise it for academic purposes. This result is in harmony with Dau (2015) who found that most African students use social media platforms, mainly for social needs such as friendship and dating. By implication, African students both home and overseas, primarily utilise social media for almost the same functions. Similarly, Balci and Gölcü (2013) reported that Turkish students use social networking sites for communicating with friends, reaching out to people's information, spending leisure times, reading, writings on their walls and others', prompt messaging, entertaining and relaxing. Moreover, Tiwari (2017) concluded that most youths are using social networking sites not for any educational purpose, but just for the sake of entertainment and as a communication channel. These findings are linked to the use and gratification assertion which suggests that students use social media for a variety of needs such as social and academic work. These needs lead to different degrees of exposure to social networking applications (Facebook, Twitter, Badoo, Snapchat etc.), which result in varying degree of gratification and pleasure experience (Wimmer & Dominick, 2013). Hence, university students' use social networking sites for various reasons such as physical and psychological, depending on the gratification derived from it (Apuke & Ezeah, 2017). As

proven in this present enquiry, these gratifications are associated with communication, dating and entertainment functions.

The perceived possible causes of social media addiction among the students

The students were asked how long they spend daily online to ascertain if they are a social media addict. The entire respondents divulged that they employ social media for more than 8 hours a day. Moreover, they all claimed to use it at every given moment in time, because it is now part of them, and it's something they cannot do without. This implies that the students have become so addicted to social media sites, thereby spending an increasing amount of time online and as well-made social media part of their daily routine. For example, one of the students stated that:

> I cannot stay an hour without logging on my social media page. Chatting, video calling, and reading news and video feeds are what I love doing on a regular basis. I am so into social media that even at night I feel the urge of chatting up my friends and running into new acquaintances. I cannot imagine a world without electronic interactivity [S_E-3].

Supporting this viewpoint, another student commented that:

> I do not use social media sites for only an average amount of time, but utilise it to a great extent. I give it a priority over all other responsibilities which sometimes affect my time and attention in school work, and domestic tasks at home, as well as my physical interactivity with peers in school and at home. Indeed, I am addicted to social networking websites, but I don't worry because I gain maximum satisfaction from it [P_R-3].

These comments suggest that the students could be categorized as social media addicts. This is because, they always have the desire and urge to log onto social media at any given opportunity, and some of them cannot stay an hour without logging on social media sites. This result corroborates with research assertion which suggests that social media addiction is associated with loss of control of the user (Brand et al., 2014; Gedam et al., 2016; Przepiorka et al., 2014). In the same vein, a study advocated that social media, overuse goes beyond an average amount of time spent on technological gadgets and extends to the compulsive use to a level that it is given priority over all other responsibilities that affect time and attention in school work, domestic responsibilities at home, and even teenagers' interaction (Busari, 2016). Additionally, a research concluded that the excessive use of social media among students might lead to dependency, and this could be a reason for vexation, because of the long time they spend surfing the internet (Kuss & Griffiths, 2011). Thus, through the web, students take part in a miscellany of activities some of which might be conceivably addictive (Boyd, 2007; Dau, 2015) and such occupies a key part in the way they communicate and get in touch with each other (Olufadi, 2016). Consistent with the findings of this present study, a survey observed that a lot of students today cannot stay for two-three hours without checking, commenting and updating their profiles on social media at the expense of academic and other activities (Kunle, 2011).

Having determined the prevalence of social media addiction among the students'. The researchers inquired further the reasons for their incessant usage of social media websites. The entire students who took part in the focus group discussion claimed that feeling depressed and anxiety triggers their higher SNS involvement. Social loneliness were also pointed out as a factor that triggers their constant use of social media. Hence, they believed that the use of social media reduces boredom and provides maximum relaxation. Moreover, they claimed that higher degrees of perceived support from online social networking friends encouraged them to stay more online, thereby resulting in excessive social media use. For example, a student concluded that:

> Whenever am bored, anxious and depressed, I log on to my social media sites to chat with friends and well-wishers. I do this every time because of the nature of the world we are living in today, which is full of anxiety and depression [Pharm_C -3].

In line with this comment another student divulged that:

> I have this strong conviction that the using social media reduce my boredom and makes me get engaged with friends and family. I always want to speak with my loved ones, so I am inclined to continuously be online [I_A-2].

These results mean that the primary reasons why the sampled students excessively use social networking sites are to reduce the feeling of depression, anxiety and social loneliness. This result counteracts studies which found that depression and anxiety are among the most emphasised psychological and physical health effect of social media addiction (Goel et al., 2013) and depression and anxiety symptoms may worsen as an issue of addiction (Baer et al., 2012). Nevertheless, the findings of this present research are in harmony with a survey conducted among 5280 social media users from several Spanish-speaking Latin-American countries, which divulged that for girls, feeling depressed seems to trigger higher SNS involvement and for boys, anxiety triggers higher SNS involvement (Oberst et al., 2017).

The excessive use of social media and academic performance

It has been observed that students devote more attention and time to social media than they do for their studies and they cannot pass their examinations, well if they do not learn (Osharive, 2015). Also, the study conducted by Gordon (2016), revealed that media use contributes to lower academic performance, low self-perceptions and less interest in college-oriented carriers. Contrary to this notion, this present study discovered that the excessive use of social media does not necessarily affect the students' academic pursuit and productivity. As far as these crops of students are concerned, social media use does not deter their academic grades and performances. For example, a student maintained that:

> Although I use social media frequently, it does not affect my priority of getting good marks. I have this notion that I left my country to have a better future, therefore, no matter how I utilise social media I still do well in my studies" [I_A -2].

Furthermore, another student claimed that:

> I do not believe that social media affect my grades, there are times that I even chat while reading, yet it does not stop me from getting the best out of my research, and study. I am presently a 4-point grade student and yet I am frequently on several social media websites. The student concluded that I love multitasking and this involves chatting and reading simultaneously [EL_T-2].

Supporting this notion, another student stated that:

> Contrary to what many believe, social media usage has not in any way stopped me from attaining my academic goals. Although it might influence my health and psychological wellbeing, but I still manage to balance my academic and social media usage [S_E-3].

Overall, the above comments imply that the utilisation of social media has no direct negative influence on the academic performance of the students'. This result is contrary to prior studies which divulged that the excessive utilisation of social media may conceivably influence a person's academic performance (Echeburúa & De Corral, 2010; Griffiths, 2005, Shaffer et al., 2004). Supporting this perspective, ample research evidence has likewise shown that social media utilisation affects students' academic performance because they allocate so much time to it (Kirschner & Karpinski, 2010; Musa, 2015; Yoo & Kim, 2013). Similarly, Zainudin et al. (2013) found that Internet and social media addiction among Malaysian university students caused problems with academic performances. Nevertheless, the results of this present study support the assertion which indicated that the academic performance and well-being of the students were not affected using social media (Alwagait et al., 2015; Mbodila et al., 2014; Negussie & Ketema, 2014; Tamirat & Molly, 2014;).

Effect of excessive social media usage on the psychological/mental and health of the students

The entire students agreed that the excess usage of social networking sites is affecting their psychology/mental state and health. The students noted that the problems they encounter as regards logging on to social networking websites for a long time, mostly before going to sleep are sleep deprivation, weakness, increased fatigue, tiredness, as well as decreased ability to concentrate, and these affects to their physical, psychological and mental health. Furthermore, the students pointed out that they experience blurry vision because of constant exposure to their laptop and smartphone screen lights, and this affects their sight. Consistent with this view, a student remarked that:

> The continuous usage of social media has made me become an addict. Even at night, I do chat with friends, resulting in late night sleep. I wake up every morning tired, and dizzy and it sometimes affects my thinking capability [B_A-1].

Supporting this comment, a student also stated that:

> The excess usage of social networking sites seems to be affecting my psychology/mental state and health. Of late, I notice issues of sleep deprivation, weakness, increased fatigue, tiredness, as well as decreased ability to concentrate, and these affect my physical, psychological and mental health. Nevertheless, I still do well in my academics [L_A-2].

Another student remarked that:

> I experience blurry vision because of constant exposure to my laptop and smartphone screen lights, and this is affecting my sight [EC_E-1].

This advocates that the excessive use of social media has a deleterious effect on the psychological and health of the students. These findings conform with a research which reported that excess use of social media affects students' privacy, safety, the focus of attention to study, physical as well as mental health (Deb Roy & Chakraborty, 2015). Zainudin et al. (2013) also found that social media addiction among Malaysian university students encouraged the practice of unhealthy lifestyle.

CONCLUSION AND RECOMMENDATIONS

This study is an account of social media addiction among African students studying abroad. It has generated useful data to build more understanding and insight into social media addiction among students. From this study, it can be inferred that Facebook and WhatsApp are indeed the most used and preferred social media among students. Also, the sampled students mainly use social networking technologies for chatting, commenting, posting, reading news feeds, dating, and only occasionally utilise it for academic purposes. This outcome echoes the premise of the uses and gratification which suggests that audience have the right to choose a media base on the gratification they seek and the continuous search for gratification leads to the continuous usage of a media. Therefore, students have a variety of needs (social, academic work, etc.) to use social media, which may lead to different degrees of exposure to its applications. It has been confirmed in this present study that most students prefer to use social media for chatting and entertainment and use it less for educational purposes. So, the more the students seek gratification such as entertainment, the more they wish to use social networking sites.

This usage as shown in this present study could lead to the over-involvement to an extent it becomes addictive. Hence, the excess use of social networking sites has made the sampled students become addicted, as the entire respondents divulged that they utilise social media more than 8 hours a day. This suggests that the students continually have the desire and urge to log onto social media at any given opportunity and some of them cannot stay an hour without logging on social media sites. Depression and anxiety were likewise found to trigger the students higher SNS involvement. Social loneliness was also pointed out as a factor that triggers their constant use of social media. This suggests that the use of social media might reduce boredom and provides maximum relaxation. Also, higher levels of perceived support from online social networking friends encouraged students to stay more online, thereby resulting in excessive social media use. The utilisation of social media was

likewise ascertained to have no direct negative influence on the students' academic performance, but has a negative effect on their psychological well-being and mental health, resulting to sleep deprivation, weakness, fatigue, tiredness, decreased concentration and blurry vision. The implication of this finding is that students may choose to use social media regularly for chatting and entertainment and still find time for their studies, thus, social media usage is not directly related to academic performance. It all depends on what a student wants to use the platform for. For example, some students could use social media to improve their academic performance by reading the pertinent information found on various social media, while others could only use social media as a leisure and still find other means of studying. Overall, this present study claims that social media use affects students' health more than their academic goals. Hence, it is pertinent for students to reduce the time spent on social media to avoid an adverse effect on their wellbeing.

Limitation and proposition for further studies

Indeed, this present paper is founded on real-life experiences, and as such contributes to enhancing the empirical research results that are beneficial for understanding social media addiction among students abroad. The study is premeditated to address the research inquiries within the setting of a large population of Africans learning overseas. However, it simply focused on African undergraduate students at one public university in Northern Cyprus, and the nature of the samples (a convenience sample) employed is restraint as regard to the broader transferability and generalisability of the results. Also, there is an absence of "statistical generalisability". This is consistent with the views of the investigators who argued that interpretive research (such as this current research) is not suitable for generating "statistical generalisable" findings (Myers, 2013; Walsham, 2001). Nevertheless, a longitudinal and ethnographic study where a researcher spends a significant amount of time observing the students' use of social media and its addictive tendencies would be valuable in providing richer insights about how social media affect students in general. Conclusively, quantitative-based research through a survey with a significant number of respondents (i.e. increasing the quantity of the university and participant to be investigated) may yield different results, and the findings could then be generalised to a larger population.

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"SELLING" BEHAVIOUR CHANGE: EXPLORING THE ROLES OF THE MEDIA, NON-GOVERNMENT ORGANISATIONS AND THE GOVERNMENT IN ADDRESSING HIV/AIDS IN MALAYSIA

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ABSTRACT

Concerted effort involving all stakeholders is needed to develop effective media advocacy and social marketing programmes in hopes of promoting favourable public's attitudes and behaviours towards people living with HIV/AIDS (PLHIV) and disseminating HIV/AIDS prevention and treatment to high-risks and high-interest target audiences. This study explores the roles of the media, NGOs, and the government in addressing HIV/AIDS in Malaysia. Three editors from different mainstream news institutions, two key persons from NGOs and a decision maker from the HIV/STI Section, Disease Control Division, Ministry of Health Malaysia were selected in this study. The results showed that over the span of three decades, Malaysian media are still at the level of creating general information about HIV/AIDS to the grassroots. The media admitted that they do not really emphasise behavioural change in the communicating text. The Malaysian Ministry of Health said policies regarding HIV/AIDS prevention and treatment should only be available to the vulnerable and most-at-risk groups, not the general public. We argue that the public needs to be informed on what initiatives the government has implemented so as to address the disease effectively and how the initiatives can protect the public from contracting the disease.

Keywords: HIV/AIDS, social marketing, the media, non-government organisations and Malaysia

INTRODUCTION

Since the first recognition of AIDS as a public health threat in 1981, this disease has had a formidable challenge and pernicious effect on the developmental issues in our society. It has been over three decades that there is still no vaccine to cure this contagious disease, and there are still marginalised groups that have not received proper HIV testing and treatments (Hasnain, 2005; Joint United Nations Programme on HIV/AIDS, 2010, 2017). Why has HIV/AIDS been so difficult to stop? Why has antiretroviral therapy been so hard to reach to those who are in need? The public health community has had dramatic success in other areas of public health requiring behaviour change, such as family planning, control of diarrhoea through oral rehydration salts, use of Vitamin B and immunisation, but why not for HIV/AIDS (Bertrand, 2004; Edward, 2015)? The reason may due to HIV/AIDS-related stigma and discrimination and lack of accurate information to the general public. Negative perceptions and attitudes towards people living with HIV/AIDS (PLHIV) are problems throughout the world, specifically in developing countries, and including countries with rich cultural, moral and religious values, such as Malaysia. Its effects have further deterred the dissemination of effectiveness of HIV/AIDS prevention and care programmes (Avert, 2018; Wong & Nur Syuhada, 2011). In reference Sayles, Wong, Kinsler, Martins, and Cunningham (2009) found that participants who reported high levels of stigma were over four times more

likely to report poor access to care. If this problem does not resolve in a strategic way, the aim of attaining the United Nations' "getting to zero" initiative, aiming for zero new infections, zero discrimination and zero AIDS-related deaths, will be just an empty talk (Joint United Nations Programme on HIV/AIDS, 2010).

Change can be frustrating and challenge, let alone changing one's perceptions and attitudes towards an event or people. In everyday lives, attitudes play a major role in affecting our behaviour. They influence how we feel and behave towards other in our environment. Within the field of public health and health communication, much attention has been devoted to potential uses of social marketing approaches, involving the use of conventional marketing concepts and techniques to "sell" good attitudes and behaviour by designing and implementing programmes and policies to promote socially behaviour change (Jing & Mansori, 2018; Kotler & Zaltman, 1971; Kotler, Roberto, & Lee, 2002). The mass media are the best mechanism used by social marketers to modify attitudes, shape behaviour, and generally persuade audiences to protect their health (Brännström & Kindblad, 1994; Cassell, Jackson, & Cheuvront, 1998; Tabassum et al., 2018). It is true that often times, our understanding about this world and attitudes towards others are not always from our own experience, but also come from mediated sources (Brännström & Kindblad, 1994; Ahmed & Bates, 2013; Miller, Kitzinger, Williamns, & Beharrell, 1998; Tong, 2006; Chanda, Mchombu, & Nengomasha, 2008; Chang, Ibrahim, & Mustaffa, 2010; Tham & Zanuddin, 2012). This is especially true for society at large and for individuals who have thus far been spared from communicable diseases, and for whom the idea of a health epidemic is largely an abstraction.

The media have been recognised as an influential mediated tool for behavioural change (Wakefield, Loken, & Hornik, 2010; Ahmed & Bates, 2013; Tabassum et al., 2018). In reference Wallack (2000) argued that "the media can be delivery mechanism for getting the right information to the right people in the right way at the right time to promote personal change" and that "they can be a vehicle for increasing participation in civic and political life and social capital to promote social change". Although mass media have proven capable of reaching and informing large audiences, efforts from other stakeholders, especially relevant non-government organisations in HIV/AIDS prevention and the government are also needed in fighting against this contagious disease.

HIV/AIDS in Malaysia

Malaysia documented its first HIV case in Kuala Lumpur in December 1986 of one male patient. After 29 years until March 2015, a total of 105,988 HIV cases were documented; 799 new HIV cases were reported in Malaysia. The number of new cases is estimated at 3196 in this year compared to 3517 new cases in 2014 (Kaur, 2015).

According to the World Health Organization (WHO), Malaysia is classified as "a concentrated epidemic country" (HIV/STI Section, 2015), wherein HIV/AIDS is still concentrated mainly within the most-at-risk populations especially among injecting drug users (IDUs), sex workers and transgender (TG) population (Mondal & Shitan, 2013a). However, recent trends in the second decade of the 21st century indicate that the epidemic is no longer confined to these populations, but is spreading to women who contract the disease from their partners (Barmania, 2013; Mondal & Shitan, 2013b; Tham & Zanuddin, 2015).

Malaysian government understands that HIV/AIDS is not an ordinary health problem, but a health epidemic and developmental issue for the country, requiring special measures

and concerted efforts of multiple stakeholders. Malaysia took the first initiative in introducing a safe-blood programme to screen all blood donations in an effort to ensure that all donated blood is HIV-free. Six years later, the Ministry of Health and several non-governmental organisations formed the Malaysian AIDS Council, creating an umbrella body of NGOs working to reduce the spread of HIV/AIDS as well as to provide support for people living with HIV/AIDS (United Nations Children's Fund, 2008). From turn of the 21st century onwards, a number of policies and initiatives have been proposed and implemented, driven not only by government agencies, but also non-governmental organisations, chief among the latter being the Malaysian AIDS Council and PT Foundation, formerly known as Pink Triangle Sdn. Bhd.

HIV/AIDS transmission was initially attributed by injecting drug users (HIV/STI Section, 2015). In order to address HIV transmission related to drug use, the Malaysian government initiated a Harm Reduction Programme for people who inject drugs intravenously in January 2004. The Harm Reduction Programme is a holistic prophylactic programme aimed at reducing sharing needles among injecting drug users. The programme included the Needle Syringe Exchange Programme (NSEP), which offers clean needles and syringes to drug users and the Methadone Maintenance Therapy (MMT) for heroin addicts, wherein synthetic methadone is used to reduce dependency on heroin (The World Bank, 2013).

Malaysia's harm reduction programme was somewhat controversial, with opponents criticising what appeared to be legitimising of illicit drug use (Reid, Kamarulzaman, & Sran, 2007). However, with the estimated number of 170,000 IDUs in Malaysia, the decline in HIV infections among intravenous drug users reportedly saw a steady decline down to 38.7 per cent in 2011. HIV transmission due to needle-sharing among injecting drug users is projected to decline from 11 per cent in 2011 to 10 per cent in 2015. This declining trend suggests that on-going prevention programmes like the Needle Syringe Exchange Programme (NSEP) are effective preventive measures to reduce HIV/AIDS transmission (IAS Conference on HIV Pathogenesis, Treatment and Prevention, 2013).

