



UMS
UNIVERSITI MALAYSIA SABAH

Volume 10

eISSN:2289-859X

JKOB

**JURNAL KOMUNIKASI
BORNEO**

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**REPRESENTASI GENDER DALAM FILEM ANIMASI MALAYSIA:
KAJIAN KE ATAS FILEM *GENG: THE ADVENTURE BEGINS* (2009) DAN
BOBOIBOY: THE MOVIE (2016)**

***GENDER ISSUES IN THE MALAYSIAN ANIMATION FILMS: A RESEARCH ON THE
FILMS, GENG: THE ADVENTURE BEGINS (2009) AND BOBOIBOY: THE MOVIE (2016)***

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Tarikh dihantar: 4 Ogos 2022 / Tarikh diterima: 20 September 2021

Abstrak Animasi dikatakan sebagai imej yang dimanipulasikan secara 'frame by frame' dan pergerakan ilusi yang dihasilkan setelah digerakkan dengan laju. Sektor animasi juga dikatakan sebagai salah satu bidang yang mempunyai kemampuan untuk meningkatkan ekonomi negara. Kajian ini berkaitan pemaparan isu gender dalam filem animasi di Malaysia dengan mengambil *Geng: The Adventure Begins* (2009) dan *Boboiboy: The Movie* (2016) sebagai sampel kajian. Objektif kajian ini adalah untuk menganalisis representasi watak lelaki dan wanita yang terdapat dalam filem. Teori *Social Actor Network* digunakan dalam melengkapkan kajian dan hasil kajian menunjukkan representasi lelaki lebih menonjol dalam kedua-dua filem tersebut dari segi jumlah skrin, dialog dan aksi. Watak lelaki juga didapati memegang watak yang dominan. Watak wanita banyak ditonjolkan sebagai pembantu kepada watak lelaki.

Kata Kunci: representasi, gender, *Geng: The Adventure Begins*, *BoBoiBoy: The Movie*

Abstract Animation can be defined as a frame-by-frame image and an illusion of motion created after a rapid movement. Today, the animation sector is regarded as one of the fields that have the potential to improve the country's economy. This study is about gender issues in Malaysian animation films, *Geng: The Adventure Begins* (2009) and *Boboiboy: The Movie* (2016) as study samples. The objective of this study was to analyze the representation of male and female characters featured in the films. Social Actor-Network theory was used in completing the study, and the results of the study showed that male representation was more prominent in both films in terms of the number of screens, dialogues, and actions. Male characters were also found to hold a dominant character. Female characters are widely featured as an assistant to the male characters.

Keywords: representation, gender, *Geng: The Adventure Begins*, *BoBoiBoy: The Movie*

PENDAHULUAN

Malaysia merupakan negara yang dikatakan baru berjinak-jinak dalam industri animasi namun telah berjaya menjadi salah satu pengeluar filem animasi yang berjaya (Hanis Syazwani Kamrudin & Sulaiman Sajilan, 2013). Tidak seperti negara lain dalam rantau ini yang memerlukan pertolongan daripada sumber luar, Malaysia mampu menghasilkan filem animasi berjaya yang menerapkan unsur-unsur dan nilai tempatan negara. Dari konteks Malaysia, animasi dikatakan sebagai salah satu unsur multimedia yang telah menarik perhatian kanak-kanak serta digunakan untuk menyampaikan cerita rakyat dari segi digital (Norshahila Ibrahim et. al 2013).

Pada mulanya, perkembangan animasi boleh dilihat secara jelas di dua buah negara iaitu Amerika Syarikat dan Jepun. Bidang animasi dalam dua buah negara ini telah berkembang dengan rancak dan kesannya adalah penubuhan syarikat-syarikat animasi yang berjaya seperti Walt Disney Animation Studios, Pixar, Studio Ghibli dan Toei Animation (Mohd Amir Mat Omar dan MD Sidin Ahmad Ishak, 2011). Animasi di Malaysia telah diperkenalkan pada tahun 1946 melalui penubuhan Malaysia Film Unit atau kini dikenali sebagai Filem Negara Malaysia (Hassan, 2007). Namun, animasi pada masa tersebut hanya terhad kepada teks dan objek bergerak dan tidak digunakan dalam bentuk filem atau siri televisyen. Filem animasi pendek yang pertama dihasilkan adalah *Hikayat Sang Kancil* pada tahun 1978 di bawah penerbitan Anandam Xavier (Mohd Amir Mat Omar dan Md Sidin Ahmad Ishak, 2011).

Setelah Tun Dr. Mahathir bin Mohamad menjawat jawatan sebagai Perdana Menteri Malaysia yang keempat pada tahun 1981, beliau menggesa rakyat Malaysia ke arah perkembangan teknologi digital. Industri animasi wujud dengan keputusan kerajaan pada tahun 1994 untuk mempromosikan animasi tempatan. *Usop Sontorian* merupakan siri televisyen animasi yang pertama di Malaysia. Manakala filem animasi pertama Malaysia ialah *Silat Lagenda* pada tahun 1998. Perkembangan ini menjadi satu titik permulaan bagi industri animasi di Malaysia. Percubaan pertama teknik animasi 3D digital menghasilkan filem *Nien Resurrection* (2000) oleh *Young Jump Production* diikuti dengan *Skyland* (2001) yang juga dikeluarkan dalam bentuk VCD (Hassan, 2007).

LATAR BELAKANG KAJIAN

Seks atau jantina didefinisikan sebagai sesuatu yang telah ditentukan sejak lahir dan lebih kepada aspek biologi yang melibatkan organ seks manakala gender dibentuk melalui sosial dan budaya (Jodie Yap Siew Wen, 2018). Sebagai contoh, lelaki dan perempuan mempunyai alat kelamin, fungsi reproduksi dan hormon yang berbeza. Gender pula dikatakan sebagai penciptaan sosial dan bersifat simbolik (Fuziah Kartini Hassan Basri et.al, 2010). Misalnya, wanita dianggap lemah lembut manakala lelaki dianggap sebagai agresif.

Namun, ideologi ini telah ditentang oleh salah seorang ahli teori gender yang berpengaruh, Judith Butler. Definisi Judith Butler mengenai jantina dan gender mencabar pemikiran tradisional masyarakat mengenai isu tersebut. Buku Judith Butler '*Gender Trouble*' membahaskan bagaimana definisi tradisi mengenai gender dapat ditakrifkan semula. Beliau membincangkan bahawa jantina adalah pembinaan sosial dan bukannya sesuatu yang semula jadi. Oleh itu, jantina dan gender tidak bergantung kepada satu sama lain. Bagi Butler, tidak ada identiti gender yang asli, semuanya dibentuk melalui ekspresi dan pertunjukan yang berulang hingga terbentuk identiti gender yang megatakan lelaki harus maskulin dan wanita harus berkelakuan feminine (Linda Houwers, 2017).

Gender memberikan maklumat mengenai tingkah laku dan norma yang dianggap sebagai stereotaip gender dan filem menjadi salah satu produk media yang membentuk stereotaip tersebut ke atas golongan lelaki dan wanita. Sementara itu, representasi dalam analisis filem dan penyiaran adalah keupayaan untuk memahami medium dan makna yang dibangunkan bagi golongan audiens (Rahmat Edi Irawan, 2014). Cara gender direpresentasi dalam media sudah semestinya mempengaruhi persepsi masyarakat melihat peranan gender. Selain itu, ciri-ciri khusus gender yang dipaparkan dalam media dapat menguatkan lagi imej dan tingkah laku yang harus terdapat dalam golongan lelaki dan wanita tersebut (Dorin Popa and Delia Gavrilu, 2015). Kajian gender banyak dibuat dalam rancangan televisyen namun kajian gender dalam filem tidak sebegitu banyak sehingga tahun 1975 apabila Laura Mulvey mengeluarkan artikel berjudul “Visual Pleasure and Narrative Cinema” untuk kegunaan kajian lanjutan pada masa hadapan (Mendes dan Carter, 2008).

PERMASALAHAN KAJIAN

Terdapat banyak kajian berkenaan isu gender dalam filem tempatan mahupun luar negara. Filem animasi kanak-kanak yang dikeluarkan oleh *Walt Disney* sendiri memaparkan isu gender dan meletakkan wanita sebagai satu watak yang domestik, lemah, sensitif, seksi dan beremosi. Watak lelaki dalam filem animasi *Walt* kebanyakannya diletakkan sebagai bijak, kuat, yakin dan bekerjaya (Linda Houwers, 2017). Oleh itu, perbezaan yang ketara boleh dilihat dalam pemaparan filem-filem animasi yang dikeluarkan oleh *Walt Disney*. Watak wanita sangat kurang dipaparkan sebagai seorang individu yang boleh menyelesaikan masalah dengan sendiri dan kebanyakannya ditunjukkan sebagai individu yang memerlukan bantuan daripada golongan lelaki.

Kini, media merupakan medium yang memainkan peranan yang afdal dalam mempengaruhi minda penonton. Media juga mampu membentuk fikiran dan tingkah laku masyarakat. Oleh itu, adegan yang membentuk stereotaip dan pemaparan negatif terhadap sesuatu golongan yang tertentu harus dielakkan dalam filem animasi. Hal ini demikian kerana, program televisyen mempunyai kuasa untuk membentuk kepercayaan kanak-kanak dan membentuk tingkah laku yang sesuai menurut jantina. Ini boleh memberi kesan secara langsung kepada kehidupan mereka. Kajian ini dilakukan untuk melihat bagaimana watak-watak wanita dan lelaki dalam filem animasi Malaysia, *Geng: The Adventure Begins* (2009) dan *BoBoiBoy: The Movie* (2016) diketengahkan kepada khalayak penonton.

OBJEKTIF KAJIAN

Objektif utama kajian ini ialah untuk melihat representasi gender dalam watak-watak filem animasi Malaysia *Geng: The Adventure Begins* (2009) dan *BoBoiBoy: The Movie* (2016).

SKOP KAJIAN

Dua buah filem animasi Malaysia *Geng: The Adventure Begins* (2009) dan *BoBoiBoy: The Movie* (2016) diketengahkan sebagai sampel kajian. Filem animasi *Geng: The Adventure Begins* dipilih kerana ia merupakan filem animasi 3D berbahasa Melayu yang pertama di Malaysia yang diterbitkan oleh *Les' Copaque Production* dan telah berjaya menjana keuntungan sebanyak RM 6.31 juta. Filem ini turut menerima pengiktirafan dalam *Malaysia*

Book of Records untuk filem animasi 3D Melayu yang pertama di Malaysia pada tahun 2009 (Bernama, 15 Jun 2016).

BoBoiBoy: The Movie ialah sebuah filem komedi adiwira yang dikeluarkan pada tahun 2016 oleh *Animonsta Studios* atau kini dikenali sebagai *Monsta*. Filem ini berdasarkan siri televisyen popular, *BoBoiBoy* dan telah mendapat sambutan yang luar biasa di Malaysia, Brunei dan Singapura (NST Online, 2016). Filem ini berjaya mengutip lebih daripada RM 500,000 pada hari pertama siarannya iaitu pada 3 Mac 2016. Kutipan ini secara langsung mencatat rekod dalam *Malaysian Book of Records* sebagai kutipan hari pertama yang paling tinggi di Malaysia (Malaymail, 2016).

Secara umumnya, tujuan pemilihan kedua-dua filem ini adalah kerana filem-filem tersebut membuatkan industri animasi Malaysia dikenali antara podium antarabangsa seperti Indonesia, China, Singapura dan India. Kesemua watak utama dan sampingan iaitu 9 watak dari filem *Geng: The Adventure Begin* dan 8 watak dari filem *BoBoiBoy: The Movie* telah dikaji dari segi watak dan perwatakan dan dialog untuk melengkap kajian ini.

SOROTAN KAJIAN LEPAS

Shazia Akbar Ghilzai & Zubair Ahmad (2017) menganalisis kesan kartun animasi terhadap bahasa dan tingkah laku kanak-kanak. Kajian ini menggunakan kaedah temu bual iaitu dengan bertanya soalan-soalan yang dipilih kepada ibu dan adik beradik kepada kanak-kanak yang berumur 5-12 tahun. Hasil kajian menunjukkan bahawa kanak-kanak yang menonton kartun animasi mengalami kadar peningkatan bahasa yang tinggi, tingkah laku yang agresif serta berkeupayaan untuk membezakan gender.

Seterusnya, banyak kajian terhadap isu gender dalam filem animasi mengatakan masih wujud representasi dan stereotaip gender secara tradisional. Menurut Edwin Michael et al., (2012) pendedahan stereotaip gender sekarang telah mencapai golongan kanak-kanak melalui animasi. Objektif kajian berkenaan adalah untuk melihat bagaimana perspektif gender dan *gender favouritism* mempengaruhi imej filem tertentu dan cara naratif dikonstruksi untuk menonjolkan impak watak yang dibawa oleh golongan lelaki. Kajian ini menunjukkan terdapat perbezaan yang ketara antara watak lelaki dan watak wanita. Daripada jumlah sebanyak 103 watak daripada 6 buah filem yang dikaji, 79 watak adalah watak lelaki dan hanya 24 watak diberikan kepada golongan wanita.

Kajian Anna-Karin Mattsson (2009), melihat bagaimana gender ditonjolkan dalam siri animasi *The Simpsons* dari segi bahasa, aktiviti yang dibuat oleh lelaki dan wanita dan plot. Kaedah analisis telah dibuat ke atas nama, kerjaya, representasi gender dan *gender roles*. Hasil kajian menunjukkan bahawa watak lelaki ditunjukkan sebagai mempunyai kerjaya yang bagus dan terikat dengan kerjaya. Watak wanita pula dipaparkan sebagai *substitute* kepada watak-watak lelaki.

Shumaila Ahmed & Juliana Abdul Wahab (2014) menjalankan kajian yang berfokus pada representasi gender lelaki dan perempuan dalam kartun animasi yang disiarkan dalam *Cartoon Network*. Objektif kajian adalah untuk melihat representasi gender dan kajian ini menggunakan teknik persampelan *purposive*. Dapatan kajian menunjukkan terdapat stereotaip gender dalam kartun animasi dan ini memainkan peranan penting dalam pembinaan ideologi mengenai kedudukan serta ciri-ciri golongan lelaki dan wanita dalam masyarakat yang telah ditetapkan.

Disney terkenal dengan filem yang meletakkan golongan wanita sebagai seorang yang domestik dan pasif. Tetapi kini, dengan penerbitan filem-filem seperti *Brave*, watak wanita ditonjolkan sama seperti watak lelaki yang lain. Ini dilakukan supaya satu perspektif yang

positif terhadap golongan wanita dapat dibina dan kesamarataan gender dapat diwujudkan Grabedian (2014). McKenzie Barber (2015) juga melakukan kajian mengenai perkembangan filem *Disney* dan bagaimana watak wanita ditunjukkan dalam filem *Disney*. Dengan menggunakan kaedah pemerhatian, beliau mendapati watak wanita dalam filem *Disney* mempunyai perkembangan dari segi positif. Misalnya, kini filem *Disney* mula menerbitkan filem-filem yang lebih berbentuk kesamarataan gender. Kajian Grabedian dan McKenzie ini disokong oleh Caitlyn Hays (2018) yang menyatakan bahawa *Disney* kini mengeluarkan filem-filem yang lebih rasional dan tidak mengikut ciri-ciri tradisional sesuatu gender.

Larisa Arnold et al., (2015) menganalisis tema yang berulang dalam filem puteri tertua *Disney*, *Snow White* dan filem puteri terbaharu *Disney*, *Frozen* sebagai asas untuk menilai mesej gender dan menyokong peranan gender, norma sosial serta jangkaan gender yang ada di kedua-dua filem berkenaan. Salah satu matlamat kajian ini adalah untuk menentukan peranan jantina spesifik yang dibentangkan dalam *Snow White* dan *Frozen*. Kemudian menentukan sama ada *Disney* telah membuat kemajuan mengenai mesej gender bahawa filem *Disney* dihasilkan untuk kedua-dua golongan lelaki dan wanita. Para pengkaji menganalisis norma sosial, peranan gender, dan jangkaan gender bagi lelaki dan wanita. Setiap kategori mempunyai ciri-ciri tertentu. Dalam kategori peranan jantina, para pengkaji menemui contoh bahawa lelaki yang menyediakan pendapatan untuk keluarga dan bertindak sebagai pelindung. Seterusnya untuk norma sosial, lelaki mengambil inisiatif dan terlibat dalam aktiviti fizikal yang dipilih. Akhirnya, ciri-ciri lelaki yang fizikal dan aktif secara verbal, agresif, dominan, maskulin, tabah, kompetitif, dan menawan menggambarkan jangkaan jantina. Penemuan ujian menunjukkan bahawa tidak ada perubahan antara pemaparan watak lelaki antara filem *Disney* masa lalu dan kini. Kesimpulannya, kajian ini menunjukkan bahawa walaupun terdapat penambahan dalam bilangan watak perempuan namun masih terdapat konsep hegemoni dalam kebanyakan filem *Disney*.

Sabrina Fischer (2010) juga turut mengkaji pemaparan gender, imej dan stereotaip dalam filem animasi kanak-kanak. Satu analisis kandungan terhadap lima filem animasi kanak-kanak telah dijalankan. Dapatan yang didapati menunjukkan bahawa watak lelaki masih dominan dan digambarkan dengan pelbagai peranan seperti bekerja, pemimpin dan wira, pamarah, dominan, gembira dan lain-lain lagi.

Warna juga memainkan peranan penting dalam menunjukkan representasi gender. Hal ini demikian kerana, menurut Muhammad Marziana (2002) yang mengkaji persepsi masyarakat terhadap risalah periklanan, warna mempunyai kesan psikologi terhadap pembaca. J. Hadawiah (2012) melakukan sebuah kajian mengenai penggunaan bahasa dan pemaparan gender dalam iklan majalah melalui kaedah soal selidik. Dapatan menunjukkan bahawa, pemaparan warna stereotaip untuk gender lelaki dan wanita masih dipaparkan tetapi terdapat juga usaha untuk mengubah skema tradisional ini apabila warna gelap digunakan bagi iklan wanita dan warna yang agak terang bagi iklan lelaki ditonjolkan untuk mewujudkan kesamarataan antara gender.

Jodie Yap Siew Wen (2018) mengkaji representasi gender dalam filem bertema kepolisan. Matlamat kajian ini adalah untuk menganalisis representasi maskuliniti dan feminiti serta stereotaip gender dari aspek verbal dan non-verbal menggunakan pendekatan Van Leeuwen (2018). Kemudian memerhati bahawa gender yang direpresentasikan mengikut atau mencabar stereotaip gender. Dapatan kajian menunjukkan representasi lelaki dan wanita dalam filem kepolisan adalah lebih kurang sama. Walaupun watak lelaki sering ditonjolkan sebagai maskulin dan berkuasa, watak wanita juga tidak ditindas dan ditunjukkan sebagai mencabar stereotaip gender yang ditentukan oleh masyarakat.

Kajian mengenai isu-isu gender merupakan salah satu topik yang gemar dibincangkan oleh para sarjana di seluruh dunia. Ini kerana isu gender berlaku di mana-mana sahaja dan sudah menjadi satu fahaman yang bersifat tradisional serta ditanam sebagai norma hidup.

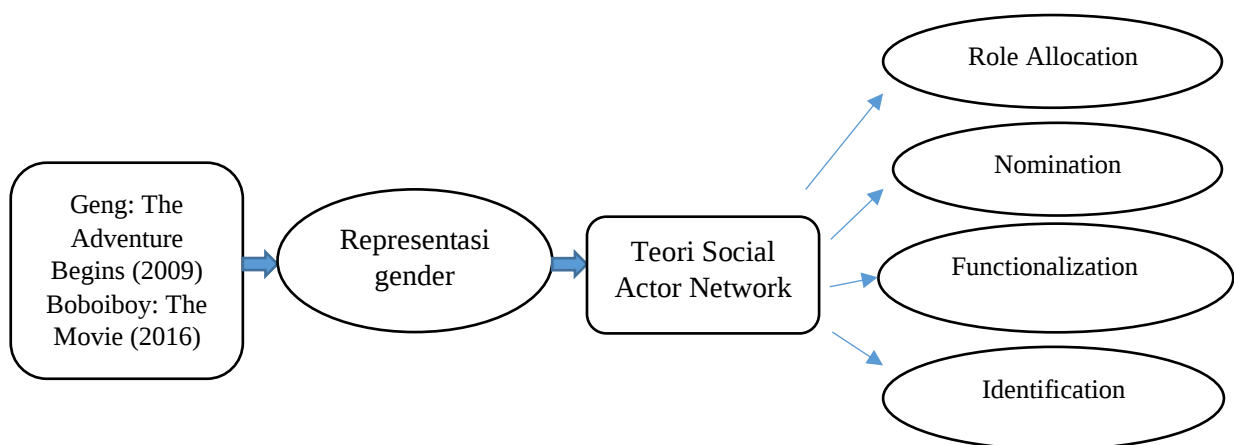
Kajian mengenai gender juga banyak dikaji dalam konteks filem dan penyiaran. Namun, kajian mengenai permasalahan isu gender yang memperlihatkan kedua-dua golongan lelaki dan perempuan dalam filem animasi Malaysia masih tidak dilakukan lagi.

TEORI

Kajian ini menggunakan Teori *Social Actor Network* oleh Theo Van Leeuwen (1996). Merujuk teori tersebut aktor sosial yang dipaparkan tidak kira lelaki atau wanita dihilangkan atau ditonjolkan (Jodie Yap Siew Wen, 2018). Dalam menggambarkan representasi aktor sosial, Theo Van Leeuwen (2008) telah mengasaskan bagaimana dalam sesebuah wacana, aktor sosial ditonjolkan (*inclusion*) atau dipinggirkan (*exclusion*).

Kajian ini mengadaptasi kerangka teori oleh Theo Van Leeuwen (2008) untuk melihat representasi lelaki dan wanita dalam kedua-dua filem yang dikaji. Teori ini mengandungi 22 aspek yang melihat filem dari pelbagai sudut tetapi hanya empat aspek yang berkaitan dengan kajian ini sahaja yang akan diketengahkan iaitu *Role Allocation*, *Nomination*, *Functionalization* dan *Identification*. Ini kerana, aspek-aspek yang lain lebih ke arah linguistik dan kajian ini hanya menumpukan kepada peranan aktor sosial dan bagaimanakah golongan lelaki dan wanita telah direpresentasi dalam kedua-dua filem tersebut.

Dalam mengenal pasti representasi aktor sosial berdasarkan *Role Allocation* watak aktif dan pasif yang terdapat dalam filem tersebut telah dikenalpasti. Watak aktif bermaksud watak yang memegang kuasa ke atas jalan cerita dan mendominasi adegan yang tertentu. Watak Pasif pula lebih bergantung kepada watak-watak lain yang lebih berkuasa. Selain itu ciri *Nomination* iaitu penggunaan kata ganti nama dalam watak dilihat untuk mengenal pasti adakah watak dikategorikan secara sama taraf dari segi pekerjaan, jawatan dan status atau terdapat watak yang ditindas. *Functionalization* pula melihat representasi gender menurut tugas atau peranan yang dipegang oleh watak tersebut. Menurut Van Leeuwen (2008), tugas dan peranan sesuatu watak menentukan fungsi watak tersebut kepada jalan cerita filem dan pada masa yang sama dapat melihat adakah terdapat perbezaan tugas untuk golongan lelaki dan wanita. Seterusnya, aspek *Identification* dapat mengenal pasti sama ada watak tersebut bersifat positif atau negatif. Menurut pendekatan Van Leeuwen (2008), setiap filem mempunyai watak antagonis dan protagonis yang memiliki ciri-ciri yang tertentu. Penelitian ini dapat mengupas apakah aspek feminiti dan maskuliniti yang terdapat dalam watak antagonis dan protagonis dengan melihat penampilan fizikal, watak dan perwatakan dan hubungan watak tersebut dengan watak lain.



Rajah 1.0: Kerangka Teori *Social Actor Network*

METODOLOGI

Pendekatan kualitatif iaitu analisis tekstual digunakan dalam kajian ini untuk melihat representasi gender yang ditunjukkan dalam watak filem animasi Malaysia. Penelitian ini berfokus pada visual dan audio dalam kedua-dua filem ini dalam melihat karakteristik antara dua gender iaitu maskuliniti dan feminiti dan mengenalpasti sama ada representasi tersebut mencabar atau mengikuti konstruk sosial yang dibina oleh masyarakat.

Kaedah persampelan yang digunakan adalah kaedah persampelan bertujuan. Data kajian dikumpul dengan melihat pada dialog dan visual filem seperti pemakaian dan watak serta perwatakan bagi setiap watak yang dikenal pasti. Dalam analisis kajian, pengkaji akan tumpukan pada watak utama protagonis dan antagonis sahaja. Watak utama ditentukan melalui kekerapan watak tersebut muncul dalam filem dan juga melalui impak watak tersebut kepada naratif filem (Cindy Putri, 2017). Dalam filem *Geng: The Adventures Begins*, watak utama protagonis terdiri daripada kumpulan yang ingin menyelamatkan ibu Oopet dan watak antagonis pula terdiri daripada kumpulan pemburu haram. Seterusnya, dalam filem *Boboiboy: The Movie*, watak utama protagonis terdiri daripada Boboiboy dan kumpulannya yang ingin menyelamatkan Ochobot (kawan robot Boboiboy) dan watak utama antagonis pula terdiri daripada kumpulan alien jahat yang diketuai oleh Bora Ra. Instrumen kajian yang akan digunakan dalam kajian ini ialah borang pengekodan. Watak-watak yang akan dikaji adalah seperti berikut:

Jadual 1: Watak-watak yang dikaji (Filem *Geng: The Adventure Begins*)

Watak dalam Filem <i>Geng: The Adventure Begins</i>	Jantina	Peranan
Upin	Lelaki	Watak utama protagonis dan merupakan adik beradik kembar.
Ipin	Lelaki	Watak utama protagonis dan merupakan adik beradik kembar.
Ros	Wanita	Watak utama protagonis. Kakak kepada Upin & Ipin.
Badrol	Lelaki	Watak utama protagonis. Cucu Tok Dalang dan pelajar universiti.
Lim	Lelaki	Watak utama protagonis. Kawan Badrol.
Rajoo	Lelaki	Watak utama protagonis. Jiran Upin & Ipin.
Pak Mail	Lelaki	Watak utama antagonis. Pemburu haiwan terpelihara.
Sally	Lelaki	Watak utama antagonis. Konco Pak Mail.
Singh	Lelaki	Watak utama antagonis. Konco Pak Mail.

Jadual 2: Watak-watak yang dikaji (Filem *BoboiBoy The Movie*)

Watak dalam Filem	Jantina	Peranan
<i>BoboiBoy: The Movie</i>		
BoBoiBoy	Lelaki	Watak utama protagonis.
Yaya	Wanita	Watak utama protagonis. Kawan BoBoiBoy.
Ying	Wanita	Watak utama protagonis. Kawan BoBoiBoy.
Gopal	Lelaki	Watak utama protagonis. Kawan BoBoiBoy.
Fang	Lelaki	Watak utama protagonis. Kawan BoBoiBoy.
Papa Zola	Lelaki	Watak utama protagonis. Cikgu BoBoiBoy dan kawan-kawan.
Bora Ra	Lelaki	Watak utama antagonis. Ketua pasukan Tengkotak.
Kiki Ta	Wanita	Watak utama antagonis. Ahli pasukan Tengkotak.

DAPATAN KAJIAN DAN PERBINCANGAN

Aspek *Role Allocation* digunakan untuk melihat watak-watak yang aktif dan pasif. Bukan semua watak memegang peranan aktif sahaja sepanjang filem tersebut. Kedua-dua filem ini memiliki watak yang berperanan aktif tetapi kemudian bertukar kepada pasif atau sebaliknya. Sebanyak 9 watak telah dianalisis dalam filem *Geng: The Adventure Begins* dan juga 8 watak dalam filem *BoboiBoy: The Movie*. Daripada sejumlah 17 watak, 13 watak dipegang oleh golongan lelaki dan hanya 4 watak diberi kepada golongan wanita. Kesemua watak mempunyai masa yang tertentu di mana mereka bertukar dari ejen aktif kepada ejen pasif atau sebaliknya. Misalnya, ada babak di mana Badrol mendominasi watak-watak lain dan jalan cerita tetapi ada juga babak di mana dia memerlukan pertolongan daripada watak-watak lain.

Namun, watak perempuan sering ditunjukkan menjadi ejen pasif pada masa mereka ditonjolkan. Sebagai contoh, watak Ros dalam filem *Geng: The Adventure Begins* menjadi tumpuan utama apabila dia menjaga Upin, Ipin dan Rajoo dalam gua serta cuba mencari jalan keluar dengan menyalakan api. Namun, daripada ejen aktif yang berani dan sedang mencuba untuk mencari jalan penyelesaian, dia terus menjadi ejen pasif apabila munculnya ular tedung gergasi dan dia menjadi takut dan mula berlari. Tetapi ada juga babak di mana watak perempuan dijadikan sebagai ejen aktif. Misalnya, walaupun Ros takut selepas dikejar oleh ular tedung gergasi dan seterusnya bertembung pula dengan lintah gergasi, dia memberanikan diri dan menyelamatkan Rajoo semasa dia berada dalam bahaya. Ini selari dengan kajian Larisa Arnold (2015) yang menekankan bahawa watak wanita dalam kebanyakan filem *Disney* hanya ditonjolkan sebagai berani dan bijak apabila mereka mempunyai identiti dan ciri-ciri lelaki yang telah pun ditetapkan oleh masyarakat.

Watak protagonis perempuan dalam filem *Boboiboy: The Movie*, Yaya dan Ying pula sering ditewaskan dengan mudah oleh lawannya dalam beberapa saat sahaja. Tidak seperti Boboiboy, Yaya dan Ying ditunjukkan sering bergabung kuasa dan tidak melawan secaraendirian.

Biarpun begitu, apa yang menarik dalam kedua-dua filem ini adalah, walaupun watak perempuan dilihat dipasifkan namun ada watak protagonis lelaki yang lebih banyak dipasifkan berbanding yang lain seperti watak Lim dalam filem *Geng: The Adventure Begins* dan Gopal dalam filem *Boboiboy: The Movie*.

Selain itu, dalam kategori *nomination*, dapat dilihat bahawa watak protagonis perempuan dalam kedua-dua filem ini tidak dipinggirkan atau dipandang rendah oleh watak protagonis lelaki. Kata nama dan kata ganti yang digunakan dalam sesuatu ayat membezakan atau mengabungkan maskuliniti dan feminiti (Halliday & Matthiessen, 2004). Dalam filem *Geng: The Adventure Begins*, kata ganti nama 'kita' digunakan untuk menunjukkan kebersamaan antara kedua-dua gender feminin dan maskulin. Sebagai contoh, dalam misi mencari *Oopet* dan maknya, Badrol mahupun Ros membahaskan diri mereka dengan 'kita'. Dapatan ini selari dengan kajian Jodie Yap Siew Wen (2018) yang mengatakan bahawa kedua-dua watak protagonis dan antagonis dalam filem *Gerak Khas* menggunakan kata ganti nama 'kita' untuk menunjukkan kesepakatan mereka dalam menjalankan tugas. Selain itu, kata ganti nama 'kau' juga digunakan semasa individu yang berumur sama berkomunikasi. Misalnya, Badrol dan Lim. Di samping itu, Rajoo membahaskan dirinya 'aku' dengan Upin dan Ipin tetapi menggunakan 'saya' apabila bersama dengan Badrol, Lim dan Ros. Ini menunjukkan perbezaan kelas dari segi umur antara Rajoo dan yang lain serta menekankan bahawa dia menghormati golongan yang lebih berumur.

Seterusnya, dalam filem *Boboiboy: The Movie*, kata ganti nama 'saya' digunakan antara dua individu yang mempunyai perbezaan umur atau status. Boboiboy dilihat menggunakan 'saya' semasa berkomunikasi dengan Papa Zola. Kata ganti nama 'aku' dan 'kau' pula digunakan dalam dua konteks yang berbeza dalam filem ini. Pertama semasa berkomunikasi antara kawan-kawan atau individu yang mempunyai status yang sama dan kedua apabila ingin menunjukkan kuasa. Ini boleh dilihat semasa Boboiboy berkomunikasi dengan kawan seumurnya, Gopal dan juga semasa dia bercakap dengan Bora Ra. Ini juga dapat dilihat dalam kajian Jodie Yap Siew Wen (2018) di mana watak protagonis mahupun antagonis menggunakan kata ganti nama 'aku' dan 'kau' untuk menekankan kuasa mereka dalam situasi yang tertentu. Keseluruhannya, kata ganti nama 'kita' digunakan semasa pergabungan kedua-dua gender, tidak mengira status umur atau sebagainya oleh kedua-dua watak protagonis dan antagonis. Ini bermaksud, kesemua watak protagonis perempuan dalam kedua-dua filem diberi peranan dan dipandang setaraf dengan golongan lelaki.