Another major initiative to combat the spread of HIV/AIDS is the Premarital HIV Screening Programme, pioneered in November 2011 (Khebir, Adam, Daud, & Shahrom, 2007; Tham & Zanuddin, 2014; Open Society Institute Public Health Program, n.d.). According to *Jabatan Kemajuan Islam Malaysia* (JAKIM), or the Department of Islamic Development Malaysia, all states have followed suit with their own screening programmes (Tham & Zanuddin, 2014). Premarital HIV screening programmes are run by state religious departments in collaboration with the Ministry of Health. The goal of the programme is to prevent and reduce HIV transmission between heterosexual married couples, encouraging couples "to know your HIV status before marriage, to protect your family members and subsequently to counsel and educate the public", but not "to prevent marriage", as alleged by critics (Barmania, 2013; Barmania & Mohamed Aljunid, 2017). Screening is highly encouraged, particularly by JAKIM and the respective state religious departments. However, it is not mandatory, and Muslim couples who undertake the HIV tests do so voluntarily. Despite its voluntary nature, and its inability to prevent HIV transmission brought about by post-screening risky behaviour, JAKIM claims these programmes are successful (Barmania & Mohamed Aljunid, 2017; Tham & Zanuddin, 2014).

In addition to preventive measures like harm reduction and premarital HIV/AIDS screening, Malaysia's HIV/AIDS initiatives also include public education campaigns. As

early as 1996, the Malaysia's Ministry of Health's Education unit launched the Healthy Living without AIDS for Youth Programme, or *Program Sihat Tanpa AIDS untuk Remaja* (PROSTAR). The programme targeted youths between the ages of 13 to 25. Its main objective was to raise awareness of HIV/AIDS and its prevention among teenagers (Bahagian Pendidikan Kesihatan, 2017). More recently, however, concerted policy-led efforts to address HIV/AIDS epidemic has come in the form of a five-year National Strategic Plan on HIV and AIDS. Initially formulated for the five-year period of 2006-2010, the National Strategic Plan (NSP) had now come to the end of its second five-year period of 2011-2015, with plans for a renewal of the plan in the coming years. The current NSP 2016-2030 was formulated in tandem with adopting the "Ending AIDS" as the strategy for Malaysia to achieve the Vision of "Zero new infections, Zero discrimination and Zero AIDS related deaths". It adjusts to the Sustainable Development Goals (SDG) endorsed by the UN General Assembly and adopts UNAIDS strategic guidance on Fast Tracking to Zero and Ending AIDS (HIV/STI Section, 2015).

Despite all these initiatives mentioned above, most important is that are Malaysians aware of these initiatives? As mentioned earlier, people perceptions of health issues are not only shaped by their direct experiences and the impressions received from the others, but also by the media accounts. So, what do the media think about HIV/AIDS? Do they regard it as a national issue? To what extent the media have advocated behaviour change in the news coverage pertaining to HIV/AIDS? Do the media, NGOs and the government use social marketing as an approach to reach out to the public? Based on these questions, this study aims to examine the roles of the media, NGOs and the government in distributing social marketing messages and HIV/AIDS-related policies to the members of public in Malaysia.

Conceptual Overview of Social Marketing

Social marketing is a commonly used technique in health communication campaigns. Social marketers and academic scholars have come to a consensus that its fundamental objective is not promoting ideas (as Kotler and Zaltman (1971) suggest) but influencing behaviour (Andreasen, 1994). Since Wiebe, a sociologist asked a classic question: "Why can't you sell brotherhood like you sell soap?" (1951, p. 679), the question has eventually given a profound effect on the domain of marketing. Healthcare practitioners and communication scholars therefore are interested in its role, functions, and influence on health promotion.

There is a bundle of definitions on social marketing. The term was first coined by Kotler and Zaltman in 1971 as "the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and marketing research" (Kotler & Zaltman, 1971). Andreasen (2006) defined that social marketing is "the application of commercial marketing concepts and tools to influence the voluntary behaviour of target audiences to improve their lives or the society of which they are a part." A successful campaign or programme hinges on a winning strategy that requires integrated planning in the process. Sometimes, relying on advertising is somewhat unable to obtain optimum success to reach out to the target audiences. Therefore, when designing an effective message, analysing information acceptance level of targets and promoting the message effectively, social marketers often need to refer to an integrated marketing strategy called marketing mix. Marketing mix covers "4Ps", which are product, price, place and promotion (Evans, 2006). It has been very common that social marketers use mass communication to promote health-

related messages but they also integrate interpersonal communication and other communication models into marketing plan.

RESEARCH METHOD

Purposive sampling was carried out for this in-depth interview in which editors from each news institution (*Utusan Malaysia*, *The Star* and the *Sin Chew Daily*) was selected intentionally to provide information with regard to news reporting on HIV/AIDS and social marketing programmes in the newspapers. The three newspapers were selected as they are the mainstream newspapers that serve different ethnic groups in Malaysia. Besides that, the HIV/STI Section, Disease Control Division, Ministry of Health was also selected to further grasp what types of social marketing programmes or policies that had been implemented by the government, and how the relevant information was circulated to the public. Moreover, the Malaysian AIDS Council and PT Foundation were selected too to provide valuable information in respect to the role played by the non-governmental organisations, and how the messages reach out to the general public effectively.

In this respect, the chosen participants were individuals who had the most direct involvement with the news reporting and decision making on HIV/AIDS-related issues and social marketing programmes. An interview protocol was constructed for the selected sample. The questions listed in the interview guide were used to facilitate the interview conversation.

Participants

Three editors from different news institutions; two key individuals from NGOs; and one decision maker from the HIV/STI Section, Disease Control Division, Ministry of Health had been chosen for these particular expert interviews in order to provide valuable insights into how the three mainstream newspapers, the NGOs and the government respond to HIV/AIDS-related issue and social marketing programmes in Malaysia. Verbal and written consents were obtained from participants prior to the interview. Participants were informed about the purpose of the study, the recruitment criteria, the interview process, sample interview questions, and how their data would be used and protected. The following are the details of the selected participants. The researcher had gotten their consents to include their details in this paper.

1. Rosmah Mohd Dain – the Deputy Editor for the desk of Family and Women (Keluarga dan Wanita). She joined the *Utusan Malaysia* since early 1995. During that time, she was in the desk of magazine. In 1995, she was transferred to the desk of general news. Since then, she started to explore variety of issues. More importantly, she started to get involved with HIV/AIDS issues. She received the *Anugerah Reben Merah* in 2006 due to her efforts and initiative in reporting the issues of HIV/AIDS to the wider community.
2. Paul Yeo – the Senior Editor, Health Features Central of *The Star*. He has been in the business for 15-16 years. Interestingly, his background is in medical; he has a degree in medical. He revealed that the reason for him to join the media industry is because he was "sick" of seeing sick people. His job entails planning and executing health stories in the *Fit4Life* section in *The Star*. He also reinforces that he is more inclined to health education rather than venture into issues such as policies.

3. Lim Sue Goan – the Deputy Editor-in-Chief of the *Sin Chew Daily*. Before holding that post, he was working as a journalist at the *China Press* and the *Sin Chew Daily* for more than 20 years. During that time, he did report some activities organised by the Ministry of Health. However, he did not really cover exclusive news about HIV/AIDS per se because they had a department called the "Exclusive Department" to cover exclusive news in the paper.
4. Zaki Arzmi – the Manager of the Resource Centre and Strategic Information Department of the Malaysian AIDS Council. She did not study communication or public relations during her tertiary studies, but she has a medical background. She realised that her passion did not fit into medicine. So, after graduation, she started looking at options other than becoming a doctor. She realised that she was inclined to social work, and that is why she joined MAC.
5. Raymond Tai—the Acting Executive Director of the PT Foundation. Before becoming a full time staff, Raymond had been a volunteer for more than 25 years. He was working in an advertising agency, dealing with brand planning, communications and brand development before becoming a volunteer. After joining the PT Foundation, he then utilises and applies skills that he had practised in advertising field into the PT Foundation.
6. Dr. Sha'ari Ngadiman—the Head of the HIV/STI Section and Deputy Director of Communicable Diseases, Disease Control Division, Ministry of Health. Dr. Sha'ari has been actively involving in the field of HIV/AIDS since 1991. In the Sector, his jobs entail drafting government policies on HIV/AIDS issues in terms of prevention, treatment, cares, etc. As a decision maker, apart from drafting policies for the government, he also implements the government policies so as to ensure the policies are in line with the government's goal in reducing HIV/AIDS infected numbers in the country.

Construction of Questions

An interview protocol with three sections was prepared for the semi-structured individual interviews. The interview protocol enables the researcher to guide the conversation in a way to provide consistency and ensure that the interviews covered the key topics related to the study. Section A comprised three questions on a bit of background information on the participant; Section B consisted of questions pertaining to the news editorial on HIV/AIDS and social marketing programmes by the media practitioners in newspaper; and Section C embraced HIV/AIDS-related social marketing programmes that have been carried out by the government and non-governmental organisations, and the media used to distribute the messages throughout the public.

Data Collection Procedures

Each interview took about more than one hour to complete the interview session. A written consent was sent to participants before executing the interview. Once the participant agreed to take part in the individual interview, an appointment was made by both the researcher and participant based on their schedule.

At the beginning of each interview, the researcher briefly self-introduced and explained the purpose of the study. How the data would be recorded is of paramount importance in planning the research; verbal permission and a written consent form was obtained from the participant to allow tape recording before getting started with the interview. In the event of participant refusing to allow tape recording, the researcher

respected the decision by taking note in that the interview is strictly voluntary. All interview procedures were guided by prepared interview protocol. However, in certain circumstances, it was flexible for the researcher to allow the conversations to go beyond the set boundaries of the protocol, but the discussion must remain relevant to the objectives of the study. In doing so, participants may provide unexpected insight into the research and enrich the data.

Data Analysis

All the data collected from the interviews were transcribed. In order to be in line with the reliability of the study, industrious effort was to repeatedly listen to the audiotape so as to verify that the relevant information was recorded accordingly. A thematic analysis of the individual interview was conducted where the researchers read thoroughly the data collected and identified the emergence of themes.

RESULTS

This section discusses views from selected Malaysian media practitioners from three news houses, non-government organisations and the government in responding to HIV/AIDS and social marketing programmes. The researcher first discussed the analysis of media practitioners' views, analysis of NGOs' views, and then analysis of the Malaysian government's response.

Media Practitioners' Views

(a) News Angle on HIV/AIDS

In the interest to alert the public of the epidemic and its prevention, media practitioners "make up" the related news in a different way in order to make it salient among the public. Three experts from the news institutions did consider HIV/AIDS-related stories as national news. HIV/AIDS, in fact, is not just a health issue but also a national development issue. Therefore, keeping the public informed about the issue is not easy as the media have to make sure the issues reported in the media is relevant and up-to-date. For instance, Rosmah explained: "News on HIV/AIDS is actually rare in Malaysia. When it comes to the news coverage, it must be something new and not repeated."

It is true that different newspapers focus on different aspects and angles, making an issue or event in the newspaper becomes unique and catchy. Policies about how the government views HIV/AIDS is always the concerns of many. In the case with modern humans' understanding of our social environment, much of the public's understanding of health and health policy is not from direct experience, but comes from mediated sources (Ahmed & Bates, 2013; Tham & Zanuddin, 2012; Tham, Firdaus, & Zanuddin, 2016; Miller et al., 1998; Chang et al., 2010). Thus, the media have played an influential role in providing crucial information about HIV/AIDS and the government initiatives in reversing the disease to the public. Lim, the Deputy Editor-in-Chief of the *Sin Chew Daily*, shared that they will cover stories from press conference on HIV/AIDS by the Ministry of Health (MOH), or news pertaining to any discovery of new drug for HIV/AIDS. He explained:

> *If there is news on 'HIV/AIDS can be cured', we will then put it on the front page of the paper. So, if the HIV/AIDS-related news is about prevention or increase in life span, the newsworthy is then not so high. If there is no clear action [purely announcing] on one policy released by the government, we will normally just report it*

and will not place it on the front page or even the front two or three pages in that paper.

(b) Reach and Frequency of HIV/AIDS and Social marketing Programmes

Basically, the journalists report HIV/AIDS-related issues and social marketing programmes more likely only during big occasions such as the World AIDS Day, press conferences held by the MOH, etc. It seems redundant to report HIV/AIDS-related news regularly and repeatedly. For instance, Paul from *The Star* revealed:

> *HIV/AIDS is one of many thousands of illnesses around the world. It would be seen as, not awkward, but strange [if we have regular coverage on it]. Because at the end of the day, heart disease will be the first killer in the world, cancer will not be far behind, and also with the advances in the treatment of HIV/AIDS. This is the shift now we can see. It now becomes more like a chronic disease.*

Issue proponents, individuals or groups of people who advocate for attention to be given to an issue, help determine the position of an issue on the agenda, sometimes at the cost of another issue or issues. The media become a proponent of the HIV/AIDS as an important issue worthy of news attention and public concern. Lim explained:

> *When we think of the issues of HIV/AIDS are serious at a certain point in time or someone suggests that can be interviewed on the issues of HIV/AIDS or the Malaysian AIDS Council suggests us to interview a few people living with HIV/AIDS, or doctors that can provide us the information of the issues, then we will report it.*

(c) Covering "Specific Voices"

In terms of covering "specific voices" such as statistic figures, experts' views, etc. in dealing with HIV/AIDS in the news coverage, the three interviewees have different point of views. For the *Sin Chew Daily*, experts' views on HIV/AIDS seem to be a paramount element in reporting the issue to the public.

> *For me, the primary important element while reporting HIV/AIDS-related news will be experts' views, secondary will be people living with HIV/AIDS, thirdly will be statistic figures, and lastly will be religious leaders' views. We do report statistic figures to the public. However, there will be some slight errors on it. Notwithstanding, we will still report the statistic figures of HIV/AIDS revealed by the MOH or/and the Malaysian AIDS Council in the paper, and yet I personally will reserve my stand on that [the statistic figures] since Malaysia does not have a good database.*

When asking Lim whether the *Sin Chew Daily* reports religious leaders' opinion on HIV/AIDS, he shared: "It is just an extra source to enhance the message distribution. In medical perspective, religion is just to give spiritual support to people living with HIV/AIDS". Although Lim agrees that spiritual sustenance can help people living with

HIV/AIDS to fight against the disease, when it comes to the goal for stopping the disease, *Sin Chew*'s perspective is that we still need to rely on medicine.

On the other hand, for *The Star*, religion cannot give a high credibility among the readers. Paul mentioned that HIV/AIDS is a disease, so let us not get religion into it. *The Star* applies all approaches (statistic figures, experts' views and people living with HIV/AIDS) while addressing HIV/AIDS in their paper.

The *Utusan Malaysia* uses people living with HIV/AIDS's voices to lend a high credibility among the readers, followed by statistic figures, experts' views and religious leaders' opinion. Rosmah claimed that the reason of choosing voices from people living with HIV/AIDS in the news coverage is that they are the ones who know the disease well. She shared:

> *In order to create an environment to spur people to accept people living with HIV/AIDS, we need to listen to their [PLHIV] voices. We let them tell their stories. So, when this sort of information is disseminated to the public, people will realise the reason behind the problems and they will start thinking that they have misunderstood PLHIV.*

In applying statistic figures in HIV/AIDS-related news coverage, Rosmah explained that the reason for reporting the statistic numbers to the public is to let the people know the trend and current updates of the HIV/AIDS infection in Malaysia. She added: "We do not mean to scare the public of the presented figures. Indeed, we want to give awareness to the public."

Regarding the Islamic perspective on HIV/AIDS in the *Utusan Malaysia*, Rosmah admitted that there is scarcity of religious perspective while addressing HIV/AIDS-related issue to the public.

> *We do not have many articles or coverage on Islamic perspective on HIV/AIDS, but we do report it in a way of slipping some of the religious' opinion into the feature articles. For me, after interviewing the people living with HIV/AIDS, I will interview religious leader just to seek for opinion on how to help these people. Actually, I am inclined in human interest rather than religious perspective because we (the Utusan Malaysia) have religion desk to cover the story.*

(d) Level of Reporting HIV/AIDS-related News

The three informants agreed that Malaysian media coverage on HIV/AIDS is still at the level of developing awareness to the general public instead of concentrating on policy development and prompting behavioural change. Lim from the *Sin Chew Daily* has these words:

> *Speaking of giving awareness on HIV/AIDS, we have done quite a lot on that. However, if you are referring to prompting public behaviour change, we are lacking of that kind of report indeed.*

Lim added that it is quite difficult for newspaper to cover all news because they need to consider many things. In terms of social marketing programmes, Lim revealed: "In the

news reporting, we do report social marketing messages in the communicating text. However, it does not cover that much as I have mentioned we need manpower and knowledge to do it". Rosmah from the *Utusan Malasyia* also had the same view. She shared: "Yup, we are still at the level of creating awareness. We do not really emphasize behavioural change in our communicating text. However, we hope to change the people's behaviour through our way of reporting". Paul also had the same stand. He shared: "*The Star* is still at the level of developing awareness to the general public to prompt behaviour change. We have seldom gone on looking at the policy development".

Non-Governmental Organisations' (NGOs) Views

Two responsible decision makers from selected non-governmental organisations—Malaysian AIDS Council (MAC) and PT Foundation had been chosen to participate in these expert interviews. Both these NGOs play significant role in addressing HIV/AIDS-related issue especially HIV/AIDS-related stigma and discrimination among the general public in Malaysia.