Namun demikian, watak antagonis perempuan telah dipinggirkan. Misalnya, dalam filem *Geng: The Adventure Begins*, tiada watak antagonis perempuan dan ketiga-tiga watak antagonis dipegang oleh golongan lelaki. Dalam filem *Boboiboy: The Movie* pula, hanya Kiki Ta diletakkan sebagai ahli pasukan Tengkotak yang diketuai oleh watak antagonis lelaki utama iaitu Bora Ra. Akan tetapi, Kiki Ta diberikan jumlah masa skrin yang sangat sedikit dan dia tidak ditunjukkan berlawan atau terlibat dalam sebarang aksi fizikal seperti ahli-ahli lelaki dalam pasukan tersebut selari dengan kajian Sabrina Fisher (2010) yang menyatakan bahawa watak lelaki masih dominan dan walaupun watak wanita digambarkan dengan pelbagai sifat masih terdapat perbezaan yang ketara.

Functionalization pula lebih kepada aktiviti yang dilakukan oleh aktor sosial iaitu kedua-dua golongan lelaki dan perempuan dilihat boleh melakukan aktiviti yang sama. Misalnya, watak lelaki dan wanita ditunjukkan sebagai berkemampuan untuk melakukan aktiviti yang sama. Sebagai contoh, watak protagonis lelaki dan wanita dalam filem *Geng: The Adventure Begins* dilihat menolong satu sama lain dan berlawan dengan kumpulan pemburu

haram untuk menyelamatkan diri. Dalam filem *Boboiboy: The Movie* pula, Yaya dan Ying mempunyai kuasa dan berkeupayaan untuk menyelamatkan Ochobot sama seperti Boboiboy, Fang dan Gopal. Walaupun daya ketahanan fizikal mereka berlainan tetapi mereka masih diberi kuasa untuk melakukan aktiviti yang sama. Dapatan ini sama seperti kajian Grabedian (2014) yang mengatakan bahawa dahulu filem *Disney* seperti *Snow White* hanya menunjukkan representasi wanita sebagai seorang yang domestik iaitu hanya berada dalam rumah manakala lelaki keluar pergi bekerja. Tetapi, kini *Disney* mula mengeluarkan filem-filem yang menolak representasi wanita yang tradisional dan menonjolkan watak wanita yang bersifat berani, kuat dan berdiri sama tahap dengan golongan lelaki. Walaupun filem animasi Malaysia tiada lagi filem yang mempunyai watak perempuan sebagai watak utama namun terdapat beberapa perkembangan seperti tidak menunjukkan perempuan sebagai watak yang pasif dan domestik sahaja.

Melalui *identification* pengkaji dapat menganalisis bagaimana setiap watak dalam filem ini distruktur secara mendalam. Tamsilnya, warna diberi penekanan dalam kedua-dua filem tersebut. Warna boleh menjadi satu lambang bahasa dalam menyampaikan mesej kepada audiens (Muhammad Marziana, 2002). Hal ini demikian kerana, watak Rajoo, Pak Mail, Singh, Fang, Bora Ra dan Kiki Ta dilihat memakai pakaian yang lebih malap dan kelam. Upin, Ipin, Ros, Badrol, Lim, Yaya, Ying dan Papa Zola dilihat memakai pakaian yang berwarna lebih ceria dan lembut. Watak Boboiboy dan Gopal pula mempunyai campuran kedua-dua jenis warna yang malap dan juga ceria. Ini selari dengan kenyataan yang diberikan oleh J. Hadawiah (2012) yang mengatakan bahawa secara keseluruhannya masih terdapat pemaparan warna yang tertentu untuk representasi maskulin dan feminin tetapi terdapat juga usaha untuk mengubah skema tradisional apabila warna yang terang digunakan dalam iklan lelaki dan agak gelap bagi iklan wanita supaya kesamarataan gender dapat diwujudkan. Ini juga boleh dilihat dalam kajian ini apabila watak Ros dan Yaya dilihat memakai pakaian yang berwarna lembut tetapi memiliki ciri-ciri maskulin.

Kedua-dua filem ini telah cuba menunjukkan bahawa feminiti dan maskuliniti bukan hanya dimiliki oleh gender yang tertentu. Golongan wanita tidak semestinya bersifat feminin sahaja dan begitu juga dengan golongan lelaki. Percubaan ini boleh dilihat dalam watak Ros dalam filem *Geng: The Adventure Begins* dan watak Yaya dan Ying dalam filem *Boboiboy: The Movie* yang memiliki ciri-ciri feminin dari segi fizikal namun memiliki karakteristik yang maskulin seperti berani, berdikari dan bertanggungjawab. Begitu juga dengan watak Lim dalam filem *Geng: The Adventure Begins* dan Gopal dalam filem *Boboiboy: The Movie* yang direpresentasikan sebagai watak yang mudah risau dan takut yang dianggap sebagai sifat feminin.

Walau bagaimanapun, analisis dapatan menunjukkan bahawa watak-watak wanita dalam kedua-dua filem tidak memegang watak sebagai ketua atau berperanan dominan. Kedua-dua filem tersebut mempunyai golongan lelaki yang memegang watak yang dominan. Misalnya watak Badrol, Boboiboy dan Bora Ra. Dapatan ini selari dengan dapatan oleh Anna-Karin Mattsson (2009) yang menunjukkan bahawa watak yang dipegang oleh perempuan hanya menjadi *substitute* kepada watak lelaki. Sabrina Fischer (2010) juga mengatakan bahawa watak lelaki masih diberi keutamaan dan digambarkan dengan pelbagai peranan seperti bekerjaya, pemimpin dan wira, pamarah, dominan, gembira dan lain-lain lagi. Seterusnya, kedua-dua filem ini juga menunjukkan bahawa watak-watak wanita masih dikuasai oleh konsep hegemoni sejajar dengan kajian Larisa Arnold et al., (2015) yang menyatakan walaupun terdapat penambahan watak wanita dalam filem-filem animasi *Disney* namun konsep hegemoni masih boleh dilihat dan memainkan peranan yang penting dalam jalan cerita sesuatu filem tersebut.

KESIMPULAN

Kesimpulannya, dapatan kajian ini menunjukkan bahawa kedua-dua filem animasi Malaysia yang dikaji ini masih memberikan keutamaan kepada watak lelaki berbanding watak wanita. Kesimpulan ini dilakukan kerana daripada sebanyak 17 watak dalam kedua-dua filem ini hanya empat sahaja yang terdiri daripada golongan wanita. Empat ciri yang dikaji berdasarkan teori *Social Actor Network*, menunjukkan hanya terdapat perkembangan yang baik dalam ciri *functionalization* dan *identification* dalam usaha meningkat imej watak wanita. Oleh itu, kedua-dua filem *Geng: The Adventure Begins* dan *Boboiboy: The Movie* masih mengikut konstruk sosial yang dibina oleh masyarakat iaitu lelaki akan mendominasi semua perkara dan wanita hanyalah watak sampingan yang diwujudkan untuk membantu watak lelaki atau membantu kejayaan watak lelaki yang menjadi hero untuk sesebuah filem.

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PENEROKAAN BENTUK KEBERGANTUNGAN DAN AKSESIBILITI TELEFON BIMBIT DALAM KALANGAN GELANDANGAN MENURUT PERSPEKTIF MODEL TAM DAN TEORI KETERGANTUNGAN MEDIA

*EXPLORATION OF MOBILE PHONE DEPENDENCE AND ACCESSIBILITY AMONG
THE HOMELESS ACCORDING TO THE PERSPECTIVE TAM MODEL AND MEDIA
DEPENDENCY THEORY*

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Tarikh dihantar: 3 September 2021 / Tarikh diterima: 9 Disember 2021

Abstrak Penggunaan telefon bimbit kini menjadi semakin meluas dalam kalangan gelandangan yang menggunakan telefon bimbit sebagai kegunaan peribadi dalam kehidupan seharian mereka. Hal ini dikatakan demikian kerana, penggunaan telefon bimbit ini mempunyai pelbagai kemudahan yang dapat diakses dengan mudah. Telefon bimbit didapati dapat membantu gelandangan untuk melakukan pelbagai jenis aktiviti dengan hanya mengakses kepadanya. Sebuah kajian kualitatif yang dilakukan dengan menemubual sembilan (9) orang gelandangan yang memiliki telefon bimbit bagi meneroka pandangan mereka terhadap bentuk kebergantungan dan aksesibiliti mereka terhadapnya. Dapatan kajian mengenai pandangan terhadap kebergantungan telefon menemui beberapa tema termasuk menghabiskan masa menggunakan telefon, bergantung pada telefon untuk mendapatkan maklumat, dan selesa menghantar mesej berbanding bersemuka. Manakala berkenaan pandangan terhadap aksesibiliti telefon bimbit, dapatan kajian menemui tema seperti keupayaan untuk berkomunikasi dengan orang ramai, harga telefon yang mampu milik, penggunaan telefon bimbit yang mudah dengan kepelbagaian aplikasi, menyediakan medium media sosial, menyelesaikan masalah geografi dari segi perhubungan, dan akhir sekali mempunyai rangkaian internet walaupun masih terhad. Kajian ini didasari oleh Model TAM, dan Teori Ketergantungan Media. Dapatan kajian telah menyokong teori dan model yang digunakan dalam meneroka tentang pandangan terhadap aksesibiliti dan kebergantungan telefon bimbit gelandangan ini.

Kata Kunci: kebergantungan, aksesibiliti, gelandangan, telefon bimbit, Model TAM, Teori Ketergantungan Media

Abstract The use of mobile phones is now becoming more widespread among homeless people who use mobile phones as personal use in their daily lives. This is said to be so because, the use of these mobile phones has various services that can be easily accessed. Mobile phones have been found to help homeless people to perform various types of activities by simply accessing them. A qualitative study conducted on nine (9) homeless people who own a mobile phone to explore their view regarding their level of dependence and accessibility to it. The findings regarding the phone dependence found several themes including spending time using

the phone, relying on the phone for information, and being comfortable sending messages rather than face to face. Meanwhile, regarding the view of accessibility of mobile phones, the findings show themes such as the ability to communicate with the public, affordable phone prices, easy use of mobile phones with a variety of applications, providing social media medium, solving geographical problems in terms of communication, and finally having internet network even limited. This study is based on the TAM Model, and Media Dependency Theory. The study have supported the theories and model used in exploring the view toward the accessibility and dependability of these homeless mobile phone.

Keywords: *dependency, accessibility, homelessness, mobile phones, TAM Model, Media Dependency Theory*

PENGENALAN

Pada era serba canggih ini, penggunaan telefon bimbit dalam masyarakat semakin hari semakin meningkat. Teknologi pada masa sekarang sedang berkembang seiring dengan perkembangan semasa dalam bidang ekonomi, kesihatan dan lain-lain. Perkembangan teknologi sering menjadi perhatian mana-mana masyarakat dunia kerana dengan berlakunya perkembangan teknologi ia dapat memberikan kemudahan kepada semua lapisan masyarakat. Teknologi telefon pintar telah menjadi alat komunikasi yang penting kepada mereka termasuk gelandangan. sama ada untuk urusan pekerjaan, berkomunikasi, mendapatkan akses kepada berita, rawatan dan sebagainya. Telefon bimbit boleh ditakrifkan sebagai satu alat peranti elektronik mudah alih yang digunakan untuk menjadi alat perhubungan suara atau data melalui jaringan stesen pangkalan yang dikenali sebagai tapak sel. Menurut Park dan Lee (2012), separuh daripada penduduk dunia mempunyai langganan mudah alih dengan penggunaan telefon pintar. Dalam meniti arus kemodenan ini kita tidak dapat lari daripada berlakunya perkembangan pelbagai teknologi-teknologi baharu dalam kehidupan. Hal ini dikatakan demikian kerana kemajuan sesebuah negara dapat dilihat melalui tahap perkembangan teknologi yang pesat dalam negara. Malaysia merupakan negara membangun yang sentiasa meningkatkan tahap kemajuan dari segi teknologi.

Oleh itu, kemajuan dari segi teknologi mestilah sentiasa berkembang seiring dengan arus kemodenan. Hal ini dikatakan demikian kerana, pada ketika itu telefon pintar menjadi suatu keperluan yang mendesak dalam kehidupan manusia. Malahan kelompok gelandangan juga tidak terlepas daripada terdedah dengan pelbagai teknologi baharu atau moden yang sangat membantu mereka dalam menjalankan kehidupan di jalanan. Kemunculan telefon pintar sebenarnya memberi kesan positif kepada gelandangan dalam kehidupan mereka. Rice, Lee dan Tait (2011) menyatakan bahawa seramai 40% dari 62% belia yang kehilangan tempat tinggal memiliki telefon bimbit. Hal ini sedikit sebanyak dapat memberikan gambaran tentang golongan gelandangan juga merupakan golongan yang memerlukan penggunaan telefon bimbit. Keadaan ini menyebabkan kajian ini begitu penting untuk dijalankan dalam mengetahui tentang pandangan terhadap bentuk kebergantungan dan aksesibiliti telefon bimbit dalam kalangan gelandangan di dalam konteks tempatan. Kajian ini mencari penjelasan yang berasaskan empirik kepada dua persoalan kajian berikut:

1. Apakah pandangan gelandangan terhadap bentuk tingkah laku kebergantungan telefon dalam menjalani kehidupan seharian?
2. Bagaimana pandangan gelandangan terhadap aksesibiliti telefon bimbit dalam menjalani kehidupan seharian?

SOROTAN LITERATUR

Fungsi Telefon Bimbit

Pada hari ini, tidak hairan lagi penumpuan terhadap komunikasi dan pengkomputeran untuk peranti mudah alih berada di tahap yang kemuncak dan masih lagi sedang berjalan menuju evolusi untuk membawa kemudahan dan memanfaatkan fungsinya terhadap industri dan juga pengguna. Sebagaimana yang kita sedia maklum, telefon pintar sudah menjadi keperluan asas dalam kehidupan harian manusia. Teknologi telefon pintar berfungsi untuk memberi pesanan ringkas dan pesanan teks digantikan dengan fungsi seperti akses internet, e-mel, kamera aplikasi dan multimedia. Telefon bimbit atau telefon pintar didefinisikan sebagai alat yang sofistikated, dinamik serta bersifat mudah alih yang memberi ruang kepada pengguna untuk mendapat akses maklumat tidak kira bila dan di mana (Bouazza, Al Barashdi, & Jabur, 2014 2015). Dengan populariti dan fungsi yang ditawarkan di telefon pintar, wujud peningkatan permintaan. Dalam kebanyakan negara maju, telefon bimbit telah menjadi bahagian yang tidak dapat dipisahkan dalam kehidupan seharian dan majoriti orang membawanya sepanjang masa. Telefon bimbit merupakan peranti mudah alih yang lebih fleksibel dibawa masyarakat pada zaman kini berbanding peranti teknologi yang lain (Ibrahim, 2016). Peranti mudah alih merupakan satu teknologi yang mempunyai saiz telefon bimbit yang dapat dimasukkan di dalam poket, mempunyai ciri-ciri khusus dan telefon pintar dan lain-lain peranti. Hal ini, keperluan kepada semua rakyat negara ini untuk memiliki telefon bimbit dan mampu mengakses internet adalah penting.

Kemunculan kemudahan teknologi maklumat dan komunikasi serta internet telah menjadi sebahagian daripada kehidupan setiap orang. Di peringkat global, masyarakat telah menggunakan teknologi baharu dan menjadi salah satu teknologi kemudahan terpenting yang diperlukan dalam kehidupan seharian setiap individu (Fawareh & Jusoh, 2017). Penggunaan rangkaian sosial telah menjadi popular dalam komunikasi seharian. Aplikasi rangkaian sosial seperti *Facebook*, *Twitter*, *LinkedIn* dan banyak lagi yang terkenal secara popular dalam dunia komunikasi (Riyanto, 2013). Aplikasi yang paling popular dalam kalangan pengguna ialah *WhatsApp*. *WhatsApp* adalah aplikasi platform pesanan segera untuk telefon pintar. Selain pesanan teks, pengguna juga dapat menghantar gambar, video, dan mesej media audio. Telefon bimbit memainkan peranan penting dalam kehidupan seharian sebagai alat untuk berkomunikasi dan telah berjaya menarik minat terutamanya kepada golongan muda (Hamdan, Din & Abdul Manaf, 2012).

Telefon pintar adalah telefon bimbit dengan kemampuan pengkomputeran yang lebih maju dan penyambungan yang merangkumi fungsi seperti pemain media mudah alih, kelas rendah kamera digital padat, kamera video poket dan unit navigasi sistem kedudukan global (GPS). Telefon bimbit yang popular sistem operasi (OS) yang dipasang di telefon pintar merangkumi iOS Apple, Google Android, Symbian Nokia dan OS BlackBerry RIM. Telefon pintar telah menjadi diperlukan untuk pengguna dan ini telah meningkatkan permintaan telefon pintar di pasaran.

Gelandangan dan Telefon Bimbit

Golongan ini merupakan kelompok masyarakat yang tidak mempunyai rumah dan biasanya mereka berada di sekitar bandar-bandar besar. Kos seharian yang tinggi sehinggakan mereka tidak mampu untuk mencari dan menyewa rumah sebagai kediaman mereka. Mereka juga tidak terlepas bagi mengetahui mengenai penjagaan kesihatan dalam kehidupan mereka. Kebanyakan gelandangan menggunakan telefon bimbit sebagai alat berhubung dengan pelbagai rangkaian sosial seperti keluarga, adik-beradik dan rakan sebaya (McInnes, Li, &

Hogan, 2013). Beralih kepada penggunaan telefon bimbit dalam kalangan gelandangan, Eyrich-Garg (2010) mendapati bahawa 44% sampel gelandangannya mempunyai telefon bimbit dan menghabiskan masa antara 4 minit hingga 122 jam di telefon mereka pada masa 30 hari.

Akses telefon pintar dalam kalangan gelandangan juga penting bagi mengetahui maklumat penting negara terutama dalam sektor kesihatan. Hal ini kerana kesihatan merupakan faktor penting dalam meneruskan kehidupan seharian dan tubuh manusia yang digunakan dalam mencari rezeki. Menurut Moczygamba et al., (2017), telefon bimbit sangat berguna untuk dijadikan sebagai alat penghubung kepada sistem perubatan. Hal ini kerana golongan gelandangan sangat terdedah kepada risiko penyakit kronik seperti HIV, Diabetes, Asma, dan Schizophrenia. Oleh itu, telefon bimbit dapat membantu pesakit untuk mendapatkan maklumat perubatan dengan lebih mudah dan efektif. Menurut McInnes et al., (2014), penggunaan telefon bimbit memudahkan golongan gelandangan untuk menetapkan temu janji dengan pelbagai tetapan penjagaan kesihatan bagi mendapatkan rawatan kesihatan berkala. Oleh itu, penggunaan telefon sangat berfungsi sebagai medium yang sesuai bagi mendedahkan maklumat dan melancarkan proses rawatan kepada golongan tersebut.

Tingkah Laku Kebergantungan Terhadap Telefon Bimbit

Seiring dengan perkembangan teknologi, pelbagai fungsi dan ciri-ciri tersendiri telah membuatkan kebergantungan manusia lebih dekat kepada telefon. Telefon bimbit membawa pelbagai faedah kepada seluruh masyarakat. Manusia banyak bergantung kepada telefon bimbit kerana ia dapat menghubungkan antara satu sama lain tanpa mengira jarak fizikal. Peningkatan keberadaan teknologi digital telah meminggirkan mereka yang tidak mempunyai akses dan boleh memburukkan jurang kesihatan yang ada (Rhoades e tal., 2017). Walau bagaimanapun, sedikit kajian sebelumnya telah mengkaji penggunaan teknologi dalam kalangan orang dewasa yang kehilangan tempat tinggal. Rice et al., (2011) menunjukkan kelaziman telefon bimbit dalam kalangan belia tanpa tempat tinggal, walaupun penyelidikan dengan orang dewasa yang kehilangan tempat tinggal telah menemui kadar akses yang bercampur-campur (McInnes, et al., 2014).

Berdasarkan kajian-kajian lepas (McInnes et al., 2014; Rice et al, 2011; Rhoades et al., 2017), terdapat beberapa kepentingan telefon pintar kepada golongan gelandangan. Antaranya, telefon pintar berfungsi sebagai medium perhubungan sosial antara gelandangan dengan persekitarannya. Hal ini demikian kerana telefon pintar dapat membantu golongan gelandangan untuk terus berhubung dengan ahli keluarga dan rakan mereka. Komunikasi amat penting di dalam sesebuah percakapan untuk terus mengekalkan hubungan antara orang lain (Ishii, 2006). Menurut Le Dantec dan Edwards (2008), kebergantungan telefon bimbit dalam kalangan gelandangan ini dapat menghubungkan mereka dengan keluarga tersayang kerana mereka sangat bergantung kepadanya bagi memudahkan mereka untuk menghubungi sahabat dan keluarga mereka yang berada jauh. Selain itu, telefon bimbit ini juga membantu gelandangan ini untuk bersosial dengan rakan alam maya ini bagi mendapatkan sokongan sosial dan ia secara tidak langsung membantu mereka untuk meningkatkan keupayaan diri (Eyrich-Garg, 2010). Selain itu juga, telefon pintar dapat membantu mereka berhubung dengan agensi perubatan tertentu bagi mendapatkan sebarang rawatan daripada pakar psikiatri, pekerja sosial dan pekerja kes (McInnes et. al, 2014). Seterusnya, kajian terdahulu mendapati sebilangan besar gelandangan menggunakan telefon pintar sebagai penggera untuk bangun tidur dan penggera peringatan temujanji dengan pihak perubatan (Moczygamba, et al, 2017).

Aksesibiliti Telefon Sebagai Medium Komunikasi

Sejak kemunculan awal telefon bimbit di dunia ini, peranti ini lebih berperanan sebagai alat penghubung antara masyarakat tanpa mengira tempat dan jarak yang berbeza. Terdapat beberapa fungsi utama telefon bimbit antaranya menjadi alat penghubung antara masyarakat. Pelbagai manfaat yang boleh diterima oleh pengguna antaranya dapat menjimatkan kos kewangan. Menurut Simon dan Morshidi (2017), komunikasi merupakan suatu proses pembentukan, penyampaian, penerimaan dan pengolahan mesej yang berlaku di dalam diri seseorang atau di antara dua atau lebih dengan tujuan tertentu. Pemilikan telefon pintar telah menjadi sebahagian daripada keperluan dalam hidup seharian. Menurut kajian Hushin, Mustafa, dan Omar (2018), penggunaan telefon bimbit yang begitu meluas, telah membentuk budaya tersendiri dalam kalangan penggunaannya. Penggunaan telefon bimbit menjangkau lokasi yang lebih luas dan menyelesaikan masalah geografi dalam proses berkomunikasi. Telefon bimbit memainkan peranan penting dalam kehidupan seharian sebagai alat untuk berkomunikasi dan telah berjaya menarik minat terutamanya kepada golongan muda (Hamdan, Din & Abdul Manaf, 2012).

Malaysia merupakan satu daripada lima tempat di dunia dengan penggunaan telefon bimbit lebih tinggi iaitu pada tahap 39%. Akibat daripada penggunaan teknologi yang pesat dan berkembang luas, ruang komunikasi atau pergaulan dengan individu serta masyarakat semakin tertutup. Menurut Manumpil, Ismanto dan Onibala (2015), fungsi telefon bimbit adalah bagi menyediakan medium media sosial untuk dicapai oleh penggunaannya dengan lebih mudah. Dengan erti kata lain, telefon bimbit yang mempunyai rangkaian internet ini dapat membantu pengguna untuk melangkah lebih jauh bagi mengetahui sesuatu perkara tidak kira dalam soal sosial, kesihatan mahupun pendidikan. Jurang digital ialah terdapat maklumat di dalam teknologi ini tidak dapat diikuti oleh masyarakat sekeliling kerana berlaku ketidaksamaan penggunaan teknologi maklumat dan komuniti yang semakin canggih (Tsatsou, 2011).

KERANGKA TEORITIKAL

Model Penerimaan Teknologi (TAM)

Teori yang pertama menjadi pilihan penyelidik adalah Teori Model Penerimaan Teknologi yang dikenali sebagai (TAM) dilihat selari dengan objektif kajian berikutan kedua-duanya mempunyai hubungkait tentang penggunaan teknologi dalam talian. Teori ini telah dikembangkan oleh beberapa pelopor iaitu daripada Adam et. al., (1992), Szajna (1994) dan Davis (1989). Teori dalam kajian ini telah mengukur berkaitan kebergantungan kepada rangkaian internet yang mempengaruhi pengguna sebagai alat komunikasi untuk berhubung dengan orang lain. Teori TAM ini diaplikasikan untuk mengukur kefahaman seseorang secara terus dengan menggunakan alat teknologi informasi terutamanya dalam kehidupan seharian mereka. Penggunaan sistem informasi kepada individu adalah bagi melaksanakan aktiviti dan penggunaannya menjadi perhatian untuk meneliti sesuatu untuk kemajuan suatu teknologi. Semakin banyak penggunaannya bermakna ia semakin bermanfaat dan memudahkan suatu sistem informasi. Tujuan dari TAM ini adalah untuk menjelaskan kelebihan-kelebihan utama kelakuan pengguna teknologi informasi terhadap penerimaan pengguna teknologi informasi itu sendiri. Model ini menyatakan bahawa pengguna sistem informasi akan dipengaruhi oleh variabel manfaat (*usefulness*) dan variabel kemudahan pemakaian (*ease of use*), di mana keduanya memiliki kaitan yang sangat dipercayai dan boleh diuji secara empirikal.

Teori Ketergantungan Media

Teori ketergantungan media memfokuskan kepada pendekatan sistematik untuk mengkaji kesan media massa kepada khalayak dan interaksi antara media, khalayak, dan sistem sosial. Teori ketergantungan diusulkan oleh Sandra Ball-Rokeach dan Melvin DeFleur pada tahun 1976. Teori ini menggabungkan beberapa perspektif seperti analisis psiko dan teori sistem sosial, pendekatan sistematik dan kasual dan elemen asas dari teori kegunaan dan kepuasan tetapi kurang memberi tumpuan kepada kesan. Teori ketergantungan media adalah salah satu teori, pertama seumpamanya yang menganggap khalayak sebagai bahagian aktif dalam proses komunikasi. Teori ketergantungan media sebenarnya diperluaskan dari teori kegunaan dan kepuasan. Fokus utama teori adalah hubungan antara media dan khalayak. Dalam masyarakat perindustrian dan berasaskan maklumat, individu cenderung mengembangkan ketergantungan pada media untuk memenuhi berbagai keperluan mereka, yang dapat berkisar dari keperluan untuk mendapatkan maklumat mengenai kedudukan dasar calon politik (untuk membantu membuat keputusan pemungutan suara) hingga keperluan untuk bersantai dan berhibur.

Terdapat tiga jenis kesan yang berpunca dari ketergantungan individu kepada media iaitu kognitif, efektif dan tingkah laku. Kesan kognitif adalah perubahan sikap, kepercayaan dan nilai audiens, termasuk perubahan yang dibawa oleh media dalam peranannya dalam "penetapan agenda" politik. Kesan efektif merangkumi, misalnya perkembangan perasaan ketakutan dan kegelisahan tentang tinggal di kawasan kejiranan tertentu sebagai akibat daripada pendedahan berlebihan terhadap laporan berita mengenai kejadian ganas di kawasan tersebut. Contoh kesan tingkah laku adalah "penonaktifan" yang terjadi ketika anggota penonton individu tidak mengambil tindakan tertentu yang akan mereka lakukan sekiranya mereka tidak terdedah kepada pesan tertentu dari media.

METODOLOGI

Rekabentuk Kajian

Pengkaji memilih untuk melakukan satu kajian kaedah kualitatif untuk menjawab objektif kajian. Reka bentuk kajian ini dipilih kerana ia memberi tumpuan kepada meneroka pandangan gelandangan terhadap kebergantungan dan aksesibiliti gelandangan terhadap telefon dalam menjalani kehidupan seharian.

Populasi, Sampel dan Teknik Persampelan

Populasi kajian ini adalah gelandangan yang berada di sekitar Kuala Lumpur. Dalam usaha untuk mengkaji pandangan gelandangan terhadap kebergantungan dan aksesibiliti telefon bimbit dalam menjalani kehidupan adalah penting untuk mempunyai sampel yang merangkumi kumpulan sampel yang menggunakan telefon bagi menjawab objektif kajian. Sampel yang akan dipilih adalah gelandangan di sekitar Kuala Lumpur. Bagi kajian kualitatif, pengkaji menetapkan bilangan sampel yang kecil untuk mengambil bahagian dalam kajian ini. Sampel kajian yang terdiri daripada anggaran 5 hingga 25 orang berdasarkan cadangan Cresswell (1998) bagi kajian fenomenologi. Kajian ini mengutilisasi dua jenis teknik persampelan bola salji dan persampelan bertujuan dalam mengenalpasti ciri-ciri kriteria gelandangan yang dilibatkan dalam kajian ini. Antara ciri-ciri yang diperlukan adalah hidup tanpa tempat tinggal yang stabil, mempunyai telefon bimbit, dan warganegara Malaysia.

Protokol Temu Bual

Penggunaan protokol temu bual dapat membantu pengkaji menyediakan struktur sesi temu bual yang lebih tersusun di samping dapat mengekalkan tahap fleksibiliti temubual tersebut. Sebelum temu bual dijalankan, protokol temu bual perlu disediakan dan pengesahan protokol temu bual perlu disemak oleh pakar-pakar dalam bidang kerja sosial dan keadilan sosial. Protokol temu bual kajian ini berbentuk separa berstruktur; iaitu terdiri daripada beberapa soalan utama berkaitan isu yang dikaji. Temu bual separa berstruktur juga membolehkan pengkaji bertanyakan soalan dan sub soalan yang lain untuk mendapatkan idea atau jawapan yang lebih mendalam daripada responden kajian. Panduan temu bual menyenaraikan soalan atau isu yang akan diterokai semasa temu bual. Panduan menyediakan topik atau bidang subjek di mana pengkaji bebas untuk meneroka, menyiasat, dan bertanya soalan yang akan menjelaskan dan menerangkan topik tertentu.

Analisis Data

Penulisan bahagian ini perlu dilakukan dengan berhati-hati dan pengkaji perlu menerangkan secara terperinci bagaimana analisis dilakukan. Terdapat beberapa proses analisis dan ia diguna pakai secara meluas dalam kajian kualitatif. Penyelidik perlu menyediakan data teks yang telah ditukarkan dalam bentuk transkrip verbatim sebelum analisis dilakukan. Proses penyalinan temu bual akan dilakukan secara manual dengan menggunakan microsoft word. Dalam proses penyalinan semula rakaman temu bual adalah perlu untuk menambah nota-nota yang dibuat sepanjang proses temu bual. Pengkaji memasukkan transkrip ke dalam perisian *Atlas.ti*. Kemudian, pengkaji akan mengekod dengan menggunakan analisis tematik iaitu bertujuan untuk mengenal pasti corak atau tema yang timbul dari setiap transkrip. Pengkaji mengumpulkan setiap kod-kod yang ditemui dan membentuk tema yang bersesuaian dengan objektif yang diperuntukkan. Setiap kod dan tema yang diperolehi dibincang dengan teliti di dalam subtopik seterusnya.

DAPATAN KAJIAN

Pofil Demografi dan Jenis Pemilikan Telefon Bimbit Informan

Pengkaji juga memaparkan profil demografi sosial informan gelandangan bekas banduan untuk kajian kualitatif dalam Jadual 5. Maklumat informan dalam jadual 5 adalah seperti jantina, umur, taraf pendidikan, status perkahwinan, pekerjaan, sumber pendapatan, tempoh menjadi gelandangan dan rekod pemenjaraan.

Kajian kualitatif ini melibatkan 9 orang informan dalam lingkungan 36 tahun hingga 61 tahun. Kesemua informan didapati berasal dari negeri yang pelbagai. Hanya seorang sahaja informan yang sememangnya membesar di Kuala Lumpur. Kesemua mempunyai tahap pendidikan yang rendah iaitu di antara sekolah rendah dan menengah. Hanya seorang daripada informan yang berjaya memiliki Diploma dari Giat MARA. Dari segi status perkahwinan, 6 orang telah bercerai, 2 yang masih bujang dan seorang telah tinggal berjauhan dengan pasangannya.

Hasil kajian mendapati 4 orang adalah penerima bantuan Baitulmal, 3 orang tidak mempunyai sebarang bentuk bantuan, seorang penerima pencen SOCSO, dan seorang mendapat elaun menjadi sukarelawan. Tempoh menjadi gelandangan di dalam lingkungan 3 tahun sehingga 20 tahun lamanya. Dari segi pemilikan telefon bimbit, 7 orang adalah pengguna telefon bimbit pintar manakala 2 lagi adalah telefon bimbit selular. Dari segi status pembelian

telefon, 4 orang membeli telefon baharu manakala 5 orang membeli secara terpakai. Berdasarkan dapatan kajian yang terkumpul, harga pembelian telefon dalam lingkungan RM100-RM300. Ia membuktikan para gelandangan menggunakan telefon dengan harga yang jauh lebih murah daripada telefon berjenama di luar. Kesemua menggunakan telefon bimbit untuk fungsi berkomunikasi. Pengkaji mendapati kesemuanya menggunakan pelan telekomunikasi prabayar berbanding pascabayar. Bagi yang menggunakan telefon bimbit pintar, kebanyakannya memuat turun pelbagai aplikasi media sosial seperti *Facebook*, *Instagram*, *WhatsApp*, *Youtube* dan sebagainya. Ada dari kalangan mereka yang memuat turun aplikasi seperti *Bigo Live*, *TikTok* dan lain-lain yang lebih khusus. Daripada segi kekerapan penggunaan, hampir majoriti informan mengatakan penggunaan telefon yang kerap dan tinggi. Penggunaan telefon yang melebihi 3-7 kali sehari membuktikan tahap kebergantungan yang tinggi informan pada telefon bimbit. Ia memberi gambaran tentang penggunaan tingkah laku penggunaan telefon bimbit dalam kalangan gelandangan. Pengkaji akan membincangkan petikan temu bual yang ditemui tentang bentuk tingkah laku kebergantungan gelandangan terhadap telefon di dalam subtopik seterusnya.