(a) Perception on Malaysian Mass Media

Implementing social marketing programmes to the target audiences, both organisations had their different point of views. The main focus of the PT Foundation is for vulnerable populations—those who are most affected with HIV/AIDS, while the Malaysian AIDS Council targets risk populations—people who are more affected than the others in terms of HIV infection. Both organisations agreed that the Malaysian mass media are not successful in reaching out to these vulnerable populations especially when talking about sex or/and condom use. Raymond, the Acting Executive Director of PT Foundation shared:

> *In Malaysia, the mass media are not effective in reaching to these audiences [vulnerable populations] because most of the mass media are under government control. So, we are not able to say things that we want to say in the mass media. In fact, there is a barrier on using condom or safe sex or anything that sensitive in mass media. When we want to talk about educating for behaviour change, we have to talk about all issues on sex and we cannot talk about it in a judgmental or in a moralistic manner. Unfortunately, in the mass media in Malaysia, you cannot do that. So, the media channel is out for us.*

Zaki, the Manager of the Resource Centre and Strategic Information Department of Malaysian AIDS Council had the same opinion. She shared:

> *Our focus is to introduce health behaviour; health seeking behaviour among most-at-risk populations. If we want to introduce behaviour change in these populations, say for example, if you want to do a campaign on encouraging gay men to use condom when having sex, I mean you would not necessary to go to the mass media because it is a taboo in Malaysia.*

Since the mass media in Malaysia are unable to reach out to the target audiences, the only way to do that is through peer outreach. Although this approach is highly heavy, it is a very effective way to reach out to the desire audiences. PT Foundation applies this approach

to effectively reach out to the underground community such as people who use drugs; commercial sex workers, transgender, and Men Who have Sex with Men (MSM). Raymond explained:

> *Peer outreach is very effective as it uses people from the community to reach out to the community. They are very trusted; they are reliable. They get through to the underground community.*

Sexuality still remains as a private subject and taboo for discussion not only among the Muslim communities but also among the Asian communities (Tham & Zanuddin, 2014). Malaysian AIDS Council views the word "sex" seriously when implementing HIV/AIDS-related social marketing programmes. Zaki elicited:

> *If you notice our campaigns, we have been very conscious of the way we use even the word "sex", we do not throw the word "sex" casually because we work very closely with people who are very sensitive to the word "sex", for example religious authorities. As at the end of the day, we want their support in terms of reaching out to populations that are vulnerable to HIV. We do not want to offend them. But at the same time, we would need the word out; we need to send the message that sex does happen, but we use the different way of saying the word "sex".*

(b) Effectiveness of Social Marketing Programmes

Frankly speaking, the Malaysian government has done an incredible task especially in implementing various HIV/AIDS-related social marketing programmes to reach out to the general public. Raymond agreed that the National Strategic Plan on HIV/AIDS 2006-2010 (NSP) is an excellent starting point. He shared:

> *The NSP was really consolidated and strategic plan on HIV/AIDS. Although it was an earlier one, this plan has gone through a broad level consultation before they came out the plan. And we now have plan for 2011-2015, that is also highly consulted, civil society was also being consulted. The plan shouldn't be seen as a static document, [but] it should be seen as something that is living and dynamic.*

In terms of social marketing the NSP, Zaki has a different point of view. For her, there is no social marketing work involved in the NSP. The reason is:

> *…the document of the National Strategic Plan is meant for policy makers, is meant for government officials, is meant for religious authorities, is meant for NGOs, [therefore] it is not really meant for general public. So, I don't see there is a need to socially market the National Strategic Plan. But, as far as the implementation of the strategic plan itself is concerned, I would say this is not a social marketing aspect of it, it is the implementation itself. I would say that some of the targets were somewhat achieved. It was quite an okay success rate.*

In the 30 over years since the scourge was first identified in 1980s, Malaysia has been classified as a "concentrated HIV epidemic" by the World Health Organization due to the

rates of HIV infection in this region attributed immensely by Injecting Drug Users (IDU) and heterosexual transmission (HIV/STI Section, 2010). Hence, a harm reduction programme was introduced among drug users in 2006. Under the harm reduction programme, a holistic prophylactic programme against needle sharing among injecting drug users was established and was named as National Syringe Exchange Programme (NSEP). Although both the non-governmental organisations agreed that NSEP is an excellent programme, there is still space for improvement regarding socially marketing the programme. Zaki revealed that:

> *I have to say [that] not many people know about the NSEP. And to be honest with you even as an NGO doesn't feel the need to socially market NSEP. However, in recent time we have seen that the government who is very supportive of the NSEP at first, but is now reducing the NSEP funding. So, maybe we are now considering socially marketing NSEP.*

Sufficient appropriation is vital for a non-governmental organisation to run awareness programmes, social marketing campaigns, or even awareness talks among the general population. Moreover, some NGOs are not only not promoting effective prevention programmes to the community, they are also compromising those peers (sex workers, injecting drug users, etc.) in losing their job as a peer educator.

When the researcher asked both the interviewees about the PROSTAR (Healthy Living without AIDS for Youth), both of them had no idea. Raymond mentioned: "I personally have no idea about what PROSTAR is". While Zaki revealed: "I don't know what PROSTAR is about. I heard a lot of negative things but so far they are not part of the Malaysian AIDS Council; we don't know what they do".

(c) Media Selection

In any marketing approach, selecting appropriate media channel for distributing desired message to target audiences is inevitable. Hence, this is why one of the "P" (promotion) in social marketing mix promotes a behaviour through media channel to inundate desired messages to the ground. Raymond reiterated:

> *Newspaper, television, and radio are great. But because of a lot self-censorship happen, we can't get a lot of message that we want on the media. So the Internet is more on citing ones that we want work out.*

For the Malaysian AIDS Council, Zaki shared that they consider the entire media tools (newspaper, television, radio and the Internet) mentioned in the interview. Prior to placing any information on the media, the MAC identified the Malay population as its target audience. Why should it be Malay population? Zaki has her views.

> *If you look at the demography, [Malays] serve the people who are affected by HIV is mostly Malay. So, we usually go to the Malays and often because stigma is really rampant among the Malay population. [Although] we don't have our own statistics on stigma or related studies on it that we can have a look at, from our own work, when we go to the ground, we listen to people's story that stigma is common in every*

> *race. However, you know some of HIV/AIDS cases are reported in Malays so we connect the link. So, I am sure the stigma is also prevalent among the Malay population.*

When the researcher asked Zaki further about what kind of newspapers the Malaysian AIDS Council mostly used to convey social marketing messages or information to the public, she said:

> *HIV is prevalent so that will be the Malay population, so we use the Berita Harian or the Utusan Malaysia to talk to the people about stigma and HIV. The thing with The Star is that they do not need the Malaysia AIDS Council to do that [covering HIV/AIDS-related issues] because they have a group of reporters who are already sensitive to the issue. That's why we emphasize more on Malay publications because Malays are just not sensitive to this issue.*

(d) Making Salient of HIV/AIDS and Social Marketing Programmes

Ideally, the relationships between the concept of reach and frequency in the realm of media planning are essential. In addition, for messages to reach the target audiences, media planners have to ascertain the agenda to be repeated as frequent as possible via appropriate media channels (Tham & Zanuddin, 2012). That is the notion of an effective frequency. If the amount of an agenda does not appear often, it postulates inefficiency in disseminating the agenda through the public. Simultaneously, in media planning, the visibility and reach are tied with each other. Audience segmentation is the crux of social marketing which it helps social marketers to make sure that tailored messages reach out to the targeted population. Raymond emphasised that:

> *In order to make an impact in any key affected population, you should be able to reach 80 per cent of the population before you can actually see any improvements to behaviour change or HIV/AIDS infection. So far none of our programmes have reached in 50 per cent of the target population. Some programmes are much less than 50 per cent may be 20 per cent reach or 50 per cent reach, I do not know. But of course, the other challenge is that in order for you to know the percentage of the population, you need to be able to map the population.*

Zaki reiterated the importance of selecting target audience when mentioning outreach to the people. She revealed that:

> *We need to know the target audiences. As far as reaching out to the public is concerned, for example, we have the two types of programmes, one is the red Ribbon Celebrity Supporter and the other one is Red Ribbon Youth Club. We know who our target audiences are. Even with the Red Ribbon Celebrity Supporter, we have about 30 celebrities now on board with us. There is reason behind why we choose each of every one of them. It is because they reach out to the certain demographic.*

Although it postulates that an effective reach and frequency levels help planners understand its needs to achieve communication objectives (Zanuddin, 2004), there is no

certainty of saying that the communication objectives could be achieved only due to the reachability of news, yet it relies on the visibility of news among the public and their intention to view it. Both interviewees agreed that visibility is significant and one way to make some programmes visible is through media report. Zaki said: "…we use media for appearances." Whist, Raymond explained that:

> *When you do a media campaign, it is important for us to be multimedia and surround you, when you wake up you see; when you switch on the radio you see; when you turn on the TV you see; in the cab you see; from the bus stand you see, we are not at this stage yet.*

(e) Sources Selection

In terms of selecting endorsers for promoting HIV/AIDS-related social marketing programmes among the general population, Zaki and Raymond considered that all sources have their advantages and impact. For the Malaysian AIDS Council, doctors would not be the best endorser because Zaki said:

> *I won't put doctor up there. People would expect doctor to be…yea he/she is a doctor, of course he/she will say something like that. My concern is that doctors who might have stigma on people who have HIV/AIDS.*

In contrast, Raymond agreed that doctors have credibility for the whole social marketing programmes. He opined: "Doctors are great because they leave the credibility and legitimacy to the whole campaign".

As an Islamic country, Malaysia is not spared by HIV/AIDS infection. We are no longer coy about the claim that our communities are protected from the HIV/AIDS infection due to religious and cultural norms. The precipitous growth of HIV/AIDS among Muslims induces a great shock to the communities and brings obscurity in the emergence of the epidemic among the Muslim community ("More than 70% of AIDS/HIV", 2010). Thus, in order to address HIV epidemic effectively among the Malay population, the researcher asked both the interviewees whether they select religious leaders as endorsers for their HIV/AIDS-related social marketing programmes. For Raymond, involving religious leaders in addressing HIV/AIDS-related issue is a must for Malaysia. However, he shared:

> *…the challenge is whether religious sector is willing to look into issues in more holistic and practical manner [or] rather than if you are starting a point of view that this is wrong and we must seek how we can change.*

During the interview, Raymond mentioned that the PT Foundation is more on community-based services; they provide help to those who are in need. For example, about six to seven years ago, the PT Foundation started to introduce Islamic classes in its drop-in-centre, and this centre focuses on those transgender and commercial sex workers. Raymond further elaborated that:

> *We worked with JAWI [Jabatan Agama Islam Wilayah Persekutuan] on this. What we have been able to do in the centre is that we have Al-Fatiha classes, whereby we have*

> *ustaz and ustazah to come in to the centre and they are able to teach the religion to the community.*

Involving voices from people living with HIV/AIDS in endorsing social marketing programmes can be a decisive factor in reaching out to the public, and to certain extent the inclusion voices are able to eliminate stigma and discrimination towards PLHIV among the general public. Zaki revealed that:

> *People living with HIV/AIDS are always associated with death. We use PLHIV to tell the public that you don't just judge them by looking at them. We have quite a few that we trained who can openly review their status in the public. And say hey look, I am HIV positive and I am fabulous. I don't have all the diseases that you say I wouldn't have. I have been living so so number of years. I am on medications and I am healthy. I have family and children. I have job.*

Both non-governmental organisations agreed that the Malaysian media coverage on HIV/AIDS is still at the level of developing awareness to the general public though we have experienced the disease since 1986. Raymond reinforced that although the media are still at the level of generating awareness, yet the media have not done a good job in terms of sources focus. He said:

> *The main priority is actually focusing resources on the vulnerable populations…That's why we need to do a lot more and not just developing awareness but it should be about promoting behaviour change. That's the most difficult part. You can change awareness, but behaviour takes a long time and a lot of perseverance and investment overtime; you are not going to see the behaviour change immediately, but you need to see overtime.*

Zaki also opined to the statement that the media especially in Malaysia are still at the level of generating awareness to the public. She said although she works with the Malaysian AIDS Council, when talking to the general population, some of them do not even know what HIV/AIDS is and how HIV/AIDS is transmitted. This was what she said.

> *Yes, we [the media] are still talking about reducing stigma and how HIV/AIDS is transmitted even. Even we have been experiencing HIV/AIDS for 30 years, some of the people or most of the people will think that HIV/AIDS can be contracted through mosquito bites. But at the same time, work with the policy changing is helping, but we don't give too much media coverage about it. So, it does happen, but it goes without much media favourite.*

Raymond reinforced that: "People living with HIV/AIDS ['s voices] are definitely [a] factor. Our tagline always "People Living with HIV/AIDS is not a problem; they are part of the solution".

Government Response

The HIV/STI Section, Disease Control Division, Ministry of Health was selected to provide valuable insight into how the Malaysian government responds to HIV/AIDS-related issues and social marketing programmes. Since the first outbreak was identified in the late 1980s, the Malaysian government has been making a lot of efforts in addressing, tackling, and preventing the spread of HIV/AIDS in the wider community. Further, with the implementation of the Millennium Development Goals (MDGs) in 2005, Malaysia has the potential in attaining a number of its goals in terms of poverty, human rights issues, country economic growth, gender equality and empowerment of women (United Nations Children's Fund, n.d.). However, the Human Immunodeficiency Virus (HIV) continues to plague many countries.

Dr Sha'ri, the head of HIV/STI Section revealed that, to him, he will consider the types of media channels, target audiences, and social cultural factors, e.g., religious before implementing any HIV/AIDS-related social marketing programme. He explained further that if one wants to have a media campaign for HIV/AIDS, he/she needs to think of what the message should be put in the TV channel; what the best message to be portrayed in the channel in terms of marketing messages itself. Dr. Sha'ri also mentioned about the effectiveness of peer outreach among the high risk populations. He shared:

> *Since the disease is mostly among the at risk populations, do you think the media are appropriate? Do you think like the most-at-risks populations such as injecting drug users will read the [HIV/AIDS-related] news? I don't think so. That's why in marketing HIV/AIDS-related social marketing programmes to the most-at-risk populations, we need another intervention in which through the people in that community [peer outreach].*

Knowing your target audience is the basic principle of social marketing. It is true that if we want to put social marketing messages on HIV/AIDS, it needs to identify the market segment and thereafter select appropriate media to distribute the message to the target people. Dr. Sha'ari added:

> *The electronic media is targeting the well-informed people. These well-informed people will continue their accepted behaviour or whatsoever. For example, radio, who will listen to it? No everybody does. Ultimately, if you want to put social marketing messages on HIV/AIDS, the appropriate media is much more needed.*

As mentioned by Zaki, the Manager of the Resource Centre and Strategic Information Department of the Malaysian AIDS Council the National Strategic Plan is meant for stakeholders, and Dr. Sha'ari reiterated:

> *National Strategic Plan is a plan; a guideline for us to move forward, [and] that was a five-year plan, and we are now in another National Strategic Plan 2011-2015. For me, the plan is a good tool for us to move, and it gives us the momentum to continue the way we want to look forward in five years. Since we are on track on that, except there are certain things that we have yet to reach, for example the antiretroviral therapy, how do we market the National Strategic Plan? We are not selling it to everybody. This plan is only targeting certain stakeholders; we have a certain*

> *number of ministries getting involved into this plan. These people should understand what we are trying to look forward. This plan is not for everybody. But these people will implement the plan to those who are in needs.*

From the point of view of the MOH, since our country is classified as a "concentrated HIV epidemic" by the WHO in which the infection was mostly contributed by IDUs, the Needle Syringe Exchange Programme (NSEP) should be implemented silently but effectively. Dr Sha'ari also mentioned that what the general public should know about is the general knowledge, not the policies in that the policies are meant for particular parties only. Dr. Sha'ari explained:

> *We inform those stakeholders [that] you must implement this and materialise it one by one until the target people come forward to us and participate in this activity. Now people are talking about [the] NSEP. If you let everybody knows about this programme before implementing it, maybe the public will get negative perception on it. We are concerned on certain populations. Since our country is "concentrated epidemic" in which the infection was mostly contributed by IDUs, sex workers, MSM group, and transgender, those are very confine groups. So, we tackle these groups. That's why we give more information to these groups rather than general population. For general population, what is our message? We convey the message to them on don't involve in these activities [high risk activities] and maintain your good behaviour, healthy lifestyle and whatsoever. We send the message to these confine groups to assure that they use condom while having sex, they use clean needle. We cannot put these kinds of messages in the media. These messages are focusing to [on] these most-at-risk populations.*

On the other hand, in order to prevent youths from easily contracting HIV/AIDS, *Program Sihat Tanpa AIDS untuk Remaja* (PROSTAR) (Healthy Living without AIDS for Youth) was introduced in 1996 (Bahagian Pendidikan Kesihatan, 2017). Interestingly, when the researcher asked Dr. Sha'ari about why the MAC and PT Foundation have no idea about the PROSTAR programme, he revealed that:

> *[The reason of lacking information in the newspapers and among the public is] because the programmes is not for them [the MAC and PT Foundation]. The programme is for those people before aged 24 and schools. These groups are considered as "captured populations". That's why they don't know much about the programme and we don't have social marketing message on that.*

Communication is increasingly recognised as a critical purveyor of health care environment, and many health care practitioners rely on the media to promote health, facilitate understanding and manage the emotional climate of health care among the general public. Hence, the MOH uses all media tools (newspaper, television, radio, and the Internet) and utilizes them for different circumstances. Dr. Sha'ari revealed that:

> *For newspapers, we use them when there are big occasions, for example the World AIDS Day. Not everybody will talk about HIV/AIDS. The message should come*

across during special day. Once the message reached out to the public, you won't see the message anymore because it works already. For us, when one activity has become a routine, we won't put it in the media because it is very costly. We will only inform the public during special occasions; during the World AIDS Day is a must. If public want to know more about HIV/AIDS, they can get it from our website.

In terms of the reach and visibility of social marketing programmes, as far as the effectiveness is concerned, Dr. Sha'ari will select the best one even if there is no visibility of a programme among the public. For him, there is no certainty of saying that visibility of a programme is needed. As long as the way we approach the programme can ultimately bring the desired results, then it is considered that the approach that we used is effective. Dr. Sha'ari elicited that:

Some people want to put message in the media about activity to MSM. The MSM group will be happy, but how about the general public? What will they interpret of the message? In this country, stigma and discrimination toward the most risk populations are still exist. Not necessary visibility of a programme is needed. Some people comment on us that how come your programmes are so silent? Ya, I concede to it. But try to look at the results of declining HIV/AIDS infection among the IDUs.

In order to contain the spread of HIV/AIDS in a community, a successful public health campaign is the key to achieve the outcome. In the 30+ years since the epidemic was first discovered, many countries have been running or supporting programmes and activities that are directed to the whole population in the country, or even particularly at most-at-risk populations. These public health programmes are not costless; it is about how much a government spends on public health. Against this background, Dr. Sha'ari revealed that:

When the beginning of the era of HIV/AIDS in the late 1980s-1990s, we embarked a lot [of budget] because we had little knowledge about the disease. We don't know who get involved in the high risk activities. That's why we provided much information to the public about the disease. Once we understand who are the most-at-risk populations, we concentrate on the activities among these target populations. Every year we have RM5 billion for media campaign on HIV/AIDS as a fix appropriation from the government.

Since the outbreak of HIV/AIDS was unleashed in 1986 when a 45-year-old Chinese male of an American origin fell ill while visiting the country (Sulaiman, 1991; HIV/STI Section, 2010), the media have progressively inundated relevant information about the disease to the public. However, in reference (Tong, 2006) mentioned that the international AIDS reporting can be described in three phases, which are initial reaction of fear and ignorance, development of awareness, and finally a concentration on precise scientific and policy developments. Therefore, it posits that the media should now focus more on policy developments; go beyond just generating awareness to the public. When the researcher asked Dr. Sha'ari about his view of the Malaysian media coverage on HIV/AIDS whether it is still at the level of creating awareness, he shared:

They are still looking for the awareness instead of advocating policy development. Policies already drafted there. We don't use media to draft a policy, but we engage them before drafting the policies. We try to seek some opinions from them on the policies. Once a policy is consolidated, we ask the media to report it.

DISCUSSION

This qualitative study explored the Malaysian media's, NGO's and government's perceptions and views about HIV/AIDS and social marketing programmes in Malaysia. In particular, the study investigated if the stakeholders (the media, NGO and government) view HIV/AIDS as a national issue and how they promote social marketing programmes among the public to reverse the spread of the disease. In general, the researcher found that the national media regard HIV/AIDS as a national agenda. However, it is a bit challenging for the media to report the issue every day in the paper. Getting media exposure for a short period of time and in relation to specific issues may not be hard, but gaining and sustaining regular coverage in the continuous process of policy making can be extremely difficult. The reason being that setting HIV/AIDS-related issues in the paper is a "zero-sum game" because space and time on the media agenda are scarce resources.

Over the span of 32 years, Malaysian media are still at the level of creating general information about HIV/AIDS to the wider community. Three media experts consisting two experts from the selected NGOs and the official from the Ministry of Health agreed that although the media have done a lot of efforts in addressing the issues of HIV/AIDS, they are somewhat lacking in prompting the people to adopt and adapt behavioural change. This suggested that issues proponents in the media need to work beyond just merely creating scientific information to the public.

In this study, the government claims that due to HIV/AIDS infection being mainly attributed by the injecting drug users, and Malaysia being recognized as a "concentrated HIV epidemic", policies regarding HIV/AIDS prevention and treatment will be mainly focused on the vulnerable and most-at-risk groups. For general public, the government opines that only general information such as its transmission modes and risks will be distributed to the public through the media during special days (i.e., World AIDS Day). Therefore, the researcher is able to conclude that the amount and nature of the media coverage of HIV/AIDS especially government's initiatives and specific voices of people living with HIV/AIDS left much room for improvement.

In order to stem the spread of HIV/AIDS in Malaysia, the government end, the media and NGOs should first engage with the public. Stakeholders are not limited to those who can provide financial support to an organisation or have authority to influence the policy decision making. Instead, stakeholders also comprise people from the community at large who would affect and be affected by actions or policy decision making of an organisation. The public needs to be informed on what initiatives the government has implemented to address the disease effectively and how the initiatives can protect the public from contracting the disease. While general awareness about HIV/AIDS is still somewhat low throughout the community at large, efforts distributed to produce social marketing messages have become critical to HIV/AIDS prevention in Malaysia.

Hence, the media practitioners should work hand-in-hand with health care practitioners not only to disseminate general awareness messages to the public, but also to provide relevant social marketing messages such as prevention and treatment availability—

antiretroviral therapy to the public so as to protect future generations from contracting the disease. Collectively and concertedly, we have to continue the battle against the spread of HIV/AIDS on all fronts.

CONCLUSION

In conclusion, the results of this study suggest that the media view HIV/AIDS as not only a health issue but also a country issue. The media, NGOs and the government do promote HIV/AIDS-related health awareness programme to the public but the focus is still about generating HIV/AIDS awareness and knowledge among the public even we have experienced the disease for more than 30 years since 1986. Information about the government's initiatives on HIV/AIDS programmes and policies are not considerate as necessary for the general public. These policies and programmes are specifically meant for relevant stakeholders and not really the public in general.

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IMEJ KORPORAT JABATAN PENERANGAN MALAYSIA BERDASARKAN MELALUI KEPUASAN PELANGGAN DAN KUALITI PERKHIDMATAN

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ABSTRAK
Kajian ini mengkaji hubungan antara imej korporat, kepuasan pelanggan dan kualiti perkhidmatan di kalangan pelanggan yang berurusan dengan Jabatan Penerangan, Malaysia. Bagi mencapai matlamat penyelidikan, 270 soal selidik diedarkan dengan menggunakan kaedah teknik persampelan kebarangkalian. Dengan menggunakan perisian SPSS versi 22.0, hasil analisis korelasi menunjukkan bahawa imej korporat dan kepuasan pelanggan mempunyai hubungan positif yang signifikan. Kajian ini juga mendapati bahawa kualiti perkhidmatan mempunyai hubungan yang positif dengan imej korporat organisasi. Kajian ini juga turut membincangkan limitasi kajian dan cadangan untuk kajian di masa depan.

Kata kunci: Imej Korporat; Kepuasan pelanggan; Kualiti Perkhidmatan, Perhubungan

ABSTRACT
This study examines the relationship between corporate image, customer satisfaction and service quality among the customer dealing with Department of Information, Malaysia. In achieving the research objective, 270 questionnaires were conveniently distributed using probility sampling method. Using SPSS software version 22.0, results of correlation analysis show that corporate image and customer satisfaction have positive significant relationships. The study also finds that service quality is positively related to corporate image of the organizasation. This paper also discussed the limitations of this study and directions for future research.

Keywords: Corporate Image; Customer Satisfaction; Service Quality, Relationship

PENGENALAN
Imej Korporat merupakan satu aspek yang amat penting dalam kelangsungan perkhidmatan sesebuah organisasi yang dijalankan melalui pelbagai aktiviti komunikasi korporat. Seiring dengan perkembangan globalisasi imej korporat merupakan satu aspek yang semakin dititikberatkan oleh sesebuah organisasi. Hasil dapatan lepas menunjukkan pelbagai kajian yang memberi fokus kepada kualiti perkhidmatan, pembinaan imej organisasi dan pembentukan reputasi dari pelbagai konteks dalam dan luar negara.

Menurut Kennedy, (1977); dalam Upamannyu, et al., (2015), menyatakan imej korporat terdiri dari dua komponen utama: fungsi dan emosi, fungsi berkaitan dengan ciri-ciri ketara yang boleh diukur, manakala komponen emosi adalah yang mempunyai perkaitan dengan aspek psikologi diperlihatkan melalui perasaan dan sikap terhadap organisasi. Perasaan terhadap organisasi ini diperolehi daripada apa yang dirasai oleh individu dengan "organisasi dari pemprosesan maklumat yang membentuk imej terhadap organisasi".

Mohd Jasrihanizan, (2016) mendefinasikan kualiti perkhidmatan sebagai perkhidmatan yang disediakan kepada pelanggan di mana output yang dihasilkan bukan dalam bentuk fizikal yang biasa diberikan semasa ia dihasilkan. Kualiti perkhidmatan yang ingin dinilai di dalam kajian ini adalah perkhidmatan yang diberikan melalui penyampaian maklumat berhubung organisasi kepada setiap pelanggan yang berurusan di Jabatan Penerangan. Manakala menurut Raie et al., (2014), kepuasan pelanggan adalah perasaan yang timbul melalui persepsi pelanggan mengenai prestasi sesuatu produk yang bersesuai. Ia adalah sikap yang terhasil daripada jangkaan pelanggan terhadap persepsi prestasi dan terhasil dalam setiap orang selepas menggunakan barangan atau perkhidmatan.

Melihat kepada jangkauan pelanggan pada ketika ini setiap organisasi harus melakukan perubahan demi memenuhi ekspektasi pelanggan yang semakin meningkat dan peka terhadap penyampaian perkhidmatan. Telah banyak kajian daripada pelbagai sektor berhubung aspek ini. Sehubungan dengan itu, pengkaji berminat untuk turut sama mengkaji dan mengetahui lebih mendalam lagi berkaitan perkara ini dari sudut penyampaian perkhidmatan yang melibatkan organisasi Jabatan Penerangan Malaysia, di Putrajaya sebagai lokasi kajian.

PERNYATAAN MASALAH

Dewasa ini, imej korporat organisasi dilihat semakin penting dalam era teknologi maklumat kerana setiap manusia boleh berhubung melalui media social bagi menilai imej sesebuah organisasi. Namun begitu, Banyak firma memberikan fokus yang sedikit berhubung imej korporat sehingga berlaku pelbagai kesilapan yang lewat disedari untuk mengatasinya dan memperbaiki keadaan. Membina imej korporat yang positif memerlukan perancangan jangka panjang yang berterusan dan bukan hanya dalam jangkaan waktu yang tertentu untuk memastikan kesannya itu berkekalan (Srivastava dan Sharma, 2013).

Fatma, et. al., (2015), pengalaman pelanggan yang berpuashati semasa berurusan untuk mendapatkan produk atau perkhidmatan merupakan dorongan untuk pengekalan hubungan antara pelanggan dan pembekal perkhidmatan. Tanggapan yang baik dari pelanggan akan terbina berdasarkan pengalaman yang dilalui semasa proses ini. Contohnya, pelaporan di Berita Harian bertarikh 14 Mei 2012 menyatakan Biro Pengaduan Awam menerima 100 aduan setiap bulan yang kebanyakannya berkaitan sistem penyampaian perkhidmatan kepada pelanggan yang berurusan. Ini memperlihatkan betapa sistem penyampaian terutamanya bagi agensi yang berurusan secara terus dengan pelanggan perlu diperbaiki.

Merujuk kepada perubahan penyampaian sistem perkhidmatan fungsi dan peranan sesebuah organisasi yang semakin berubah dan tidak terkecuali juga kepada Jabatan Penerangan yang merupakan agensi yang ditubuhkan dari zaman dominasi maklumat iaitu pada 24 September 1945 dahulu yang menjadi mata dan telinga kepada kerajaan dalam penyampaian maklumat melalui medium ceramah dan komunikasi bersemuka yang dijalankan. Merujuk kepada ucapan Menteri Komunikasi dan Multimedia Malaysia sempena Majlis Perasmian Hari Penerangan dan Inovasi pada 2016, “Seiring dengan masa informasi ataupun maklumat semakin lama semakin tidak boleh dimonopolikan oleh suatu pihak. Ia semakin tersebar dan pengetahuannya semakin disentralisasikan. Maklumat semakin mudah diperolehi dari pelbagai sumber oleh itu sistem penyampaian perkhidmatan yang dianggap amalan terbaik dalam pengurusan moden adalah satu kaedah untuk memperbaiki dan mempertingkatkan mutu perkhidmatan kepada rakyat”.

Hal ini merujuk kepada peranan dan tanggungjawab pegawai penerangan yang harus melangkah seiring dengan perubahan masa dan teknologi dalam penggunaan kaedah terbaik bagi menyampaikan maklumat yang bukan hanya merujuk kepada kaedah lama sahaja. Ini merupakan teguran yang bagaikan "jam loceng" kepada pegawai penerangan berhubung mutu perkhidmatan yang diterjemahkan melalui imej korporat organisasi yang perlu diperbaiki. Maklumbalas dari Pengurusan Tertinggi yang memandang serius berhubung teguran ini seakan membuka ruang untuk membuat penilaian terhadap tahap penyampaian perkhidmatan PPA di pelbagai agensi.

Keperluan ini seiring dengan penstrukturan di setiap kementerian yang telah mewujudkan unit komunikasi korporat yang terdiri dari pegawai penerangan yang akan menyelaraskan perkara-perkara berkaitan imej korporat organisasi dan perhubungan pelanggan. Kakitangan barisan hadapan inilah yang menjadi penggerak kepada penyampaian maklumat dan merupakan gambaran awal berhubung imej organisasi di mata pelanggan yang berurusan. Keberkesanan proses penyampaian perkhidmatan ini yang dipertikaian kerana terdapat pegawai yang tidak jelas dengan fungsi dan peranan mereka dan tidak menguasai "*the best practice*" dalam penyampaian perkhidmatan mereka kepada pelanggan. Sejauh mana jangkaan imej korporat Jabatan Penerangan di mata pelanggan yang berurusan dapat dipenuhi ke tahap maksima?

Permasalahan ini memerlukan kajian untuk melihat kembali peranan dan fungsi pegawai Perhubungan Awam agar ianya lebih jelas melalui senarai tugas dan pengetahuan mereka sendiri dalam memenuhi keperluan tugasan mereka dalam sesebuah organisasi di mana mereka ditugaskan. Adakah kualiti perkhidmatan yang diberikan tidak dapat memenuhi kehendak pelanggan dan seterusnya mencalarkan kredibiliti Pegawai Perhubungan Awam itu sendiri yang memberi impak terus kepada organisasi iaitu Jabatan Penerangan sebagai penaung kepada Pegawai Perhubungan Awam itu sendiri.

Perubahan kepada keperluan untuk menyemak penyampaian perkhidmatan ini juga seiring dengan keputusan Mesyuarat Jawatankuasa Khas Kabinet mengenai Keutuhan Pengurusan Kebangsaan Siri 6 Bil.2/2008 pada 22 September 2008. Mesyuarat telah bersetuju bahawa jawatan Pegawai Perhubungan Awam (PPA) di Kementerian-kementerian disemak semula bertujuan untuk memantapkan lagi peranan dan fungsi yang dimainkan oleh PPA agar selari dengan hasrat dan inspirasi kerajaan. Merujuk kepada perkara ini Jabatan juga telah mengambil insiatif untuk menyemak dan menambahbaik sistem penyampaian pegawai perhubungan awam yang ditempatkan di Jabatan dan Kementerian yang berkenaan. Ini adalah kerana untuk memastikan PPA iaitu pegawai barisan hadapan atau *Frontline* benar-benar dapat memberikan perkhidmatan terbaik dalam penyampaian perkhidmatan dan boleh mendukung fungsi dan peranan sebagai penyampai maklumat organisasi.

Nguyen, et. al., (2013) menyatakan imej korporat sebagai potret yang menggabungkan jumlah kepercayaan, idea, dan tanggapan pelanggan terhadap firma. Imej korporat terdiri daripada dua realiti: realiti "objektif" ditakrifkan oleh satu set ciri-ciri perniagaan, seperti logo atau watak tersendiri dan realiti "subjektif" yang terbina daripada kesan pengguna tarikan dari ciri-ciri utama yang diingati. Kepelbagaian imej korporat dijelaskan oleh sifat pengalaman dan tahap hubungan dari kumpulan sasaran dengan firma, serta dengan maklumat yang mereka terima mengenai aktiviti perniagaan. Imej korporat mempunyai sifat dinamik dan kompleks. Transformasinya memerlukan keharmonian dalam aktiviti organisasi kerana percanggahan boleh memusnahkan kesan yang dibuat oleh imej. Di samping itu, penciptaan imej korporat, yang selalunya berdasarkan simbol, biasanya

memerlukan proses yang panjang berakar dalam kesatuan psikologi mengenai nilai atau konsep yang disampaikan.

Imej korporat adalah salah satu aspek yang amat penting kepada organisasi yang memberi gambaran awal terhadap kualiti perkhidmatan dan tahap kepuasan pelanggan. Pelbagai kajian telah dijalankan mengenai topik ini tetapi ianya adalah menjurus kepada organisasi yang berkaitan sahaja. Kajian ini adalah untuk melihat dari sudut imej korporat yang memberi impak kepada tahap kepuasan pelanggan dan kualiti perkhidmatan di Jabatan Penerangan sebagai medium penyampaian maklumat kerajaan. Kajian terdahulu diadaptasikan sebagai satu sampel untuk menguji keberkesanan proses yang telah dilaksanakan terhadap sektor yang berbeza untuk melihat hasil dalam usaha menambahbaik sistem penyampaian kerajaan. Amin, Isa, dan Fontaine, (2013), bersetuju bahawa imej sebuah firma adalah salah satu faktor yang paling berpengaruh dalam membina kepercayaan pelanggan dan menjadi kunci kepada proses pengurusan dan operasi perkhidmatan. Ini membuktikan kepentingan imej sesebuah firma merupakan faktor penting yang mempengaruhi kepercayaan pelanggan.

Kajian ini akan mengkaji hubungan antara imej korporat dengan kepuasan pelanggan dan kualiti perkhidmatan kakitangan dalam organisasi. Kajian ini juga akan melihat cadangan dan strategi yang boleh digunakan untuk meningkatkan Imej korporat di dalam organisasi.

KAJIAN LITERATUR

Kajian berhubung dengan Imej korporat didalam penyampaian perkhidmatan yang melibatkan kepuasan pelanggan dan kualiti perkhidmatan telah banyak dijalankan berdasarkan industri. Namun jika merujuk kepada organisasi *government oriented* tidak banyak sebaliknya ia lebih kepada penyampaian perkhidmatan berdasarkan fungsi organisasi tersebut sahaja. Ia merujuk kepada fokus terhadap kualiti penyampaian perkhidmatan seperti kaunter, perpustakaan dan sebagainya.

Imej Korporat

Merujuk kepada kajian oleh Nguyen, et. al., (2013), mereka menyatakan imej korporat sebagai potret yang menggabungkan tiga aspek penting iaitu kepercayaan, idea, dan tanggapan pelanggan terhadap sesebuah organisasi yang bersifat *intangible* tetapi sangat penting. Potret ini terhasil dari pengalaman dengan membeli, memakan barangan atau maklumat pengguna yang diekstrak daripada persekitaran mereka tanpa perlu mempunyai pengalaman konkrit dengan firma itu sendiri. Imej korporat terdiri daripada dua realiti: realiti "objektif" ditakrifkan oleh satu set ciri-ciri perniagaan, seperti logo atau watak tersendiri dan realiti "subjektif" yang terbina daripada kesan pengguna tarikan dari ciri-ciri utama yang diingati. Ia adalah proses globalisasi produk yang dicari oleh pengguna bagi menentukan kedudukan firma dikalangan pesaingnya. Imej ini adalah global kerana ia dibina dari perbandingan dengan yang lain sebagai cara penilaian. Sebuah firma tidak memberi fokus kepada keunikan imej. Sebaliknya, ia mungkin mempunyai pelbagai imej yang berbeza mengikut kumpulan tertentu, seperti pelanggan, pekerja, dan pemegang saham. Kepelbagaian imej korporat dijelaskan oleh sifat pengalaman dan tahap hubungan dari kumpulan sasaran dengan firma, serta dengan maklumat yang mereka terima mengenai aktiviti perniagaan. Imej korporat mempunyai sifat dinamik dan kompleks. Transformasinya memerlukan keharmonian dalam aktiviti organisasi kerana percanggahan boleh memusnahkan kesan yang dibuat oleh imej. Di samping itu, penciptaan imej korporat, yang selalunya berdasarkan

simbol, biasanya memerlukan proses yang panjang berakar dalam kesatuan psikologi mengenai nilai atau konsep yang disampaikan.

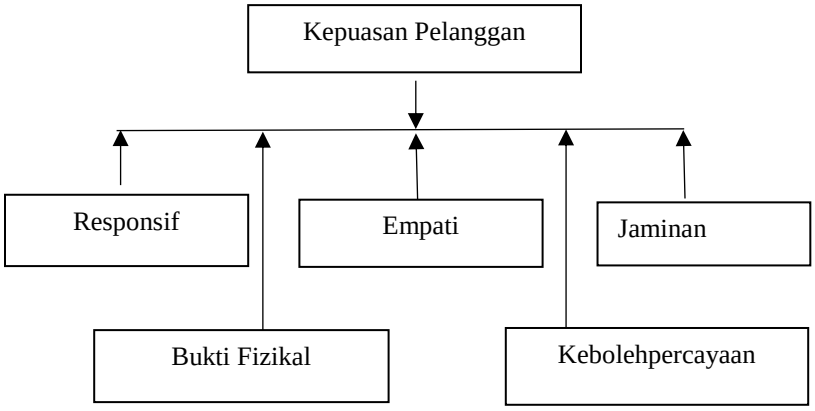
Pernyataan ini turut disokong oleh kajian terdahulu yang dijalankan oleh Nguyen, dan LeBlanca, (1998) yang telah membuat kajian kepada 1224 orang pelanggan dalam industri perkhidmatan. Kajian ini sesuai untuk diadaptasikan di dalam sektor awam untuk melihat dari perseptif yang berbeza berhubung penilaian yang akan diperolehi. Kajian telah menggunakan teknik pemodelan persamaan struktur untuk data yang dikumpulkan daripada 1,224 pelanggan dalam industri perkhidmatan perbankan. Hasil kajian menunjukkan bahawa kepuasan dan kualiti perkhidmatan secara positif berkait dengan nilai dan kualiti menghasilkan pengaruh yang lebih kuat pada nilai daripada kepuasan. Penemuan ini juga menunjukkan bahawa pelanggan yang menerima kualiti perkhidmatan yang lebih tinggi akan membentuk imej yang baik dari institusi perbankan. Di samping itu, nilai didapati memberi kesan positif kepada imej, menunjukkan bahawa institusi perbankan harus memiliki imej yang kuat apabila pelanggan percaya mereka mendapat nilai yang tinggi. Begitu juga, kepuasan pelanggan dan persepsi imej didapati memberi kesan terhadap kesetiaan perkhidmatan dengan kepuasan yang mempunyai pengaruh yang lebih besar terhadap kesetiaan daripada imej.