PANDANGAN GELANDANGAN TERHADAP KEBERGANTUNGAN TELEFON BIMBIT DALAM MENJALANI KEHIDUPAN SEHARIAN

Menerusi kajian kualitatif, pengkaji telah menemui beberapa tema yang berkaitan bentuk tingkah laku kebergantungan terhadap telefon:

Menghabiskan masa menggunakan telefon

Dari segi kebergantungan terhadap telefon, pengkaji menemui tema tentang menghabiskan masa setiap hari dengan membelek telefon. Kebanyakannya mengatakan tentang penggunaan telefon yang panjang setiap hari. Pengkaji bertanya tentang jumlah masa seharian apabila menggunakan telefon. Antara petikan perbualan yang ditemui:

“Saya menghabiskan setiap saat membelek telefon. Hal ini kerana tiada apa yang ingin dibuat, maka saya tengok itu (telefon) sahaja”
(Syafiq/ Lokasi tempat: Jalan Chow Kit, K.L/ September 2020)

“Kebanyakan tengok video dalam telefon. Saya scroll bila tidak ada benda nak buat”
(Nazri/ Lokasi tempat: Jalan Chow Kit, K.L/ September 2020)

“Saya banyak bermain telefon juga setiap hari. Kadang tak perasan masa habis menengok telefon”
(Zainuddin/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

Bergantung pada telefon dalam mendapatkan maklumat

Selain itu, terdapat juga gelandangan yang bergantung kepada telefon untuk mendapatkan maklumat. Pelbagai maklumat yang mereka perolehi dari segi makanan, tempat tinggal, pekerjaan dan sebagai menerusi mesej di dalam telefon. Seseorang itu mempunyai kebergantungan yang tinggi kepada telefon bimbit kerana ia membolehkan seseorang itu memperoleh maklumat yang terkini. Hal ini dikatakan demikian kerana, ianya boleh digunakan untuk mengakses maklumat terkini secara pantas erti kata lain ianya dapat diperolehi hanya di hujung jari. Antara petikan temu bual yang mengatakan perkara ini adalah seperti berikut:

“Telefon ini membantu saya mendapatkan makanan sebenarnya. Mana-mana port (tempat) yang ada orang kasi makanan. Kita akan tahu. Orang beritahu dekat mesej”
(Firdaus/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Saya sering mendapatkan banyak benda dari telefon. Kadang-kadang pasal kerja kosong, makanan orang kasi, ada juga pasal Covid”
(Nazri/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Selalunya pasal makanan la. NGO ada beritahu bila nak turun. Kadang-kadang kawan kat sekitar sini akan sebar maklumat. Maka kita pergi la sebab nak makan kan”
(Eddy/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Masa PKP itu, banyak tahu pasal Covid dari telefon la. Kerajaan kasi bantuan (BSH, BPN) memang dekat telefon banyak maklumat orang kasi.”
(Afif/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Saya banyak bergantung dekat telefon gak bila pasal benda maklumat ini. Kadang-kadang hidup susah maca mini. Memang bantuan yang diperlukan”
(Zainuddin/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

Ketagih pada telefon

Selain itu, pengkaji dapat mengenalpasti tema ketagihan pada telefon sepanjang menemubual. Mereka membentuk suatu bentuk pergantungan yang kuat pada telefon.

“Masa kerja pun main telefon kadang-kadang. Tengok bila boss tak de. Saya main”
(Syafiq/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Kadang-kadang gelisah gak bila tak semak telefon, mesti nak tengok juga apa kawan-kawan hantar. Hampir setiap saat mesti tengok balik”
(Nazri/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Saya ni kadang-kadang macam tak perasan juga bila main telefon. Tengok-tengok masa sudah berlalu. Bila tak main telefon, masa jadi lama pula”
(Eddy/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

Selesa menghantar mesej berbanding bersemuka

Malahan, responden juga mengatakan lebih selesa untuk menghantar mesej berbanding bersemuka. Ia merupakan suatu bentuk tingkah laku kebergantungan pada telefon yang dapat dikenalpasti di mana mereka lebih selesa untuk berkomunikasi di sebalik telefon ini. Selain itu, sebagai alat perhubungan dan komunikasi jarak jauh juga merupakan penyebab telefon bimbit mempunyai kebergantungan yang sangat tinggi dalam kalangan gelandangan. Tujuan utama penggunaan telefon bimbit adalah untuk memudahkan gelandangan berhubung dengan mudah walaupun berada jauh melalui penggunaan video call, SMS dan lain-lain. Kemudahan ini bukan sahaja untuk memudahkan gelandangan menghubungi pihak keluarga dan rakan-rakan, malah menjadi tempat untuk mereka mendapatkan pelbagai maklumat mahupun menjadi medan untuk mereka bersosial. Antara pandangan yang dikenalpasti adalah seperti berikut:

“Saya selesa mesej lagi dari jumpa depan-depan. Saya rasa selesa la sebab saya boleh fikir dulu apa yang nak dibalas”

(Firdaus/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Menulis mesej ini macam seronok sebab kita balas membalas komen orang. Kalau tengok orang kat kedai makan, dorank banyak main telefon, dorank bukan nak bercakap pun”

(Eddy/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Kadang-kadang orang itu ada je kat area situ, Tapi saya pilih hantar mesej. Dengan ada telefon, hidup jadi mudah. Tak yah saya nak bergerak cari dia”

(Afif/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

Penemuan kajian menunjukkan golongan gelandangan turut bergantung kepada telefon dalam beberapa aspek kehidupan. Hal ini mengesahkan lagi bahawa kehidupan pada zaman kemajuan teknologi dan komunikasi ni amat memerlukan seseorang itu memiliki telefon bimbit bagi memudahkan pelbagai urusan harian selain untuk tujuan perhubungan sosial dan hiburan.

PANDANGAN GELANDANGAN TERHADAP AKSESIBILITI TELEFON BIMBIT DALAM MENJALANI KEHIDUPAN SEHARIAN

Menerusi kajian kualitatif, pengkaji telah menemui beberapa tema yang berkaitan bentuk aksesibiliti dengan telefon:

Keupayaan untuk berkomunikasi dengan orang ramai (termasuk keluarga dan rakan-rakan)

Tema pertama yang ditemui tentang aksesibiliti menunjukkan penggunaan telefon bimbit sebenarnya memudahkan proses komunikasi. Para informan dapat menggunakan telefon bimbit untuk berhubung dengan ahli keluarga serta rakan terdekat. Keadaan ini menjadikan aksesibiliti mereka terhadap proses komunikasi yang berjalan menerusi penggunaan telefon bimbit. Antara verbatim yang terkumpul adalah seperti berikut:

“Penggunaan telefon bimbit sebenarnya memudahkan proses komunikasi dengan ahli keluarga. Saya juga boleh berhubung dengan rakan”

(Syafiq/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Telefon ini membuatkan kita dapat berhubung dengan orang ramai, macam keluarga, adik beradik. Saya kerap menghubungi mereka untuk bertanya khabar”

(Nazri/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Telefon banyak memberi kelebihan untuk perhubungan. Saya banyak berhubung dengan orang ramai. Selalu saya hubungi keluarga atau kawan-kawan. Saya dengan mudah tahu aktiviti yang mereka lakukan”

(Eddy/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Dengan telefon saya mudah untuk berhubung dengan ahli keluarga saya di kampung”

(Afif/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

Harga telefon yang sudah mampu milik

Selain itu, aksesibiliti para responden terhadap telefon menjadi mudah apabila harga telefon yang sudah mampu milik. Hal ini kerana terdapat pelbagai jenama telefon yang telah dijual dengan harga yang berpatutan dan mudah untuk dimiliki oleh para gelandangan. Mereka ada menyebutkan harga telefon bimbit pintar yang serendah RM 100 yang boleh didapatkan di sekitar Kuala Lumpur. Keadaan ini telah memudahkan aksesibiliti mereka terhadap telefon bimbit. Antara petikan verbatim yang menyebut tentang perkara ini dilampirkan seperti berikut:

“Sekarang harga telefon pun sudah murah. Kalau kat area Chow Kit ini, RM 100 pun ada untuk telefon bimbit pintar yang baru”

(Firdaus/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Saya tengok orang dah tidak susah nak ada telefon bimbit pintar. Ada pelbagai harga. Banyak juga yang murah ditawarkan”

(Nazri/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Harga sekarang sudah banyak murah. Semua orang sudah mampu untuk membeli. Saya tengok ramai juga gelandangan menggunakan telefon bimbit pintar pada hari ini”

(Faiz/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Banyak telefon bimbit pintar yang sudah dijual murah. Sebab itu ramai orang sudah boleh nak beli”

(Afif/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Hari ini, sudah banyak telefon bimbit pintar yang mula dijual murah. Ada pelbagai jenama. Kadang-kadang RM 200 ke RM 300 boleh dapat satu telefon bimbit pintar yang baru”

(Zainuddin/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

Penggunaan telefon bimbit yang mudah dengan kepelbagaian aplikasi

Aksesibiliti terhadap telefon bimbit ini ternyata tinggi apabila penggunaannya yang sangat mudah. Malahan telefon bimbit menawarkan pelbagai aplikasi yang boleh dimuat turun oleh para informan. Kesemua ini menjadikan aksesibiliti telefon bimbit dalam kalangan gelandangan lebih mudah. Pengkaji melampirkan verbatim seperti berikut:

“Paling seronok mengenai telefon bimbit ini sebab ia mudah digunakan. Banyak aplikasi yang boleh dimuat turun”

(Syafiq/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Telefon bimbit mempunyai pelbagai aplikasi. Sebab itu orang ramai nak guna telefon bimbit pintar hari ini”

(Nazri/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Saya suka telefon bimbit pintar sebab banyak aplikasi dalam tu. Selain itu cara penggunaan tak begitu susah. Senang nak faham”

(Faiz/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

Menyediakan medium media sosial

Selain itu, pengkaji mendapati aksesibiliti telefon bimbit disebabkan oleh wujudnya pelbagai medium media sosial pada hari ini. Terdapat pelbagai aplikasi media sosial yang boleh dimuat turun. Antaranya seperti Facebook, *WhatsApp*, Instagram dan sebagai. Rata-rata menyebutkan tentang penggunaan Facebook dan *WhatsApp* sebagai medium mereka berkomunikasi dengan orang ramai. Ternyata aplikasi sebegini menjadi pilihan dalam kalangan pengguna. Pengkaji melampirkan petikan verbatim yang menyebut tentang perkara seperti berikut:

“Telefon bimbit pintar menawarkan aplikasi media sosial. Ada yang suka main Facebook. Ada juga yang muat turun Whatshap. Senang nak bersosial dalam itu”
(Syafiq/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Saya banyak memuat turun aplikasi medial sosial seperti Facebook dan Whatshap”
(Eddy/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Dengan menggunakan telefon, saya boleh buka Facebook. Saya juga ada Whatshap Group. Saya banyak membuat Whatshap Group dengan keluarg dan kawan-kawan sekolah saya dulu”
(Zainudin/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

Menyelesaikan masalah geografi dari segi perhubungan

Kelebihan telefon bimbit dari segi aksesibiliti apabila ia menyelesaikan masalah geografi dari segi perhubungan. Para informan dapat menghubungi keluarga dan rakan-rakan yang duduk di geografi berbeza dengan merek. Keadaan ini memudahkan perhubungan dan komunikasi dengan lancar. Pengkaji melampirkan verbatim seperti berikut:

“Telefon ini mudahkan perhubungan. Kita boleh hubungi orang yang duduk jauh dari kita”
(Eddy/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Kelebihaan telefon bimbit bila boleh menghubungi yang tinggal jarak jauh di kampung. Kita di Kuala Lumpur, boleh hubungi keluarga di Kedah”
(Ishak/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Dari segi penjarakkan sudah tiada masalah. Menerusi telefon bimbit, kita boleh hubungi sesiapa yang kita nak”
(Ikram/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

Mempunyai rangkaian Inernet namun terhad

Dan akhir sekali dari segi aksesibiliti terhadap telefon bimbit, rata-rata mengatakan tentang mempunyai rangkaian internet namun ia didapati sangat terhad. Kebanyakan mereka menggunakan pelan prabayar dengan kuota internet yang jauh lebih mudah. Keadaan ini menyukarkan proses aksesibiliti terhadap informasi dan teknologi apabila gelandangan sebenarnya mengalami akses yang terhad. Pengkaji melampirkan verbatim seperti berikut:

“Sememangnya kita mempunyai akses kepada internet tapi malangnya ia agak terhad. Kadang-kadang tengok movie pun sudah habis data”

(Syafiq/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Kadang-kadang masalah rangkaian internet. Sebab kita guna prabayar, internet data berapalah yang ada”

(Firdaus/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Memang cepat makan data walaupun ada internet”

(Eddy/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Saya sering berhati-hati bila menggunakan internet. Kalau tidak perasan memang boleh habis internet. Saya guna prabayar. Memang internet yang ada sangat limited (terhad)

(Faiz/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Saya hanya mampu menggunakan internet prabayar kerana saya tidak mahu komitmen bulanan. Bila guna internet prabayar, maka kouta yang ada pun tidak banyak. Selalu mudah habis jika saya tidak berhati-hati menggunakan”

(Afif/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

“Kouta internet tidak banyak sebab saya menggunakan pelan prabayar. Selalu saya guna untuk benda-benda penting macam berkomunikasi dan sebagainya”

(Zainudin/ Lokasi tempat: Jalan Chow Kit, K.L/ Disember 2020)

PERBINCANGAN

Seiring dengan perkembangan teknologi, pelbagai fungsi dan ciri-ciri tersendiri telah membuatkan kebergantungan dan aksesibiliti gelandangan menjadi lebih dekat kepada telefon. Kajian telah membuktikan telefon bimbit telah memberi pelbagai faedah kepada gelandangan. Telefon bimbit kini tidak lagi menjadi kehendak dalam kalangan gelandangan malah ia merupakan keperluan asas dalam menjalankan kehidupan seharian. Terdapat pelbagai keperluan yang dapat digunakan hasil daripada penggunaan telefon dapat dikenalpasti menerusi dapatan mengenai aksesibiliti mereka terhadap telefon bimbit ini. Telefon bimbit adalah keperluan asas kerana tanpa telefon bimbit masyarakat tidak boleh mengakses pelbagai kemudahan yang terdapat dalam aplikasi tersebut. Jika dilihat dari penemuan dapatan yang diperolehi menunjukkan para gelandangan ini bergantung kepada telefon bimbit ialah kerana ia dapat menghubungkan mereka dengan orang lain. Tambahan pula, penggunaan telefon bimbit ini dapat membantu gelandangan untuk berhubung dengan kenalan (Eyrich-Garg, 2010). Gelandangan menggunakan telefon untuk berhubung dengan saudara mara jika jarak menjadi halangan untuk mereka berjumpa. Dengan cara ini, mereka dapat mengetahui perkembangan antara satu sama lain walaupun jarak jauh. Disebabkan keadaan hidup yang tidak stabil, pengkaji mendapati telefon bimbit dan akses Internet sebagai medium yang sangat penting untuk mengekalkan hubungan sosial dan perkhidmatan dalam kalangan gelandangan (Eyrich-Garg, 2010). Kepentingan telefon pintar dalam kehidupan gelandangan ini tidak boleh dinafikan lagi kerana peranti mudah alih ini membawa banyak manfaat kepada kelompok ini. Selain itu, fungsi telefon bimbit dan telefon pintar yang mampu mengakses internet setiap masa, ia juga dapat mencari dan memperoleh maklumat semasa (Yahya, Abdullah, & Masdar, 2019).

Kebergantungan gelandangan terhadap telefon bimbit adalah bertujuan untuk menghubungkan mereka dengan pelbagai kemudahan dan aplikasi. Selain itu, gelandangan bergantung kepada telefon bimbit ini disebabkan untuk mendapatkan hiburan dengan mendengar muzik dan menonton filem. Fenomena ini berlaku kerana perkembangan drastik dalam teknologi komunikasi dan maklumat, hubungan dan rangkaian sosial menerusi penggunaan telefon bimbit. Dengan peredaran masa sekarang ini, telefon bimbit diciptakan semakin canggih untuk memenuhi keperluan harian seseorang manusia. Hal ini kerana dengan hanya satu telefon bimbit urusan harian seseorang dapat dilakukan dan diselesaikan dengan cepat. Implikasi teoritikal daripada kajian ini adalah melibatkan model penerimaan teknologi dan dikembangkan lagi oleh beberapa peneliti seperti Adam et al., (1992), Szajna (1994), dan teori kebergantungan media yang diperkenalkan oleh Sandra Ball-Rokeach dan Melvin DeFleur. Model dan teori ini telah dipilih oleh pengkaji kerana mempunyai hubungkait yang sangat rapat dengan tajuk kajian iaitu kebergantungan gelandangan terhadap penggunaan telefon pintar.

Berdasarkan model penerimaan teknologi yang digunakan untuk melihat pemahaman gelandangan yang secara terus menerus menggunakan teknologi informasi dalam kehidupannya. Hal ini didapati penggunaan sistem informasi pada gelandangan untuk melakukan aktiviti dan pemanfaatannya. Menurut Model TAM ini, manfaat yang boleh dicapai adalah individu yang menggunakan aplikasi percaya dan yakin bahawa aplikasi tersebut mampu membantu mereka untuk melaksanakan aktiviti harian. Model TAM didapati selari dengan dapatan yang diperolehi. Gelandangan memperoleh pelbagai manfaat daripada hasil penggunaan. Konsep model TAM ini menjelaskan bahawa individu yang menggunakan sistem informasi ini dapat memudahkan seseorang pengguna sesuai dengan tujuan dan keinginan seseorang apabila melayari internet. Gelandangan didapati sangat bergantung dan memerlukan akses kepada telefon ini.

Manakala menurut teori kebergantungan pula, terdapat hubungan dalaman antara media, khalayak dan sistem sosial yang besar. Penonton yang belajar dari kehidupan nyata adalah terhad, sehingga mereka dapat mengaplikasikan media untuk mendapatkan lebih banyak maklumat bagi memenuhi keperluan mereka. Penggunaan media yang meluas akan menghasilkan hubungan yang saling berkait dengan khalayak. Ternyata gelandangan menunjukkan kebergantungan yang tinggi kepada telefon bimbit. Dalam kajian ini telefon bimbit yang merujuk kepada media telah dapat mewujudkan hubungan ketergantungan dengan khalayak sasaran untuk mencapai tujuan mereka dengan menggunakan kekuatan media. Teori ketergantungan menganggap ketergantungan sebagai hubungan dimana pemenuhan keperluan dan tujuan satu pihak bergantung pada sumber daya pihak lain.

Penggunaan telefon bimbit didapati telah banyak digunakan dalam kalangan gelandangan khususnya dalam menjalani kehidupan jalanan. Hal ini dikatakan demikian kerana, penggunaan telefon bimbit pada masa sekarang adalah menjadi satu kepentingan dan bukannya sekadar keperluan semata-mata. Akses kepada pelbagai media sosial seperti *Facebook* dan *WhatsApp* memberi pelbagai kelebihan dari segi komunikasi buat golongan ini. *Facebook* merupakan antara aplikasi media sosial yang menjadi pilihan yang sangat tinggi dalam kalangan gelandangan. Begitu juga *WhatsApp* di mana membenarkan pengguna menggunakan sambungan internet untuk menghantar mesej antara satu sama lain. *WhatsApp* adalah seperti program atau aplikasi berbual untuk telefon bimbit. Telefon pintar semakin popular dan aplikasi *WhatsApp* tersedia untuk hampir semua telefon pintar. Telefon bimbit sudah menjadi universal apabila ia berfungsi bukan hanya untuk menerima panggilan atau menghantar pesanan ringkas sahaja, malahan berfungsi untuk mencari maklumat, membaca berita, kamera, diari harian dan sebagainya yang dapat memudahkan pihak pengguna (Sinar, 2016). Tambahan pula, apabila keadaan negara yang dilanda virus Covid-19 ini, banyak aktiviti dijalankan dan maklumat disalurkan secara dalam talian.

Secara keseluruhannya, telefon bimbit adalah cara terbaik untuk terus berhubung dengan orang lain dan membentuk aksesibiliti kepada pelbagai perkhidmatan dan maklumat kepada pengguna. Telefon bimbit moden mampu mengakses internet, mengirim dan menerima foto dan dokumen dan beberapa telefon bimbit dilengkapi dengan pelbagai teknologi. Walau bagaimanapun, hasil kajian yang terakhir telah menunjukkan gelandangan ini walaupun mempunyai akses kepada internet namun mempunyai kouta yang terhad. Ia berpunca daripada penggunaan pelan prabayar yang menawarkan pelan yang minima. Keadaan ini menjadikan terdapat aksesibiliti terhad apabila membincangkan tentang rangkaian internet dalam kalangan mereka. Keadaan ini membawa kepada keperluan dalam meningkatkan aksesibiliti dalam kalangan gelandangan ini agak mereka tidak tersisih daripada maklumat dan informasi yang wujud di dalam negara.

CADANGAN

Bagi agensi yang sedang dalam proses, atau memulai pembaharuan perkhidmatan, penemuan ini menunjukkan potensi untuk menggunakan platform dalam talian dan mudah alih untuk menyampaikan perkhidmatan kepada dan melibatkan pelanggan yang hidup gelandangan. Ramai dalam kumpulan ini tidak ketinggalan dalam aspek teknologi. Pada masa yang sama, walaupun memiliki telefon bimbit adalah perkara biasa bagi ramai gelandangan, namun mendapatkan akses kepada internet yang tinggi masih menjadi kesukaran. Lebih-lebih lagi, dalam kelompok ini, ada sebilangan yang mengalami kesulitan kerana kos dan syarat pelan pascabayar. Adalah penting untuk mendapatkan maklumat mengenai keperluan untuk memiliki telefon bimbit tidak didorong terutamanya oleh keinginan untuk memiliki atau menaik taraf ke alat terkini. Bagi orang yang bergelandangan, ini adalah masalah untuk bertahan hidup - tidak ada alternatif lain seperti telefon rumah atau sambungan jalur lebar untuk digunakan ketika tiada tempat tinggal. Berbagai aktiviti yang merupakan bentuk asas penyertaan sosial dan ekonomi, termasuk mengakses perkhidmatan kecemasan, bantuan perubatan dan sokongan krisis, bergantung pada akses siap ke telefon.

Keperluan ini disertakan dengan kos agar perkhidmatan dalam talian dan mudah alih dapat diakses dan bermanfaat bagi kumpulan ini, kos akses dan halangan dan batasan khusus yang dihadapi oleh pengguna yang kehilangan tempat tinggal harus ditangani. Terdapat sebilangan cara penyedia perkhidmatan mudah alih serta perkhidmatan kerajaan dan sokongan dapat menyumbang ke arah tujuan ini. Satu set cadangan yang ditujukan kepada kumpulan-kumpulan ini, dan dipandu oleh prinsip-prinsip kesinambungan perkhidmatan, kemampuan dan fleksibiliti akses. Cadangan bagi meningkatkan capaian internet dalam kalangan gelandangan dan golongan lain yang kurang berkemampuan. Antara apabila internet service provider/ telco dapat memperkenalkan program subsidi/diskaun untuk pembelian data internet. Telco ini boleh melaksanakan Tanggungjawab Sosial Korporat (CSR) dengan memberi data internet percuma. Selain itu juga, boleh melakukan kerjasama dengan syarikat pengeluar telefon untuk menyediakan pakej pemilikan telefon bimbit berserta data internet dengan harga yang mampu dimiliki oleh golongan tersebut. Manakala di peringkat Suruhanjaya Komunikasi dan Multimedia Malaysia boleh membentuk inisiatif untuk menyediakan jaringan internet percuma di sekitar Kuala Lumpur bagi kemudahan gelandangan. SKMM boleh mula memikirkan kaedah dalam membolehkan penyediaan hotspot internet yang dapat membantu gelandangan untuk peluang kepada internet. Di samping itu, pelbagai program secara bersama dalam meningkatkan produktiviti gelandangan. Usaha sebegini sebenarnya boleh memberi impak baik di peringkat mikro dan juga makro.

Di peringkat mikro, cadangan di atas mampu membantu gelandangan meningkatkan akses kepada maklumat kesihatan sekaligus mengurangkan jurang digital yang wujud di antara golongan gelandangan dengan golongan yang lebih berkemampuan. Manakala di peringkat

makro, cadangan di atas mampu menyerlahkan lagi fungsi SKMM dalam mengoptimumkan penggunaan telekomunikasi, meningkatkan tahap kepuashatian pengguna, meningkatkan capaian perkhidmatan dan membantu bagi mencapai agenda negara untuk menjadi sebuah industri komunikasi yang cekap dan berdaya saing.

KESIMPULAN

Kajian ini telah meneroka tahap kebergantungan dan aksesibiliti telefon bimbit dalam kalangan gelandangan. Jurang digital di antara golongan gelandangan dan golongan masyarakat biasa sangat ketara. Walaupun informan kajian mampu menggunakan telefon pintar, akses kepada internet dalam kalangan gelandangan agak terhad memandangkan tidak semua mampu membeli data internet. Akses penggunaan telefon bimbit dalam kalangan gelandangan lebih menjurus alat perhubungan dengan keluarga dan rakan-rakan di samping untuk tujuan hiburan dan mencari maklumat. Ternyata, di sebalik kekurangan yang dialami dan kepayahan hidup, golongan gelandangan juga memerlukan telefon bimbit dan telefon bimbit turut memberi manfaat kepada mereka.

PENGHARGAAN

Penghargaan kepada Suruhanjaya Komunikasi dan Multimedia Malaysia yang telah memperuntukkan satu geran penyelidikan sebanyak RM10,000 dengan nombor kod S/O 14770 bagi menjayakan kajian ini.

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LAMPIRAN

Jadual 5: Demografi responden dan penggunaan telefon

No	Nama	Umur	Asal	Tahap Pendidikan	Status perkahwinan	Pekerjaan	Sumber pendapatan	Tempoh gelandangan	Jenis telefon	Status telefon	Tujuan	Servis perkhidmatan	Jenis aplikasi	Kekerapan menggunakan telefon
1	Syafiq	55	Pulang Pinang	Tingkatan 3	Bujang	Menganggur (mempunyai penyakit darah tinggi)	Baitulmal (RM400 sebulan)	10 Tahun	Pintar (Huawei)	Second hand (RM300)	Berhubung	Prabayar (Umobile)	Tiada	3-4 kali sehari
2	Firdaus	37	Perak	Diploma (Giat MARA)	Kahwin (sudah lama berjauhan dengan pasangan)	Penganggur	Tiada	10 tahun	Pintar	Second had (RM80) (Samsung)	Berhubung	Prabayar	Instagram Facebook Whatsapp mysejahtera	4-5 kali sehari
3	Nazri	48	Melaka	Tingkatan 2	Bercerai (3 orang anak)	Menjual produk cawan (tidak boleh bekerja - OKU)	Pencen Socso	10 tahun	Pintar	Baru (RM300) (Oppo)	Berhubung	Prabayar (Maxis)	Instagram Facebook Whatsapp Youtube Mysejahtera	2-3 kali sehari
4	Eddy	51	Pulau Pinang	SPM	Bercerai (Satu anak)	Penganggur	Tiada	10 Tahun	Pintar	Baru	Berhubung	Prabayar	Facebook dan Whatsapp	6-7 kali
5	Faiz	36 Tahun	Pulau Pinang	Tingkatan 2	Bercerai (satu anak)	Sukarelawan (masih tidak bekerja secara formal kerana kebimbangan)	Elaun menjadi sukarelawan	5 Tahun	Pintar (Xiomi Note 5)	Baru (beli sendiri)	Berhubung	Prabayar (Maxis)	Youtube Mysejahtera Whatsapp Facebook Telegram	Kerap

LAMPIRAN

Jadual 5: Demografi responden dan penggunaan telefon

No	Nama	Umur	Asal	Tahap Pendidikan	Status perkahwinan	Pekerjaan	Sumber pendapatan	Tempoh gelandangan	Jenis telefon	Status telefon	Tujuan	Servis perkhidmatan	Jenis aplikasi	Kekerapan menggunakan telefon
6	Ishak	38	Asal dari Johor. Membesar di Kuala Lumpur	Darjah 6	Bercerai (dua orang anak)	Penganggur	Tiada	6 Tahun	Selular (Nokia) (Second hand)	Second hand	Berhubung	Prabayar (Digi)	Tidak berkaitan	Tidak kerap
7	Ikram	39 Tahun	Negeri Sembilan	Tingkatan 3	Bercerai (anak satu)	Penganggur	Baitulmal (RM400)	3 Tahun	Selular (Sony Ericson)	First hand (sudah 10 tahun)	Berhubung	Prabayar (Celcom)	Tidak berkaitan	Kerap
8	Afif	61 Tahun	Negeri Sembilan	Tingkatan 5	Bercerai (2 orang anak)	Penganggur	Baitulmal (RM300)	20 Tahun	Smart phone	Second hand (RM100)	Berhubung	Prabayar	Facebook Whatsapp	Kerap
9	Zainudin	47 Tahun	Terengganu	Tingkatan 5	Bujang	Penganggur	Baitulmal (RM300)	Menyewa hampir 6 tahun di bilik sewa	Smartphone	Second hand (RM300)	Berhubung	Prabayar (Umobile)	Instagram Whatsapp, Facebook, Bigo live, Tiktok wechat	Kerap

TELEVISION COSUMPTION PATTERNS AMONG MALAYSIAN YOUTH: A SYSTEMATIC LITERATURE REVIEW

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Tarikh dihantar: 30 April 2022 / Tarikh diterima: 20 Mei 2022

Abstract: This comprehensive review of the literature aims to shed light on Malaysian youth's multi-platform television consumption pattern. This is because television viewing habits have become extremely fluid in recent years. As a result, this review is crucial in order to learn and comprehend what is occurring in contemporary youth consumption patterns, particularly among Malaysian youth. The study employed a systematic evaluation of the literature, which involved the use of pre-defined criteria to select academic publications to be surveyed over a five-year period (early January 2017 to the end of 2021), as well as a qualitative synthesis of the findings. By describing and analysing the titles, abstracts, keywords, and full papers of the 17 articles chosen, and using a revised PRISMA flow, this study arrives at a holistic and systematic assessment of this approach over the last few years to guide future research on youth television consumption patterns, particularly in the local context. The findings indicate a shift in Malaysia's television consumption trends. This study found four themes in Malaysian youth TV consumption patterns: credible and factual TV programmes or content, self-preferences and personal tastes, cognitive and emotional needs, and cultural aspects. However, local circumstances, such as ethnic groups' television consumption patterns, make it considerably more interesting to study because the values ingrained in their cultural identity are distinct from those of mainstream television.

Keywords: *Television, Consumption Patterns, Youths, and Systematic Literature Review*

INTRODUCTION

Television viewing habits have evolved throughout time. Television is now accessible via a variety of multi-platform apps or platforms. Dismissing the notion of viewing television programmes exclusively on a television set. Television watching has become more fluid in recent years, showing a dynamic shift in the way society consumes television. According to popular perception, television has a significant influence on how people think about a range of topics (Alan, et al., 2021). The introduction and gradual penetration of this type of screen-based entertainment gadget into most homes has generated considerable curiosity in terms of its potential influence, particularly on children and adolescents. In addition, the media landscape has shifted considerably during the last century. The advancement of new technology, combined with the convergence of numerous screens, has produced an environment in which constant interaction with digital media is an integral part of young people's life (Subrahmanyam and Smahel, 2011).

At the turn of the twenty-first century, television had developed into a one-to-many medium of communication, complete with interactive, customer-specific, and cross-platform features. This occurred as a result of industrial and technological convergence in the areas of telecommunications, information technology, and electronic media. Consumers have begun to consume content online, on-demand, and via streaming services. Additionally, consumers can enjoy television and video content in general from any location with a computer, mobile phone, or television set. Smartphones, tablets, and laptops have permeated traditional television viewing settings, most notably the living room (Ugalde, Martinez-de-Morentin and Medrano-Samaniego, 2017).