Di dalam sektor perbankan yang membuat penawaran perkhidmatan berdasarkan perkhidmatan secara terus kepada pelanggan yang merupakan nadi penggerak di dalam industri ini, kajian jelas menunjukkan bahawa kepuasan pelanggan akan memberi impak terhadap pembentukan imej syarikat. Walaupun hasil dapatan menunjukkan kepuasan pelanggan mempunyai pengaruh yang lebih besar terhadap kesetiaan perkhidmatan namun imej akan menjadi satu ingatan kepada pelanggan terhadap kualiti perkhidmatan yang diberikan.

Kepuasan Pelanggan

Hasil kajian Anitha, (2016) mendapati daripada analisis yang dijalankan kepada 486 orang responden di tujuh buah institusi perbankan islam menunjukkan dapatan dari analisis regrasi yang dijalankan mendapati bahawa jaminan, kebolehpercayaan, responsif dan empati merupakan dimensi yang signifikan dalam mempengaruhi kepuasan pelanggan. Manakala, dimensi kebolehpercayaan, jaminan, responsif dan empati juga menunjukkan hubungan yang kuat dan signifikan dengan kepuasan pelanggan. Kajian ini juga menunjukkan bahawa wujud perbezaan yang signifikan di antara faktor demografi seperti umur, bangsa, pekerjaan dan pendapatan dalam menentukan kepuasan pelanggan di institusi perbankan Islam. Justeru, kajian ini membuktikan kehendak pelanggan sentiasa berubah mengikut masa, latar belakang, ekonomi dan budaya. Hasil kajian juga menunjukkan institusi perlu memainkan peranan yang penting dalam memenuhi kehendak dan keperluan pelanggan untuk mengekalkan pelanggan dan menarik pelanggan baru.

Parasuraman, et. al., (1988) telah membangunkan pengukuran model SERVQUAL dengan tujuan untuk mengukur persepsi kualiti perkhidmatan dalam bidang pemasaran. Rentetan daripada itu, kaedah ini turut digunapakai secara meluas bagi bidang lain. Fungsi SERVQUAL untuk mengenalpasti potensi jurang yang dijangkakan dan persepsi antara dalaman dan luaran berkaitan penyampaian perkhidmatan. Ia merupakan satu cara bagi pengukuran dan penandaaras dalam penilaian terhadap penyampaian perkhidmatan. Pengukuran ini adalah berdasarkan lima dimensi yang menjadi penilaian pelanggan dalam mencapai kepuasan terhadap perkhidmatan yang diterima seperti berikut:



Rajah 1. Model Kepuasan Pelanggan (Parasuraman, et. al., 1988)

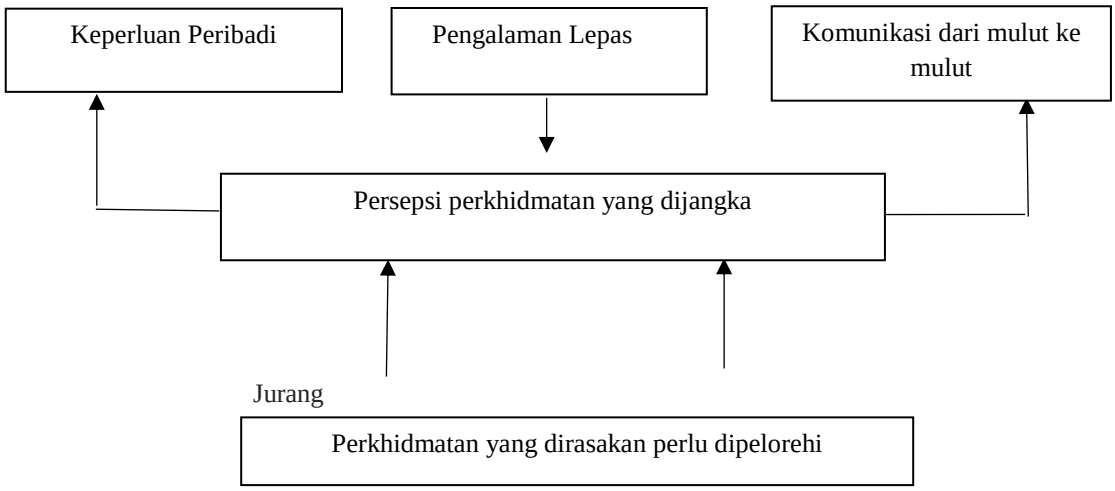
Berdasarkan lima dimensi ini, konsep SERVQUAL menunjukkan penilaian dalam kepuasan pelanggan terhadap perkhidmatan yang diberikan iaitu:

a. Bukti fizikal merujuk kepada kemudahan fizikal, keadaan peralatan dan penampilan personel.
b. Kebolehpercayaan merujuk kepada keupayaan untuk melaksanakan servis dengan betul dan tepat serta boleh dipercayai.
c. Responsif adalah kesediaan untuk bertindak membantu pelanggan dan melakukan perkhidmatan dengan kadar segera.
d. Jaminan merujuk kepada pengetahuan dan kesopanan pekerja dan kemampuannnya untuk menanam kepercayaan dan keyakinan pada pihak pelanggan.
e. Empati ialah keprihatinan, perhatian secara individu yang diberikan oleh pembekal servis kepada pelanggannya.

Kualiti Perkhidmatan

Penilaian bagi kualiti perkhidmatan boleh dirujuk kepada Model Kualiti Perkhidmatan yang digagaskan oleh Boone dan Kurtz, (1996) yang memberi gambaran bahawa terdapat jurang atau pemisah diantara perkhidmatan yang diterima dengan perkhidmatan yang yang telah dijangkakan sebelum ini. Berdasarkan tiga faktor utama iaitu keperluan peribadi, pengalaman lepas dan komunikasi dari mulut ke mulut, firma boleh membentuk persepsi perkhidmatan yang diberikan melalui jangkaan pelanggan. Apabila terdapat jurang yang dirasakan melalui perkhidmatan yang diterima ini akan membina gambaran yang besar berhubung keperluan untuk menerima perkhidmatan yang ditawarkan.

Rasa ketidakpuasan yang wujud terhadap kualiti perkhidmatan yang diterima mewujudkan jurang secara tidak langsung. Ini merupakan aspek yang harus ditangani oleh pembekal perkhidmatan atau organisasi supaya garis pemisah atau jurang ini tidak terlalu besar yang akan memberi impak kepada perkhidmatan yang diberikan. Ini akan mewujudkan kepincangan terhadap kualiti perkhidmatan yang diberikan iaitu satu tanggapan yang ianya tidak cekap. Kebijaksanaan dalam penyampaian perkhidmatan membentuk persepsi pelanggan yang berbentuk baik atau sebaliknya.



Rajah 2. Model Kualiti Perkhidmatan (Boone dan Kurtz, 1996)

Menurut Bansal dan Taylor, (2015), kualiti perkhidmatan telah ditakrifkan sebagai gambaran keseluruhan pengguna berhubung kelebihan organisasi dan perkhidmatan. Ini konsisten dengan definisi konsep kualiti perkhidmatan yang pertama kali dicadangkan oleh Parasuraman, et. al., (1988) yang mana mewakili kualiti perkhidmatan sebagai "pengguna adalah penilai (hakim) mengenai kecemerlangan keseluruhan entiti atau keunggulan".

Hasil dari kajian ini menunjukkan kualiti perkhidmatan dan kepuasan perkhidmatan telah dikenalpasti sebagai penentu perkhidmatan yang berpotensi penting. Oleh itu, terdapat keperluan untuk menyelesaikan isu-isu seperti membuktikan kesahihan diskriminasi di antara kualiti perkhidmatan dan kepuasan dan menilai hubungan sebab-sebab dan interaktif mereka dalam meramalkan niat beralih pelanggan. Dapatan kajian ini menunjukkan bahawa kualiti perkhidmatan dan kepuasan memang merupakan pembentukan yang berbeza dan kualiti itu adalah yang berpegang kepada kepuasan. Di samping itu, kualiti didapati sebagai sebab utama untuk pelanggan beralih niat.

KAEDAH KAJIAN

Kaedah kajian ini ialah kajian lapangan (*survey*) yang berbentuk deskriptif dan *inferential* yang boleh digeneralisasikan bagi menjawab objektif kajian. Data dikumpulkan melalui pengedaran borang soal selidik kepada responden menjawab soalan-soalan berdasarkan pandangan dan pendapat mereka semasa berurusan. Soal selidik diedarkan kepada responden di kaunter khidmat pelanggan dan melalui maklumat semasa penyelidik berinteraksi dengan pelanggan yang berurusan di Jabatan Penerangan, Malaysia. Soal selidik untuk kajian ini turut dilampirkan dengan butiran hubungan penyelidik untuk memberi kefahaman kepada responden berhubung tujuan kajian.

Bagi tujuan kajian ini, pengukuran terhadap kedua-dua pembolehubah dibuat dengan menggunakan Borang Soal Selidik berdasarkan jadual seperti di bawah:

Jadual 1. Rumusan pembolehubah dalam kajian ini, rujukan kajian terdahulu dan teknik pengukuran yang digunakan.

	PEMBOLEHUBAH	ITEM KAJIAN	SKALA PENGUKURAN
A	Maklumat Demografi: Definisi: Adakah ciri-ciri 124tatistic atau profil populasi yang membezakan responden antara satu sama lain (Mazzarol, 1998)	Jantina,umur,keturunan, taraf perkahwinan,taraf pendidikan, & pengalaman kerja	Nominal
B	Imej Korporat: Definasi: Persepsi pihak yang mempunyai kepentingan terhadap tindakan, aktiviti dan pencapaian sesebuah organisasi. Ia mempunyai pandangan dan persepsi yang berbeza terhadap organisasi (Poon et. al., 2000)	Logo organisasi, penjenamaan visual pakaian kakitangan dan produk dalam pemasaran organisasi	Pengukuran dengan 5 skala: (skala Likert) 1-Sangat tidak setuju 2-Tidak Setuju 3-Sederhana Setuju 4-Setuju 5-Sangat Setuju Berdasarkan: Arendt & Brettel, (2010)
C	Kepuasan Pelanggan: Definasi: Kepuasan pelanggan adalah bahagian yang menunjukkan kehendak, keperluan dan jangkaan pelanggan yang perlu dicapai atau dipenuhi untuk mewujudkan kesetiaan pelanggan terhadap produk atau perkhidmatan yang ditawarkan. (Kahar, 2008)	kesediaan kakitangan terhadap pelanggan, pengetahuan kehendak pelanggan, kepercayaan pelanggan, sokongan organisasi dan tahap kepuasan pelanggan dalam berurusan di organisasi	Pengukuran dengan 5 skala: (skala Likert) 1-Sangat tidak setuju 2-Tidak Setuju 3-Sederhana Setuju 4-Setuju 5-Sangat Setuju Berdasarkan: Patrick-Akpan, (2018)
D	Kualiti Perkhidmatan: Definasi: Kualiti perkhidmatan adalah persepsi pelanggan mengenai sejauh mana sesuatu perkhidmatan memenuhi atau melebihi daripada jangkaan mereka (Czepiel, 1990)	kualiti interaksi kakitangan, kesediaan membantu pelanggan, pengetahuan, aduan pelanggan dan kewibawaan kakitangan semasa berurusan dengan pelanggan	Pengukuran dengan 5 skala: (skala Likert) 1-Sangat tidak setuju 2-Tidak Setuju 3-Sederhana Setuju 4-Setuju 5-Sangat Setuju Berdasarkan: Amorim, et. al., (2016).

ANALISIS DAN DAPATAN KAJIAN

Jadual 2 ialah rumusan profil responden. Terdapat sejumlah 270 responden. Kekerapan dan peratusan profil responden dilaporkan dalam jadual di bawah.

Jadual 2. Analisis Demografi Responden (n = 270)

Item	Kekerapan	Peratusan %
Jantina		
Lelaki	134	49.6
Perempuan	136	50.4
Umur		

Bawah 20 Tahun	8	3.0
21hingga 30 tahun	89	33.0
31hingga 40 tahun	97	35.9
41hingga 50 tahun	43	15.9
51hingga 60 tahun	33	12.2
Keturunan		
Melayu	152	56.3
Cina	60	22.2
India	42	15.6
Lain-lain	16	5.9
Tahap Pendidikan		
Sekolah Tinggi	20	7.4
Sijil	51	18.9
Diploma	70	25.9
Ijazah	102	37.8
Master/Sarjana	17	6.3
PHD/Doktor Falsafah	10	3.7
Pengalaman Kerja		
1-5 Tahun	56	20.7
6-10 Tahun	82	30.4
11-15 Tahun	72	26.7
16-20 Tahun	42	15.6
Melebihi 25 Tahun	18	6.7

Ujian Korelasi antara Kepuasan Pelanggan, Kualiti Perkhidmatan dan Imej Korporat

Hubungan antara kepuasan pelanggan, kualiti perkhidmatan dan imej korporat memberikan gambaran yang jelas mengenai bagaimana kedua-dua pembolehubah itu berkaitan dengan satu sama lain serta bagaimana pembolehubah bebas mempengaruhi pembolehubah bersandar yang merujuk kepada tiga objektif kajian ini. Penyelidik telah menggunakan Guilford's Rule of Thumb untuk menguji ciri-ciri dan hubungannya kepada pembolehubah bersandar iaitu imej korporat.

Kesahan instrumen adalah fokus terhadap sejauh mana sesuatu instrumen menguji apa yang sepatutnya diuji. Kebolehpercayaan instrumen merujuk kepada sejauh mana skor-skor sesuatu instrumen adalah konsisten atau stabil (Ananda, 2007). Ujian kebolehpercayaan ditunjukkan dalam Jadual 3 di bawah:

Jadual 3. Keputusan Kebolehpercayaan

Pembolehubah	**Cronbach's Alpha**	**N of Items**
Imej Korporat	0.863	5
Kepuasan Pelanggan	0.825	5
Kualiti Perkhidmatan	0.868	5

Jadual 4 menunjukkan bahawa Kepuasan Pelanggan dengan imej korporat menunjukkan hasil dapatan kajian dengan nilai korelasi hubungan sangat kuat 0.929 (r = 0.929, p = 0.000). Ini bermakna bahawa apabila pelanggan berpuas hati, imej korporat organisasi akan meningkat. Hasil keputusan ini disokong oleh penyelidikan yang dijalankan oleh Kotler (2014: 150) kepuasan pelanggan adalah: Rasa gembira atau kecewa yang datang selepas membandingkan prestasi (hasil) produk yang dianggap sebagai prestasi atau hasil yang dijangka akan diterima. Dari definisi itu boleh dikatakan jika prestasi produk tidak menepati jangkaan pelanggan yang berurusan dan jangkaan terlalu rendah pelanggan akan merasa kecewa. Perkara sebaliknya akan berlaku sekiranya perkhidmatan yang diberikan memuaskan hati pelanggan yang berurusan, pelanggan akan berpuashati, tetapi jika prestasi produk melampaui jangkaan, maka pelanggan akan gembira dan sangat berpuashati. Penilaian ini akan dapat dilihat berdasarkan penyampaian perkhidmatan yang diterima oleh setiap pelanggan yang berurusan.

Ini diikuti oleh kualiti perkhidmatan, yang juga mempunyai kaitan positif dengan kepercayaan jenama dengan nilai korelasi hubungan kuat 0.731 (r = 0.731, p = 0.000). Kualiti perkhidmatan merupakan faktor penting yang saling menyokong kepada kejayaan sistem penyampaian sesebuah organisasi atau dalam pemasaran sesuatu produk. Pelanggan akan membuat perbandingan dan membuat penilaian terbaik dalam pemilihan terhadap kualiti perkhidmatan yang diterima. Merujuk Adeniji et. al., (2015), Pembuatan keputusan dalam proses pembelian sesuatu barangan atau perkhidmatan adalah disokong dengan imej korporat yang baik yang membantu pelanggan membuat keputusan terhadap sesuatu perkhidmatan atau produk. Kualiti perkhidmatan yang baik akan menarik lebih ramai pelanggan dan memberi impak positif kepada daya saing dalam sesebuah organisasi.

Jadual 4. Ringkasan Kolerasi Keseluruhan (n=270)

	Imej Korporat	
Pembolehubah	r	sig. value
Kepuasan Pelanggan	.929	.000
Kualiti Perkhidmatan	.731	.000

Hasil daripada ujian kolerasi Pearson menurut Guilford Rule of Thumb ini menunjukkan objektif kajian, untuk mengenal pasti perhubungan antara kepuasan pelanggan terhadap imej korporat menunjukkan hasil dapatan kajian yang mempunyai korelasi hubungan sangat kuat 0.929 (r = 0.929, p = 0.000). Ini membuktikan H1: Terdapat hubungan yang signifikan antara kepuasan pelanggan dan imej korporat. Oleh itu, penemuan kajian ini menerima hipotesis (Ha).

Bagi objektif kajian, untuk mengenal pasti perhubungan antara kualiti perkhidmatan terhadap imej korporat organisasi mempunyai kaitan positif dengan imej korporat dengan nilai korelasi hubungan kuat 0.731 (r = 0.731, p = 0.000). Ini membuktikan H2: Terdapat hubungan yang signifikan antara kualiti perkhidmatan dan imej korporat organisasi dan hipotesis ini juga diterima (Ha).

PERBINCANGAN

Imej Korporat

Objektif pertama kajian ini adalah mengenalpasti persepsi pelanggan terhadap imej korporat organisasi, iaitu imej, simbol korporat, pemahaman kakitangan terhadap simbol organisasi, pakaian kakitangan dan produk dalam pemasaran organisasi.

Pertama, kajian ini melihat dari penilaian saintifik terhadap imej Jabatan Penerangan Malaysia. Kebanyakan responden setuju dengan kenyataan bahawa Jabatan Penerangan Malaysia adalah sebahagian daripada imej kepada Kementerian Komunikasi dan Multimedia Malaysia. Responden melihat ciri-ciri ini berdasarkan fungsi dan peranan Jabatan Penerangan Malaysia yang melaksanakan dasar yang telah digariskan oleh Kementerian Komunikasi dan Multimedia Malaysia itu sendiri. Simbol korporat yang diperlihatkan melalui logo, slogan, warna/gaya visual, papan tanda adalah selari dengan imej organisasi yang dapat membentuk strategi berkesan dalam memperkenalkan organisasi. Logo telah digunakan secara konsisten dalam semua bahan promosi termasuk bahan bercetak dan elektronik. Kakitangan juga turut memahami simbol (atau penjenamaan visual) organisasi bagi melaksanakan tugasan dan memberi kefahaman kepada pelanggan yang berurusan. Pakaian kakitangan yang menggambarkan imej organisasi akan menjadi satu faktor yang membantu untuk memperkenalkan imej jabatan di mata pelanggan. Pemasaran organisasi boleh dijalankan melalui produk dan brosur yang dikeluarkan sebagai maklumat organisasi. Melalui produk dan brosur imej jabatan diperlihatkan dan fungsi dan peranannya dapat disebarluaskan.

Responden setuju bahawa Jabatan Penerangan menjadi imej kepada Kementerian Komunikasi dan Multimedia (4.01), tetapi responden menjawab sederhana setuju terhadap empat soalan yang lain iaitu simbol korporat Jabatan Penerangan iaitu logo, slogan, warna / gaya visual, papan tanda adalah selari dengan imej organisasi yang diwakili (3.93). Diikuti, responden turut manyatakan sederhana setuju kepada soalan kakitangan memahami simbol (atau penjenamaan visual) organisasi (3.91) dan produk dan brosur merupakan antara bahagian penting dalam pemasaran organisasi (3.88). Dan berada pada skala terendah bagi sederhana setuju ialah responden berpendapat pakaian kakitangan menggambarkan imej organisasi (3.76).

Dapat dibuat kesimpulan bahawa responden berpendapat terdapat keperluan menambahbaik "imej Jabatan Penerangan" yang menjadi faktor utama yang akan mempamerkan imej korporat organisasi. Penambahbaikan melalui melengkapkan kakitangan barisan hadapan secara luaran dan dalaman mengenai imej Jabatan melalui pengetahuan dan ketrampilan personaliti kakitangan yang membawa imej organisasi secara keseluruhannya.

Pernyataan ini disokong oleh kajian Nguyen, et. al., (2013) menjelaskan bahawa imej korporat sebagai potret yang menggabungkan jumlah kepercayaan, idea, dan tanggapan pelanggan terhadap firma. Potret ini terhasil dari pengalaman dengan membeli, memakan barangan atau maklumat pengguna yang diekstrak daripada persekitaran mereka tanpa perlu mempunyai pengalaman konkrit dengan firma itu sendiri. Imej korporat terdiri daripada dua realiti: realiti "objektif" ditakrifkan oleh satu set ciri-ciri perniagaan, seperti logo atau watak tersendiri dan realiti "subjektif" yang terbina daripada kesan pengguna tarikan dari ciri-ciri utama yang diingati. Ia adalah proses globalisasi produk yang dicari oleh pengguna bagi menentukan kedudukan firma dikalangan pesaingnya imej korporat mempunyai sifat dinamik dan kompleks. Transformasinya memerlukan keharmonian dalam aktiviti organisasi kerana percanggahan boleh memusnahkan kesan yang dibuat oleh imej.

Hubungan antara Kepuasan Pelanggan dan Imej Korporat

Objektif kedua kajian ini adalah mengenalpasti hubungan antara kepuasan pelanggan dan imej korporat. Terdapat lima perkara yang dinilai, iaitu kesediaan kakitangan membantu pelanggan, kakitangan mengetahui kehendak pelanggan, kakitangan boleh dipercayai, sokongan daripada organisasi dan pelanggan berpuashati bila berurusan dengan jabatan. Di antara lima perkara ini, kakitangan Jabatan Penerangan sentiasa bersedia membantu pelanggan mendapat skor tertinggi, dipilih oleh responden. Ia dapat disimpulkan bahawa elemen ini menjadi faktor utama yang akan membawa kepada kepuasan pelanggan semasa berurusan. Diikuti kakitangan mendapat sokongan dari organisasi dalam melaksanakan pekerjaan mereka. Sokongan organisasi akan membantu membina keyakinan responden terhadap imej korporat jabatan. Terdapat dua item mendapat tahap terendah di mana kakitangan boleh dipercayai dan sangat berpuashati apabila berurusan dengan jabatan. Seperti yang ditunjukkan, hasil dapatan kajian daripada responden dua item ini adalah merupakan ruang yang perlu diperbaiki dalam memastikan kepuasan pelanggan terhadap imej jabatan.

Responden sederhana setuju bahawa kakitangan Jabatan Penerangan Malaysia sentiasa bersedia membantu pelanggan (3.99). Responden juga sederhana setuju bahawa kakitangan mendapat sokongan mencukupi dari organisasi untuk melaksanakan pekerjaan dengan baik (3.96). Ramai juga sederhana setuju bahawa kakitangan Jabatan Penerangan Malaysia mengetahui kehendak pelanggan (3.90). Sebilangan kecil daripada mereka juga sederhana setuju menyatakan kakitangan Jabatan Penerangan Malaysia boleh dipercayai dan sangat berpuas hati berurusan dengan Jabatan Penerangan Malaysia (3.85).

Keseluruhan responden sederhana setuju terhadap item yang dinilai berhubung kepuasan pelanggan. Penambahbaikan melalui latihan berterusan dan pengetahuan kakitangan terhadap fungsi dan peranan organisasi semasa bertugas adalah merupakan antara faktor yang dapat menyokong ekspetasi pelanggan dapat dipenuhi. Penemuan ini selari dengan Raie et al., (2014), yang menyatakan kepuasan pelanggan adalah perasaan yang timbul melalui persepsi pelanggan mengenai prestasi sesuatu produk yang bersesuai. Ia adalah sikap yang terhasil daripada jangkaan pelanggan berbanding persepsi prestasi dan terhasil dalam setiap orang selepas menggunakan barangan atau perkhidmatan. Pertanyaan ini turut disokong oleh Chiekezie, et. al., (2015), yang menyatakan pelanggan berpuas hati jika perkhidmatan yang diterima memenuhi jangkaannya sementara ketidakupayaan untuk memenuhi jangkaan yang diingini membawa kepada ketidakpuasan.

Hubungan antara Kualiti Perkhidmatan dan Imej Korporat

Objektif ketiga kajian ini adalah untuk menentukan hubungan kualiti perkhidmatan dan imej korporat. Terdapat lima pembolehubah yang diuji iaitu, perhubungan antara kualiti perkhidmatan terhadap imej korporat Jabatan Penerangan Malaysia. Terdapat lima soalan yang memberi fokus kepada kualiti interaksi kakitangan, kesediaan membantu pelanggan, pengetahuan, aduan pelanggan dan kewibawaan kakitangan semasa berurusan dengan pelanggan.

Responden sederhana setuju kakitangan kakitangan Jabatan Penerangan Malaysia berpengetahuan dalam menjawab soalan pelanggan (3.91) dan mempunyai kualiti interaksi kakitangan yang baik (3.90). Sebilangan kecil responden juga sederhana setuju bahawa kakitangan Jabatan Penerangan Malaysia bersedia untuk membantu pelanggan dengan kadar

segera dan kakitangan Jabatan Penerangan Malaysia berupaya mengendalikan aduan pelanggan dengan berkesan (3.89).

Kualiti perkhidmatan adalah merupakan satu pengukuran terhadap imej korporat organisasi. Ruang penambahbaikan adalah perlu untuk memastikan kakitangan barisan hadapan memberikan kualiti perkhidmatan terbaik kepada pelanggan. Perkara ini dapat dilaksanakan melalui sokongan dari pengurusan di dalam membekalkan maklumat terkini kepada kakitangan dan kepentingan untuk mengadakan penggiliran tugasan "*job rotation*" bagi kakitangan barisan hadapan juga merupakan satu perkara yang perlu bagi memastikan kakitangan "*multi tasking*" dalam tugasan.

Perhubungan berkaitan kepentingan kualiti perkhidmatan ini disokong oleh kajian yang dikendalikan Petrovsky et. al., (2015), tahap pengetahuan dan kemahiran pekerja sektor awam yang lemah dan sistem operasi yang tidak cekap akan menyumbang kepada ketidakpuasan hati pelanggan. Tahap kepuasan pelanggan merupakan salah satu perkara yang menentukan tahap kualiti barangan atau perkhidmatan yang disampaikan dan dianggap sebagai salah satu indikator kepada prestasi perkhidmatan awam.

RUMUSAN

Selain menganalisis persepsi responden terhadap kepuasan pelanggan dan kualiti perkhidmatan serta pengaruhnya terhadap imej korporat, kajian ini juga menyatakan tentang implikasi dan cadangan yang boleh diterimapakai untuk pemahaman yang lebih baik dan strategi yang seterusnya dapat meningkatkan imej korporat jabatan.

Implikasi teorikal kajian ini menyokong hujah Teori Isyarat (*Signaling Theory*) yang dicipta oleh Spence, (1973) di mana kepentingan organisasi dalam memahami setiap proses boleh ditafsirkan sebagai isyarat. Ini merupakan satu aspek penting untuk memastikan segala masalah boleh ditangani di peringkat awal. Teori ini turut merujuk kepada kefahaman dan penerimaan setiap individu mempunyai penafsiran yang berbeza di antara satu sama lain. Sesebuah organisasi perlu menilai kekuatan dan kelemahan pekerja di dalam organisasi untuk memastikan kualiti perkhidmatan dan imej organisasi berada di landasan yang sepatutnya. Pengurusan dan kefahaman melalui teori ini amat jelas merujuk kepada bagaimana sesebuah organisasi menyalurkan maklumat melalui saluran dan pemilihan yang tepat.

Implikasi praktikal merujuk kepada bagaimana jabatan dapat memenuhi ruang penambahbaikan untuk meningkatkan kualiti perkhidmatan kepada pelanggan. Pengukuhan dalam sistem penyampaian dalam memenuhi ekspetasi pelanggan. Mewujudkan pengkayaan kerja (*job enrichment*) untuk menyediakan kakitangan yang mempunyai kepelbagaian kemahiran, identiti tugas, signifikasi tugas, autonomi dan maklumbalas agar kakitangan lebih merasai kepentingan tugasnya, perasaan kebertanggungjawab (*sense of responbility*) yang tinggi. Usaha ini mungkin akan memberi impak kepada peningkatan operasi dari segi kewangan namun memberi pulangan jangka panjang yang berbaloi kepada organisasi.

Penyelidikan yang akan datang perlu untuk meneroka penggunaan pelbagai jenis kaedah yang boleh membantu ke arah peningkatan hasil kajian untuk dijadikan panduan pengkaji-pengkaji lain. Selain itu, populasi kajian diperluaskan, melibatkan sampel kajian yang lebih besar. Ini kerana saiz sampel kajian akan memberi gambaran yang lebih tepat dan jelas. Tempoh kajian juga dijalankan dalam tempoh yang lebih panjang supaya boleh dilaksanakan dengan lebih baik. Penggunaan kaedah kajian yang berbeza seperti kaedah

kualitatif atau kaedah campuran mampu menyediakan penemuan yang lebih luas berhubung kajian ini.

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PERSPEKTIF SEBENAR KEBOLEHPASARAN GRADUAN DI MALAYSIA MELALUI TINGKAH LAKU KOMUNIKASI PUBLIK

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ABSTRAK
Pengangguran dalam kalangan graduan, tidak boleh dipandang ringan kerana dikhuatiri meruncing ke arah gejala-gejala sosial yang lain. Pemikiran konservatif masyarakat yang sering mengaitkan pendidikan universiti dengan jaminan pekerjaan yang baik perlu dikikis, ekoran tercetusnya tahap kebolehpasaran graduan yang rendah. Daripada perspektif komunikasi, kajian ini melihat bagaimana graduan memberi maklum balas terhadap masalah kebolehpasaran. Sebanyak 787 orang responden dalam kalangan graduan UKM pada kohort 2014 memberi maklum balas secara dalam talian terhadap permasalahan ini. Teori Situasi Publik (STP) ialah teori yang digunakan sebagai hujahan terhadap persepsi masalah ini. Graduan dilihat melalui bagaimana cara mereka berkomunikasi dan memberi maklum balas terhadap kebolehpasaran yang dialami mereka. Data dianalisa menggunakan kaedah regrasi berganda dan ujian-T sampel berpasangan. Melalui perbandingan Beta piawai didapati (β'=.57) dipengaruhi oleh faktor Pengenalpastian Masalah, (β'=.16) oleh faktor Pengenalpastian Penglibatan dan (β'=-.09) oleh faktor Pengenalpastian Kekangan kepada pemboleh ubah terikat iaitu Pencarian Maklumat. Manakala bagi pemboleh ubah terikat Pemprosesan Maklumat pula di dapati (β'=.79) didatangi oleh pengaruh faktor Pengenalpastian Masalah, (β'=.07) oleh faktor Pengenalpastian Penglibatan dan (β'=-.07) oleh faktor Pengenalpastian Kekangan. Melalui hasil ujianT sampel berpasangan pula mendapati graduan lebih terarah untuk mencari maklumat daripada hanya memproses maklumat. Hal ini memberi signal positif dalam mengambarkan tindakan graduan dalam masalah yang dihadapi mereka. Graduan dilihat berusaha untuk mencari maklumat mengenai kebolehpasaran graduan, sehubungan itu menjadi tanggungjawab institusi pendidikan, kerajaan dan badan-badan lain dalam membekalkan maklumat yang benar-benar releven sebagai penujuk arah kepada mereka.

Kata Kunci: Teori Situasi Publik (STP) Pengenalpastian Masalah, Pengenalpastian Kekangan, Pengenalpastian Penglibatan, Pencarian Maklumat, Pemprosesan Maklumat dan Kebolehpasaran Graduan.

PENGENALAN
Dasawarsa dari perspektif sebenar alam kerjaya amat berbeza dengan apa yang difikirkan oleh kebanyakan pelajar. Dilema pelajar saban tahun tidak pernah lari daripada memikirkan hala tuju kehidupan selepas graduasi. Persoalan ini sering menghantui fikiran mereka semenjak di semester pertama pengajian lagi. Kadar pengangguran di Malaysia bagi Januari 2016 mencecah sebanyak 3.4 peratus, berbanding sebanyak 3.1 peratus pada tahun 2015 dan 3.0 peratus pada tahun 2014 (Jabatan Perangkaan Malaysia, 2016). Peningkatan tahun demi tahun ini, merupakan satu fenomena yang memberi cabaran besar terhadap perkembangan semasa graduan, institusi dan juga negara. Ia bukan saja merugikan graduan, keluarga dan

institusi pendidikan, malah ia boleh memberi kesan yang negatif kepada penanda aras kepesatan ekonomi negara kerana modal insan ini tidak dapat diketengahkan dengan jayanya untuk membangunkan negara.

Menurut Matlin (1989), penyelesaian masalah mengikut perspektif psikologi kognitif melibatkan empat proses utama. Memahami masalah dan mencipta penyelesaian merupakan proses pertama diikuti proses kedua tahap produksi seperti percambahan idea serta proses ketiga penilaian tahap pencapaian penyelesaian masalah dan keempat tahap pertimbangan dan penilaian. Begitu juga dengan kehadiran STP, ia adalah berdasarkan sebahagian daripada tafsiran konsep Grunig (1966; 1968; 2003) terhadap pengenalpastian masalah yang terdapat dalam empat buah buku John Dewey, *How We Think* (1910), *Human Nature and Conduct* (1922), *The Public and Its Problems* (1927) dan *Logic: The Theory of Inquiry* (1938). Dewey menyatakan bahawa pemikiran dan pertanyaan manusia dalam pencarian maklumat akan bermula apabila seseorang itu mengalami satu situasi yang sukar untuk menentukan sesuatu masalah (Dewey, 1910). Dalam erti kata lain, apabila seseorang mengenal pasti dan mentakrifkan situasi yang tidak dapat ditentukan, ia menjadi satu keadaan yang bermasalah.

Kebanyakan orang akan bertindak balas dengan keras terhadap sesuatu yang tidak disukai (Mahathir, 2012). Menurut Ma'rof dan Haslinda (2003), penyelesaian masalah dikatakan satu cara yang sesuai dan berkesan dalam pencapaian matlamat atau satu cubaan mencari jalan mencapai sesuatu tujuan atau maksud. Selain itu, strategi yang dapat menghasilkan matlamat atau usaha-usaha mencari jalan kepada pencapaian matlamat yang belum ditemui ialah maksud sebenar kepada penyelesaian masalah (Azlina & Munir 2004). Berbalik kepada isu pengangguran di Malaysia, bagaimana agaknya tindakan graduan kita terhadap isu ini? Adakah mereka hanya berpeluk tubuh untuk mendapatkan pekerjaan, atau berusaha mencari maklumat dalam memperjuangkan hak mereka untuk mendapatkan pekerjaan? Hal inilah yang akan dikupas dalam kajian ini. Diharap ia dapat memberi sedikit gambaran terhadap tingkah laku cara graduan berkomunikasi terhadap masalah kebolehpasaran graduan.

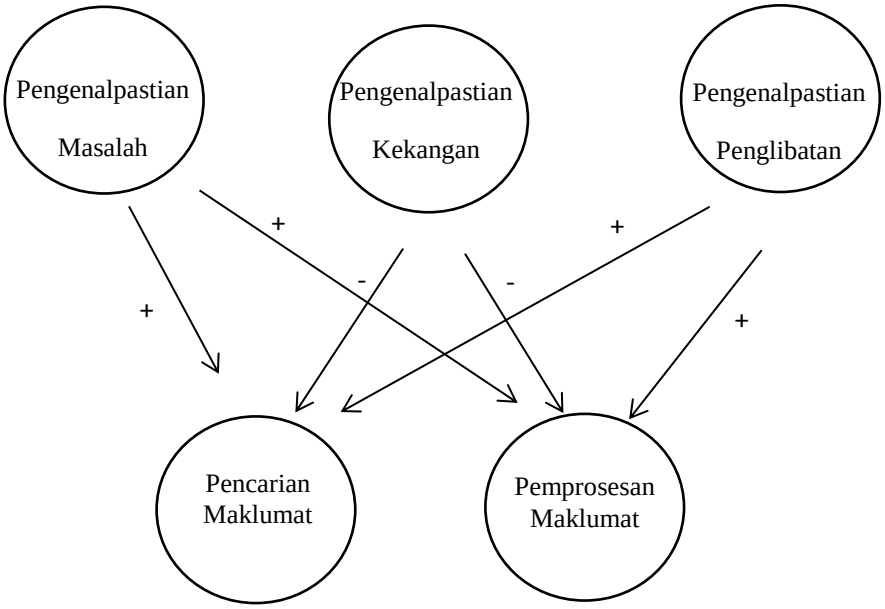
TEORI SITUASI PUBLIK

Istilah penyelesaian masalah digunakan dalam pelbagai bidang, kadangkala dengan perspektif yang berbeza serta dengan istilah yang pelbagai. Mayer dan Wittrock (2006) menggambarkan penyelesaian masalah melalui empat ciri iaitu yang pertama, penyelesaian masalah adalah kognitif. Hal ini berlaku secara dalaman dan dengan itu hanya boleh disimpulkan secara tidak langsung oleh tindakan seseorang. Ciri yang kedua, penyelesaian masalah ialah proses, di mana ia mewakili dan memanipulasi pengetahuan dalam sistem kognitif dalam penyelesaian masalah. Ciri yang ketiga, penyelesaian masalah adalah diarahkan, sepertimana pemprosesan penyelesaian masalah adalah berpandukan kepada matlamat. Ciri yang keempat dan terakhir, penyelesaian masalah ialah peribadi di mana pengetahuan dan aset individu ini membantu penyelesai masalah menentukan kesukaran dalam meringankan halangan yang dihadapi.

STP telah menjelaskan bila dan mengapa individu menjadi aktif dalam tingkah laku komunikasi seperti pencarian maklumat (Grunig, 2003). Publik dianggap sebagai pasif apabila mereka memproses maklumat yang datang secara rawak daripada pelbagai saluran tanpa usaha, sedangkan mereka dikonsepkan sebagai aktif apabila mereka mencari maklumat tambahan (Jin, 2007). Grunig (1966, 1989) membangunkan STP sebagai teori tingkah laku komunikasi individu dalam membuat keputusan. Teori ini kemudian berpindah ke peringkat

analisis kolektif sebagai konsep-konsep dalam teori peringkat individu yang digunakan untuk menerangkan dan mengenal pasti publik organisasi sebagai istilah yang digunakan dalam perhubungan awam (Grunig, 1997).