As a result, in the age of technological convergence, content consumption has shifted dramatically. The digital era has ushered in a slew of new methods to view television content on a variety of devices, in a variety of locations, and in a variety of social contexts. Mobile devices, such as tablets and smartphones, have infiltrated traditional living rooms, where they have become ingrained in content consumption habits and have eclipsed television as the dominant medium for watching on-demand content (Rubenking and Bracken, 2021). Traditional media outlets are responding to the new rate at which viewer habits are changing as a result of the migration to streaming and on-demand services. To reach new audiences and keep them interested across many platforms, exclusive content is generated for online distribution. The continual evolution of the audience demonstrates that multiscreen living rooms are devolving into numerous single-screen rooms as individual digital devices become the major source of content consumption.

On that basis, this paper examines television consumption habits, notably in Malaysia, through the lens of past research. As we live in the digital age, society makes use of technology on a regular basis. We must acknowledge television's major influence on people's viewing habits in today's world, where we live in a multi-platform world with applications and platforms for watching television content and where social media dominates people's lives.

METHODOLOGY

This study conducted a systematic review of the literature to examine trends in television consumption patterns over the last five years. Each article's subjects, research focus, results, and aims were evaluated using predefined inclusion and exclusion criteria. Titles, abstracts, and keywords of articles are screened for inclusion and exclusion. The primary database for this review was Google Scholar, with ScienceDirect and ProQuest serving as supplementary databases. Due to the abundance of papers relevant to the review's topic of interest, Google

Scholar was chosen as the main source database. Because of the scarcity of open-access literature on television viewing trends among Malaysian youth, ScienceDirect and ProQuest were utilised as supplemental databases. Google Scholar's lack of reliability and the complexity associated with screening articles, researchers expressed reservations about using it as a research database (Wang, Ang, and Abdul Halim, 2020). Nonetheless, for this study, this database is the best option. Articles were efficiently filtered based on their highlighted titles, abstracts, keywords, and availability of the full text.

Additionally, one of the most critical components of a systematic evaluation of the literature is the inclusion and exclusion criteria. This factor is crucial in choosing which articles should be examined in a systematic review of the literature and which should be excluded. The inclusion and exclusion criteria for this review were set by country, language, keywords, and time frame. The following are the details of the inclusion and exclusion criteria:

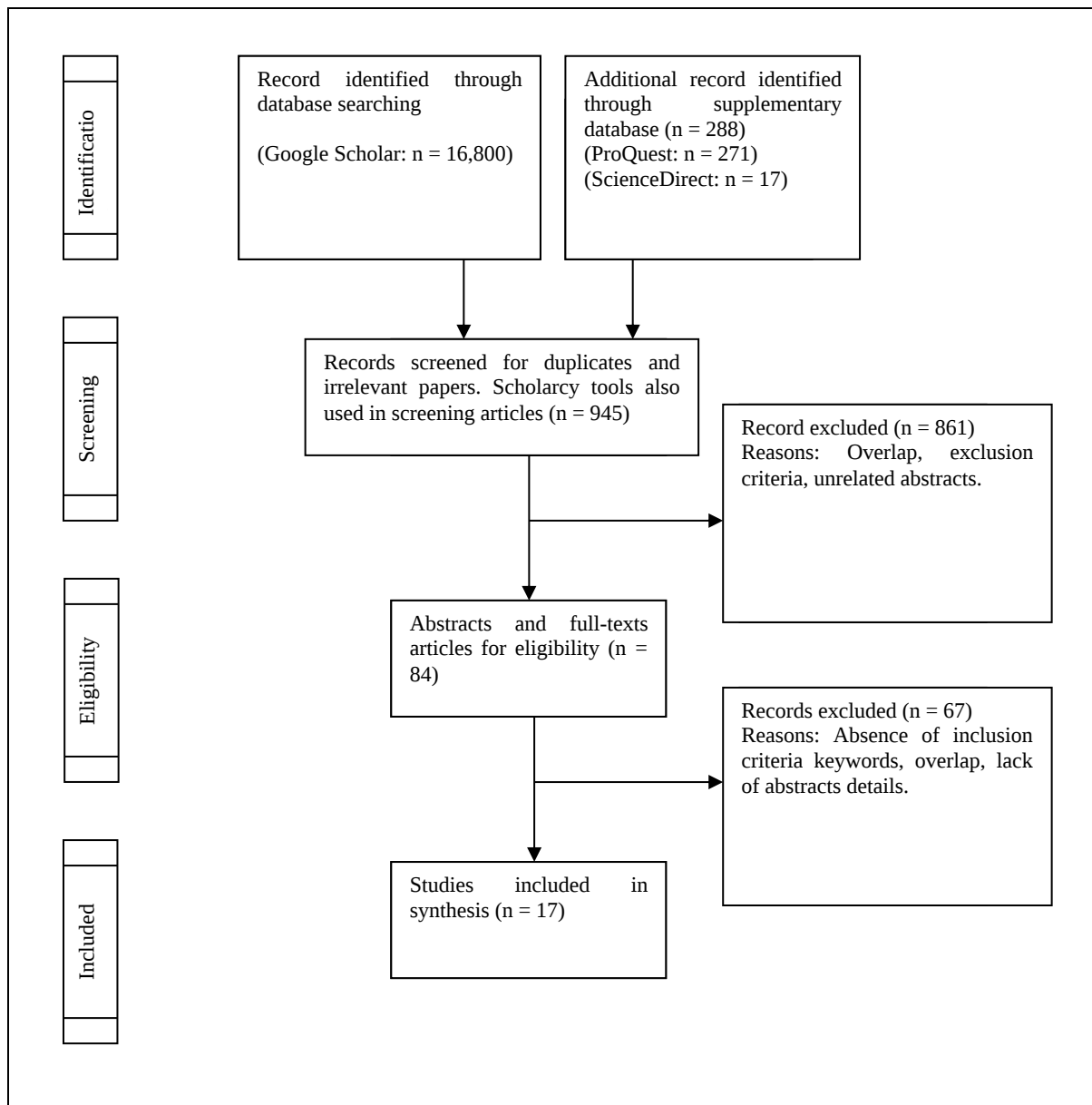
Table 1: Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Country	Malaysia	Other than Malaysia
Language	English, Bahasa Malaysia	Non-english (except Bahasa Malaysia)
Keywords	TV consumption, use, habits, patterns	Other than TV consumption, use, habits, patterns
Field	Social Science (Particularly Media and Communication)	Other than Social Science
Time frame	Between 2017 to 2021	< 2017 and > 2021

This review's inclusion criteria were specified to ensure that the review's focus is on the correct subject. Malaysia was chosen as the focal country for the literature because the purpose was to ascertain the television consumption patterns of Malaysian youth. English and Bahasa Malaysia are the only languages used in the articles. Additionally, the articles incorporate keywords associated with television consumption, use, habits, and patterns. Acceptance of articles is conditional on the inclusion of keywords. Social sciences, primarily media and communication, are included in the criteria of inclusion. Articles must be published between the years of 2017 and 2021. Meanwhile, exclusion criteria include publications from countries other than Malaysia, non-English languages other than Bahasa Malaysia, and keywords other than television consumption, use, habits, and patterns. Additionally, papers published prior to 2017 and after 2021 are excluded.

To begin the systematic review of the literature, this study was guided by the PRISMA flow diagram. PRISMA was utilised to ensure the review's authenticity, the integrity of the data, and the review's thoroughness and transparency. This review is divided into four stages: identification, screening, eligibility, and inclusion of papers. Initially, publications are retrieved using their titles, abstracts, and keywords. Certain articles that are missing critical information will be evaluated based on their availability of full texts. Figure 1 illustrates the flow charts that detail the number of articles included and the reasons for their exclusion.

Figure 1: Guided PRISMA flow chart for systematic literature review.



As illustrated in Figure 1, 16,800 articles from Google Scholar and 288 articles from other article sources (ProQuest and ScienceDirect) were retrieved during the identification phase. After removing duplicates and those who did not meet the inclusion requirements, the total number was reduced to 945. In terms of screening, just a few publications on Malaysian television consumption trends fit the inclusion criterion. Several articles are based on research about children's television viewing patterns. These studies are not permitted since they are irrelevant to the article's purpose.

However, due to the study's rigorous inclusion criteria and the researchers' neglect, it is possible that several papers pertinent to the study were overlooked. The remaining 84 articles met at least some of the inclusion criteria. On the other hand, the remaining papers in this phase may be unsuitable for synthesis due to a lack of abstract details, critical keywords, or relevance to the study's purpose. The following stage was to evaluate the 84 articles in their entirety to determine their eligibility. Additionally, articles with insufficient abstracts and data are

removed. Following the identification, screening, and eligibility phases, 17 articles were retained for a qualitative synthesis of this study.

RESULTS AND DISCUSSION

After collecting enough samples, data were reviewed and arranged according to different components of the studies. The data of television consumption patterns presented in themes of credible and factual TV programmes or content, self-preferences and personal tastes, cognitive and emotional needs, and cultural aspects.

Theme 1: Television Consumption Patterns – Credible and factual TV Programmes or Content

Author (s), Articles title, Publication information	Methods	Population or Sample	Results
Boyman, S. N., Jawan, J., Suhaili, S., & Besar, J. A. (2020). Sources of Political Information among Young Women in Perak. <i>International Journal of Psychosocial Rehabilitation</i> , 24(09).	Quantitative	450 respondents, women only, 18-40 years old	Televisions were selected as the most important sources of political information among young women. The findings also showed that respondents' confidence in the source of political information they obtained from for the TV category showed that Astro Awani was highly regarded with the highest mean score, followed by government-owned televisions such as TV1 and TV2.
Karim, A. A., Faizal, S., & Chinnasamy, S. (2021). Audiences' Perception and Engagement with Malaysian Public Broadcaster, Radio Television Malaysia's (RTM) Prime News. <i>International Journal of Research in Engineering and Science (IJRES)</i> , 9(6), 17-26.	Qualitative - face-to-face interview	6 informants, 18 years and above, always watch news	Television consumption patterns of television news happens simultaneously with other media, especially social media. However, television news still holds higher credibility than news presented on social media platforms. The informants also felt that RTM's Nasional 8 provided better means of engagement with its audiences, which they believed is not provided by other prime time TV news.
Arandas, M. F., Loh, Y. L., & Chiang, L. Y. (2021). Media Credibility, Misinformation, and Communication Patterns during MCO of COVID-19 in Malaysia. <i>International Online Journal of Language, Communication, and Humanities</i> , 4(2), 26-40.	Quantitative – survey (online google form)	210 respondents, 18-30 (81%) years old	Despite the fact that social media was the respondents' primary source of information during pandemics, television continues to play an important role in providing credible information.
Azzman, T. S. A. T. M., & Manaf, A. M. A. (2018). Religiosity and Its Impact on Twitter Use and Viewing of Islamic Reality Television Shows among University Students in Malaysia <i>Journal of Islam in Asia (E-ISSN 2289-8077)</i> , 15(3), 356-382.	Quantitative - employing the use of a cross-sectional survey to examine the influence of religiosity on social media use and television viewing of Islamic reality shows among Malaysian university students.	321 respondents. Age ≤ 20 and 21-23, ≥ 24 years old, Diploma and Matriculation students.	Television viewing influenced by the use of social media such as Twitter – Islamic reality shows being posted on social media increased viewership from the audiences.

In a world where information can be accessible with the tap of a finger, it is vital to have accurate and dependable information. According to Boyman et al. (2020), young women in Perak prefer to consume political information via television rather than social media. The

favourite television channel was Astro Awani, followed by state-owned stations such as TV1 and TV2. Additionally, television news consumption demonstrates that state-owned television networks deliver trustworthy information (Karim, Faizal, and Chinnasamy, 2021). As a result, respondents said that news from television stations (RTM's) retains a high degree of credibility and factual information.

Additionally, during pandemics, dependable and accurate information is critical. While respondents to Arandas, Loh, and Chiang's (2021) survey said that social media is their primary source of information, television remains a credible source of factual information. Although a huge amount of information regarding pandemics is available, television continues to play a critical role in giving credible information. Also, people favour religious programmes that is based on accurate information from television broadcasts. They feel religious programmes is credible and factually accurate when it comes to religious topics (Azzman and Manaf, 2018). When viewers posted information about the shows on social media platforms such as Twitter, the number of viewers also climbed.

As a result, when compared to social media, television consumption patterns among Malaysian youth prioritise watching reliable and factual television programmes.

Theme 2: Television Consumption Patterns – Self-preferences and Personal Tastes

Author (s), Articles title, Publication information	Methods	Population or Sample	Results
Bindah, E. V. (2019). <i>Social globalization and consumer life satisfaction: An empirical study in Malaysia. In Globalization and Development</i> (pp. 387-409). Springer, Cham.	Quantitative - survey	900 respondents, Adults.	Television viewing habits focused on self-preference to specific TV genres. They felt more content with their lives when consume TV genres that they choose.
Nasseri, E. M., Neo, T. K., & Perumal, V. (2020). <i>Analysis of American Television and Its Impact on the Cultural Perception on Malaysian Youth. Pertanika Journal of Social Science and Hummaniora</i> , 28(3), 2441-2463.	Mix-methods – Quantitative survey and Qualitative in-depth interviews	335 respondents, 18-23 years old, undergraduates.	Malaysian youth used television for entertainment as well as social surveillance; it was a tool to keep tabs on them to keep up with current events and trends, as well as to imitate celebrity lifestyles and practises. Youth are uninterested in local television programmes.
Ahamad, M., & Alimom, N. (2020). <i>Exposure and Acceptance of RTM Governmental Information Programme among Urban Young Viewers in the Klang Valley. Asian Journal of Behavioural Sciences</i> , 2(3), 76-82.	Qualitative - survey	100 respondents, IPTA/IPTS students	Low exposure and acceptance among the respondents due to the factors of unattractive programme style and concept, and the respondents are more interested in entertainment programme, rather than talk show or factual programme, besides, the challenges from the internet that give various alternatives and easy access for the young viewers to select want they want to watch.
Alan, R., Hassan, M. S., Bolong, J., Osman, M. N., Lepun, P., & Kamarudin, S. (2021). <i>Descriptive Analysis: Television Uses among Community in Rural Area, Sarawak. International Journal of Academic Research in Business and Social Sciences</i> , 11(11), 1258–1272.	Quantitative	356 respondents, < 25 – 70 > years old	Television consumption patterns shows that they rarely watch TV in a week. In terms of viewing patterns, respondents are divided into two groups: some prefer to watch TV1, TV2, and TV3 in the evening, while others prefer to watch ASTRO and other channels at night, with a time allocation of 30 to 59 minutes for RTM and Media Prima channels, and Astro channels with a time allocation of more than 2 hours for RTM and Media Prima channels.

Hashim, N., Razak, M. N. F., & Huiwen, S. (2021). Malay and Non-Malay Working Adults: Multigroup-Analysis on the Differences of Influence Between the Frequent Watched Programs on Portal Tv and Satisfaction on Gratification Needs. <i>International Journal of Academic Research in Business and Social Sciences</i>, 11(8), 1852–1866.	Quantitative	175 respondents, students and working adults	There are significant differences between Malay and Non-Malay in preferred programs on portal TV to satisfy their needs' gratification. There is a strong influence of preferred programs on portal TV in satisfying their needs on media consumption gratification to Malay compared to non-Malay.
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Malaysian youth's television viewing habits indicate their self-preferences and personal tastes. According to Bindah's (2019) research, respondents favour specific genres of television. This research indicates that American entertainment-focused television programmes are the most popular among youths. When respondents consumed their preferred genres, they reported feeling more content with their life. Additionally, respondents watch television because the programmes they desire is of personal interest to them. According to Nasseri, Neo, and Perumal (2020), Malaysian adolescents watch television for entertainment and social surveillance. They develop a feeling of global citizenship through American television, which enables them to keep up with current events and trends while imitating celebrity lifestyles and practises. Besides, youth are disinterested in locally produced television shows as a result of the shows' unappealing style and concepts. For instance, RTM TV1 core programmes such as *Dialog* and *Landskap*, which debate current events, have low acceptance and viewership among Malaysian youths, especially in the Klang Valley (Ahamad and Alimom, 2020). Additionally, the internet poses a threat to local television programmes.

Additionally, there is much ambiguity regarding the number of individuals who will watch local television shows. Alan et al. (2021) report that television viewing has been declining. According to their findings, audiences in Asap Koyan, Belaga Sarawak used local television channels to access government information via RTM (TV1 and TV2) and Media Prima (TV3), as well as entertainment including sports and recreation information via Astro. The average daily viewing time for RTM channels (TV1 and TV2) and Media Prima channels (TV3) is between 30 to 59 minutes, primarily in the evening. While Astro's viewing time exceeds two hours, night time viewing is preferred. Moreover, television viewing is limited to periods when the audience need it. Local programmes also appear unappealing to respondents. According to audience segmentation, respondents are more inclined to prefer personal interest television above programmes that is meaningful to them and their community. Moreover, Hashim, Razak, and Huiwen (2021) discovered that respondents' pleasure with television viewing is significantly influenced by their self-preferences and personal tastes. There are considerable variances in the gratification satisfaction needs of Malay and non-Malay viewers for their chosen portal television programmes. This indicates that the contrast between self-preferences and personal preferences in programme selection has an effect on Malaysian youth television consumption patterns.

Theme 3: Television Consumption Patterns – Cognitive and Emotional Needs

Author (s), Articles title, Publication information	Methods	Population or Sample	Results
Amaran, M. A., & Wen, L. M. (2018). Factors of watching Korean drama among youth in Kuching city, Malaysia. <i>International Journal of Arts and Commerce</i>, 7(7), 33-48.	Quantitative - stratified sampling method (respondents who watch the shows) and random sampling method to minimize bias.	300 respondents, 18 - 25 years old.	Youth watch Korean Drama to gratify their needs of learning about Korean culture such as Korean cuisine, fashion, language, and the famous tourist destinations in Korea as well as to socialize with friends and family such as spending time together, joining drama discussion with friends and having common conversation topics with friends and family. Learning and sociability.
Hashim, N., Bolong, J., & Razak, M. N. F. (2021). Viewers' Choice: Discrete Choice Elements of Viewer's in Portal Television Usage and Preferred Types of Programs Watched Frequency in Achieving Gratifications. <i>International Journal of Academic Research in Business and Social Sciences</i>, 11(8), 1867-1889.	Quantitative - non-probability purposive sampling via self-administrated survey	500 respondents, working adults	Television consumption patterns through portal TV indicate the elements of cognitive and emotional needs when people use portal TV.
Wasli, M. M. P., & Hussin, Z. (2017). Directed content analysis of akhlak in Islamic reality television programme 'Imam Muda'. <i>O-JIE: Online Journal of Islamic Education</i>, 3, 1-10.	Content Analysis	158 Islamic Education messages recorded based on the pre-determined coding.	Television shows such as Islamic programmes – Imam Muda provide alternatives to deliver Islamic Education informally and can assist in higher order thinking skills.
Ariffin, J. T., Bakar, H. A., & Yusof, N. H. (2018). Culture in Korean Drama towards Malaysian Audiences. <i>International Journal of Innovative Research in Engineering & Management</i>, 5(1), 10-14.	Qualitative in-depth interview	8 informants (Executive in Korean and Malaysian TV industry), 4 from Korea, 4 from Malaysia	The study shows that Korean dramas satisfy Asian audiences' emotional needs especially Malaysian audiences by being easy to assimilate to a similar lifestyle, cultural proximity, and expressiveness.
Loh, B. Y. H. (2019). "Do you have a link?": The effects of piracy and online streaming services on the sharing practices of television content. <i>SEARCH Journal of Media and Communication Research</i>, 11(2), 41-55.	Qualitative in-depth interviews	30 participants (20 -70 years old, average age of 36.16) - media users in Malaysia and Singapore	Television viewing pattern have shifted because of the growing use of online streaming services. This resulted in in new ways for media users to act as borrowers and lenders which enables new benefits such as recommendations and cost saving in sharing of access-contents.

When it comes to television consumption, it is vital to discuss cognitive and emotional needs. According to Hashim, Bolong, and Razak (2021), cognitive and emotional demands significantly influence how respondents access portal television. They watch television in order to satisfy their cognitive and emotional needs. Cognitively, watching television programmes implies education and learning. Wasli and Hussin (2017) discovered that Islamic programmes, such as Imam Muda in television series, can serve as an informal substitute for Islamic education and can help individuals acquire higher thinking skills. Apart from that, Korean dramas are marketed as a way to learn about Korean culture, which includes cuisine, fashion, language, and major tourist locations in Korea (Amaran and Wen, 2018).

Additionally, Amaran and Wen (2018) noted that Malaysian youth watch Korean drama to meet their emotional needs through social activities such as spending time together, participating in drama discussions with friends, and discussing shared subjects with friends and family. Moreover, due to the similarities in lifestyle, cultural proximity, and expressiveness,

Korean drama is more easily relatable to Malaysian audiences' emotional needs (Ariffin, Bakar, and Yusof, 2018). However, difficulties develop as a result of the proliferation of internet streaming piracy services. As Loh (2019) mentioned, while allowing audiences to watch whatever films or film content they choose via internet streaming piracy services can satisfy emotional needs, there are drawbacks. As a result of piracy, which is a criminal offence, users and lenders become entangled with unethical service providers. As a result, the shift in viewership may be influenced by piracy services, which may influence meeting cognitive and emotional needs.

Theme 4: Television Consumption Patterns – Cultural Aspects

Author (s), Articles title, Publication information	Methods	Population or Sample	Results
Mohamed, S. (2020). New Media, Cultural Imperialism and the Malay Muslim Society in Malaysia. <i>Journal of Islamic, Social, Economics and Development</i>, 5(29), 19-33.	Content analysis	-	In an era of multi-platform streaming, the use of television by Malay Muslims reignites concerns about cultural imperialism and troubling postmodern ideals. It gives Malay Muslims a lot of opportunities to be part of the modern world, but it also has drawbacks.
Zainia, F. H. M., Azinuddin, M., & Mior, N. S. (2020). The Role of the Hallyu Phenomenon in Shaping a Destination Image among Malaysian Adolescents. <i>International Journal of Innovation, Creativity and Change</i>, 13(5).	Quantitative survey	- 301 respondents, 15-24 years old	Korean TV shows and Drama has a significant stimulation in destination image. It has impact in choosing tourism destination particularly Korea.
Amaran, M. A., & Wen, L. M. (2018). Factors of watching Korean drama among youth in Kuching city, Malaysia. <i>International Journal of Arts and Commerce</i>, 7(7), 33-48.	Quantitative stratified sampling method (respondents who watch the shows) and random sampling method to minimize bias.	- 300 respondents, 18 - 25 years old.	Youth watch Korean Drama to gratify their needs of learning about Korean culture such as Korean cuisine, fashion, language, and the famous tourist destinations in Korea as well as to socialize with friends and family such as spending time together, joining drama discussion with friends and having common conversation topics with friends and family. Learning and sociability.
Idrus, M. M., Hashim, R. S., & Mohd Mydin, R. (2017). Rediscovery of the Malay 'local:' youth and TV fiction in Malaysia. <i>International Journal of adolescence and Youth</i>, 22(2), 210-225.	Qualitative - focus group and individual interviews	18 participants, age ranged of 18-50 years old	Despite globalisation, local television fiction remains rooted in localised aspects. On Dhia, Julia and Adam and Hawa have been used to provide respondents with individual narratives on how they discover and get a glimpse into local TV fiction.

Cultural aspects of Malaysian television consumption patterns raise concerns about the probable influence of cultural imperialism on local television programmes. As Mohamed (2020) noted, in an era of multi-platform streaming, Malay Muslims' use of television reignites concerns about cultural imperialism and problematic postmodern ideas. It provides several

opportunities for Malay Muslims to participate in the contemporary world, but it also has limitations. Concerns about cultural imperialism also linger over destination images from Korean television shows that encourage viewers to visit Korea. This occurs as a result of the cultural aspects of Korea incorporated into Korean television shows, which captivate audiences (Zainia, Azinuddinb, and Mior, 2020).

Despite this, the cultures of Korea and Malaysia remain intricately interwoven. Where we share a common way of life, cultural proximity, and expressiveness, the culture simply blends into ours (Amaran and Wen, 2018). Malaysian youth acquire knowledge of Korean culture as a result of their viewing of Korean television shows (Ariffin, Bakar, and Yusof, 2018). Although consumption of Korean television series has been rising across numerous channels among Malaysian youth, locally created shows continue to remain relevant in Malaysia. According to Idrus, Hashim, and Mohd Mydin (2017), despite the fact that globalisation has impacted the consumption of locally produced shows, they continue to excel at producing local television programmes. This is to ensure that local television programmes continue to exist in the face of multi-platform screens and online streaming.

CONCLUSION

Changes in the television consumption patterns of Malaysia's youth are inevitable. Numerous factors contribute to the changing attitudes of youths about television viewing. This article outlines four themes relating to Malaysian youth television consumption patterns: credible and factual television programmes or content, self-preferences and personal tastes, cognitive and emotional needs, and cultural aspects. These themes are rooted in the way Malaysians consume television in an era of multi-platform content access. Concerns have been expressed over the cultural aspects, which are significant since they have the potential to impact television viewing patterns. The themes warrant additional investigation in order to acquire a better grasp of the reality of television usage among youths in contemporary society.

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KEMPEN STAY AT HOME: KEJELASAN TUJUAN, KEBERKESANAN DAN IMPLIKASI KEPADA MASYARAKAT

STAY AT HOME CAMPAIGN: THE PURPOSE, EFFECTIVENESS AND IMPLICATIONS TO THE COMMUNITY

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Tarikh dihantar: 1 Mac 2022 / Tarikh diterima: 18 Mei 2022

Abstrak Perintah Kawalan Pergerakan (PKP) telah dilaksanakan di Malaysia berkuatkuasa pada 18 Mac 2020 dengan tujuan mengekang penularan wabak penyakit berjangkit yang dinamakan Novel Coronavirus (2019-nCov). Justeru, Kempen Stay-at-Home diperkenalkan susulan bilangan kematian yang disebabkan jangkitan virus Covid-19 semakin meningkat dan membimbangkan. Kempen Stay-at-Home adalah sebuah kempen kesihatan awam yang diwujudkan untuk menggalakkan orang ramai kekal berada di rumah untuk melindungi penduduk daripada terdedah kepada kebarangkalian dijangkiti virus Covid-19 dan seterusnya mengurangkan kematian yang diakibatkan oleh virus ini. Kempen kesihatan awam adalah kempen menerusi media yang mempromosikan intervensi kesihatan awam seperti Kempen Kesedaran Thalassemia dan Kempen Kesihatan Mental Sedunia. Kepatuhan rakyat terhadap PKP adalah wajib dan menjadi asas kepada kempen kesihatan awam. Kesedaran dan pematuhan yang masih kurang terhadap arahan PKP menerusi Kempen Stay-at-Home dalam kalangan penduduk di Malaysia amat membimbangkan. Kemungkinan wujud keperluan untuk mendidik dan mengasuh minda ahli masyarakat agar memahami tujuan kempen duduk di rumah sepanjang tempoh PKP. Kajian ini dilakukan menggunakan kaedah kualitatif dengan teknik perbincangan kumpulan fokus dengan berpandukan Model KAP (Knowledge-Attitude-Practise/Behavior) telah dilaksanakan dalam kajian ini. Kajian bertujuan untuk mengenalpasti punca mengapa masyarakat kurang memberi kerjasama terhadap Kempen Stay-at-Home dan mengenalpasti tahap kesedaran masyarakat terhadap mesej dalam Kempen Stay-at-Home. Kajian mendapati masyarakat kurang menyokong usaha Kempen Stay-at-Home untuk memutuskan rantaian virus Covid-19 atas pelbagai faktor seperti tekanan (stress), keperluan untuk keluar bekerja, tiada ganjaran, kekurangan penguatkuasaan, dan sebagainya. Diharap kajian ini dapat menyalurkan maklumat yang berkaitan dengan persepsi masyarakat terhadap kepentingan PKP dan seterusnya memberi maklumat berguna kepada pihak berkuasa agar dapat memikirkan cara yang terbaik untuk menyampaikan mesej tentang kepentingan keselamatan masyarakat.

Kata Kunci: Covid19; kempen; model KAP; Perintah Kawalan Pergerakan; Stay-at-Home

Abstract The Malaysian Movement Control Order (PKP) came into effect on 18 March 2020, with the aim of preventing the spread of an infectious disease known as Novel Coronavirus (2019-nCov). As a result of the growing and frightening number of deaths caused by Covid-19 virus infection, the Stay-at-Home Campaign has been launched. The Stay-at-Home campaign

is a public health initiative designed to urge people to stay at home to protect the population from being infected with the Covid-19 virus. Public health campaigns, such as the Thalasemia Awareness Campaign and Mental Health Awareness Campaign, are media campaigns that support public health interventions. The public must adhere to the PKP, which serves as the foundation for public health efforts. The lack of public understanding and compliance with the PKP's recommendations through the Stay-at-Home Campaign in Malaysia is very worrying. It may be necessary to educate and cultivate the minds of community members so that they understand the goals of the stay at home campaign during PKP. This study uses a qualitative approach, using a focus group discussion procedure based on the KAP Model (Knowledge, Attitude, Practice, and Behavior). The purpose of the study was to determine the reasons why the community did not cooperate with the Stay-at-Home Campaign and to determine the level of community understanding of the message of the Stay-at-Home Campaign. The study found that the community was less supportive of the Stay-at-Home Campaign's efforts to break the Covid-19 virus chain because of a variety of issues including stress, desire to get out of work, no incentive, lack of enforcement, and so on. This study is believed to provide information on community perceptions on the relevance of PKP, as well as important information to the authorities as they consider the best approach to convey a message about the importance of community safety.

Keywords: campaign; Covid19; KAP model; Movement Control Order; Stay-at-Home

PENDAHULUAN

Novel Coronavirus adalah strain baharu *Coronavirus* yang belum pernah dikenalpasti sebelum ini. Ia telah menular dengan cepat ke seluruh dunia dengan begitu pantas. Tan Sri Muhyiddin Yassin iaitu mantan Perdana Menteri Malaysia telah mengumumkan Perintah Kawalan Pergerakan (PKP) dalam satu pengumuman khas bagi mengekang penularan wabak penyakit berjangkit tersebut. Perintah Kawalan Pergerakan (PKP) ini bermula dari 18 Mac 2021 hingga penghujung tahun 2021 yang melibatkan beberapa fasa. PKP ini melibatkan larangan perhimpunan awam untuk sebarang aktiviti berunsur keagamaan, sukan, aktiviti sosial dan kebudayaan serta penutupan sekolah, pejabat kerajaan dan premis perniagaan, menghentikan perjalanan keluar negara untuk rakyat Malaysia dan menyekat kemasukan pelancong asing ke dalam negara.

Susulan statistik yang membimbangkan iaitu sebanyak 70 kematian dicatatkan dari 18 Mac 2020 hingga 10 April 2020 yang membawa kepada jumlah kes keseluruhan adalah sebanyak 4,346 orang yang dijangkiti virus Covid-19, kempen kesihatan awam iaitu Kempen Stay-at-Home telah diperkenalkan. Kempen Stay-at-Home ini adalah sejajar dengan misi kerajaan untuk mengurangkan jumlah penduduk yang dijangkiti virus Covid-19 dan seterusnya mengurangkan kematian yang diakibatkan oleh virus yang merbahaya ini. Kempen Stay-at-Home yang berjaya dilaksanakan dijangka boleh mengurangkan risiko peningkatan atau pertambahan pesakit yang dijangkiti virus Covid-19. Kerajaan bertanggungjawab terhadap keselamatan masyarakat Malaysia selain daripada tanggungjawab individu itu sendiri.

Menteri Kesihatan Datuk Seri Dr Adham Baba menggalakkan rakyat Malaysia untuk terus mematuhi arahan PKP dalam usaha memutuskan rantai Covid-19. Tujuan utama Kempen Stay-at-Home diwujudkan adalah untuk menggalakkan orang ramai kekal berada di rumah agar penduduk dapat dilindungi daripada terdedah kepada kebarangkalian dijangkiti virus Covid-19. Langkah ini adalah bertepatan dengan misi untuk mengurangkan kadar kematian yang tinggi dalam kalangan penduduk di Malaysia. Justeru, kempen ini adalah untuk menggalakkan semua masyarakat untuk menjadi lebih bertanggungjawab dengan duduk di rumah dan peka dengan keadaan semasa. Menurut unjuran yang dibuat oleh Kementerian Kesihatan, PKP yang dilaksanakan sedikit sebanyak telah berjaya mengurangkan

kebolehhajngkitan dan penularan virus Covid-19. Oleh itu, setiap individu memainkan peranan dalam membantu mengurangkan risiko jangkitan virus Covid-19 dengan mematuhi arahan kerajaan supaya duduk di rumah sepanjang PKP dilaksanakan.

Untuk menentukan tahap kesedaran, beberapa kajian menggunakan analisis pengetahuan, sikap dan amalan (KAP) telah dijalankan di Malaysia untuk mencapai tahap pengetahuan, sikap dan amalan masyarakat. Oleh itu, penyelidikan ini membincangkan secara ringkas mengenai penemuan kajian berdasarkan pengetahuan, analisis sikap dan amalan yang digunakan untuk menilai tahap kesedaran di antara pelbagai masyarakat di Malaysia. Kajian ini dijangka akan memberi manfaat untuk meningkatkan penglibatan masyarakat di semua peringkat dan memberikan pandangan mengenai pendekatan intervensi untuk mengukur tahap kesedaran mengenai Covid-19 dalam kalangan anggota masyarakat.