Oleh yang demikian disebabkan teori situasi mentakrifkan dan mengenal pasti publik (Grunig 2003), ia telah mendepani pemikiran kita tentang pendapat publik dan proses sosial yang diwujudkan oleh tingkah laku mereka. STP mempunyai tiga pemboleh ubah yang menerangkan dan meramalkan tingkah laku komunikasi iaitu Pengenalpastian Masalah, Pengenalpastian Penglibatan dan Pengenalpastian Kekangan dan dua pemboleh ubah terikat yang menerangkan aktif dan pasif tingkah laku komunikasi dalam memperoleh maklumat iaitu Pencarian dan Pemprosesan Maklumat. Seseorang yang merasa akan sesuatu masalah, berkenaan akan dirinya dan melihat beberapa halangan untuk melakukan sesuatu mengenainya mungkin mendapatkan dan memproses maklumat mengenai masalah tersebut. Hal ini disebabkan teori situasi mempunyai kuasa untuk menerangkan dan meramalkan kemungkinan seseorang berkomunikasi secara aktif dalam masalah sosial atau individu, seperti Rajah 1.0.



Perolehan Maklumat

Rajah 1.0 Teori Situasi Publik

Sumber: Grunig (1997)

Pengajaran yang paling penting tentang STP ialah penggunaan maklumat menjadi lebih sistematik apabila seseorang mendapat sesuatu maklumat setanding dengan masalah subjektif kehidupan mereka (Grunig 1997). Seseorang akan membuat pilihan dalam penyaluran tahap komunikasi serta sumber-sumber kognitif mereka dalam masalah yang dihadapi hanya apabila mereka menganggap terdapat usaha yang perlu dan relevan dengan diri mereka. Oleh yang demikian atas faktor yang relevan, STP menunjukkan sebilangan besar daripada jumlah publik tiada mempunyai hala tuju yang nyata malah dalam kesamaran dan boleh disifatkan sebagai bertentangan dengan takrifan sebenar yang dijelaskan oleh teori, ia juga boleh diklasifikasikan sebagai gagal.

Bersangkutan daripada perkara di atas, teori ini membawa pengamal komunikasi untuk membezakan segmen aktif daripada populasi iaitu, Publik Aktif atau Sedar dari populasi yang kurang aktif iaitu, Publik Pendam atau Bukan Publik untuk menghindari perbelanjaan kempen besar-besaran yang tidak berkesan (Grunig & Hunt 1984; Grunig 1989). Menurut Grunig, Grunig, & Dozier 2002, hal ini dapat menyalurkan ilmu pengetahuan mengenai langkah kritikal dalam pengurusan strategik perhubungan awam iaitu mengenal pasti dan memilih publik yang benar-benar bertepatan. Menurut Normawati et al. (2011) pencarian maklumat adalah dianggap sebagai aktiviti merapatkan jurang komunikasi antara satu hebahan kepada suatu hebahan dan ianya dikenali sebagai maklumat. Maklumat adalah berbeza-beza mengikut jurang atau situasi seseorang individu berdasarkan faktor kesihatan masing-masing yang berbeza. Sehubungan itu, untuk memastikan penyampaian maklumat yang berkesan maka penyampai maklumat haruslah bersedia terhadap keperluan dan permintaan individu yang pelbagai.

Pendapat Samsudin (1989), apa yang boleh diperincikan sebagai tingkah laku organisasi hakikatnya ialah tingkah laku individu dalam organisasi itu secara kolektif. Tingkah laku individu pada dasarnya adalah dipengaruhi oleh faktor-faktor persekitaran psikologi dan sosiologi. Namun begitu pada jangkaan dalam organisasi, tingkah laku individu juga akan dipengaruhi oleh sistem-sistem sokongan yang lain iaitu ganjaran dan juga struktur dalam sesebuah organisasi. Kesimpulannya, pengamal perhubungan awam perlu bijak mengenali jenis publik agar dapat memberikan nasihat kepada organisasi dalam setiap aktiviti yang dilakukan. Hal yang sedemikian adalah penting kerana ia boleh mendatangkan impak yang positif melalui pemilihan publik yang terperinci dan tepat.

PEMBOLEH UBAH DALAM TEORI SITUASI PUBLIK

Pada tahun 1968, James Grunig mencadangkan satu teori yang meramalkan tingkah laku komunikasi publik, perubahan sikap dan perubahan tingkah laku publik (Aldoory & Sha, 2007; Grunig 1997). Teori ini terbentuk melalui tiga pemboleh ubah bebas iaitu Pengenalpastian Masalah, Pengenalpastian Kekangan dan Pengenalpastian Penglibatan serta berdasarkan kepada dua jenis tingkah laku komunikasi yang membentuk Pemboleh ubah terikat seperti Pencarian Maklumat iaitu dalam komunikasi aktif dan Pemprosesan Maklumat iaitu dalam komunikasi pasif.

Penggunaan konsep Pengenalpastian Masalah dalam teori ini adalah sejauh mana seseorang individu mengenali isu sebagai suatu masalah. Hal ini penting kerana Grunig dan Hunt (1984) berpendapat bahawa seseorang individu biasanya tidak akan berhenti untuk berfikir tentang sesuatu isu melainkan mereka melihat sesuatu perkara perlu dilakukan untuk mengubah isu itu. Berbeza pula jika isu ini dilihat sebagai satu masalah yang perlu diselesaikan, di mana seseorang individu tidak akan mengambil masa yang lama untuk berfikir dan tidak berkomunikasi mengenai isu itu.

Pengenalpastian Penglibatan pula adalah ukuran bagaimana seseorang itu berhubung dengan sesuatu masalah atau isu. Pembangunan konsep ini ditegaskan oleh Grunig (1997) daripada konsep yang digunakan oleh Krugman (1965) terhadap penglibatan. Walau bagaimanapun, penglibatan dalam STP lebih tertumpu kepada persepsi seseorang dalam sesuatu situasi atau keadaan, manakala Krugman melihat ia sebagai satu ciri yang sederhana (Grunig, 1997). Pengenalpastian penglibatan juga merupakan satu persepsi yang berkaitan dengan emosi atau penglibatan seseorang individu kepada isu atau masalah (Grunig, 1989). Selain itu, pengenalpastian penglibatan secara konsisten juga berkaitan dengan tingkah laku

komunikasi publik pada tahap yang tinggi terhadap kedua-dua pencarian dan pemprosesan maklumat dan pengenalpastian penglibatan yang rendah dikaitkan dengan tingkah laku komunikasi yang terhad (Major, 2000).

Melalui teori ini, konsep Pengenalpastian Kekangan merujuk kepada persepsi seseorang bahawa terdapat halangan-halangan dalam isu atau situasi yang mengehadkan kemampuan seseorang untuk bertindak atau mengubah sesuatu keadaan. Grunig (1997) mentakrifkan Pengenalpastian Kekangan apabila seorang melihat bahawa terdapat pelbagai halangan dalam sesuatu situasi yang mengehadkan keupayaan mereka untuk berbuat apa-apa dalam keadaan yang dihadapi mereka. Ia tidak menggalakkan publik untuk berkomunikasi mengenai isu atau masalah yang dihadapi walaupun tahap mengenal pasti masalah dan mengenal pasti penglibatan dilihat begitu tinggi.

Bertitik tolak dari itu, Grunig (1979) mencadangkan pendekatan yang berbeza untuk memahami komunikasi antara organisasi dan publik dan hal ini termasuklah dalam tingkah laku pencarian dan pemprosesan maklumat. Pemboleh ubah komunikasi telah disesuaikan daripada Clarke dan Kline (1974) yang mendefinisikan Pencarian Maklumat sebagai proses pengimbasan yang dirancang terhadap alam sekitar mengenai sesuatu mesej terhadap topik-topik tertentu, manakala pemprosesan maklumat sebagai penemuan mesej yang tidak dirancang, diikuti oleh pemprosesan berterusan (Major, 2000). Pemprosesan Maklumat bermaksud perhatian yang diberikan kepada mesej tertentu dan penyerapan beberapa kandungannya walaupun ia dilakukan secara tidak sengaja. Sebaliknya, apabila seseorang sengaja dalam pencarian maklumat mengenai isu-isu yang menjadi kebimbangan kepada mereka, ia beralih dan bertukar tempat kepada tingkah laku pencarian maklumat (Aldoory & Sha 2007).

Grunig (1968) dalam Kim (2006) menegaskan bahawa, pengenalpastian kepada kewujudan ketakbolehtentuan yang berubah kepada situasi adalah langkah pertama dikenal pasti dalam proses penyelesaian masalah yang ingin dilakukan. Bagi graduan yang masih menganggur, berhenti dan berfikir mengenai kebolehpasaran graduan memerlukan mereka untuk mengenal pasti kebolehpasaran graduan sebagai satu masalah yang perlu diselesaikan oleh mereka. Rentetan daripada itu, kajian ini berpendapat bahawa,

H1-1. Pengenalpastian Masalah, Pengenalpastian Kekangan, Pengenalpastian Penglibatan mempengaruhi Pencarian Maklumat.

H1-2. Pengenalpastian Masalah, Pengenalpastian Kekangan, Pengenalpastian Penglibatan mempengaruhi Pemprosesan Maklumat.

KAJIAN KE ATAS TEORI SITUASI PUBLIK

Secara amnya STP dibina untuk menjelaskan mengapa dan bagaimana manusia berkomunikasi (Grunig, 1968, 1989, 1997, 2005). Teori situasi bertujuan meramalkan tingkah laku persefahaman dan ia merupakan sesuatu yang penting dalam komunikasi kepada pengamal-pengamal perhubungan awam. Teori ini telah membantu bidang perhubungan awam dengan menjelaskan siapakah publik dalam perhubungan awam. Teori ini juga telah memperhalusi dua teori klasik iaitu daripada John Dewey (1927) dan Herbert Blumer (1966), untuk mengenal pasti persefahaman dan mengukur pendapat publik.

Secara khususnya STP merupakan alternatif kepada segmentasi publik melalui penekanan kepada pemahaman bagaimana seseorang individu bertindak dalam situasi tertentu. Ia merupakan satu tindak balas kepada keperluan untuk pembahagian publik bukan pasaran (Walker, 2000). Teori ini telah dikaji dengan secara mendalam menggunakan kaedah

kuantitatif (seperti: Aldoory, Kim & Tindall 2010; Burch 2014; Cameron, 1992; Douglas 1990, 1991; Grunig & Ipes 1983; Grunig, 1979, 1982, 1989; Hamilton 1992; Illia, Lurati & Casalaz 2013; Lee & Rodriguez 2008; Lim Se Na 2016; Major 1993, 1998, 2000; Sha, 2006, 2008; Slater et al. 1992; Waiyachote 2009; Werder 2005; Wu, 1992), kaedah kualitatif (seperti: Aldoory 2001; Aldoory & Dyke 2006; Campbell 2011; Curry 2007; Gallant 2014; Patterson 2009; Pettus-Hargrove 2003; Schweickart 2013; Turpin 2013; Zhang 2015) dan kaedah triangulasi (seperti: Sriramesh, Moghan & Lim 2007; Vasquez 1994).

Sebahagian besar kaedah kuantitatif yang digunakan ialah kaedah soal selidik, Hong (2018) contohnya menjalankan kajian untuk melihat hubungan di antara situasi kognitif dalam masalah obesiti, iaitu tingkah laku pencarian maklumat terhadap isu obesiti dan juga tingkahlaku kesihatan. Kim (2016) pula, mengkaji kesan tingkah laku komunikasi menggunakan STP melalui pengetahuan terdahulu iaitu keselamatan dan kesan sampingan ke atas vaksinasi. Sha (2008) menjalankan kaedah soal selidik dalam talian terhadap pelajar sarjana muda, Lee dan Rodriguez (2008) mengumpulkan data dari Amerika menggunakan kaedah soal selidik melalui e-mel. Lanjutan itu, Illia, Lurati dan Casalaz (2013) menemuramah wartawan Swiss yang beroperasi di selatan Switzerland. Bagaimanapun (Aldoory, Kim & Tindall 2010; Lim Se Na 2016) pula, menjalankan eksperimen terhadap pelajar-pelajar sarjana muda. Bagi kaedah kualitatif, (Aldoory 2001; Aldoory & Dyke 2006) misalnya mengadakan kumpulan fokus manakala (Campbell 2011; Curry 2007) memilih kaedah temu duga yang mendalam. Zhang (2015) memilih kaedah analisis kandungan, manakala Sriramesh, Moghan dan Lim (2007) memilih kaedah triangulasi, iaitu telah menjalankan kumpulan fokus dan kajian terhadap pengguna di Singapura.

Kajian mengenai STP juga diperiksa dalam pelbagai isu. Isu-isu yang telah dipilih biasanya berdasarkan kepentingannya ke arah memahami pelbagai jenis publik dan ianya bergantung kepada kepentingan penyelidikan. Antara kajian yang telah dijalankan ialah publik korporat untuk isu-isu tanggungjawab sosial (Grunig 1979); senada dengannya, tindak balas emosi publik dalam perbezaan kelompok krisis korporat (Zhang 2015). Selanjutnya, publik untuk kempen memandu dalam keadaan mabuk (Grunig & Ipes 1983), penderaan seksual kanak-kanak (Sha & Pine 2004); publik alam sekitar (Major 1993; 2000); publik mengenai isu-isu etnik (Sha 2006); publik pengguna di Singapura (Sriramesh, Moghan & Lim 2007); publik menyedari risiko (Aldoory & Dyke 2006; Lee & Rodriquez 2008; Major 1998; Wu 1992), publik aktivis (Grunig 1989; Sha 2008) dan akhir sekali perubahan iklim dan kesan framing (Burch 2014).

Sarjana seperti Major (1993, 1998) dan Lee dan Rodriguez (2008) menganalisis utiliti STP untuk menilai sambutan publik terhadap ramalan bencana. Lee dan Rodriguez (2008) meneliti publik yang berisiko dan melihat tingkah laku komunikasi mereka dalam keadaan yang berisiko. Mereka menegaskan bahawa publik yang bermasalah, pengenalpastian kekangan dan penglibatan mereka dalam sesuatu isu itu akan memberi kesan kepada tingkah laku komunikasi mereka terutamanya tingkah laku komunikasi aktif. Penemuan kedua-dua penyelidik ini adalah konsisten dengan penemuan penggunaan Teori Situasi sebelum ini di mana tahap pengenalpastian masalah dan penglibatan yang tinggi serta tahap pengenalpastian kekangan yang rendah akan mendorong publik untuk aktif mengejar maklumat mengenai sesuatu isu. Mereka juga berhujah bahawa dengan menyasarkan jenis publik mampu menyediakan alternatif yang lebih baik untuk strategi kempen dan dalam mereka bentuk program komunikasi publik.

Selain daripada melihat sambutan publik terhadap isu-isu tertentu, pengamal berpendapat bahawa faktor-faktor lain juga berkemungkinan besar signifikan ke atas pemboleh ubah bebas STP dan hal ini perlu juga diberi perhatian (seperti: Aldoory 2001; Hamilton 1992; Kim & Tindall 2010; Sha & Lundy 2005; Sha 2006; Turpin 2013). Faktor-faktor terdahulu ini telah diperkenalkan untuk meningkatkan kuasa penjelasan teori ini berhubung dengan isu-isu yang dipilih. Sha (2006) menyatakan bahawa pengaruh budaya dan perbezaan budaya pada tingkah laku komunikasi belum lagi diambil kira dalam STP. Pengamal-pengamal ini berhujah bahawa dalam konteks isu-isu atau masalah-masalah tertentu, satu konsep seperti "melihat terhadap perkongsian pengalaman" terhadap pengaruh pengenalpastian masalah dan pengenalpastian penglibatan, yang boleh membawa kepada tingkah laku komunikasi publik.

Turpin (2013) melanjutkan penerokaan Sha (2006) terhadap identiti budaya sebagai faktor terdahulu dalam STP. Kajian ini memberi tumpuan kepada pengenalpastian kekangan dan kesan yang dilihat terhadap identiti utama budaya wanita Black American terhadap sasaran kempen HIV/AIDS. Turpin (2013) mendapati bahawa pengenalpastian kekangan berlaku apabila ia dikaitkan dengan sasaran yang dilihat penting terhadap identiti budaya publik. Selain itu, ia dapat mengurangkan pemprosesan mesej dan meningkatkan ketakutan mereka terhadap stigma sosial. Beliau mencadangkan bahawa perancang kempen HIV/AIDS perlu memberi kuasa kepada publik dengan menyambungkan identiti budaya sebagai alat untuk mengurangkan sesuatu kekangan dilihat (Turpin 2013).

KAEDAH KAJIAN

Kajian ini menggunakan kaedah kuantitatif melalui banci dalam talian dalam memeriksa maklum balas graduan terhadap isu kebolehpasaran graduan. Penyelidik memilih kaedah ini disebabkan graduan yang telah bergraduasi sukar untuk dijejak selepas meninggalkan universiti. Menurut Lovari dan Kim (2012) kaji selidik dalam talian adalah bersifat ekonomi untuk mencapai sasaran fokus. Selain itu ia juga menyediakan alternatif kepada penyelidik dalam mengimbangi masa dan kos semasa menjalankan penyelidikan serta membolehkan kemasukan data secara langsung dan membolehkan capaian geografi yang luas.

Memandangkan kajian ini dijalankan secara dalam talian, maka jumlah sampel kajian diambil dari keseluruhan populasi graduan yang bergraduasi. Hal ini disebabkan penyelidik tidak dapat menganggar pulangan jawapan daripada responden yang bakal menjawab soal selidik yang diberikan. Sehubungan itu, banci dalam talian dijalankan ke atas keseluruhan graduan iaitu 5,538 orang yang bergraduasi pada tahun 2014. Bersandarkan kajian (Smith 1997; Stephens et al. 2013), penyelidik hanya mengambil lebih kurang 10 peratus daripada jumlah keseluruhan responden. Smyth dan Pearson (2011) menyatakan bahawa kadar pulangan kepada kaji selidik menggunakan internet dijangka menjadi lebih rendah daripada kaedah kajian yang lain. Sehubungan itu, jumlah 787 orang responden sudah memadai atas kesamaan metodologi yang digunakan.

ALAT SKALA

Bagi mengetahui ciri-ciri demografi responden, penyelidik memberikan pilihan jawapan kepada responden untuk menyeragamkan jawapan mereka. Manakala, bagi mengukur situasi publik dalam menyelesaikan masalah, penyelidik telah menggunakan skala *thurstone* seperti yang diperkenalkan oleh Louis Leon Thurstone pada tahun 1928. Skala ini biasa digunakan sebagai pemberat ataupun nilai sikap terhadap sesuatu pernyataan. Tujuan skala jenis ini

digunakan adalah disebabkan ianya mempunyai pemberat (iaitu mengandungi nilai median) yang boleh dibuat penilaian. Skala ini ditandakan 0 bagi tidak setuju sama sekali hingga 10 bagi setuju sepenuhnya untuk menunjukkan sejauh mana tahap persetujuan responden terhadap setiap item yang disenaraikan. Hal ini bertujuan untuk mengkaji bagaimana graduan mengambil, memilih dan memberikan maklumat mengenai isu kebolehpasaran graduan berdasarkan sama ada mereka mengenali kebolehpasaran graduan sebagai masalah, melihat kemungkinan kekangan dalam menyelesaikan masalah, mengenal pasti penglibatan peribadi graduan, sama ada mereka mempunyai pengetahuan terlebih dahulu atau pengalaman yang membimbing pertimbangan mereka mengenai isu ini dan tahap motivasi dalam menyelesaikan masalah ini.