PERMASALAHAN KAJIAN

Kerajaan telah berusaha sedaya-upaya untuk membendung penularan virus Covid-19 dengan pelbagai inisiatif dan cara seperti pelaksanaan PKP secara berfasa. Namun sehingga kini jumlah pesakit yang positif dijangkiti oleh virus tersebut di Malaysia masih meningkat. Peningkatan kes jangkitan, menunjukkan bahawa tahap pengetahuan masyarakat terhadap bahaya virus Covid-19 ini masih di tahap yang membimbangkan. Menteri Kanan (Kluster Keselamatan), Datuk Seri Ismail Sabri Yaakob menyifatkan, kadar pematuan PKP dalam kalangan orang awam masih kurang dan jumlah mereka yang ditahan semasa sekatan jalan raya di seluruh negara kerana ingkar PKP masih tinggi berbanding sebelum ini.

Meskipun kerajaan telah mengarahkan larangan sebarang aktiviti perhimpunan awam, masih terdapat rakyat Malaysia yang ingkar dengan arahan dan dilihat masih berkumpul di tempat-tempat awam terutamanya di kawasan pasar dan kedai makan. Menteri Komunikasi dan Multimedia, Datuk Saifuddin Abdullah pula berkata, sejak arahan PKP dilaksanakan, majoriti rakyat akur dengan perintah itu tetapi ada sebilangan 10 peratus atau tiga juta penduduk masih gagal mematuhi arahan tersebut. Beliau berkata mungkin angka itu kecil tetapi dalam konteks penularan Covid-19, jumlah itu cukup besar untuk memburukkan lagi keadaan semasa dengan peningkatan kes negara.

Krisis kesihatan bukanlah satu-satunya masalah yang timbul semasa pandemik ini. Ekonomi, pasaran kewangan, dan buruh turut terkesan berikutan tindakan yang diambil oleh kerajaan atas nama kesihatan awam. Perkhidmatan penting (*essential*) dan tidak penting (*non-essential*) telah menjadi tumpuan tunggal bagi pembuat dasar. Rancangan alternatif bagi perkhidmatan yang tidak penting (*non essential*) adalah bekerja dari rumah semasa PKP dan tidak ramai yang dapat meneka berapa lama pelarasan ini berlaku untuk kerjaya mereka (Nur Ain & Dzurizah, 2021). Ini telah menimbulkan keresahan kepada masyarakat yang bergantung sepenuhnya kepada gaji harian. Perkara ini mendorong mereka untuk terus ingkar kepada arahan untuk kekal berada di rumah.

Kurangnya pengetahuan mengenai penularan Covid-19, pemahaman penduduk yang berisiko yang tidak mencukupi, dan tidak memperhatikan langkah pencegahan yang tegas masih berleluasa di antara kawasan dan populasi. Akibatnya, jangkitan Covid-19 terus merebak dan menyebabkan kesakitan dan kematian yang mendalam di seluruh dunia. Kesedaran dan pematuan yang masih kurang terhadap arahan PKP menerusi Kempen Stay-at-Home dalam kalangan penduduk di Malaysia amat membimbangkan. Oleh yang demikian, penganjuran Kempen Stay-at-Home ini tidak boleh dipandang ringan. Langkah keselamatan dan pencegahan risiko dijangkiti virus Covid-19 dan kematian akibat daripada jangkitan virus merbahaya ini masih dianggap kurang penting bagi sesetengah penduduk. Fenomena ini adalah sangat membimbangkan kerana penduduk yang berada di luar rumah dan berada di tempat

awam yang sesak akan menyebabkan mereka terdedah kepada risiko dijangkiti virus Covid-19 yang tinggi berbanding dengan mereka yang berada di rumah.

OBJEKTIF

Secara amnya, kajian ini adalah bertujuan untuk mengetahui mengapa masyarakat kurang memberi kerjasama terhadap Kempen Stay-at-Home. Secara terperinci, objektif kajian ini adalah:

1. Untuk mengenalpasti kejelasan tujuan Kempen Stay-at-Home diadakan.
2. Untuk mengenalpasti tahap keberkesanan mesej dalam Kempen Stay-at-Home.
3. Untuk melihat apakah implikasi Kempen Stay-at-Home terhadap masyarakat.

METODOLOGI KAJIAN

Kajian ini menggunakan pendekatan kualitatif untuk mendapatkan maklumat dan data yang diinginkan. Perbincangan kumpulan fokus telah dijalankan untuk melihat persepsi masyarakat mengenai kejelasan tujuan Kempen Stay-at-Home dilaksanakan, keberkesanan dan implikasinya terhadap masyarakat. Faktor-faktor dan isu-isu yang melibatkan pemahaman masyarakat terhadap Kempen Stay-at-Home dapat dikenal pasti menerusi dapatan yang digarap daripada perbincangan kumpulan fokus.

Soalan-soalan perbincangan kumpulan fokus dalam kajian ini diambil dari kajian Sitinurbayu et al., (2021) bertajuk “Tinjauan Awal Keberkesanan Kempen Stay-at-Home terhadap masyarakat di Kota Kinabalu, Sabah”, dimana terdapat kata kunci yang membantu menentukan bahagian yang perlu diterokai, namun masih membenarkan ruang untuk idea-idea yang signifikan untuk penambahbaikan kajian. Menurut Cohen & Crabtree (2006), perbincangan kumpulan fokus yang terdiri daripada soalan semi-struktur merupakan data kualitatif yang dipercayai dan ia merupakan format yang digunakan secara meluas dalam kajian kualitatif kerana mampu menyediakan pandangan yang menyeluruh terhadap sesuatu perkara. Ia juga malahan mampu mendokumentasi persepsi awam kerana pendekatan yang fleksibel terhadap pelbagai responden dalam membincangkan isu-isu utama kajian (Noor, 2008).

Justeru, perbincangan kumpulan fokus dilaksanakan untuk mengkaji tajuk penyelidikan secara lebih mendalam dan intensif serta dapat memahami khalayak dan tingkah laku mereka. Kaedah ini digunakan untuk mendapat kefahaman lebih mendalam tentang sesuatu isu (Kamarul Azmi, 2012). Seramai 20 individu yang terdiri daripada wanita dan lelaki berumur antara 17 hingga 51 tahun telah menyertai penyelidikan ini. Pemilihan informan adalah berdasarkan persampelan bertujuan (*purposive*). Informan adalah dalam kalangan rakyat Malaysia daripada pelbagai latar belakang demografi yang mempunyai pengalaman mengenai isu yang dibincangkan.

Segala data hasil daripada perbincangan kumpulan fokus telah ditranskripikan dan dianalisis dengan menggunakan teknik analisis tematik iaitu pengkaji menyusun hasil rakaman perbincangan kumpulan fokus dengan beberapa tema yang telah dikenalpasti. Kesemua tema tersebut kemudiannya dikodkan secara induktif dari rakaman perbincangan kumpulan fokus berdasarkan teori (Boyatzis, 1998). Persembahan data adalah secara deskriptif dan naratif. Perbincangan kumpulan fokus dapat menyalurkan maklumat berkaitan persepsi masyarakat terhadap kepentingan Kempen Stay-at-Home. Selain daripada itu, maklumat berguna kepada pihak berkuasa dapat diberikan disamping dapat memikirkan cara terbaik dalam menyampaikan mesej tentang kepentingan keselamatan masyarakat.

KEPENTINGAN KAJIAN

Kempen kesihatan awam di Malaysia didapati masih kurang mendapat sambutan menggalakkan dalam kalangan masyarakat (Siti Faidul Maisarah, 2017). Masyarakat lebih cenderung untuk mengambil sikap acuh tidak acuh terhadap gerak kerja kempen kesihatan awam yang dilaksanakan oleh Kementerian Kesihatan Malaysia (KKM). Hal ini dibuktikan menerusi tahap kepatuhan terhadap PKP sejak ianya dikuatkuasakan bermula fasa pertama sehingga fasa kedua. Saranan YAB Perdana Menteri kepada rakyat keseluruhannya untuk berada di rumah seolah tidak diberikan perhatian serius. Kebanyakan ahli masyarakat masih berani keluar dari rumah walaupun telah dilarang berbuat demikian.

Susulan penyebaran meluas wabak Covid-19, terdapat keperluan untuk mengawal penyebaran pantas wabak yang sedang melanda di seluruh komuniti ini. Para petugas kesihatan telah berusaha untuk mempercepatkan pembangunan dalam penyelidikan yang dikenalpasti dapat membantu meminimumkan penyebaran wabak penyakit merbahaya tersebut. Ini juga telah membantu kerajaan untuk mengembangkan langkah-langkah untuk mencegah penyebaran wabak di seluruh negara. Kerajaan telah mengambil langkah bijak dengan melancarkan Kempen Stay-at-Home walaupun sambutan yang diberikan oleh masyarakat kurang memuaskan. Kajian tertumpu kepada kesedaran masyarakat Malaysia terhadap Kempen Stay-at-Home.

Matlamat utama kempen kesihatan awam adalah untuk mengubah sikap dan tingkahlaku manusia agar sedar dan berkelakuan seperti yang dianjurkan dalam kempen berkenaan. Pihak berkuasa kesihatan mempunyai kuasa penuh dalam merangka seterusnya melaksanakan pelan bertindak khusus bagi merealisasikan kempen kesihatan awam yang cekap dan berkesan. Keupayaan pihak berkuasa kesihatan untuk menjalankan tugas dan tanggungjawab bergantung kepada maklum balas daripada masyarakat. Ahli-ahli masyarakat diyakini berfungsi sebagai sebahagian daripada kempen kesihatan awam yang diharapkan memberikan tindak balas yang bersesuaian dengan objektif kempen kesihatan awam itu sendiri. Terdapat kemungkinan wujud keperluan untuk mendidik dan mengasuh minda ahli masyarakat agar memahami tujuan kempen duduk di rumah sepanjang tempoh PKP dilaksanakan.

KEMPEN KESIHATAN DAN MODEL KAP

Model KAP (*Knowledge-Attitude-Practise/Behavior*) merujuk kepada pengetahuan, sikap, amalan dan tingkahlaku (Mahmud & Siarap, 2013; Nor Kalsum, 2016). Model KAP digunakan dalam penyelidikan ini adalah bertujuan untuk menganalisis tahap kesedaran masyarakat Malaysia terhadap kepentingan PKP menerusi Kempen Stay-at-Home. Nor Kalsum (2016) menyatakan bahawa berdasarkan model KAP, pertambahan pengetahuan pada seseorang akan mendorong kepada perubahan sikap. Ujar beliau lagi, perubahan terhadap sikap pula akan menyebabkan berlakunya perubahan pada amalan atau tingkahlaku seseorang. Berdasarkan model ini, pengetahuan merupakan asas kepada penentuan sikap, niat dan tingkahlaku. Pengetahuan dapat ditingkatkan melalui pendedahan terhadap maklumat baharu melalui ceramah, kelas, media, syarahan dan lain-lain aktiviti yang bersikap ilmiah. Dalam konteks kajian ini adalah kempen. Dari aspek sikap pula, seseorang selalunya bertindak berdasarkan sikap yang terbina daripada pengetahuan. Oleh itu, perubahan pada sikap membawa kepada perubahan terhadap tingkahlaku. Amalan atau tingkahlaku seseorang adalah berdasarkan pengetahuan yang diperolehi. Beberapa kajian lepas menggunakan analisis pengetahuan, sikap dan amalan (KAP) telah dijalankan di Malaysia untuk mencapai tahap pengetahuan, sikap dan amalan masyarakat. Justeru, penyelidikan ini membincangkan secara ringkas mengenai penemuan kajian berdasarkan pengetahuan, analisis sikap dan amalan yang digunakan untuk menilai tahap kesedaran di antara pelbagai masyarakat di Malaysia.

Dalam kajian lepas, model KAP digunakan untuk menyiasat langkah pencegahan Covid-19 dalam kalangan pekerja kesihatan. Model ini digunakan untuk mengkaji tahap kepatuhan terhadap langkah pencegahan penyakit. Pengetahuan yang baik dan sikap positif dikenali apabila ia melibatkan risiko peribadi dan ahli keluarga untuk dijangkiti penyakit ini. Ini menunjukkan tahap proaktif pekerja kesihatan terhadap virus tersebut. Walau bagaimanapun, tahap pengetahuan dan sikap yang diperhatikan lebih rendah daripada yang diharapkan berdasarkan tahap kedudukan pekerja kesihatan. Model ini dikenali memberi nilai tambah terhadap pendidikan dan kempen untuk pekerja kesihatan. Justeru, untuk mengkaji kepatuhan terhadap langkah pencegahan penyakit dengan menggunakan model pengetahuan, sikap dan amalan (KAP) adalah penting. Model ini digunakan untuk menyiasat niat seseorang kepada tingkah laku atau sikap tertentu terhadap tingkah laku tertentu. Model KAP telah menyumbang kepada pengetahuan perubatan baharu dan digunakan untuk merangka amalan terbaik klinikal (Obiageli, Osuolale, Owolewa, & Peterside, 2021).

Sekumpulan penyelidik dari Unit Kesihatan Awam, Universiti Sains Islam Malaysia telah melaksanakan satu kajian mengenai Covid-19. Hasil yang diperolehi daripada dapatan kajian menunjukkan skor pengetahuan, sikap dan amalan Covid-19 mencerminkan tahap pemahaman dan kesediaan pelajar terhadap wabak tersebut. Kajian mereka ini mencerminkan usaha yang dilakukan oleh pihak berkuasa kesihatan tempatan dalam memberikan maklumat kesihatan mengenai Covid-19 kepada penduduk. Penemuan dari kajian tersebut dapat digunakan untuk merancang kempen kesihatan awam bagi mengurangkan penularan dan penyebaran Covid-19 di kalangan masyarakat (Amirah Azzeri et al., 2021)

Dalam satu kajian yang serupa, Shi et al., (2020) telah menggunakan model KAP untuk mengkaji mengenai kakitangan perubatan di sebuah hospital psikiatri mengenai pengetahuan mereka mengenai Covid-19. Kajian tersebut telah digunakan untuk meramal kesediaan kakitangan perubatan untuk merawat pesakit yang dijangkiti virus Covid-19. Menerusi kajian ini, dikenali bahawa perhatian lebih harus diberikan kepada pengetahuan dan sikap kakitangan yang dianggap sebagai pekerja penting (*essential workers*). Hujah ini disokong oleh Azlan et al., (2020) di mana menerusi kajian mereka, didapati bahawa pengetahuan, sikap, dan amalan orang terhadap penyakit Covid-19 memainkan peranan penting dalam menentukan kesediaan rakyat Malaysia untuk menerima tindakan perubahan tingkah laku dari pihak berkuasa kesihatan.

Untuk mengatasi penyebaran penyakit, para penyelidik bersetuju bahawa apa pun langkah dan prosedur operasi standard yang perlu dilaksanakan, keberkesanan langkah-langkah tersebut adalah sangat bergantung kepada pengetahuan, sikap dan amalan (KAP) individu di kawasan terlibat. Justeru, menerusi hasil kajian ini diharap dapat membantu memperdalamkan lagi hasil dapatan yang diperolehi dari kajian-kajian lepas serta dapat mengatasi kelemahan-kelemahan yang terdapat dalam kajian lepas.

DAPATAN KAJIAN

Dapatan kajian diperolehi berdasarkan tiga (3) soalan penting yang dikemukakan menerusi perbincangan kumpulan fokus yang telah dijalankan. Soalan-soalan tersebut diberi tumpuan berbanding dengan soalan-soalan yang lain kerana penyelidik merasakan soalan-soalan tersebut lebih relevan dengan konteks kempen yang ingin dikaji iaitu mengenai kejelasan tujuan kempen diadakan, keberkesanan dan implikasinya terhadap masyarakat. Didapati terdapat beberapa perspektif menarik yang dapat dirumuskan menerusi kaedah perbincangan kumpulan fokus yang telah dijalankan.

Tujuan Kempen Stay-at-Home Tidak Jelas

Kajian ini mendapati bahawa masyarakat menerima mesej yang disampaikan oleh kerajaan, tetapi tahap pemahaman masyarakat adalah berbeza-beza berdasarkan tafsiran individu tersebut.

"For me, kalau ikutkan saya punya perspektif... Saya rasa kerajaan ni dia nak create satu ideology di mana "we cannot beat Covid-19 as for now. So, what we can do is, we have to live with the pandemic". Tapi untuk kerajaan mengutarakan kempen "Ok jom hidup dengan pandemic Covid-19..." Tak boleh. Because people akan panik, betul tak? But dengan menggunakan cara ini, dia orang seeding. So, this is the government seeding the people of Malaysia to try and live with the pandemic... aaa... ini apa yang saya nampak.",

(Informan Wanita 2, 32 tahun, Berkahwin, Kuala Lumpur)

"I think during the first phase kita berjaya but the second phase, it's been effecting for everyone sebab kita... kita tak kerja kan kita rasa macam tertekan duduk di rumah... you know... When people say less is more, so lebih terlalu banyak masa dengan keluarga pun macam stressing juga... I can agree, dulu berjaya now tak berjaya sebab people nak kena keluar..."

(Informan Wanita 7, 24 tahun, Bujang, Selangor)

"Ok saya nak tambah sedikit... saya perlu highlight kat sini because not just because our mental health whatsoever... People need to go out and work... Need to go out search for income. Kalau tak ada then... That's why sebelum ini banyak cases yang depress lah, bunuh diri because they don't have sources income... So, they need of going out not just because of mental health, not just because stress duduk kat rumah but it is because they need of getting money sebab zaman sekarang takde duit, we can't do anything... So, the urge for going out is not because of mental health, is not because of leak of stress out... (It is) the need of getting sources of income."

(Informan Wanita 2, 32 tahun, Berkahwin, Kuala Lumpur)

Keberkesanan penyaluran mesej kepada khalayak sasaran sering dipersoalkan di mana terdapat publik yang masih belum mengubah sikap walaupun usaha penyebaran maklumat telah banyak dilakukan (Rosli, 2016). Berdasarkan kepada pusingan difusi pembujukan dalam menerapkan perubahan tingkah laku, maklum balas publik yang disasarkan terutama dalam konteks perubahan tingkah laku adalah bergantung kepada fasa kesedaran, minat, penilaian, percubaan, penerimaan dan pengukuhan (Rogers, 1983). Pusingan difusi tersebut menunjukkan bahawa strategi kempen berkesan bukan hanya bergantung kepada sebanyak mana maklumat disebarkan, malah turut bergantung kepada pemilihan medium kempen dan sejauh mana medium tersebut sesuai dengan kehendak dan keperluan khalayak (Maizatul Haizan et al., 2019). Justeru sasaran mesej haruslah ditetapkan supaya fokus dapat diberikan kepada khalayak sasaran untuk tujuan keberkesanan kempen.

Keberkesanan Kempen Stay-at-Home

Keberkesanan kempen berkurang secara berkadar dengan masa. Semakin lama kempen dijalankan, semakin kurang keberkesanannya. Ini didorong oleh beberapa faktor seperti,

pembukaan beberapa sektor dan masyarakat semakin memahami situasi pandemik serta kurangnya penguatkuasaan yang ketat oleh pihak kerajaan.

"Sebenarnya Kempen Stay-at-Home ni yang masa mula-mula dulu berjaya lah, sebabnya semua orang takut, benda tu (Covid-19) benda baru jadi... Kerajaan pulak bila dia buat lockdown tu memang betul-betul buat. So, kebanyakan orang memang dia Stay-at-Home. Memang dia buat betul-betul nak putus rantai (Covid-19) tu... ",

(Informan Lelaki 1, 42 tahun, Berkahwin, Kelantan)

"Dalam usaha kerajaan untuk memutuskan rantai Covid-19 ni... aaa... dia come out dengan Kempen Stay-at-Home, dia ada come out dengan Kempen Jaga SOP dan sebagainya. Kempen Stay-at-Home ni tidak berapa sesuai untuk memutuskan rantai compared to Kempen Jaga SOP. Maksudnya jaga ... jaga SOP ini, kita still boleh keluar tapi kita jaga jarak... kita kena pakai mask, jangan salam dan sebagainya. Maknanya... aaa... dengan mewartakan kepada masyarakat untuk Stay-at-Home ni tidak begitu berkesan untuk putus rantai compared to other campaign.",

(Informan Wanita 11, 42 tahun, Berkahwin, Sabah)

"Kalau dia (kerajaan) buat lockdown kita stop dulu macam dulu... tak (boleh) keluar... Apa yang saya cakap sekarang ni benda ni Stay-at-Home ni berkesan kalau dari segi... aaa... orang atasan (kerajaan) buat benda yang sama. Dia (kerajaan) kena betul-betul tegaslah. So, benda tu nak kena alert bukan di pihak bawahan tapi yang atasan yang memainkan peranan dulu. Itulah saya punya pendapatlah dari segi benda ni.",

(Informan Lelaki 1, 42 tahun, Berkahwin, Kelantan)

"Kempen Stay-at-Home ni dia tidak synchronize dengan penguatkuasaan... aaa... You minta orang Stay-at-Home tapi at the same time you buka sector... aaa... perkilangan, sekolah, macam macam... aaa... Boleh pergi bersukanlah... Lepas tu kedai gunting rambut dibenarkan... Maknanya... aaa... dia sebenarnya tak ngam. Maksudnya you nak putus rantai tapi sebenarnya you create satu benda yang bertambah tambah pulak lagi jangkitan kan...",

(Informan Wanita 11, 42 tahun, Berkahwin, Sabah)

"Kempen tu macam kempen je tapi macam keberkesanan memang itu dah takde sebab saya rasa satu je, apa... penguatkuasaan. Saya rasa kalau dia orang (kerajaan) kuatkuasa saya rasa... aaa... kempen ni orang akan rasa takut tau... tapi disebabkan takde penguatkuasaan saya rasa macam buat apa nak duduk rumah dan polis tak marah, so keluar je lah. Saya rasa memang sekarang inilah memang kempen bukan takde, (tapi) kurang (berkesan).

(Informan Wanita 8, 51 tahun, Berkahwin, Perak)

Keberkesanan sesebuah kempen bergantung kepada mesej yang mencapai khalayak sasaran. Menurut Mohd Yusof (2002), sesebuah mesej perlu dipastikan sampai kepada sasaran, diterima dan disimpan oleh sasaran. Setiap mesej yang ingin disampaikan menerusi kempen perlu dirangka dengan sewajarnya agar kandungan mesej tersebut berkesan mencapai khalayak sasaran. Oleh yang demikian, kerajaan perlu mengambil langkah yang sewajarnya agar mesej

secara bersasaran dapat dilaksanakan dengan berkesan. Penyelidikan perlu dilaksanakan sebelum sesebuah kempen itu dihasilkan kerana ia merupakan satu elemen penting yang bertujuan untuk memastikan kempen yang berkesan dapat dicapai. Penggunaan saluran media dan komunikasi yang sesuai dilihat dapat membantu meningkatkan kesedaran masyarakat khususnya dalam usaha mengurangkan masalah kesihatan awam (Mohamad Hafifi et al., 2017).

Implikasi Kempen Stay-at-Home kepada Masyarakat

Tahap implikasi keterlibatan informan dengan kempen Stay-at-Home anjuran kerajaan dilihat dari segi pemikiran, perasaan dan tingkah laku. Dalam erti kata yang lain, sejauh manakah kempen Stay-at-Home ini benar-benar memberi impak kepada informan seperti mana yang diharapkan sehingga mereka dapat memberikan pelbagai reaksi terhadap pelaksanaan kempen tersebut. Menerusi Perbincangan Kumpulan Fokus, didapati majoriti informan menyatakan Kempen Stay-at-Home tidak relevan dengan situasi semasa masyarakat di Malaysia. Pelbagai alasan diberikan untuk menyokong hujah mereka.

"Buat masa sekarang ni, kalau diikutkan... (Kempen) Stay-at-Home ni, memang dah tak berkesanlah... Memang dah tak relevan lagi lah sebab dia... aaa...kebanyakan orang pun dah vaksin dah dua dos... aaa... jadi... aaa... dia dah tak perlulah nak Stay-at-Home... Dia dah boleh pergi mana-mana... So, bermakna (Kempen) Stay-at-Home ni memang dah tak relevan dah... Tak perlu dah nak buat lagi... Yang perlu... akan buat nanti... aaa... ialah... (Kempen) kena (jaga) SOP... Yang paling penting tu lah... aaa... Jaga jarak... Pakai mask... aaa... Pakai shield... aaa... tu je.",

(Informan Lelaki 1, 42 tahun, Berkahwin, Kelantan)

"(Kempen) Stay-at-Home... aaa... Pada masa sekarang, saya rasa dia... aaa... Kurang relevan sudah sebab... Kita kan sudah ada vaksinasi dan keperluan orang ramai keluar berkerja...",

(Informan Lelaki 6, 24 tahun, Bujang, Sabah)

"Mentaliti orang... Sesetengah orang, "kau orang buat kempen, kau bagi kami ganjaran baru kami mau ikut. Kalau kau tak bagi, kami tidak akan ikut." "Saya punya jiran, saya tidak tahulah dia kurang kemampuan ke apa ke... bila saya cakap "Stay-at-Home", dia cakap "Saya mau duduk di rumah kalau dia (kerajaan) bagi saya makanan. Apa guna dia orang jadi Menteri kalau dia orang tak bagi saya makanan." Sebab tu saya cakap kempen berganjaran. Kebanyakannya orang minta ganjaran daripada kempen tersebut.",

(Informan Wanita 5, 24 tahun, Bujang, Sabah)

"Mentalitilah... Cara orang berfikir sebab sebenarnya (Kempen) Stay-at-Home ni bukan selama-lamanya... Dia (kempen) dalam certain certain time je. Contohnya, kalau kita buat total lockdown sebulan sahaja... tolonglah duduk dekat rumah sebulan je sampai rantai ni boleh diputuskan lepas tu kita jalani kehidupan yang normal balik kan... Bukan kita suruh duduk di rumah selama-lamanya. Orang salah faham kot dengan kempen tu... aaa...",

(Informan Wanita 11, 42 tahun, Berkahwin, Sabah)

"Saya rasa Kempen Stay-at-Home ni tidak relevan untuk waktu sekarang, saya rasa kempen menjaga SOP itu... is better... Lebih mudah untuk execute in national level... dan saya rasa ayat "untuk memutuskan rantai covid" tu juga dah tak relevan juga... Mungkin kita boleh guna ayat yang lain macam "mengurangkan risiko jangkitan Covid 19" aaa... Itu lagi better dan lebih orang faham dan lebih mudah untuk orang ikut... So, saya rasa penggunaan bahasa dan juga the way how they stretch out the campaign...kena improvise.
(Informan Wanita 2, 32 tahun, Berkahwin, Kuala Lumpur)

KESIMPULAN

Kajian ini mendapati bahawa menerusi kempen kesihatan awam (Stay-at-Home) yang dianjurkan, masyarakat memahami mesej yang disampaikan oleh pemerintah. Namun masyarakat kurang menyokong usaha yang dilakukan untuk memutuskan rantai virus Covid-19 disebabkan oleh pelbagai faktor seperti tekanan (*stress*), keperluan keluar bekerja, tiada ganjaran, kurang penguatkuasaan dan sebagainya. Menerusi kajian ini juga, didapati bahawa Kempen Stay-at-Home kurang berjaya menerapkan kesedaran terhadap pematuhan untuk masyarakat kekal berada di rumah bagi mengurangkan pergerakan agar virus Covid-19 tidak terus merebak kepada orang ramai. Ini dapat dilihat menerusi jumlah masyarakat yang melanggar arahan PKP yang dilaksanakan oleh kerajaan. Masyarakat masih ingkar dengan arahan kerajaan untuk kekal duduk di rumah dengan memberi pelbagai alasan untuk keluar rumah. Misi kerajaan adalah untuk menjaga dan melindungi masyarakat daripada dijangkiti virus yang merbahaya ini. Namun begitu, kerjasama daripada masyarakat dari segi pematuhan arahan dari kerajaan adalah amat diperlukan dalam memastikan rantai virus Covid-19 ini dapat diputuskan dan dihapuskan dengan menyeluruh. Kedegilan masyarakat boleh menjejaskan usaha kerajaan dalam mengawal penularan penyakit berjangkit ini. Justeru, menerusi kajian ini boleh dikatakan bahawa Kempen Stay-at-Home kurang berkesan dalam mengekang penularan virus Covid-19.

Berpandukan model KAP yang digunakan serta hasil daripada maklum balas perbincangan kumpulan fokus yang dilaksanakan, tahap pendedahan dan pengetahuan tentang kempen Stay-at-Home dalam kalangan masyarakat Malaysia adalah ditahap sederhana. Kempen kesihatan awam terhadap virus Covid-19 secara positif mempengaruhi sikap informan terhadap pencegahan dan kawalan penyakit ini. Terdapat hubungan signifikan yang positif antara tahap pendedahan kepada kempen media Covid-19 dan tahap pengetahuan penyakit ini dalam kalangan masyarakat. Kempen bukan sahaja bertujuan untuk menyebarkan maklumat, tetapi juga menggunakan teori tingkah laku dan pemujukan serta pengulangan untuk menasaskan pengubahsuaian dalam sikap terhadap kesihatan. Setiap kempen harus diikuti dengan penilaian keberkesanannya. Namun begitu, Kempen Stay-at-Home yang bertujuan untuk menyedarkan orang ramai tentang virus Covid-19 telah dinilai kurang berkesan disebabkan oleh beberapa faktor. Justeru, terdapat keperluan untuk menggunakan lebih banyak strategi dalam pelaksanaan kempen untuk meningkatkan penyampaian mesej kesihatan ini dengan lebih berkesan.

Pengkaji merujuk kepada sorotan literatur sebagai landasan untuk menyelidik mengukuhkan data dan menjelaskan pendirian penyelidik dalam merumuskan hasil kajian. Justeru, menerusi hasil kajian yang dipaparkan diharap dapat menjadi panduan kepada sebuah penyelidikan yang lebih mendalam terhadap keberkesanan kempen pencegahan penularan penyakit berjangkit di negara ini. Ini sejajar dengan agenda utama kerajaan iaitu sebuah kempen kesihatan awam (Stay-at-Home) dilaksanakan adalah untuk mendorong kepada pengurangan kebolehjangkitan dan penularan virus Covid-19. Oleh kerana Covid-19 merupakan virus yang merebak dengan pantas dan mempunyai kesan buruk dalam masa yang

singkat maka adalah penting bagi kerajaan terutamanya pihak berkuasa kesihatan merancang strategi yang sesuai untuk mengawal penularan penyakit berjangkit ini. Seharusnya, penghasilan kempen yang betul, mampu membangkitkan kesedaran dalam diri masyarakat terhadap kesihatan dan keselamatan sejagat. Penyelidikan lanjut untuk menyiasat pengetahuan, sikap dan amalan terhadap kempen Stay-at-Home akan membantu dalam penerimaan dan pelaksanaan dasar masa depan yang berjaya untuk mempromosikan kempen kesihatan di Malaysia.

PENGHARGAAN

Penyelidikan ini tidak mungkin dapat dilakukan tanpa sokongan daripada Universiti Malaysia Sabah (UMS) menerusi Skim Dana Khas (SDK) dengan kod SDK0217-2020. Pengarang mengucapkan terima kasih kepada UMS untuk pembiayaan projek penyelidikan ini.

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**IDENTITI MENERUSI MEDIA SOSIAL: KONSTRUKSI, KONTEKS DAN
HUBUNGANNYA DENGAN ASPEK PENGETAHUAN**
***IDENTITY THROUGH SOCIAL MEDIA: CONSTRUCTION, CONTEXT AND
RELATIONSHIP WITH KNOWLEDGE ASPECT***

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Tarikh dihantar: 30 Mei 2022 / Tarikh diterima: 29 Jun 2022

Abstrak Media sosial membolehkan individu mewujudkan identiti dalam talian yang memaparkan identiti pilihan mereka. Identiti dalam talian membenarkan individu berinteraksi dengan semua lapisan termasuk orang yang tidak dikenali. Kajian terdahulu telah menunjukkan bahawa individu mengkonstruksi identiti dalam talian yang berbeza untuk memenuhi interaksi sosial yang berbeza. Kajian ini dijalankan untuk menyelidik hubungan antara keupayaan pengetahuan individu dengan konstruksi identiti dalam talian dalam kalangan pengguna media sosial. Facebook telah dipilih sebagai bahan kajian memandangkan ia mempunyai jumlah pengguna laman sosial terbesar dalam kalangan penuntut di institusi pengajian tinggi serta merupakan media sosial yang paling popular dalam kalangan golongan muda. Tinjauan telah dijalankan terhadap 391 responden yang merupakan pengguna aktif Facebook. Kajian mendapati terdapat hubungan yang signifikan antara peranan pengetahuan dengan konstruksi tiga jenis identiti dalam talian. Set pengetahuan yang berbeza digunakan oleh pengguna-pengguna Facebook untuk mengkonstruksi identiti dalam talian seperti identiti sebenar, identiti unggul dan identiti samaran. Justeru, kajian ini mengesahkan peranan pengetahuan dalam mempengaruhi konstruksi identiti dalam talian bagi ketiga-tiga identiti yang dikenal pasti.

Kata kunci: konstruksi identiti, identiti dalam talian, identiti sebenar, identiti samaran, identiti unggul.

Abstract Social media allow people to create an online identity that displays their own preferences. Online identity allows people to interact with all walks of people, including strangers in the cyberworld. Previous studies have shown that people construct different types of online identities to suit different social interactions with different people. This study investigates the relationship between an individual's cognitive ability and the construction of online identity among social media users. Facebook was chosen as the site for studying online identities as it has the largest number of users among students in higher institutions as well as its popularity among young people. A survey was carried out with 400 respondents who are active users of Facebook. The study found there is a significant relationship between cognitive roles in the construction of three different types of online identities. Different sets of cognitive abilities were used by Facebook's users to construct different types of online identities such as real identity, ideal identity, and fake identity. Thus, this study confirms that cognitive influences the types of online constructed identity.

Keywords: identity construction, online identity, real identity, fake identity, ideal identity

PENGENALAN

Perkembangan media sosial memberikan persekitaran baharu kepada masyarakat meneroka aspek komunikasi dan interaksi secara lebih luas dan terbuka. Ia telah berjaya menghapuskan batasan bukan sahaja melibatkan sempadan sesebuah negara tetapi turut berpotensi memadamkan garisan sempadan peribadi antara individu dalam masyarakat (Castell 2000). Malah, ia menyediakan persekitaran baharu kepada pengguna memperlihatkan potensi untuk menonjolkan dan mempersembah identiti di alam maya (Davis 2012). Dengan adanya jaringan media sosial ini, ia menyediakan ruang untuk individu memapar, memperkenalkan serta mengkonstruksi identiti bagi tatapan umum, dengan alasan tersendiri yang memungkinkan ruang peribadi mereka dikenali oleh umum dengan lebih rapat dan akrab.

Konsep identiti sebenarnya sukar ditafsirkan. Sesetengah sarjana menyamakan identiti dengan nama dan wajah. Dalam hal ini, Mendieta (2003) bersetuju bahawa wajah hanya sebahagian daripada elemen dalam konstruksi identiti. Nama sekadar kata yang menamakan seseorang individu. Wajah pula menimbulkan masalah sebagai identiti disebabkan kehadiran kembar seiras menyukarkan seseorang membezakan dua orang adik beradik kembar. Keadaan ini memerlukan definisi yang lebih khusus bagi memudahkan penyelidikan.

Identiti dalam bahasa Inggeris mahupun bahasa Melayu dikategorikan sebagai kata nama. Pengkategorian kelas kata "identiti" memerihalkan kajian awal terhadap fenomena sosial ini. Wetherell (2010), pengkaji awal berminat untuk mengetahui etimologi kata "identiti." Beliau menjelaskan bahawa kajian awal ini mencirikan "identiti" sebagai sesuatu yang aktif, dihasilkan sendiri, berpusat dengan ego, berkekalan dan mencerminkan seseorang individu. Dengan kata lain, identiti dalam kawalan individu itu sendiri. Identiti itu bersifat stabil dan tidak berubah. Interaksi dengan orang lain tidak mencetuskan perubahan dalam konstruksi sendiri. Identiti dalam peringkat awal kajian melihat identiti dalam alam nyata, dan bukannya identiti dalam talian.

Dalam penggunaan seharian, identiti merujuk suatu objek atau ciri-ciri tetap bersifat khusus yang dimiliki oleh seseorang, sesebuah tempat ataupun sesebuah kumpulan. Wetherell (2010) menjelaskan kajian-kajian tentang identiti telah memasuki korpus ilmu Barat bersama-sama dengan istilah seperti "kendiri," "individu," "ego," "karekter," "personaliti" dan "peranan." Namun begitu, penggunaan dan pengertian istilah-istilah ini dengan identiti yang saling bertindih menyukarkan perbincangan dan penyelidikan tentang fenomena sosial yang penting ini. Kata identiti mempunyai persamaan dalam bahasa Melayu iaitu "jatidiri."

Namun penggunaan ini mengekang takrifan identiti kepada seseorang individu. Perkara ini jauh berbeza daripada kajian sarjana komunikasi, khususnya komunikasi silang budaya yang melihat identiti dari sudut ciri-ciri persamaan seseorang individu dalam kumpulannya. Klyukanov (2005: 277) mentakrifkan identiti sebagai "keanggotaan dalam kumpulan yang terdiri daripada individu yang berkongsi makna simbolik yang sama". Definisi ini meletakkan seseorang individu dalam sesuatu kumpulan sehingga seseorang itu boleh dianggap sebahagian daripada kumpulan ataupun terkeluar daripada kumpulan kerana tidak memiliki perkongsian makna simbolik yang serupa.

Sarjana-sarjana mengkaji konstruksi identiti sebagai suatu proses sosial yang berterusan, (Mead 1934; Erikson 1968, Zhao et al. 2008). Penggunaan media sosial yang tinggi dikatakan memberi kesan kepada konstruksi identiti belia (Farquhar 2012; Pempek et al. 2009). Ini disebabkan pengguna media sosial melakukan pendedahan diri dengan menggunakan media sendiri (Pallis et al 2011; Siapera 2012). Pada laman Facebook misalnya, profil yang dipapar dianggap mampu menjadi identiti maya bagi setiap penggunanya (Boyd 2004; Boyd & Heer 2006). Malah imej yang dipamer di Facebook memaparkan identiti dan realiti sosial yang dikonstruksi oleh pemilik (Farquhar 2012).

Sungguhpun demikian, individu boleh mengkonstruk dan mengubah identiti bergantung kepada kumpulan mana ia berada dan boleh menjadi seseorang yang terlalu sempurna dan terbaik di alam maya dalam kalangan ahli yang ada walaupun keadaan realiti adalah sebaliknya dan ini mendorong ahli-ahli yang lain berusaha mengkonstruk identiti yang sama dengan apa yang dicipta (Zhao et al. 2008) sebagaimana yang dinyatakan oleh Geidner et al. (2007) bahawa individu menggunakan petanda identiti dan imej atau frasa yang selari dengan orientasi kelompok kumpulan persekitaran di mana ia berada. Dinamika identiti yang berorientasikan kelompok yang mempunyai minat, ciri dan kecenderungan yang sama ini mendorong individu menyesuaikan imej agar diri diterima oleh persekitaran (Geidner et al. 2007; De Ruyter & Conroy 2002).

Konstruksi identiti dimungkinkan kerana wujudnya komunikasi berasaskan komputer (Turkle 1995: 14). Turkle berhujah bahawa media sosial membolehkan individu mengkonstruk dan kemudian mengkonstruk semula identitinya. Malah identiti yang dibentuk dalam talian dipersembahkan dalam bentuk yang diubah suai secara berulang kali serta disesuaikan mengikut keadaan dan situasi (Zhao, Grasmuck & Martin 2008). Konstruksi identiti sering kali dilihat sebagai bersifat peribadi yang dimulakan oleh pemiliknya. Namun, konstruksi ini turut dipengaruhi hasil interaksi dengan individu lain dalam alam siber yang menjadi "kawan". Kawan di sini mungkin sahaja kawan lama dalam alam nyata ataupun kawan baharu yang dikenali dalam alam siber (Smith 1998).

Perubahan konstruksi identiti seperti yang dimaksudkan menuntut individu menggunakan media secara literasi. Hal ini demikian kerana penggunaan media sosial bukan sahaja melibatkan amalan literasi berasaskan pengetahuan memahami dengan mengguna, bahkan melibatkan kemahiran membina dan berkongsi mesej komunikasi dalam bentuk integrasi teks, foto, animasi, audio dan visual (Davis 2012). Integrasi konstruksi dan perkongsian makna yang dicipta melalui foto, animasi, audio dan visual ini seterusnya memberi peluang kepada individu sebagai pengguna media sosial untuk membina identiti dan menjalankan pelbagai tindakan sosial melalui amalan-amalan literasi yang mereka ada (Davis, 2012).

Kajian ini memberikan tumpuan kepada penggunaan Facebook oleh pemilik dalam mengkonstruk identiti sendiri mereka. Kajian ini meneliti hubungan pengetahuan dengan tiga bentuk identiti hasil daripada paparan sendiri oleh individu semasa interaksi di Facebook. Identiti yang akan dikaji ialah identiti sebenar, identiti samaran dan identiti unggul. Identiti sebenar merupakan pemaparan identiti berdasarkan keadaan sebenar, tanpa sebarang suntingan, tokoh tambah, atau mana-mana tindakan mengubah keadaan asli individu itu di luar talian. Identiti samaran merujuk kepada paparan identiti yang berlainan dengan identiti di luar talian, dengan tujuan untuk menyembunyikan identiti sebenar. Identiti unggul pula merupakan identiti idaman yang ingin dicapai oleh individu (De Ruyter & Conroy, 2002). Dalam konteks media sosial, identiti unggul diketengahkan melalui pemaparan sosok terbaik kepada khalayak sasaran atau rakan maya.

Berdasarkan kajian masa lalu, hipotesis dibina untuk melihat hubungan antara pemboleh ubah pengetahuan dengan konstruksi identiti dalam laman sosial, Facebook. Facebook dipilih sebagai bahan utama kajian memandangkan populasi terbesar pengguna laman sosial ini terdiri dalam kalangan penuntut di institusi pengajian tinggi (Christy et al. 2011; Ellison et al. 2007) serta merupakan media sosial yang paling popular dalam kalangan belia (Duggan & Brenner 2013; Ellison et al. 2007, Noumeur & Syed Arabi 2019). Dalam kajian ini, media sosial didefinisikan sebagai laman sesawang ataupun aplikasi yang direka bentuk untuk memudahkan individu berkongsi maklumat dengan cepat, berkesan dan pada masa sebenar. Mereka bertindak sebagai pemaju kandungan. Ini berbeza daripada media tradisional yang biasanya berupa kejadian yang telah dirakamkan sebelum disiarkan atau

diterbitkan. Kelebihan ini memudahkan pengguna media sosial berinteraksi dengan para pengguna lain.

SOROTAN LITERATUR

Terdapat banyak pendekatan yang digunakan dalam menyelidik identiti. Sesetengah penyelidik mengkaji fenomena identiti ini dari sudut pendedahan sendiri (*self*), kumpulan ataupun masyarakat. Pendedahan sendiri sering dikaitkan dengan persembahan sendiri dan pengetahuan individu. Kajian oleh Berzonsky (2008) misalnya meneliti hubungan informasi yang dipaparkan dalam laman peribadi dalam talian dengan persembahan sendiri individu. Kajian ini meneliti bagaimana individu memilih informasi yang dipaparkan dalam laman peribadi yang bertindak sebagai perwakilan kepada diri individu berkenaan dalam talian. Apabila individu membuat pilihan, mereka menggunakan proses pengetahuan untuk mengkonstruksi identiti mereka semasa membuat pilihan berkaitan informasi atau perwakilan yang digunakan untuk memaparkan diri dalam laman peribadi masing-masing. Identiti seseorang individu dapat dilihat berkongsi dengan orang lain dalam kumpulannya apabila dia bergabung atau dikelompokkan dalam sesuatu kumpulan.

Identiti yang dipersembahkan di laman Facebook merupakan pemaparan personaliti pemiliknya. Gosling et al. (2007) menjelaskan tanggapan personaliti berdasarkan profil dengan melakukan pemerhatian turut serta terhadap 165 pengguna dan analisis 133 profil pengguna Facebook yang diukur dengan dimensi personaliti. Berdasarkan hasil kajian, Gosling et al. (2007) menjelaskan bahawa personaliti dalam Facebook yang dinilai menunjukkan persetujuan dengan dimensi personaliti luar talian. Selain itu, laman jaringan sosial merupakan sumber yang relevan dan sah untuk membincangkan personaliti selain mengembangkan keperluan sosial.

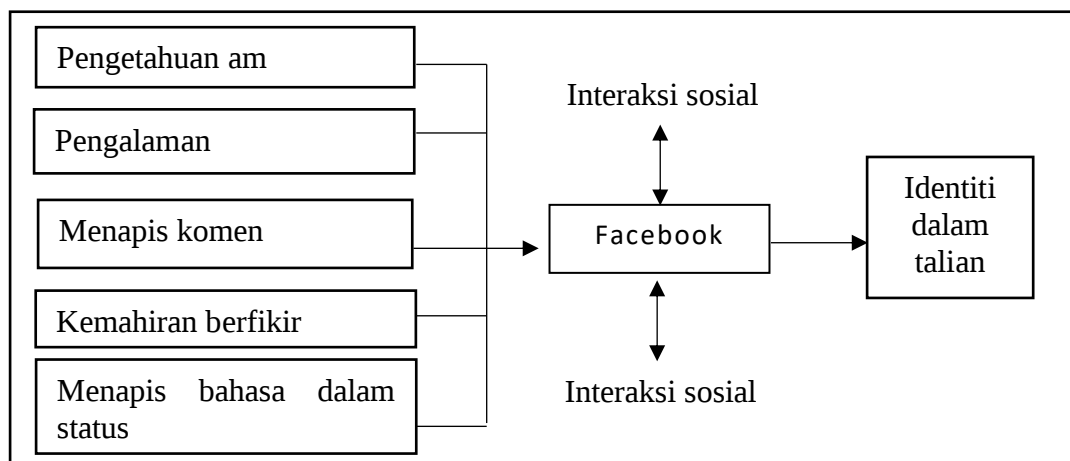
Individu bertindak mengkonstruksi identiti dalam talian dengan membuat pemantauan secara selektif terhadap gambar profil yang dipaparkan dalam akaun Facebook masing-masing mengikut gambaran yang ingin dipaparkan mereka kepada khalayak (Pempek et al. 2009). Leonardi (2010) yang mengkaji bentuk persembahan diri dalam laman Facebook dengan menghujah agar menambah (mengembangkan) unsur retorik dan naratif ke dalam perspektif interaksi simbolik), Kajian Denninger (2010) yang meneroka interpretasi terhadap pembentukan identiti dalam laman Facebook, kajian oleh Davis (2011) yang menjelaskan bahawa identiti sendiri merupakan hasil daripada interaksi sosial serta kajian oleh Bullingham & Vasconcelos (2013) yang juga meneliti persembahan sendiri dalam talian.

Pemilik akaun berupaya menginterpretasi identiti berdasarkan paparan imej dalam laman Facebook (Farquhar, 2012). Gambar profil didapati mempunyai ikatan dengan tanggapan pertama terhadap individu. Namun terdapat gambar yang berunsur negatif yang dimuat naik oleh pengguna tanpa memikirkan respon negatif; dengan alasan untuk diterima oleh kumpulan sasaran. Secara ringkasnya, pengguna Facebook sedar tentang peranan gambar dalam memaparkan identiti mereka. Kesedaran secara pengetahuan ini membolehkan individu menginterpretasi dan membuat keputusan tentang paparan identiti yang dikonstruksi dalam Facebook.

Nourmeur & Syed Arabi (2019) pula meneliti pemaparan diri menerusi laman Facebook dalam kalangan belia wanita. Dengan menjalankan tinjauan terhadap 133 responden di Universiti Islam Antarabangsa Malaysia, kajian ini meneliti bagaimana individu mengurus dan mengkonstruksi identiti maya mereka. Dapatan kajian menunjukkan terdapat hubungan signifikan antara identiti luar dengan identiti dalam talian. Dengan kata lain, kajian ini menjelaskan kesukaran pemisahan antara identiti nyata dengan identiti maya.

Pembentukan identiti digital turut diteliti daripada sudut literasi. Rodriguez (2018) menjalankan kajian kes untuk meneroka amalan literasi dan konstruksi identiti digital dalam kalangan remaja di Eropah. Dengan melibatkan kajian etnografi terhadap dua remaja yang terlibat secara aktif terhadap menggunakan media dalam talian. Kajian ini mendapati bahawa konstruksi identiti dalam talian adalah sama penting dengan identiti di luar talian bagi remaja terbabit. Kajian juga mendapati bahawa literasi diamalkan untuk mengkonstruksi identiti sungguhpun identiti yang dipaparkan merupakan identiti samaran. Dengan kata lain, remaja mengamalkan literasi semasa mengkonstruksi identiti digital mereka.

Berpegang kepada tujuan utama kajian yang meneroka dinamika faktor pengetahuan dalam mempengaruhi konstruksi identiti dalam talian, teori identiti yang diinspirasi daripada Burke & Stets (2009) menjelaskan identiti sendiri tidak terbentuk sejak lahir. Kebolehan individu secara pengetahuan menjadi faktor yang mempengaruhi pembentukan (sepanjang hayat). Lakaran berikut menjelaskan peranan faktor pengetahuan iaitu, pengetahuan am, pengalaman, penapisan bahasa dalam status, kebolehan berfikir serta penapisan komen terhadap konstruksi identiti dalam talian yang digunakan dalam kajian ini.



Rajah 1: Model Faktor Pengetahuan dan konstruksi identiti dalam talian

KAEDAH KAJIAN

Populasi kajian adalah terdiri daripada pelajar yang sedang menuntut di empat buah universiti di Malaysia iaitu Universiti Malaya (UM), Universiti Sains Malaysia (USM), Universiti Kebangsaan Malaysia (UKM) dan Universiti Putra Malaysia (UPM). Pemilihan terhadap empat buah universiti iaitu UM, USM, UKM dan UPM dijadikan sebagai populasi kajian adalah berdasarkan prestij universiti berkenaan sebagai universiti penyelidikan. Penuntut jurusan komunikasi dipilih sebagai sampel kajian pula adalah sesuai dengan sifat penuntut yang terdedah dengan literasi media hasil pendedahan terhadap media sosial melalui kursus media dan komunikasi sepanjang pengajian mereka mahupun secara tidak formal dengan pengetahuan asas sebagai penuntut pengajian media (Mohd. Nor Shahizan 2012). Berdasarkan kepada populasi di empat buah universiti berkenaan, pengkaji memutuskan untuk menggunakan kaedah persampelan bertujuan bagi pemilihan sampel kajian. Sampel bertujuan digunakan dengan memilih pengguna Facebook yang terdiri dalam kalangan pelajar di UM, USM, UKM dan UPM. Ciri-ciri pemilihan responden adalah seperti berikut iaitu: terdiri dalam kalangan pelajar yang mengambil jurusan komunikasi, telah berdaftar dan memiliki akaun

Facebook sekurang-kurangnya sejak tiga tahun dan ke atas; serta merupakan pengguna Facebook yang aktif.

Borang soal selidik digunakan sebagai instrumen utama dalam kajian ini untuk mendapatkan maklumat berkaitan sumbangan pengetahuan dalam konstruksi identiti sendiri dalam talian. Skala Likert 5-mata iaitu (5) sangat setuju hingga (1) sangat tidak setuju digunakan bagi mengukur pemboleh-pemboleh ubah dalam kajian ini. Sebelum kajian sebenar dijalankan, pengkaji telah menjalankan kajian rintis terhadap 60 orang responden untuk menguji reliabiliti instrumen soal selidik. Berdasarkan lima item, nilai Alpha Cronbach yang dikira ialah 0.854-0.965 seperti jadual 1 berikut:

Jadual 1: Alpha Cronbach Pengetahuan

Konstruk Pengetahuan	Nilai Alpha Cronbach
Pengetahuan am	0.854
Pengalaman	0.854
Menapis bahasa dalam status	0.930
Berfikir	0.931
Menapis komen	0.965

N=60

Konstruk pengetahuan diukur berdasarkan pemboleh ubah pengetahuan am, pengalaman, menapis bahasa dalam status, berfikir dan menapis komen.. Berdasarkan ujian reliabiliti bagi lima item pemboleh ubah, nilai Alpha Cronbach yang dikira bagi lima item ialah 0.854 bagi item pengetahuan am dan pengalaman. Bagi item menapis bahasa dalam status pula, nilai Alpha Cronbach ialah 0.930 bagi item menapis bahasa dalam status. Sementara bagi item berfikir dan menapis komen, nilai Alpha Cronbach masing-masing ialah 0.931 dan 0.965.

DAPATAN KAJIAN

Jadual 2 meringkaskan taburan demografi responden yang merangkumi maklumat mengenai jantina, umur, kaum, dan negeri responden. Kebanyakan responden terdiri daripada perempuan. Seperti yang dinyatakan dalam bahagian sebelum ini, sebanyak sembilan soal selidik telah ditolak semasa saringan dan dikeluarkan daripada analisis. Daripada 391 orang responden, terdapat seramai 283 orang perempuan (72.4 peratus) berbanding dengan 108 orang lelaki (27.6 peratus). Taburan sebegini sememangnya dijangkakan kerana ramai daripada kalangan pelajar universiti terdiri daripada perempuan (Ahmad Kamil 2008).

Kebanyakan daripada responden dalam kajian ini terdiri daripada mereka yang berumur 20 tahun. Terdapat seramai 197 pelajar (50.4 peratus) pelajar berumur 20 tahun yang menjadi responden kajian. Kelompok kedua berumur 21 tahun iaitu seramai 80 pelajar (20.5 peratus). Ini diikuti oleh pelajar berumur 22 dan 19 tahun. Mereka ini terdiri daripada 44 pelajar (11.3 peratus) dan 42 pelajar (10.7 peratus). Responden berumur 23 pelajar berjumlah 15 pelajar (3.8 peratus), 25 tahun seramai 2 pelajar (0.5 peratus) dan 27 dan 29 tahun, masing-masing 1 pelajar (0.3 peratus).

Jadual 2: Taburan Responden mengikut ciri-ciri Demografi

Ciri-Ciri Demografi	Kekerapan	Peratusan (%)
Jantina		
Perempuan	283	72.4
Lelaki	108	27.6
Umur		
19	42	10.7
20	197	50.4
21	80	20.5
22	44	11.3
23	15	3.8
24	9	2.3
25	2	0.5
27	1	0.3
29	1	0.3

N = 391

Hubungan Pengetahuan dengan Konstruksi Identiti Dalam Talian

Untuk mengukur hubungan konstruk pengetahuan dengan tiga identiti berbeza, tiga hipotesis dibina seperti berikut: Untuk mengukur hubungan konstruk pengetahuan dengan tiga identiti berbeza, tiga hipotesis dibina seperti berikut:

- H1 - Terdapat hubungan antara pengetahuan dengan identiti unggul
- H2 - Terdapat hubungan antara pengetahuan dengan identiti sebenar
- H3 - Terdapat hubungan antara pengetahuan dengan identiti samaran

Hubungan pengetahuan dengan identiti unggul dalam talian

Pemboleh-pemboleh ubah yang diuji dalam hipotesis ini ialah pemboleh ubah tak bersandar (pengetahuan) dan pemboleh ubah bersandar (identiti unggul). Konstruk pengetahuan diukur dengan item pengetahuan am, pengalaman, penapisan bahasa, pengetahuan memuat naik, penapisan komen, dan penulisan status.

Hipotesis ini diuji dengan menggunakan statistik regresi linear. Aras signifikan 0.05 ditetapkan untuk menolak atau tidak menolak hipotesis nol. Hipotesis nol dalam kajian ini ialah, tidak terdapat hubungan antara pengetahuan dengan identiti unggul. Berdasarkan Jadual 3a, dapat dikenalpasti bahawa nilai min bagi identiti unggul ialah 3.17 manakalah nilai min bagi konstruk pengetahuan adalah: pengetahuan am 2.99, pengalaman 2.98, penapisan bahasa 3.69, pengetahuan muat naik 2.50, penapisan komen 3.82 diikuti penulisan status 2.48. Nilai sisihan piawai bagi identiti unggul ialah 0.97 manakala nilai sisihan piawai bagi konstruk pengetahuan ialah: pengetahuan am 0.94, pengalaman 1.08, pengetahuan muat naik 1.19, penapisan komen 0.98 dan penulisan status 1.17. Ini menunjukkan terdapat perbezaan antara min pemboleh ubah tidak bersandar dengan pemboleh ubah bersandar.

Jadual 3a: Analisis Min dan Sisihan Piawai Konstruk Pengetahuan dengan Identiti Unggul

Pemboleh ubah	Min	Sisihan piawai
Identiti unggul	3.17	0.97
Pengetahuan am	2.99	0.94
Pengalaman	2.98	1.08
Penapisan bahasa	3.69	0.57
Pengetahuan muat naik	2.50	1.19
Penapisan komen	3.82	0.98
Penulisan status	2.48	1.17

N=391

Dalam ujian korelasi, kesemua item yang mengukur konstruk pengetahuan didapati mempunyai hubungan positif secara signifikan dengan Identiti Unggul, yang menjadi pemboleh ubah bersandar, pada aras 0.001. Jadual 3b menunjukkan nilai korelasi bagi item Pengetahuan am dengan Identiti Unggul yang tertinggi sekali iaitu 0.221, diikuti dengan Penapisan Komen sebanyak 0.216.

Jadual 3b: Analisis Korelasi Konstruk Pengetahuan dengan Identiti Unggul dalam Talian

Pemboleh ubah Pengetahuan	Pekali Pearson	Signifikan
Pengetahuan am	0.221	0.000
Penapisan komen	0.216	0.000
Penapisan bahasa	0.207	0.000
Pengalaman	0.201	0.000
Pengetahuan muat naik	0.161	0.001
Penulisan status	0.135	0.004

Jadual 3c pula menunjukkan nilai regresi (R^2) tiga pemboleh ubah bagi konstruk pengetahuan yang menyumbang kepada konstruksi identiti unggul dalam talian iaitu item pengetahuan am, penapisan komen dan pengalaman. Berdasarkan Jadual ini, didapati bahawa apabila diukur secara berasingan, nilai regresi bagi item pengetahuan am adalah 0.049, manakala apabila diukur secara melibatkan 2 item pengetahuan am dan penapisan komen pula, nilai regresi yang diperolehi ialah 0.86.

Seterusnya apabila tiga item berkenaan iaitu pengetahuan am, penapisan komen dan pengalaman diukur secara bersama, nilai regresi yang diperolehi pula ialah 0.102. Ini menjelaskan bahawa tiga item konstruk Pengetahuan iaitu pengetahuan am, penapisan komen, dan pengalaman menyumbang sebanyak 10 peratus sebagai prediktor kepada pemboleh ubah Identiti Unggul. Berdasarkan analisis yang dilakukan, kajian mendapati terdapat tiga item pemboleh ubah tak bersandar iaitu Pengetahuan Am, Penapisan Komen, dan Pengalaman sebagai prediktor kepada pemboleh ubah bersandar iaitu identiti unggul dalam talian. Tiga lagi item pemboleh ubah tak bersandar iaitu Pengetahuan Muat Naik, Penulisan Status dan Penapisan Bahasa diketepikan daripada analisis regresi kerana didapati tidak menjadi prediktor secara signifikan kepada pemboleh ubah bersandar Identiti Unggul dalam talian.

Jadual 3c: Analisis Sumbangan Konstruk Pengetahuan terhadap Konstruksi Identiti Unggul dalam talian

Pemboleh ubah peramal	R	R ²
Pengetahuan am	0.221 ^a	0.049
Pengetahuan am, penapisan komen	0.294 ^b	0.086
Pengetahuan am, penapisan komen, pengalaman	0.320 ^c	0.102

N=391; R= Pekali Pearson; R² = Nilai Regresi

Jadual 3d pula merupakan Analisis ANOVA. Analisis ANOVA menunjukkan bahawa nilai F adalah 14.670, $p < 0.001$. Justeru, Hipotesis nol ditolak. Nilai pekali bagi tiga item konstruk Pengetahuan adalah signifikan pada aras 0.05. Berdasarkan Jadual 4.13, nilai pekali Beta (β) bagi item-item iaitu Pengetahuan Am (0.160), Penapisan Komen (0.186), dan Pengalaman (0.132) adalah peramal kepada Identiti Unggul dalam talian. Tiga lagi item konstruk Pengetahuan iaitu Pengetahuan Muat Naik, Penulisan Status dan Penapisan Bahasa tidak menjadi peramal kepada Identiti Unggul dalam talian. Justeru analisis ini menunjukkan pengaruh pemboleh ubah tak bersandar pengetahuan terhadap pemboleh ubah bersandar iaitu pembentukan identiti pengguna Facebook dalam talian adalah tertakluk kepada pengetahuan am, penapisan komen serta pengalaman.

Jadual 3d: Hubungan Konstruk Pengetahuan dengan Identiti Unggul dalam Talian

Pemboleh ubah peramal	F	β
Pengetahuan am		0.160***
Penapisan komen	14.670***	0.186
Pengalaman		0.132

N= 391; F = Nilai F; β = Nilai Beta

Analisis hubungan konstruk pengetahuan dengan identiti unggul dalam talian ini menjelaskan bahawa konstruksi identiti unggul dalam talian bagi seseorang individu ditentukan oleh item-item pengetahuan, penapisan komen, dan pengalaman. Kesemua item ini memainkan peranan dalam mempengaruhi seseorang individu apabila mengkonstruksi identiti unggul seseorang dalam talian. Sebaliknya, individu tidak bergantung kepada pengetahuan muat naik, penapisan bahasa dan penulisan status apabila mengkonstruksi identiti dalam talian. Secara rumusannya, pembentukan identiti unggul dalam Facebook ditentukan oleh item-item pengetahuan am, penapisan komen, dan pengalaman yang mengukur konsep Pengetahuan. Walau bagaimanapun, hasil kajian ini turut menunjukkan terdapat faktor lain yang terkeluar daripada skop kajian ini yang turut menyumbang kepada konstruksi identiti dalam talian.

Hubungan pengetahuan dengan identiti sebenar dalam talian

Pemboleh-pemboleh ubah yang diuji dalam hipotesis ini ialah pemboleh ubah tak bersandar (item-item pengetahuan) dan pemboleh ubah bersandar (identiti sebenar). Konstruk pengetahuan diukur dengan item-item pengetahuan am, pengalaman, penapisan bahasa, pengetahuan memuat naik, penapisan komen, dan penulisan status.

Hipotesis ini diuji dengan menggunakan statistik regresi linear. Aras signifikan 0.05 ditetapkan untuk menolak atau tidak menolak hipotesis nol. Hipotesis nol dalam kajian ini tidak terdapat hubungan antara pengetahuan dengan identiti sebenar. Berdasarkan Jadual 4, dapat dikenalpasti bahawa nilai min bagi identiti sebenar ialah 3.716 manakala nilai min bagi konstruk pengetahuan adalah: pengetahuan am 2.992, pengalaman 2.985, penapisan bahasa 3.692, pengetahuan muat naik 2.506, penapisan komen 3.823 diikuti penulisan status 2.485. Nilai sisihan piawai bagi identiti unggul ialah 0.942 manakala nilai sisihan piawai bagi konstruk pengetahuan ialah: pengetahuan am 0.940, pengalaman 1.087, pengetahuan muat naik 1.191, penapisan komen 0.982 dan penulisan status 1.173. Walaupun nilai sisihan piawai adalah hampir serupa, namun nilai min menunjukkan terdapat perbezaan antara min pemboleh ubah tidak bersandar dengan pemboleh ubah bersandar.

Jadual 4: Analisis Min dan Sisihan Piawai Konstruk Pengetahuan dengan Identiti Sebenar dalam Talian

Pemboleh ubah	Min	Sisihan piawai
Identiti Sebenar	3.716	0.942
Pengetahuan am	2.992	0.940
Penapisan komen	3.823	0.982
Pengalaman	2.985	1.087
Pengetahuan muat naik	2.506	1.191
Penapisan bahasa	3.692	0.570
Penulisan status	2.485	1.173

N=391

Dalam ujian korelasi, hanya item pengetahuan am, pengalaman, penapisan bahasa dan penapisan komen sahaja yang mempunyai hubungan positif secara signifikan dengan Identiti Sebenar, yang menjadi pemboleh ubah bersandar, pada aras 0.05. Jadual 4a menunjukkan nilai korelasi item Pengetahuan Am dengan Identiti Sebenar yang tertinggi sekali iaitu 0.182, diikuti dengan Penapisan Bahasa sebanyak 0.130.

Jadual 4a: Analisis Korelasi Konstruk Pengetahuan dengan Identiti Sebenar dalam Talian

	Identiti Sebenar	Signifikan
Pengetahuan am	0.182	0.000
Penapisan bahasa	0.130	0.005
Penapisan komen	0.124	0.007
Pengalaman	0.101	0.023
Pengetahuan muat naik	-0.006	0.454
Penulisan status	-0.020	0.344

Jadual 4b pula menunjukkan nilai regresi (R^2) dua pemboleh ubah bagi konstruk pengetahuan yang menyumbang kepada konstruksi identiti sebenar dalam talian iaitu item pengetahuan am dan penapisan komen. Berdasarkan Jadual 4b, didapati bahawa apabila diukur secara berasingan, nilai regresi bagi item pengetahuan am adalah 0.031, manakala apabila

diukur secara melibatkan 2 item pengetahuan am dan penapisan komen pula, nilai regresi yang diperolehi ialah 0.44. Ini menjelaskan bahawa tiga item konstruk Pengetahuan iaitu pengetahuan am, penapisan komen, dan pengalaman menyumbang sebanyak 4 peratus sebagai prediktor kepada pemboleh ubah Identiti Unggul. Berdasarkan analisis yang dilakukan, kajian mendapati terdapat dua item pemboleh ubah tak bersandar iaitu Pengetahuan Am dan Penapisan Komen sebagai prediktor kepada pemboleh ubah bersandar iaitu identiti unggul dalam talian. Empat lagi item pemboleh ubah tak bersandar iaitu Pengalaman, Pengetahuan Muat Naik, Penulisan Status dan Penapisan Bahasa diketepikan daripada analisis regresi kerana didapati tidak menjadi prediktor secara signifikan kepada pemboleh ubah bersandar Identiti Sebenar dalam talian.