HASIL KAJIAN DAN PERBINCANGAN

Berdasarkan pemboleh ubah jantina, graduan perempuan merupakan responden tertinggi iaitu sebanyak 65.7 peratus (517 orang) dan bakinya sebanyak 34.3 peratus adalah terdiri daripada graduan lelaki. Bagi pemboleh ubah etnik, pengkaji membahagikan kategori etnik kepada lima kategori iaitu Melayu, Cina, India, Bumiputera Sabah/ Sarawak dan lain-lain. Hasil ujian mendapati jumlah responden bagi etnik Melayu merupakan responden yang tertinggi iaitu sebanyak 76.4 peratus (601 orang) berbanding etnik Cina (14.7 peratus), India (3.0 peratus), Bumiputera Sabah/ Sarawak (2.8 peratus) dan lain-lain etnik iaitu (3.0 peratus).

Bagi tempoh responden mendapatkan pekerjaan selepas bergraduasi pula, didapati sebanyak 40.0 peratus iaitu 314 orang responden telah mendapatkan pekerjaan sebelum tamat pengajian. Di ikuti, sebanyak 11.2 peratus iaitu satu bulan selepas konvokesyen dijalankan, 5.0 peratus iaitu tiga bulan selepas konvokesyen dijalankan, 4.7 peratus iaitu dua bulan selepas konvokesyen dijalankan, 4.5 peratus iaitu empat bulan selepas konvokesyen dijalankan, 3.4 peratus iaitu enam bulan selepas konvokesyen dijalankan dan 3.3 peratus iaitu lima bulan selepas konvokesyen dijalankan. Selebihnya adalah sebanyak 6.5 peratus iaitu 51 orang responden mendapatkan pekerjaan lebih daripada tempoh enam bulan selepas konvokesyen dijalankan iaitu dalam tempoh masa tujuh hingga ke 15 bulan.

Bagi pemboleh ubah sektor pekerjaan pula, pengkaji membahagikan kategori sektor pekerjaan kepada sembilan kategori iaitu Kerajaan, Swasta Tempatan, Swasta Multinasional/ Asing, Badan Berkanun, Syarikat Jaringan Kerajaan, Perusahaan Sendiri, Organisasi Bukan Kerajaan, lain-lain dan item tidak berkenaan kepada responden yang masih lagi tidak bekerja. Hasil ujian mendapati jumlah responden bekerja dalam sektor Kerajaan merupakan responden yang tertinggi iaitu sebanyak 32.6 peratus iaitu 256 orang responden berbanding Swasta Tempatan iaitu sebanyak 25.1 peratus, Swasta Multinasional / Asing sebanyak 9.5 peratus, Badan Berkanun sebanyak 7.3 peratus, Syarikat Jaringan Kerajaan sebanyak 3.3 peratus, Perusahaan Sendiri sebanyak 1.9 peratus, Organisasi Bukan Kerajaan sebanyak 3.7 peratus dan tidak berkenaan sebanyak 15.0 peratus.

Kebanyakan responden sudah mula aktif mendapatkan pekerjaan pertama mereka sebelum mereka menamatkan pengajian. Sebanyak 53.6 peratus iaitu 442 orang responden telah memulakan langkah mereka untuk mencari pekerjaan sebelum menamatkan pengajian berbanding 203 orang responden iaitu 25.8 peratus cuba aktif mencari pekerjaan setelah lebih setahun mereka bergraduasi. Hal ini menunjukkan petanda yang baik, di mana kebanyakan graduan sudah mula peka tentang isu kebolehpasaran graduan ini sebelum mereka menamatkan pelajaran lagi. Lebihan responden memilih mencari pekerjaan satu bulan selepas konvokesyen dijalankan iaitu sebanyak 8.1 peratus, dua bulan selepas konvokesyen

dijalankan iaitu sebanyak 4.4 peratus, tiga bulan selepas konvokesyen dijalankan iaitu sebanyak 2.8 peratus dan selebihnya sebanyak 5.1 peratus memilih mencari pekerjaan dalam tempoh empat hingga ke 12 bulan.

Kaedah utama yang responden gunakan untuk mendapatkan maklumat tentang kekosongan/ peluang pekerjaan pula adalah dengan menggunakan internet iaitu sebanyak 51.6 peratus (406 orang responden) bersetuju menggunakan kaedah ini. Di ikuti sebanyak 12.3 peratus memang sudah bekerja sebelum menyambung pengajian, sebanyak 8.1 peratus menggunakan khidmat rakan / keluarga / pensyarah, sebanyak 3.3 peratus mendapatkan tawaran daripada majikan semasa latihan industri, sebanyak 2.8 peratus mendapatkan tawaran daripada penaja, sebanyak 2.0 peratus menggunakan perkhidmatan media cetak, sebanyak 1.9 peratus menghadiri karnival kerjaya, sebanyak 1.1 peratus menggunakan perkhidmatan media elektronik, sebanyak 1.0 peratus menggunakan perkhidmatan agensi pekerjaan, sebanyak 0.5 peratus menggunakan perkhidmatan Unit Kaunseling / Kerjaya dan Jabatan Tenaga Rakyat dan akhir sekali sebanyak 1.4 peratus menggunakan lain-lain kaedah.

KEPUTUSAN KEBOLEHPERCAYAAN

Kebolehpercayaan merujuk kepada ketepatan, ketekalan dan kestabilan alat ukuran yang digunakan dalam sesuatu kajian (Anastasi 1982; Kaplan & Saccuzzo 2001). Kaplan dan Saccuzzo (2001) mencadangkan nilai pekali kebolehpercayaan 0.70 hingga 0.80 adalah nilai yang baik untuk tujuan penyelidikan. Bagi kajian ini, didapati nilai kebolehpercayaan adalah tinggi bagi kesemua pemboleh ubah iaitu Pengenalpastian Masalah (0.87), Pengenalpastian Kekangan (0.79), Pengenalpastian Penglibatan (0.83), Pencarian Maklumat (0.92) dan Pemprosesan Maklumat (0.91) (Rujuk Jadual 1.0 di bawah).

Jadual 1.0. Nilai kebolehpercayaan *Cronbach's alpha* setiap prmbolehubah.

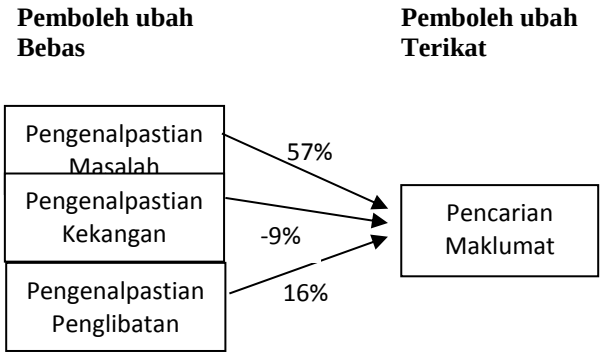
Pemboleh ubah	**Atribut**	**Nilai *Cronbach's alpha***
Pengenalpastian Masalah	5	0.87
Pengenalpastian Kekangan	5	0.94
Pengenalpastian Penglibatan	5	0.83
Pencarian Maklumat	5	0.92
Pemprosesan Maklumat	5	0.91

Analisis pemboleh ubah Pengenalpastian Masalah, Pengenalpastian Kekangan dan Pengenalpastian Penglibatan dengan pemboleh ubah Pencarian Maklumat.

Analisis regresi pelbagai digunakan bagi memperincikan lagi keputusan kajian untuk melihat hubungan dan sumbangan tiga faktor yang terdapat dalam Teori Situasi Publik iaitu Pengenalpastian Masalah, Pengenalpastian Kekangan, dan Pengenalpastian Penglibatan. Seperti yang ditunjukkan dalam Rajah 1.2, analisis regresi pelbagai dilakukan bagi mengenal pasti sejauh manakah pemboleh ubah peramal menjadi penentu kepada pencarian maklumat berkenaan isu kebolehpasaran. Hasil analisis regresi pelbagai dengan menggunakan kaedah *Stepwise* menunjukkan bahawa persamaan regresi wujud dengan signifikan [F (3,695=240.53, p<.05]. Berdasarkan kepada persamaan regresi (Y=2.21+0.55PM+0.19PP-0.10PK) didapati faktor Pengenalpastian Masalah, Pengenalpastian Penglibatan dan Pengenalpastian Kekangan menyumbang secara signifikan terhadap Pencarian Maklumat.

Daripada analisis yang dijalankan, pemboleh ubah peramal bagi faktor Pengenalpastian Masalah menyumbang sebanyak 47 peratus varians (R^2=.47), manakala faktor Pengenalpastian Penglibatan dan Pengenalpastian Masalah menyumbang masing-masing sebanyak 51 peratus varians (R^2=.51) kepada pemboleh ubah terikat iaitu Pencarian

Maklumat. Selain itu, untuk membuat perbandingan pekali beta nilai pengaruh beta piawai didapati 57 peratus (β'=.57) oleh faktor Pengenalpastian Masalah, 16 peratus (β'=.16) oleh faktor Pengenalpastian Penglibatan dan -9 peratus (β'=-.09), oleh faktor Pengenalpastian Kekangan kepada pemboleh ubah terikat iaitu Pencarian Maklumat.

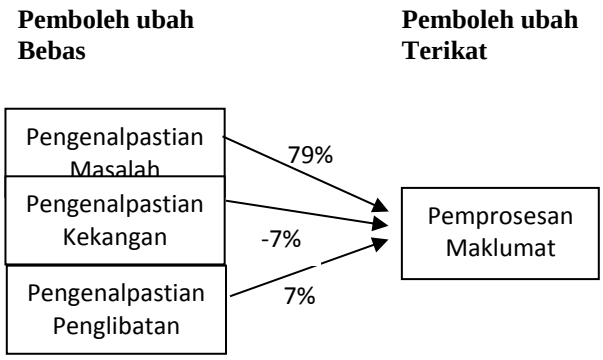


Rajah 1.2. Hubungan di antara Pemboleh ubah bebas dengan Pemboleh ubah terikat

Analisis pemboleh ubah Pengenalpastian Masalah, Pengenalpastian Kekangan, dan Pengenalpastian Penglibatan dengan pemboleh ubah Pemprosesan Maklumat.

Analisis regresi pelbagai digunakan sekali lagi untuk melihat hubungan dan sumbangan tiga faktor yang terdapat dalam Teori Situasi Publik iaitu Pengenalpastian Masalah, Pengenalpastian Kekangan, dan Pengenalpastian Penglibatan. Seperti yang ditunjukkan dalam Rajah 1.3, analisis regresi pelbagai dilakukan bagi mengenal pasti sejauh manakah pemboleh ubah peramal menjadi penentu kepada pemprosesan maklumat berkenaan isu kebolehpasaran. Hasil analisis regresi pelbagai dengan menggunakan kaedah *Stepwise* menunjukkan bahawa persamaan regresi wujud dengan signifikan [F (3,699=632.90, p<.05]. Berdasarkan kepada persamaan regresi (Y=1.29+0.74PM+0.28PP-0.70PK) di dapati faktor Pengenalpastian Masalah, Pengenalpastian Penglibatan dan Pengenalpastian Kekangan menyumbang secara signifikan terhadap Pencarian Maklumat.

Daripada analisis yang dijalankan, pemboleh ubah peramal bagi faktor Pengenalpastian Masalah menyumbang sebanyak 72 peratus varians (R^2=.72), manakala faktor Pengenalpastian Penglibatan dan Pengenalpastian Masalah masing-masing menyumbang sebanyak 73 peratus varians (R^2=.73) kepada pemboleh ubah terikat iaitu Pemprosesan Maklumat. Selain itu, untuk membuat perbandingan pekali beta nilai pengaruh beta piawai didapati 79 peratus (β'=.79) oleh faktor Pengenalpastian Masalah, 7 peratus (β'=.07) oleh faktor Pengenalpastian Penglibatan dan -7 peratus (β'=-.07), oleh faktor Pengenalpastian Kekangan kepada pemboleh ubah terikat iaitu Pemprosesan Maklumat.



Rajah 1.3. Hubungan di antara Pemboleh ubah bebas dengan Pemboleh ubah terikat

Berdasarkan kepada persamaan regresi ini juga, didapati faktor Pengenalpastian Masalah menyumbang jumlah yang tertinggi kepada kedua-dua Pemboleh ubah Terikat iaitu Pencarian dan Pemprosesan Maklumat (Rajah 1.2 dan Rajah 1.3). Hal ini menunjukkan graduan mengenali masalah kebolehpasaran ini sebagai suatu masalah dan ia memberi signal kepada mereka bahawa masalah ini perlu diselesaikan. Hal ini memberi petunjuk yang baik, di mana Grunig dan Hunt (1984) berpendapat bahawa seseorang individu biasanya tidak akan berhenti untuk berfikir tentang sesuatu isu melainkan mereka melihat sesuatu perkara perlu dilakukan untuk mengubah isu itu. Berbeza pula jika isu ini dilihat sebagai satu masalah yang perlu diselesaikan, di mana seseorang individu tidak akan mengambil masa yang lama untuk berfikir dan tidak berkomunikasi mengenai isu itu. Justeru itu, menjadi satu tanggungjawab yang besar bagi institusi, kerajaan dan badan-badan lain untuk membekalkan maklumat yang secukupnya mengenai pemasalah kebolehpasaran graduan ini agar isu ini dapat diselesaikan dengan jitunya.

Graduan perlu dibekalkan dengan saluran maklumat dan langkah-langkah penyelesaian yang mencukupi agar ia mampu mendorong seseorang graduan itu untuk lebih proaktif dan agresif. Hal ini merupakan daya penolak untuk sentiasa berfikiran positif dalam menangani masalah berdasarkan signifikasi situasi dan perubahan trend masa kini. Diharapkan dengan tahap pengenalpastian masalah yang tinggi di kalangan graduan ini, memberikan mereka gambaran dalam mencari inisiatif terhadap masalah kebolehpasaran graduan yang dihadapi mereka. Kecenderungan ke atas penyelesaian masalah ini penting untuk menyakinkan mereka untuk melihat masalah yang dihadapi mereka perlu diselesaikan secepat mungkin.

Analisis Ujian T Sampel Berpasangan Terhadap Pencarian dan Pemprosesan Maklumat.

Ujian-T sampel berpasangan atau *paired-sampel T-test* digunakan untuk membandingkan dua pemboleh ubah bagi suatu kumpulan sampel tunggal di mana ia menghitung selisih antara nilai dua pemboleh ubah. Keputusan statistik menujukkan keputusan min adalah 5.84 dan nilai sisihan piawai 2.26 berdasarkan nilai skor responden N=727 bagi pemboleh ubah Pencarian Maklumat. Manakala bagi Pemboleh ubah Pemprosesan Maklumat pula didapati keputusan min adalah 5.20 dan nilai sisihan piawai 2.21 berdasarkan nilai skor responden N=727. Dapatan kajian ini menunjukkan graduan lebih cenderung untuk mencari maklumat berbanding memproses maklumat. Hal ini memberi petunjuk yang positif, di mana menurut

Normawati et al. (2011) pencarian maklumat adalah dianggap sebagai aktiviti merapatkan jurang komunikasi antara satu maklumat kepada suatu maklumat yang lain. Maklumat adalah berbeza-beza mengikut jurang atau situasi seseorang individu berdasarkan faktor masalah masing-masing. Sehubungan itu, untuk memastikan penyampaian maklumat yang berkesan maka penyampai maklumat haruslah bersedia terhadap keperluan dan permintaan individu yang pelbagai.

Selain itu, penggunaan maklumat menjadi lebih sistematik apabila seseorang mendapati sesuatu maklumat setanding dengan masalah subjektif kehidupan mereka (Grunig 1997). Sehubungan itu, kecenderungan graduan dalam proses pencarian maklumat ini perlulah sistematik, disebabkan penggunaan maklumat menjadi lebih sistematik apabila seseorang mendapat sesuatu maklumat setanding dengan masalah subjektif kehidupan mereka (Grunig 1997). Lanjutan itu, menurut Clarke dan Kline (1974) Pencarian Maklumat ialah proses pengimbasan yang dirancang terhadap alam sekitar mengenai sesuatu mesej terhadap topik-topik tertentu. Graduan secara signifikan mencari maklumat dengan terancang, namun pembekalan maklumat yang penting dan bermanfaat haruslah ditekankan.

Hasil kajian ini juga mendapati, perbezaan tidak jauh ketara terhadap tingkah laku graduan yang hanya pemprosesan maklumat, di mana penemuan mesej yang tidak dirancang, sentiasa diikuti oleh pemprosesan berterusan (Major 2000). Pemprosesan Maklumat bermaksud perhatian yang diberikan kepada mesej tertentu dan penyerapan beberapa kandungannya walaupun ia dilakukan secara tidak sengaja. Sebaliknya, apabila seseorang sengaja dalam pencarian maklumat mengenai isu-isu yang menjadi kebimbangan kepada mereka, ia beralih dan bertukar tempat kepada tingkah laku pencarian maklumat (Aldoory & Sha 2007). Hal ini menujukkan dalam pencarian yang dilakukan oleh graduan, mereka juga secara tidak sengaja memproses maklumat yang hadir kepada mereka secara tidak sengaja. Mungkin melalui perbualan dengan rakan dan keluarga membekalkan maklumat yang tidak secara sengaja kepada mereka. Ini juga memberi informasi kepada graduan dalam menolak mereka untuk menyelesaikan masalah kebolehpasaran yang dihadapi mereka.

KESIMPULAN

Teori Situasi Publik mencadangkan bahawa tahap pengenalpastian masalah yang tinggi serta tahap pengenalpastian penglibatan dan kekangan yang minimum menyumbang kepada peningkatan pencarian mencari maklumat seseorang. Pada asasnya, teori ini berpendapat bahawa apabila graduan dengan sendirinya memerlukan pekerjaan untuk menyara kehidupan seharian mereka, pada masa yang sama mereka secara peribadi merasa terjejas dan terkesan dengan masalah ini, mereka akan melakukan sesuatu untuk menyelesaikan masalah yang berlaku. Dengan gambaran yang lebih jelas, misalnya sebelum menamatkan pelajaran, mereka bercita-cita tinggi untuk mengapai impian mereka mengikut jenis pekerjaan yang mereka impikan. Apa yang dipelajari mereka di universiti, cukup untuk dijadikan bekalan untuk mendapatkan pekerjaan. Namun apa yang terjadi selepas menamatkan pelajaran, mereka langsung tidak dapat menembusi pasaran pekerjaan. Sehubungan itu, mereka merasakan situasi semasa jauh berbeza dengan apa yang difikirkan oleh mereka. Justeru itu, mereka percaya perlu ada tindakan bagi menambah baik situasi yang berlaku iaitu mencari jalan penyelesaian dalam masalah yang dihadapi.

Lantaran itu, mereka akan lebih bermotivasi untuk menyelesaikan masalah kebolehpasaran graduan yang mereka alami. Motivasi ini akan mendorong tingkah laku komunikasi aktif mereka dalam percubaan untuk menyelesaikan masalah. Sebagai contoh,

keterlibatan graduan yang masih tidak mendapatkan pekerjaan pastinya merangsang individu tersebut untuk mencari dan memproses maklumat mengenai isu ini. Namun begitu berbeza pula dengan graduan yang telah berjaya mendapatkan pekerjaan, bagi mereka isu kebolehpasaran graduan bukanlah satu isu yang besar. Ia mudah diselesaikan dan ia tidak langsung mendatangkan kemudaratan kepada individu berkenaan. Justeru itu, keterlibatan individu tersebut mungkin berkurangan dalam proses pencarian dan pemerhatian maklumat bahkan bagi mereka isu ini bukanlah suatu masalah yang perlu dirunsingkan.

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