Jadual 4b: Analisis Sumbangan Konstruk Pengetahuan terhadap Konstruksi Identiti Unggul dalam talian

Pemboleh ubah peramal	R	R ²
Pengetahuan am	0.182 ^a	0.031
Pengetahuan am, penapisan komen	0.210 ^b	0.044

N=391; R= Pekali Pearson; R² = Nilai Regresi

Jadual 4c pula merupakan Analisis ANOVA. Analisis ANOVA menunjukkan bahawa nilai F ialah 8.975, $p < 0.0001$. Ini bermakna Hipotesis nol adalah ditolak. Nilai pekali bagi dua item bagi konstruk Pengetahuan adalah signifikan pada aras 0.05. Nilai pekali Beta (β) bagi item Pengetahuan iaitu Pengetahuan Am (0.171), dan Penapisan Komen (0.106) adalah peramal kepada Identiti Sebenar dalam talian. Empat lagi item iaitu Pengalaman, Pengetahuan Muat Naik, Penapisan Bahasa dan Penulisan Status tidak menjadi peramal kepada Identiti Sebenar dalam talian.

Jadual 4c: Hubungan Konstruk Pengetahuan dengan Identiti Unggul dalam Talian

Pemboleh ubah peramal	F	β
Pengetahuan am		0.171***
Penapisan komen	8.975***	0.106***

N= 391; F = Nilai F; β = Nilai Beta

Analisis ini menjelaskan bahawa konstruksi identiti sebenar dalam talian bagi seseorang individu ditentukan oleh item-item pengetahuan am dan penapisan komen. Pengetahuan am dan penapisan komen memainkan peranan dalam mempengaruhi seseorang individu apabila mengkonstruksi identiti sebenar dalam talian. Sebaliknya, individu tidak bergantung kepada pengalaman, pengetahuan muat naik, penapisan bahasa dan penulisan status apabila mengkonstruksi identiti dalam talian. Secara rumusannya, pembentukan identiti unggul dalam Facebook ditentukan oleh item-item pengetahuan am dan penapisan komen yang mengukur konsep Pengetahuan. Walau bagaimanapun, hasil kajian ini turut menunjukkan terdapat faktor lain yang terkeluar daripada skop kajian ini yang turut menyumbang kepada konstruksi identiti dalam talian.

Hubungan faktor pengetahuan dengan identiti samaran dalam talian

Pemboleh-pemboleh ubah yang diuji dalam hipotesis ini ialah pemboleh ubah tak bersandar (item-item Pengetahuan) dan pemboleh ubah sandaran (identiti samaran). Konstruk pengetahuan diukur dengan item-item pengetahuan am, pengalaman, penapisan bahasa, pengetahuan memuat naik, penapisan komen, dan penulisan status.

Hipotesis ini diuji dengan menggunakan statistik regresi linear. Aras signifikan 0.05 ditetapkan untuk menolak atau tidak menolak hipotesis nol. Hipotesis nol dalam kajian ini ialah tidak terdapat hubungan antara pengetahuan dengan identiti samaran. Nilai min dan sisihan piawai bagi setiap item tertera dalam Jadual 5. Berdasarkan Jadual 5, dapat dikenalpasti bahawa nilai min bagi identiti samaran ialah .078 manakala nilai min bagi konstruk pengetahuan adalah: pengetahuan am 2.992, pengalaman 2.985, penapisan bahasa 3.692, pengetahuan muat naik 2.506, penapisan komen 3.823 diikuti penulisan status 2.485. Nilai sisihan piawai bagi identiti samaran ialah 0.976 manakala nilai sisihan piawai bagi konstruk pengetahuan ialah: pengetahuan am 0.940, pengalaman 1.087, pengetahuan muat naik 1.191, penapisan komen 0.982 dan penulisan status 1.173. Walaupun nilai sisihan piawai adalah hampir serupa, namun ini menunjukkan terdapat perbezaan antara min pemboleh ubah tidak bersandar dengan pemboleh ubah bersandar.

Jadual 5: Analisis Min dan Sisihan Piawai Konstruk Pengetahuan dengan Identiti Samaran dalam Talian

Pemboleh ubah	Min	Sisihan piawai
Identiti Samaran	2.078	0.976
Pengetahuan am	2.992	0.940
Pengalaman	2.985	1.087
Penapisan bahasa	3.692	0.570
Pengetahuan muat naik	2.506	1.191
Penapisan komen	3.823	0.982
Penulisan status	2.485	1.173

N=391

Dalam ujian korelasi, hanya item-item pengalaman, pengetahuan muat naik dan pengalaman yang mengukur konstruk Pengetahuan didapati mempunyai hubungan positif secara signifikan dengan Identiti Samaran, yang menjadi pemboleh ubah bersandar, pada aras 0.05. Item-item lain bagi konstruk Pengetahuan lain iaitu pengetahuan am, penapisan bahasa dan penapisan komen tidak mempunyai hubungan signifikan. Jadual 5a menunjukkan nilai korelasi item Penulisan Status dengan Identiti Samaran yang tertinggi sekali iaitu 0.178, diikuti dengan item Pengetahuan Muat Naik sebanyak 0.174 dan pengalaman 0.140.

Jadual 5a: Analisis Korelasi Konstruk Pengetahuan dengan Identiti Unggul Samaran

Pemboleh ubah Pengetahuan	Pekali Pearson	Signifikan
Penulisan status	0.178	0.000
Pengetahuan muat naik	0.174	0.000
Pengalaman	0.140	0.003

Penapisan bahasa	0.086	0.270
Penapisan komen	-0.045	0.187
Pengetahuan am	0.045	0.189

Jadual 5b pula menunjukkan nilai regresi (R^2) pemboleh ubah bagi konstruk pengetahuan yang menyumbang kepada konstruksi identiti unggul dalam talian penulisan status adalah 0.032. Ini menjelaskan bahawa hanya satu item bagi konstruk Pengetahuan iaitu status hanya menyumbangkan sebanyak 3 peratus sebagai prediktor kepada pemboleh ubah Identiti Samaran. Berdasarkan analisis yang telah dilakukan, kajian mendapati terdapat hanya satu item yang mengukur pemboleh ubah tak bersandar Pengetahuan iaitu Penulisan Status sebagai prediktor kepada pemboleh ubah bersandar, iaitu Identiti Samaran. Lima lagi item yang mengukur konstruk pemboleh ubah tak bersandar Pengetahuan iaitu Pengetahuan Am, Pengalaman, Penapisan Bahasa, Pengetahuan Muat Naik dan Penapisan Komen diketepikan daripada analisis regresi kerana didapati tidak menjadi prediktor secara signifikan kepada pemboleh ubah Identiti Samaran.

Jadual 5b: Analisis Sumbangan Konstruk Pengetahuan terhadap Konstruksi Identiti Samaran dalam talian

Pemboleh ubah peramal	R	R^2
Penulisan status	0.178	0.032

N=391; R= Pekali Pearson; R^2 = Nilai Regresi

Jadual 5c pula merupakan analisis ANOVA. Analisis ANOVA menunjukkan bahawa nilai F ialah 12.769, $p < 0.0001$. Justeru, Hipotesis nol ditolak. Nilai pekali Beta bagi item status yang mengukur konstruk Pengetahuan adalah signifikan pada aras 0.05. Berdasarkan Jadual 4.20, nilai pekali Beta (β) Penulisan Status (0.178) adalah peramal kepada Identiti Samaran dalam talian. Lima lagi item bagi konstruk Pengetahuan iaitu Pengetahuan Am, Pengalaman, Pengetahuan Muat Naik Penapisan Bahasa, dan Penapisan Komen tidak menjadi peramal kepada Identiti Samaran dalam talian. Justeru analisis ini menunjukkan pengaruh pemboleh ubah tak bersandar pengetahuan terhadap pemboleh ubah bersandar iaitu pembentukan identiti samaran pengguna Facebook dalam talian adalah tertakluk kepada penulisan status.

Jadual 5c: Hubungan Konstruk Pengetahuan dengan Identiti Samaran dalam Talian

Pemboleh ubah peramal	F	β
Penulisan Status	12.769***	0.178***

N= 391

*** Hubungan signifikan = 0.005

F = Nilai F

β = Nilai Beta

Analisis ini menjelaskan bahawa konstruksi identiti samaran dalam talian bagi seseorang individu ditentukan oleh penulisan status. Penulisan status memainkan peranan dalam mempengaruhi seseorang individu apabila mengkonstruksi identiti samaran dalam talian. Sebaliknya, individu tidak bergantung kepada pengetahuan am, pengalaman, pengetahuan

muat naik, penapisan bahasa dan penapisan komen apabila mengkonstruksi identiti dalam talian. Secara rumusannya, pembentukan identiti samaran dalam Facebook ditentukan oleh penulisan status yang mengukur konsep Pengetahuan. Walau bagaimanapun, hasil kajian ini turut menunjukkan terdapat faktor lain yang terkeluar daripada skop kajian ini yang turut menyumbang kepada konstruksi identiti samaran dalam talian.

PERBINCANGAN DAN KESIMPULAN

Dapatan kajian survei menunjukkan bahawa terdapat hubungan yang signifikan antara faktor pengetahuan dengan konstruksi identiti sendiri dalam talian. Aspek yang mendasari struktur pengetahuan hasil dapatan survei telah dikenalpasti sebagai pengetahuan am, berfikir, pengalaman, pemilihan, penapisan merupakan aspek penting yang diambil kira oleh responden apabila mengkonstruksi identiti sendiri dalam talian. Dapatan ini diperkukuhkan dengan pandangan Potter (2004) individu perlu memiliki struktur pengetahuan tentang diri sendiri yang kukuh apabila menggunakan media secara kritis. Dalam konteks kajian ini, individu perlu mempunyai pengetahuan menggunakan media sosial secara kritis untuk menghasilkan atau mengkonstruksi identiti sendiri mereka secara dalam talian.

Penegasan terhadap penciptaan identiti oleh pengguna Facebook berdasarkan justifikasi bahawa individu melakukan beberapa hal sebelum keputusan untuk memaparkan identiti dilaksanakan di dalam talian. Individu menggunakan pengetahuan untuk membina identiti yang mereka mahukan dalam talian. Dapatan kajian menjelaskan kepentingan peranan pengetahuan sebagai faktor yang mempengaruhi individu untuk konstruksi identiti dalam talian sebagai pentas untuk memaparkan sisi terbaik diri mereka. Pandangan ini adalah selari dengan apa yang telah diujahkan oleh Turkle (1996) bahawa golongan muda menggunakan media digital untuk pemaparan diri dalam talian dengan cara yang mereka mahukan. Kajian ini mengukuhkan bahawa konstruksi identiti dalam talian tidak berbeza daripada konstruksi identiti individu di luar talian.

Apabila mengkonstruksi identiti sendiri dalam talian, individu berkuasa penuh mencipta identiti yang diinginkan dan proses buat putusan bergantung kepada penilaian individu itu sendiri berdasarkan pengetahuan daripada segi pengetahuan. Ini disebabkan individu berkenaan mampu melihat identiti yang dihasilkan dalam Facebook. Sekiranya tidak disukai, individu boleh mengubahnya mengikut kehendaknya. Dapatan ini selaras dengan pandangan Rowsel (2013) berpandangan bahawa media sosial merupakan makmal untuk meneroka dan bereksperimen untuk mencipta versi diri yang paling disukai dan paling unggul.

Hasil daripada analisis kajian survei mendapati responden sangat bersetuju bahawa mereka mengkonstruksi identiti sebenar dalam Facebook. Dapatan ini selari dengan kajian yang telah dilakukan oleh Livingstone (2009) bahawa golongan muda memilih Facebook dengan alasan Facebook menyediakan ruang untuk mereka menyerlahkan identiti diri dalam konteks yang lebih sofistikated. Justeru, hasil kajian ini memberikan satu pendedahan kepada golongan belia di Malaysia untuk lebih memahami peranan pengetahuan dalam konstruksi dan pembentukan identiti dalam talian. Kajian ini juga merupakan satu saranan kepada belia untuk mengubah persepsi terhadap amalan mengkonstruksi identiti berdasarkan kebolehan pengetahuan dalam konteks yang sewajarnya sebagaimana pandangan Rodgriez (2019) bahawa kebolehan seseorang individu mengendalikan identiti dalam talian adalah amat bergantung kepada peluang untuk mengaplikasi literasi termasuk kebolehan pengetahuan menerusi apa jua medium yang digunakan.

Kajian ini tertumpu kepada penerokaan terhadap bagaimana individu sebagai pengguna Facebook memaparkan dirinya dalam Facebook. Apa yang difikirkan, pengalaman lepas, emosi yang dihadapi serta kemahiran yang dimiliki menjadi faktor yang mempengaruhi

konstruksi identiti sendiri yang dipaparkan kepada khalayak. Aspek-aspek ini menjadi pengukur kepada konstruksi identiti sendiri yang dipaparkan dalam talian. Dengan kata lain, kajian ini melihat konstruksi identiti sendiri dalam talian daripada sudut pandangan individu yang mengkonstruksikan identiti itu sendiri. Justeru, penelitian yang meneroka interpretasi pengguna Facebook media sosial sebagai rakan maya terhadap konstruksi identiti sendiri dalam talian yang lain juga wajar dilakukan pada masa akan datang. Dalam konteks ini, aspek-aspek yang boleh diteroka ialah bagaimana individu sebagai rakan di media sosial menginterpretasikan paparan yang dikongsikan melalui media sosial.

Saranan untuk menganalisis konstruksi identiti dalam talian secara analisis tekstual terhadap kandungan media sosial adalah mengambil kira paparan yang terkandung dalam media sosial adalah pelbagai. Paparan yang dimuat naik bukan sahaja meliputi gambar peribadi, gambar aktiviti seharian serta gambar bersama keluarga dan rakan-rakan, malahan turut mencakupi penulisan yang merangkumi status dan juga komen yang menghidangkan teks yang luas untuk diteroka dan dikaji. Justeru, adalah dicadangkan agar kajian terperinci tentang analisis teks bagi meneliti bagaimana paparan yang di ada dapat digunakan sebagai satu wadah oleh individu untuk menginterpretasikan dan memaparkan identitinya dalam talian. Selain itu, kajian ini hanya membataskan penelitian terhadap konstruk pengetahuan. Adalah disarankan agar kajian lanjutan turut dilaksanakan bagi mengenalpasti faktor-faktor lain yang turun dapat dihubungkan dengan identiti dalam talian pada masa akan datang.

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THE INFLUENCE OF DIGIMON MOVIE AND FANDOM TOWARDS ACTION FIGURE PURCHASE DECISION

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Tarikh dihantar: 14 Februari 2022 / Tarikh diterima: 14 Jun 2022

Abstract: *Digimon Adventure: Last Evolution Kizuna is a Digimon movie series that was aired in 2020. To accommodate Digimon fans in Indonesia, the community created a Facebook group by the name of Digi-In. The research objectives are to identify the influence of motives to watch Digimon Adventure: Last Evolution Kizuna movie and the intensity of information exchange in the Digi-In Facebook group towards the online purchase decision of Digimon action figures. This research takes a sample of 386 people out of the total of 10.700 people who are in the Digi-In group using the purposive sampling technique. This research is based on the positivism paradigm with a quantitative approach and uses a survey method. The result of this research shows the influence of motives to watch Digimon Adventure: Last Evolution Kizuna movie is 28.6% and the intensity of information exchange in the Digi-In Facebook group towards online purchase decision of Digimon action figures reaches 31.7%. Simultaneously, there is a 39.7% influence of the two variables. Based on the results, we can conclude that there is certainly an influence of the two independent variables, partially and simultaneously, on the online purchase decision of Digimon action figures. The recommendations from the researchers are that watching movies could be chosen as a medium of self-relaxation to kill the leisure time and that the Digi-In community should maintain their group's cohesiveness and share information responsibly.*

Keywords: *action figure, Digi-In Facebook group, Digimon Adventure movie, group communication, purchase decision.*

INTRODUCTION

Digimon, which stands for *Digital Monsters*, is a Japanese animation franchise that was created in the form of anime, manga, video games, and card games by the Akiyoshi Hongo group. Starting from virtual pets in the *Tamagotchi* game in 1997, the appearance of *Digimon* began to rise as Toei Animation turned it into an anime series entitled *Digimon Adventure* with 54 episodes in 1999-2000. *Digimon* production also penetrated the cinemas. In Japan, *Digimon Adventure: Last Evolution Kizuna* was first released on the 21st February 2020. This film was made to celebrate the 20th anniversary of the *Digimon* franchise and to tell the story of the last adventures of *DigiDestined* (as the chosen child characters were called) with their *Digimons* as they have grown into adults.

In the post-modern era, the fan base communicates face-to-face and also uses social media such as Facebook, which could create team engagement (Stavros et al., 2014), synchronous communication processes (Fensi, 2019), and gain social support (Indian & Grieve, 2014). Facebook is in the 4th position of the most used social media by Indonesian people, after Youtube, Whatsapp, and Instagram in January 2021 (We Are Social & Hootsuite, 2021). Virtual communities consist of people who have similarities and are formed through cyberspace and the interactions that occur in them (Prayugo, 2018). On Facebook, communities are formed in groups. Personal communication between community members forms a harmonious social relationship, which is an important aspect of information delivery (Hossin, 2018). *Digimon* fans in Indonesia have their own Facebook private group called Digi-In (Indonesian *Digimon* Community). Digi-In was formed as a forum for interaction and information sharing among *Digimon* fans throughout Indonesia (Digi-In, 2011). This group is managed by 9 administrators and already has more than 10.000 members. Digi-In is currently a *Digimon* fandom group with the most members and interactivity in Indonesia.

Digimon fans also have an interest in action figures that are sold online or what the (Rippon, 2017) research called merchandising and franchising of images. Data shows that in January 2021, 87% of internet users aged 16 – 64 years purchased products online (We Are Social & Hootsuite, 2021). Online shopping was considered more practical and easier (Clemes et al., 2014). A marketplace is a place for sellers to run their business and increase consumer trust in the transaction mechanism (Hong & Cho, 2011).

Episodic memories of *Digimon* are attached to people's minds even to the very details (Tang et al., 2016). Researchers see the communication phenomenon that the purchase decision of *Digimon* action figures through online shopping was influenced by various factors. Previous studies analysed the influence of motivational factors and consumer perceptions on purchase decisions (Saputra & Samuel, 2013), while this study analyses the factors of the motives to watch *Digimon Adventure: Last Evolution Kizuna* movie and the intensity of information exchange in Digi-In Facebook group.

A movie may give a cognitive, affective, and behavioural impact on its audience. This behavioural impact is the highest level of influence because it moves people to take action. In this study, what we want to know is the behavioural impact of watching *Digimon Adventure: Last Evolution Kizuna* movie, especially on the purchase decision of *Digimon* action figures.

Meanwhile, the information exchange in the Digi-In Facebook group also often consists of action figure photos shared among the members. Like a movie, joining a community and exchanging information between members can give them cognitive to behavioural impact. Researchers want to know the influence of the intensity of information exchange on the purchase decision of *Digimon* action figures.

Based on the background above, the problem formulation in this study is as follows:

1. How much influence does the motive for watching *Digimon Adventure: Last Evolution Kizuna* movie have towards online purchase decision of *Digimon* action figures?
2. How much influence does the intensity of information exchange in Digi-In Facebook group have towards online purchase decision of *Digimon* action figures?
3. How much influence do the motive for watching *Digimon Adventure: Last Evolution Kizuna* movie and the intensity of information exchange in Digi-In Facebook group have towards the online purchase decision of *Digimon* action figures?

LITERATURE REVIEW

In this study, the considered function of group communication is social relations and persuasion (Anggawiguna & Destiwati, 2019). The function of social relations was seen in the information exchange activities in the Digi-In Facebook group, while the function of persuasion was the effort that the community members put to influence the purchase of *Digimon* action figures. The grand theory of this research is the Uses and Gratifications Theory developed by Ha et al. (2015). This theory suggests five typologies of gratification motives of people using mass media: cognitive (sharing knowledge, acquisition of information, and seeking consultation), hedonic (deviation, aesthetic, entertaining, resting or passing time, and joyful experiences), integrative (forming personal identity, strengthening trust, confidence, and status), social interactive (interpersonal communication exchanges and bonding between individuals via a technology-enabled space), and mobile convenience (the ease of effort whilst not being subjected to time and space limitations).

Besides personal interests, people's motives to watch movies also come from their community networks (Imang, 2015). The members of the Digi-In community have different motives when watching *Digimon Adventure: Last Evolution Kizuna*. These motives include filling spare time, getting entertainment, enjoying time, playing back childhood memories, relaxing from daily activities, etc. This is examined in this study, especially regarding its influence on the members' decision to purchase *Digimon* action figures.

Meanwhile, Group Achievement Theory by Ralph Melvin Stogdill as cited in (Sendjaja et al., 2018), is the scope of the middle theory. This theory talks about efforts to achieve group productivity through member inputs (individual behaviour, interactions, and expectations), mediating variables (the formal structure and role structure of the group, such as group status and goals), and group outputs (the achievement of group goals). Every day, some members would provide information about *Digimon*, either about its anime series, movies, action figure photography, exhibition events, games, or the latest merchandise. From this activity, researchers want to know its influence on the decision of Digi-In community members to purchase *Digimon* action figures.

Information Processing Theory by William James McGuire as the applied theory of this research describes six stages of attitude change: presentation, attention, comprehension, acceptance, retention, and action (Severin & Tankard, 2007). This theory was examined because it is relevant to the focus of the research.

Recently, *Digimon Adventure: Last Evolution Kizuna* movie was released in a digital form and aired through the fansub site. This film featured some characters who have been idolized by fans since the release of the first *Digimon Adventure* movie, only with a different story setting. On the other hand, the Digi-In Facebook group unites fandom interest by using the movie as a topic. The online purchase decision of *Digimon* action figures goes through a process of presentation, attention, comprehension, acceptance, retention, and action.

METHODS

This research is based on the positivistic paradigm, which has the characteristics of hypothesis testing in the structure of the hypothetico-deductive methods (Kriyantono, 2009). The research uses a quantitative approach with a survey method. The type of research conducted is explanative, explaining the causality (cause-effect relationship) between two independent variables and one dependant variable. The data collection techniques are divided into two types, namely primary data by distributing questionnaires with closed statements to the research sample and secondary data by reading relevant literature books, information in Digi-In Facebook group, and several journals and official websites. The measurement scale used in compiling the questionnaire is a Likert scale with four alternative answers: "strongly disagree", "disagree", "agree", and "strongly agree".

The population of this study was all administrators and members of the Digi-In Facebook group. The population characteristic in this study was watching *Digimon Adventure: Last Evolution Kizuna* movie. The population size of this study is 10.700 Facebook accounts in the Digi-In Facebook group, consisting of 9 administrators and 10.691 members. The sampling technique in this study was purposive sampling because the sampling was carried out with certain criteria. The criteria for the research sample were individuals in the Digi-In Facebook group who have watched *Digimon Adventure: Last Evolution Kizuna* movie. The formula for determining sample size follows the Slovin formula (Kriyantono, 2009).

$$n = \frac{N}{1 + Ne^2}$$

Annotations:

n is a sample size

N is a population size

e is a significance level or error tolerance

Using a significance level of 0.05, the population could be represented by a sample size of 386 Facebook accounts in the Digi-In Facebook group. The questionnaire consists of 53 statements, of which, 21 statements were for the motives of watching the movie, 16 statements for the intensity of information exchange on Facebook, and 16 statements for the action figures purchase decision. Each of the statements is derived from the theoretical basis used in this research.

The motives for watching the movie were measured by 5 dimensions from the Uses and Gratifications Theory: 4 statements of cognitive, 9 statements of hedonic, 2 statements of integrative, 3 statements of social interactive, and 3 statements of mobile convenience. Meanwhile, the intensity of information exchange in the Facebook group was measured by 3 dimensions from the Group Achievement Theory: 5 statements of member inputs, 5 statements of mediating variables, and 6 statements of group outputs. Action figure purchase decisions were measured by 6 dimensions from the Information Processing Theory: 2 statements of presentation, 2 statements of attention, 2 statements of comprehension, 4 statements of acceptance, 4 statements of retention, and 2 statements of action.

The questionnaire has passed the pre-test with the validity result as follows. Six statements of X1 variable dimensions were invalid, all statements of X2 variable dimensions were valid, and one statement of Y variable dimensions was invalid. The invalid statements were deleted from the research questionnaire which was given to all respondents. Besides that, the questionnaire was highly reliable with the result of Cronbach's Alpha test, being above 0,8 for every research variable.

In this research, the data analysis used was correlation analysis, both the simple correlation and the multiple correlations. The formula used to calculate said correlation was Pearson's product-moment. Then proceed to multiple linear regression analysis to predict the state of the dependant variable if two independent variables were manipulated. The multiple linear regression equation was represented by:

$$Y' = a + b_1X_1 + b_2X_2 + e$$

Annotations:

Y' is the online purchase decision of *Digimon* action figure

a is a constant

b₁ is the regression coefficient of independent variable 1 with the assumption that X₂ is constant

b₂ is the regression coefficient of independent variable 2 with the assumption that X₁ is constant

X₁ is the motives for watching *Digimon Adventure: Last Evolution Kizuna* movie

X₂ is the intensity of information exchange in Digi-In Facebook group

e is the prediction error

Priyatno (2013) suggests that the analysis of the determination coefficient (R²) is used to determine the percentage of influence of the independent variables on the dependant variable. The hypothesis was examined using a partial test (t-test) and simultaneous test (F-test) through SPSS for Windows version 24.0.

RESULTS

Respondent Demographics Profile

There are 386 members of the Digi-In Facebook group who became the respondents of this study. There are 362 male respondents (93.8%) and 24 female respondents (6.2%). Most of the respondents are within the age range of 26 – 30 years old with a percentage of 49.7%. There are more respondents who work as private employees compared to other occupations, with a percentage of 49.2%. The majority of respondents live in Java and Bali, with a percentage of 64.8%.

The Influence of Motive for Watching Digimon Adventure: Last Evolution Kizuna Movie Towards Online Purchase Decision of Digimon Action Figures

There was a positive correlation between the variable of motives for watching *Digimon Adventure: Last Evolution Kizuna* movie (X₁) and online purchase decision of *Digimon* action figures (Y) of 0.535. This shows that the more motives that people have for watching *Digimon Adventure: Last Evolution Kizuna* movie, the higher their online purchase decision of *Digimon* action figures is, and vice versa. The rate of 0.535 indicated a significant level of correlation. If the motives for watching the movie changed, the online purchase decision of *Digimon* action figures might also change. The rate of sig. (2-tailed) between the X₁ variable and the Y variable of 0.000 < 0.05, then there was a significant relationship between the motives for watching the movie and the online purchase decision of *Digimon* action figures.

The rate of R Square X₁ - Y statistical results of 0.286. This meant that the influence of the X₁ variable (the motives for watching *Digimon Adventure: Last Evolution Kizuna* movie) on the Y variable (the online purchase decision of *Digimon* action figures) was 28.6%. While the remaining 71.4% were influenced by other factors not examined in this study, such as psychological aspects of having the hobby of collecting action figures and other aspects that encourage the purchase of action figures, such as mobile games.

The rate of calculated t for the X₁ variable was 7.126 with a significance of 0.000. The rate of t-table at a significance of 0.05 two-tailed test with dk = 386 – 3 = 383 was 1.960, so

$7.126 > 1.960$. The conclusion was that H_0 was rejected, meaning that there was an influence of the motives for watching *Digimon Adventure: Last Evolution Kizuna* movie on the online purchase decision of *Digimon* action figures.

The Influence of Intensity of Information Exchange in Digi-In Facebook Group Towards Online Purchase Decision of Digimon Action Figures

The rate of 0.563 indicated that there was a positive relationship between the variable of the intensity of information exchange in the Digi-In Facebook group (X2) and the online purchase decision of *Digimon* action figures (Y). The more intensive the exchange of information in the Digi-In Facebook group, the higher the online purchase decision of *Digimon* action figures, and vice versa. The rate of 0.563 indicated a significant level of correlation. This meant that if the intensity of information exchange in the Digi-In Facebook group changed, the online purchase decision of *Digimon* action figures might also change. The rate of sig. (2-tailed) between the X2 variable and the Y variable of $0.000 < 0.05$, then there was a significant relationship between the intensity of information exchange in the Digi-In Facebook group and the online purchase decision of *Digimon* action figures.

Meanwhile, the rate of R Square X2 - Y from the statistical analysis was 0.317, which meant that the influence of the X2 variable (intensity of information exchange in Digi-In Facebook group) on the Y variable (the online purchase decision of *Digimon* action figures) was 31.7%. The remaining 68.3% were influenced by other factors that were not examined, such as the existence of *Digimon* periodical events and attractive promotions from the marketplace.

The rate of calculated t for the X2 variable was 8.400 with a significance of 0.000. The rate of t-table at a significance of 0.05 two-tailed test with $dk = 386 - 3 = 383$ was 1.960, thus $8.400 > 1.960$. Therefore, H_0 was rejected, meaning that there was an influence of the intensity of information exchange in the Digi-In Facebook group on the online purchase decision of *Digimon* action figures.

The Influence of Motive for Watching Digimon Adventure: Last Evolution Kizuna Movie and the Intensity of Information Exchange in Digi-In Facebook Group Towards Online Purchase Decision of Digimon Action Figures

The rate of multiple correlation coefficient was indicated by the R notation of 0.630. This rate shows a positive relationship between X1 and X2 variables simultaneously with variable Y. The more motives for watching the *Digimon Adventure: Last Evolution Kizuna* movie and the more intensive the exchange of information in the Digi-In Facebook group, the higher the online purchase decision of *Digimon* action figures. There was a significant relationship between the two independent variables and the dependant variable. Because the rate of correlation coefficient was more than 0, which means there was an influential relationship.

The multiple linear regression equation was formulated as $Y' = 10.330 + 0.284 X1 + 0.432 X2 + e$. The regression equation could not be used as a prediction and estimation tool if the significance rate is more than 0.05 (Hartono, 2010). Because the significance rate (sig.) was less than 0.05, the multiple linear regression equation could be used as a predictive tool. The constant of 10.330 implied a constant value of the motives for watching *Digimon Adventure: Last Evolution Kizuna* variable (X1) and the intensity of information exchange in the Digi-In Facebook group variable (X2) affected the online purchase decision of *Digimon* action figures variable (Y) by 10.330 units. The X1 regression coefficient of 0.284 meant that every 1% addition in the value of the motives for watching *Digimon Adventure: Last Evolution Kizuna* variable (X1) will cause an increase of 0.284 in the rate of the online purchase decision

of *Digimon* action figures variable (Y). The positive coefficient shows that the X1 variable had a direct relationship with the Y variable. This meant that the greater the motives for watching *Digimon Adventure: Last Evolution Kizuna* movie, the higher the online purchase decision of *Digimon* action figures.

Simultaneously, the X2 regression coefficient of 0.432 meant that every 1% addition in the rate of information exchange intensity variable in the Digi-In Facebook group (X2) will cause an increase of 0.432 in the rate of the online purchase decision of *Digimon* action figures variable (Y). In addition, a positive coefficient indicated that the X2 variable had a unidirectional relationship with the Y variable. This meant that the greater the intensity of information exchange in the Digi-In Facebook group, the higher the online purchase decision of *Digimon* action figures. The X1 regression coefficient of 0.284 was less than the X2 regression coefficient of 0.432, so it could be concluded that the X2 variable had a greater influence than the X1 variable on the Y variable. The significance rate of X1 and X2 variables was $0.000 < 0.05$. This indicated a good influence from the motives for watching *Digimon Adventure: Last Evolution Kizuna* variable (X1) on the online purchase decision of *Digimon* action figures variable (Y). Likewise, the influence of the intensity of information exchange in the Digi-In Facebook group variable (X2) on the online purchase decision of *Digimon* action figures variable (Y) was also significant.

The rate of R Square was 0.397. This meant that the motives for watching *Digimon Adventure: Last Evolution Kizuna* variable (X1) and the intensity of information exchange in the Digi-In Facebook group variable (X2) had an effect of 39.7% on the online purchase decision of *Digimon* action figures (Y). While the remaining 60.3% comes from the influence of other factors not examined in this study, such as product quality and price.

The rate of calculated F was 125.999 with a significance of 0.000. The rate of F-table at a significance of 0.05 with dk in the numerator = 2 and dk in the denominator = $386 - 2 - 1 = 383$ is accounted for 3.02. Since the rate of $125.999 > 3.02$, H_0 was rejected. The conclusion was that there was an influence from the motives for watching *Digimon Adventure: Last Evolution Kizuna* movie and the intensity of information exchange in the Digi-In Facebook group simultaneously on the online purchase decision of *Digimon* action figures.

Information Processing Theory said that one of the elements of communication is persuasion, which will influence the changes in human attitude. William James McGuire (1968) in Severin & Tankard (2007) stated that persuasive information will change individual attitudes, in terms of cognitive, affective, and behavioural. The presence of persuasive messages from the marketplace and community friends can influence individual attitudes, which then lead to a purchase decision. This study examines the Information Processing Theory to determine the influence of the two independent variables on the online purchase decision of *Digimon* action figures.

The determination coefficient shows the influence of motives for watching *Digimon Adventure Last Evolution Kizuna* movie and the intensity of information exchange in the Digi-In Facebook group simultaneously on the online purchase decision of *Digimon* action figures, with a percentage of 39.7%. The tendency of respondents who answered “agree” and “highly agree” on the questionnaires also shows that Information Processing Theory is correct for the variable of online purchase decision of *Digimon* action figures.

The *Digimon Adventure Last Evolution Kizuna* movie, as the latest production in 2020, had been awaited eagerly by *Digimon* fans. The existence of the Digi-In Facebook group as a forum for *Digimon* fandom in Indonesia helps the spread of information relating to that movie. besides that, the Digi-In Facebook group is also used as a place to share photos of *Digimon* action figures, until the administrator created a special Facebook group for buying and selling by the name of Digi-In (Marketplace). The combination of these factors influenced

the online purchase decision of *Digimon* action figures, as seen from the percentage of determination coefficient which was higher than the coefficient value of each variable.

According to the respondents' answers in the research questionnaire, the movie and information exchanged in the Digi-In Facebook group were carefully considered, understood, and selectively remembered for further identification of how those factors instil the online purchase decision of *Digimon* action figures. The presence of the movie which featured the previous *Digimon* characters and added two new *Digimon* characters as well as the interaction in the Digi-In Facebook group that showed the collection of action figures belonging to the community members from the early 2000s to the latest releases had a significant influence on the online purchase decision of *Digimon* action figures.

DISCUSSION

There was little influence of the X1 variable (the motives for watching *Digimon Adventure: Last Evolution Kizuna* movie) on the Y variable (the online purchase decision of *Digimon* action figures) at 28,6%. It was in line with the results of Fauzan's (2015) research on the influence of motives for watching the "Mata Lensa" programme on ANTV which was also classified as weak on information satisfaction of the Pekanbaru Photography Community. Contrary to the research of Shadel et al. (2012) which showed the significance of the influence of smoking motives in movies on the future smoking risk for middle school students.

Concerning the exchange of information in the Facebook group, the result of this study was in line with Nugroho's (2014) research which examined the provision of reproductive health materials for adolescents. The exchange of information increased the knowledge of members of the Facebook group and lead to the formation of behaviour according to the information obtained. The function of the Facebook group as a medium for information exchange in the anime fandom studied here was in line with the function of the Facebook group as a learning medium, which was studied by Y. C. Chen (2014). Facebook was chosen as the most effective means. Research by J. V. Chen et al. (2016) showed that the higher the quantity of information exchanged on Facebook, the higher the urge for impulsive purchases.

Contrarily, the results of this study were inversely proportional to the research of Saputra & Samuel (2013) which suggested motivational factors as a dominant factor that influences purchase decisions in comparison to perceptions and attitudes. This study shows that the exchange of information, which is a form of behaviour, had a greater effect than motivation.

CONCLUSION

Things that could be concluded from the results of the discussion are as follows:

1. There was an influence of the motives for watching *Digimon Adventure: Last Evolution Kizuna* movie on the online purchase decision of *Digimon* action figures in the Digi-In fandom, at 28,6%. The movie did not feature the latest *Digimon* characters and the majority of *Digimon* characters have appeared in the previous seasons. Even though there were new characters, until this research was concluded, the sales of action figures were still open for pre-order.
2. There was an influence of the intensity of information exchange in the Digi-In Facebook group on the online purchase decision of *Digimon* action figures in the Digi-In fandom, at 31,7%. The variable of the intensity of information exchange in the Digi-In Facebook group had a greater effect than the motives for watching the *Digimon Adventure: Last Evolution Kizuna* movie. This was because the intensity of information exchange in the

Digi-In Facebook group did not only affect the action aspect, but also the cognitive and affective aspects.

3. There was an influence of the motives for watching *Digimon Adventure: Last Evolution Kizuna* movie and the intensity of information exchange in Digi-In Facebook group simultaneously on the online purchase decision of *Digimon* action figures in the Digi-In fandom, which was 39,7%. Individual motives for watching the movie and group communication in the Digi-In Facebook group could be said to be quite influential on the online purchase decision of *Digimon* action figures, although there were other influencing factors, such as product quality and price, the hobby of collecting action figures, advertisements and attractive promotions in the marketplace, the existence of periodical events with anime nuances, and so on that need further research.

Based on the results of the study, the researchers provide the following suggestions:

1. For further researchers in the field of communication science, they should be able to explore research topics using a qualitative approach. It is better to look for variables other than the three that have been studied. The research could be carried out on other Japanese animation fan communities in Indonesia, such as quality, price, the physical appearance of the action figures, exposure to attractive advertisements and promotions in the marketplace, brand image, collectors' interests, level of participation in events, anime nuances, decisions to buy video games, card games, or even *Digimon V-Pet* (Virtual Pet). These variables could be determined independently by the researchers.
2. Digi-In fandom should be able to maintain group cohesiveness, both in the Facebook group and in face-to-face meetings. Administrators and members communicate with each other intensively to exchange useful information for the fandom. Publication of information regarding the production of the latest movies, animated series, and action figures should follow the group's rules so that administrators and members could share responsibly.
3. For animators, this research could be used as a reference source in making quality works that have moral values for the audience. Movie animators could collaborate with action figure producers to promote *Digimon* and other animations, including local artworks.

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CONCEPTUALISING MEDIA LOGIC AMONG ONLINE CLIMATE CHANGE REPORTING IN MALAYSIA

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Tarikh dihantar: 14 Februari 2022 / Tarikh diterima: 14 Jun 2022

Abstract *The initial focus of media logic has populated the spectrum of political communication for almost two decades. However, with the growing interest in climate change reporting in Malaysia, media logic can be used to connect both the ideas of online media content creation and their aftereffects. Thus, this conceptual paper aims to examine the interrelationship between online climate change content production and the impact that is produced by it. This paper addresses the issues, concepts and objectives covering the forthcoming study through the various interdisciplinary works of literature. The significance of this paper is that it can be a supplementary reference for academics for their future research. Besides, the results of this future research may contribute insights into the media outlets in Malaysia concerning varying and strengthening climate change reporting. It will also be relevant to media providers and policymakers, who produce and draft the frameworks and schemes, to deliver climate change awareness and educate the public.*

Keywords: *Malaysia, climate change, media logic, online media, reporting*

INTRODUCTION

According to the report of Climate Risk Country Profile, Malaysia in line with the World Bank Group and the Asian Development Bank in 2021, remains one of the most biodiverse countries globally that constantly battles with degradation of its ecosystems. This aspect has obligated Malaysia to keep up with sustainability and environmental concerns, where supports and ratifications of various policies and agendas have been made, such as Agenda 21 during the United Nations Conference on Environment and Development (UNCED), the Paris Climate Agreement in 2016, and the Malaysia's Eleventh (2016-2020) National Plans that have targeted on climate resilience enhancements (Mohamad Saifudin et al., 2018; Tan & Mohamad Saifudin, 2018; Tan, 2018).

Before studying the Malaysian context, this idea of battling one of humanity's challenges has been ongoing globally since the last decades; with the topic of climate change being globally emphasised and reported in the news media, scientists and environmental activists have been called to take initiatives and actions (Appelgren & Jonsson, 2021). With the global context giving extra spotlight on climate change, Malaysia's government has also started its agenda by restructuring the ministry since 2018. The whole catalysation has occurred when the Ministry of Energy, Science, Technology, Environment & Climate Change (MESTECC) is introduced in 2018 and is followed up with the changes, switching to the Ministry of Environment and Water in 2020.

This change of Malaysian governmental directions has given a clear cut of the rising awareness level within the institution. Therefore, environmental issues such as climate change may have their high and low on public interest over time, yet the peak is always referable towards the interest of institutions and policies that are being addressed with targeted focus (Torres, Vargas & Paavola, 2020). Without the interest of institutions, the media could not have given attention to climate change easily, especially when it comes to the discretion of the policymakers as well as developmental directions.

Aside from the institution's discretions, natural phenomena such as rising temperature and rainfall irregularities in Malaysia for the past two decades have provided solid reasoning for the studies of climate change to be conducted extensively (Tang, 2019). This has boosted the interests and motives of researchers and the public to seek further explanations within the existing climate change reporting in Malaysia.

Hence, it is critical to know that media outlets and journalists have been the key actors when it comes to engaging a sustainable society with a particular responsibility to educate and inform the public (Berglez, Olausson, & Ots, 2017; Hackett et al. 2017). The studies by Painter et al. (2018) and Bahiyah (2015) have shown that without a doubt the hike in the growth of the Internet has shifted the media landscape. This has also resulted from the public's attention and knowledge of climate change that are obtained from the news media itself (Schäfer & Painter, 2020).

Hansen's study in 2018 has also explained that climate change news will attract more media attention when (1) it is only event-oriented, (2) possesses a strong and attractive visual appeal, and (3) suits the nature of 24-hours news cycle. With this saying, the emergence of the online media has given the best choice for the public to fulfil its duty as a platform to disseminate information in a time saving and maximisation of audiences' reach out. Online media coverage as in reporting is expected to address the public's curiosity in terms of (1) how we come to know and (2) to know about environmental issues such as climate change which will be addressed, contested and, perhaps, resolved (Hansen, 2018, p.4).

With all the contexts mentioned, this study is here to examine the logic of media among the selected online media in Malaysia focusing on climate change reporting. This study will also give another perspective on the ways of climate change reporting being produced and introduced through Malaysia's point of view.

ISSUES WITH CLIMATE CHANGE REPORTING

Studies on climate change communication specifically in Malaysia have been conducted in a stagnant manner throughout the years whilst researchers from other countries have been actively engaging and dissecting the notion of climate change. From their studies, they have found that climate change reporting is to be seen as a policy agenda-setting (Carmichael & Brulle, 2016) as well as to deliver and impact the public's perceptions regarding climate change.

This has concluded that media reporting of climate change should be the key area of study in environmental communication. However, most of the studies were being spearheaded by western researchers and the context of the media coverage was still being revolved in the developed countries, e.g., in the US, the UK, Australia, or in European countries (Keller et al., 2019; Painter, 2014; Schäfer & Schlichting, 2014). This should have the same attention in Malaysia irrespective of developed, developing or underdeveloped countries, climate change is still penetrating their respective ecosystem, subsequently affecting the wellbeing and living situation of the public.

The study from Reis and Ballinger (2020) has also highlighted that climate change is a serious matter that has been affecting the global modern society. This can be further strengthened with regular reports that are released from The Intergovernmental Panel on Climate Change (IPCC) over the years, providing concrete analytical data those human activities are contributing 1.0°C of global warming above the pre-industrial level in 2018. Such data may not spike up any interest of the public, as Schäfer (2015) have explained the reason is that climate change is not easily observable firsthand (p. 853).

The content of climate change reporting in Malaysia can be meant to educate the public about the seriousness of it or the other way around, which can be a particular hidden political agenda. The public would not have the required thinking cap to determine the intention of such reporting released by the Malaysian media. Not to even mention, the sufficient information provided to the public for comparisons and verifications. The intentions of Malaysia's government can be appraised when the ministry reforms and emphasises on the environmental issue such as climate change. On the contrary, if the public is not equipped with the necessary knowledge on climate change issues, everything will be deemed to be ineffective with the goodwill of the government's initiatives. Therefore, the above discussion entails that Malaysia's audiences are often lacking the resources and information to understand the logic of media in climate change reporting.

MEDIA LOGIC AND ITS CONTEXT

Media logic started off in the realm of political communication where it is being commonly used as guidance to understand the context that is shared through the media. The initial notion of Altheide and Snow (1979) was to set a series of principles that come within the common-sense of the media institutions' intention of content delivery.

The media logic that is proposed by both Altheide and Snow (1992) is a process of media presenting and transmitting its information through various components such as (1) format and (2) characteristics of the interpret phenomena (p.11). Hence, Mazzoleni has studied and further elaborated that the proposed media logic by both of the pioneered researchers is a way of seeing and analysing social affairs (2008).

The aforementioned formats can be broken down into various elements such as (1) organisation, (2) style of writing, (3) focus or emphasis, and (4) grammar used in the media deliverance (Altheide & Snow, 1992). These elements were the essence of understanding the media production and context delivered. Media logic can be used to understand the patterns of how information and news are steered towards the public, where the media will gain the most of the logic's influences (Van Dijck & Poell, 2013).

Following recent years, Altheide has redefined media logic as a general framework for understanding the nature, impact, and relevance of media and information technologies for social life (Altheide, 2016, p. 1). This can be further utilised in understanding environmental reporting as the basic principle of media logic including events, actions, and the actors' performances that reflect information technologies, specifically the media that has been stated by Altheide in 2016.

The functionality of media logic goes along with the flow of social actors shaping online climate change reporting in Malaysia knowingly and unknowingly. Furthermore, with the new technologies that can reflect, refine, and contribute to social interaction, the communication order has been altered (Altheide, 2013). The importance to understand media logic in online climate change reporting is further explained by Altheide (2013) on the occurrence of media mediation to adjust the social and political context.

RESEARCH QUESTIONS

The conceptual paper intends to identify the links between the media logic and the climate change reporting among selected online media in Malaysia. As such, the research questions to be addressed are:

- a) How can the norms and standards be identified in the climate change reporting among selected online media in Malaysia?
- b) Are there implications of climate change reporting among selected online media in Malaysia?

SIGNIFICANCE OF STUDY

The answers to the above research questions can contribute data and the background of the issue to the Malaysian government. This can ensure that the government can amend and update its national policies with proactive steps to combat climate change. The reason is said to be due to the long-outdated policy Malaysia has for over 10 years, i.e., the 2010 National Policy in Climate Change.

Besides, the conceptual paper may contribute to the growing literature by offering insights into past literature and assessment of studies that have been conducted abroad and locally. As mentioned earlier, the booming internet has sped up the whole process of information dissemination. With minimal cost, online media can optimise the impact of information sharing especially when it comes to climate change matters. It is hoped that this can attract more attention and increase the awareness of climate change among Malaysians (Nor Jijidiana et al., 2015).

Various past studies on mainstream Malaysian media, for example, the studies by Mohamad Saifudin (2016), Nor Jijidiana et al. (2015), and Nik Norma (2007) have been carried out and analysed both quantitatively and qualitatively, yet there are few in-depth studies on the online media platforms of online climate change communication in Malaysia. With the information shared above, it will be a key factor to have studies addressing both reporting trends of online climate change reporting and further understanding of it happening in Malaysia. Studies done by past researchers only focuses on the traditional media whilst the transformation of media has gradually shifted towards online. Hence, this conceptual paper will be able to give an outlook of what can be done for future research and investigations by shedding the spotlight towards online media. This may ensure that the effectiveness of online climate change communication can be elevated and succeed in tackling the low consciousness of climate change awareness among Malaysians.

DISCUSSION OF LITERATURE

Climate Change Reporting

Generally, climate change reporting has always been the western researchers' attention point, where numerous past studies have been highlighted by them, such as those by Schäfer and Painter (2020) and Hansen (2018).

In recent years, numerous studies on climate change information is being framed and discussed in new media organisations. According to Saunders, Grasso and Hedges (2018), the researchers studied local British printed newspapers including the *Guardian*, *The Daily Telegraph*, *The Times* and *The Daily Mail* in reporting climate change articles. A total of eleven years of news coverage have been collected and analysed from 1997 to 2017 among the four selected printed newspapers. The study has successfully contributed to the literature on climate change reporting in two ways, which are the empirical data of news prompts on climate change media coverage and a comparison of the differential take-up of news prompts across left- and right-wing newspapers individually. However, only empirical data are provided in this study without any further justifications on the intention of local British newspapers in environmental news coverage.

Furthermore, the study by Emenyeonu and Bahtiar (2017) has examined the impacts of news authorship and news sources on environmental coverage in four printed Nigerian press; *The Guardian*, *Daily Trust*, *This Day*, and *Business Day* have been selected to undergo a quantitative content analysis. The study has also stated that officials and government sources are the dominant sources in environmental coverage. However, the study did not explain nor investigate further on official and government sources as the main reference in Nigerian Press. The study has also recommended that environmental journalists should be diversifying their sources to authenticate and balance their stories, and to give them different angles and perspectives other than those of the government officials.

Even so, in Malaysia's context, studies were often conducted by western researchers such as the 2016 study by Manzo and Padfield. The study collected data from five English language newspapers ranging from 2009 to 2011 with the aim to understand how climate change affected the development in Malaysia. This has given substantial narratives towards the local development and researchers to have the need to address climate induced change issues happening in Malaysia.

In Malaysia, Mustafa (2012) discussed the precise conflicts on environmental degradation. The study has debated on the Malaysian state and media freedom which relate to media ownership and political influence in news coverage. The findings of this study posit that low consciousness of environmental degradation has resulted from the conflict between competing interests over scarce resources of the authorities. Hence, the media did not play its role as an educator and communicator to inform the public on environmental degradation. The case study of mainstream press coverages including the *Star*, *New Straits Times*, and *Utusan Malaysia* from April 2011 to March 2013 on the Lynas Project in Pahang, Malaysia suggested that the mainstream media did a fairly good job on providing editorial spaces for the grouses, fears, and concerns of the local communities. Despite that, the mainstream media failed to provide a much-needed platform or space for discussion in the public domain. This showed that the media did not play its role and had not utilised this case although there were a few suggestions from the study for future journalists.

In addition, within Malaysian context, Umami Nur Asyiqeen and Kesumawati (2017) discussed the climate change issue by analysing local newspapers' reporting, i.e., *The Star Online* and *New Straits Times*, from July to December 2016. Within that period, a total of 20 articles have been coded and analysed accordingly. They have found that scientists and professors are the primary news sources on climate change reporting, as both are considered the experts in climate change issues. In addition, the outcome of their study has also depicted that both newspapers have focused on the discussion of the cause and impact of climate change. To ensure that the information regarding climate change is conveyed accurately and is comprehensible, both newspapers have used simple language and sentences in their news writing.

From the reviewed literature, there is a pattern of analysis of content among the selected climate change reporting irrespective of international or local Malaysian context. The structure and content of the climate change reporting have been studied and are taken as a guideline of how it will influence the public with the possibility of a hidden agenda. By looking at the mentioned literature review, the research contents were very much focusing on traditional and printed media. Nevertheless, our current media has gone online globally with a wider outreach and faster pace of climate change information dissemination. The public no longer relies on sole information source which used to be the traditional media. On the contrary, different voices and sources can be found and verified with online media. This has given the golden opportunity of climate change communication to rise and attract the public's attention.

Media Logic Shaping Climate Change Reporting

Although the aforementioned media logic was often used in political communication, with the integration of multiple disciplines available in recent years, researchers managed to understand the media logic and had utilised it in the context of climate change reporting. This can be seen where media logic was not being put into good use in examining the news content production where the previous attention was emphasising on political communication. They have missed out the interesting part of media logic which relies on the process of news content creation to the staging of impacts brought by the communicated information.

As Denzin (2004) stated that the symbolic interactionism paradigm – including the process of news reporting and deliverance to public – can be understood as a form of social interaction which refers to the manifested meanings arose out from the processes of social interactives (p. 82). This has been aligned by Altheide's ideation of media logic's context in 2013 where he argued that the role of media technologies and communication formats have successfully shaped the spontaneous nature of communication and social interaction (p. 224). The reflexive nature of media communication can be dissected in terms of the content characters, interactions, forms, formats, etc. Therefore, media logic holds merit of shaping the interaction process, routinising the standards and institutional orders which then reflected in the media communication processes (Horlick-Jones & Farre, 2010).

In 2017, Brüggemann and Engesser utilised the norms and standards in media logic to study about climate change reporting. There was a total of 936 news samples from 2011 and 2012 among five selected countries- Germany, India, Switzerland, the United Kingdom, and the United States involved in the study. Accordingly, the content analysis method was conducted to analyse the specific period of climate change coverage in both stated years. Hence, the analysis justified the rationale of media events affecting the level of topic coverage intensity where climate change news was being primarily produced during the stated period.

Throughout the extensive study that has been conducted in 2017, the norms and standards have been identified as national bias, organisational bias, and institutional bias. The conclusion can be found when journalistic practices are a part of the media logic which relies on the journalist to interpret rather than having objective coverage. The news formats involving norms and standards can highly influenced the public discourse where the producer of news here – journalist – will determine the “way of seeing and interpreting social affairs” (Altheide, 2017, p. 73).

OPERATIONALISING NORMS AND STANDARDS

Table 1: Norms and Standards

Norms	Divided into two segmentations which are (1) independence and (2) objectivity (Asp, 2014).
	(1) Independence has been operationalised as the matter of how news media relates to social actors, institutions, and interests of the society (p. 261).
	(2) Objectivity can be understood as the obligation of fairness where the news journalist should be unbiased, and no views are being favoured and discounted; the news journalist should be informative, whereby the reports need to be accurate and relevant (p. 261).

Standards	Can be seen in two different sets of rules in producing news which constitute the news media logic. News is everything about content and form which rely on technology and grammar (Meyrowits, 1993).
	(1) Crafting rules is designed to understand how the news media processes news by facilitating and routinising them.
	(2) Forming rules that are utilising the notion of media technology in the making of content that fits a specific format such as text-based, visual, and digital media.
	(3) Grammar checking is concerned with the temporal (e.g., rhythm and deadlines), formative rules (e.g., article length), narrative rules (e.g., the inverted pyramid writing style), and composition of news media (e.g., domestic-foreign news) (Asp, 2014, p. 262).

CONCEPTUAL MODEL DEVELOPMENT

This conceptual paper attempts to determine the links between the media logic and the climate change reporting among the selected online media in Malaysia, namely, when it comes to media production by journalists up to the stage of releasing the news to the public. With the prior framework by Enli and Simonsen (2018) on their study of social media logic and professional norms together with the outline by Brüggemann and Engesser (2017), this study has proposed a research model for the context of online Malaysian media, as shown in Figure 1:

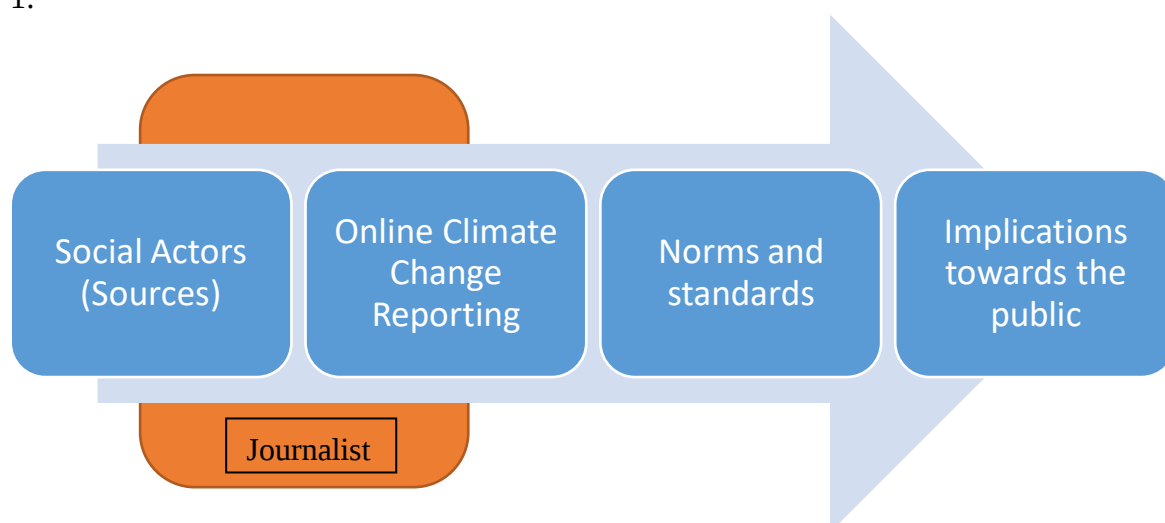


Figure 1: Proposed Conceptual Framework (Own Source)

The propositions for this study are as follows:

P1: There is a positive influence on the norms used and practised by the journalists on producing the online climate change reporting.

P2: There is a positive relationship between the standards acquired from the online climate change reporting and the news delivered to the public.

Based on Figure 1, the proposed conceptual framework illustrates the starting point of the social actors, which acts as a source to provide information and insights for the online climate change reporting. According to Das, Bacon and Zaman (2009), the political actors were

deemed to be major sources of news reporting as they were regarded as highly credible, and thus were obligated to voice their opinions on specific issues. This can further be shown in local studies, such as those by Tan and Mohamad Saifudin (2018), Ummi Nur Asyiqeen and Kesumawati (2017), Mohamad Saifudin (2016), and Lacy et al. (2013), whereby the conclusion is that the top frequently cited and referred source has either been the politicians or the scientists.

The study by Enli and Simonsen in 2018 has explained that the association of media logic with politics is not something new in the field. It plays a role in shaping the news product before sending it out to the public. Subsequently, there is a relationship between the news content and political actors when it comes to the news that is constructed by journalists (Habler, Maurer & Oschatz, 2014). This can further explain and show that in recent years political actors have been the key focus of analysis in climate change communication (Enli & Simonsen, 2018).

Notably, the framework of media logic can be seen as the norms and standards that are used in the construction of online climate change reporting that can result in specific implications for the public. Figure 1 has given an overall idea of the initial stage of news sourcing from the involvement of journalists and social actors to the stage where it feeds the public's curiosity. Throughout this process, the norms and standards that have been structured within the online climate change reporting content can be evaluated and analysed to further understand their implications.

CONCLUSIONS

The findings of this conceptual paper will provide a gateway to the study of the relationship between journalists' media logic and the Malaysian online climate change reporting. To proceed with the study, it is suggested to have mixed methods research to cross-check the data that have been obtained from online media and the notion of media production.

A wider and more extensive range of literature needs to be explored and obtained to gain a deeper insight into the proposed knowledge. Through this conceptual paper, it is hoped that it can contribute, and supplement works of literature for the reference of future researchers as well as to give an outlook to media providers and policymakers upon the full completion of the research.

ACKNOWLEDGEMENT

This conceptual paper is a part of the master's degree thesis of Tan Kwang Shean under the School of Communication, Universiti Sains Malaysia co-supervised by Dr. Mohamad Saifudin Mohamad Saleh and Associate Professor Dr. Bahiyah Omar.

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DIGITAL MARKETING COMMUNICATION MODEL: ANALYSIS OF SOCIAL MEDIA ADVERTISING, ELECTRONIC WORD OF MOUTH TO REVISIT INTENTION IS MEDIATED BY BRAND IMAGE

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Tarikh dihantar: 14 Februari 2022 / Tarikh diterima: 14 Jun 2022

Abstract *The role of social media is more than just conveying messages. Social media has become an effective and efficient promotional platform. The COVID-19 pandemic is helping to accelerate this process of change. Conventional retail is required to be able to answer the challenges of change in order to survive a pandemic. Social media is key in the sustainability of retail businesses to stay connected with consumers. Social media plays a vital role in attracting revisit intention of consumers. This study used multivariate analysis with SEM tools. The data collection method used is nonprobability sampling. The population studied was individuals who had shopped at physical stores and accessed social media of store. This study analyzes the role of brand image in mediating social media advertising and E-WoM to revisit intention.*

Keywords: *social media advertising, E-WoM, brand image, revisit intention.*

INTRODUCTION

The COVID-19 pandemic has had a negative impact on the Indonesian economy. Various business sectors experienced a slowdown in growth and even tended to experience a recession due to the declining purchasing power of the people. This is exacerbated by restrictions to the temporary suspension of offline-based economic activities in several sectors as well as encouraging work from home activities.

Changes in activity from offline to online during a pandemic are a must in adapting to new normal conditions. The new normal encourages organizations and individuals to adapt to the use and utilization of technology (Carroll, N and Conboy, K, 2020; Dwivedi et.al, 2020). Organizations/business actors and individuals must be able to find solutions in a pandemic condition as a way out to survive in a situation during a pandemic.

During a pandemic, individuals have a tendency to adapt to online shopping as well as home delivery (Roggeveen, A. L and Sethuraman, R., 2020; Eriksson, N. and Stenius, M., 2020; Hashem, 2020). Shopping online is highly recommended in dealing with crisis situations during the pandemic (Stanciu et.al, 2020). The change in individual shopping trends (online shopping) is a form of adaptation in a pandemic situation as a form of preventing the transmission of the COVID-19 virus which is of course very worrying (Grashuis et.al, 2020; Li et.al, 2020).

Research conducted by Hishan et.al (2020), Goniewicz et.al (2020), Papu, S. and Pal, S (2020) confirms changes in individual behavior during the pandemic where these conditions require individuals to work from home. Yan (2020) also confirmed that there was a change in human interaction regarding shopping, banking, education, meetings and entertainment during the pandemic, namely the change in the form of interaction which was initially dominated by face-to-face (physical/offline) to become more dominated by virtual (online).

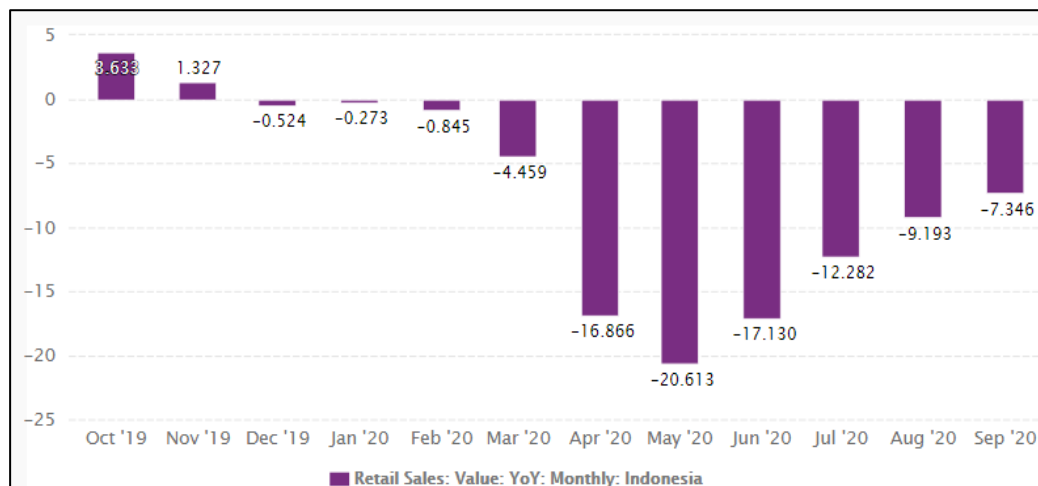


Figure 1: Percentage of Retail Sales Growth in Indonesia
Source: Ceicdata (2020)

Figure 1 shows the trend of retail sales growth during the pandemic period until September 2020 which has decreased. Hypermart as one of the largest supermarket brands in Indonesia of course during the pandemic experienced a decline in growth and sales due to the rise of e-commerce and market places selling similar products, the pandemic condition also weakened consumer purchasing power accompanied by consumer doubts to shop at physical stores as a form of prevention virus infection, the closure of several stores due to regulations during the pandemic that prohibited the operation of shopping centers (malls) so that supermarkets located inside shopping centers (malls) also stopped operating.

Anastasiadou et.al (2020) proves that consumers really appreciate supermarket business actors who provide information in a transparent manner and continue to update information related to supermarket activities during the pandemic to shoppers. Nankali et.al (2020) prove that official information from the company has a significant relationship to the image of the company's brand. From the results of this study, retail business actors must be able to use social media to disseminate information related to retail business activities so that consumers do not hesitate to shop. Social media is able to provide information as well as a bridge between retailers and consumers and consumers and consumers who discuss on social media (electronic word of mouth/E-WoM).

The role of social media as an advertisement as well as a forum for consumer discussion (E-WoM) in a positive direction is certainly able to build an image and at the same time encourage consumer visits to shop. Building the image of a brand requires tools as marketing communication tools in creating the desired brand image. Laurie, S and Mortimer, K (2019) confirmed that IMC (integrated marketing communication) has a significant positive influence on brands and financial growth.

Social media advertising and E-WoM which are part of IMC certainly have a significant positive influence on the brand and financial growth in this case the interest of consumers visiting to shop. Social media provides information in the form of advertisements where advertisement posts are commented on by various individuals so that the information is valid. The validity of the information has an impact in the form of positive and negative images as input (social media advertisements and E-WoM) as well as reducing or increasing anxiety (dissonance) experienced by individuals so that they are able to make individuals dare to take decisions and take actions.

This study aims to determine the role of social media advertising and E-WoM in providing a solution as a liaison between retailers and consumers in a pandemic situation. Apart from being a connecting tool, social media advertising and E-WoM also play a role in creating a positive image that aims to attract consumer visits. These relationships are what we want to know to provide the right solution for retailers in choosing communication channels that are able to attract consumers' interest in a pandemic situation where anxiety (dissonance) is very high for consumers to carry out activities outside the home.

THEORITICAL REVIEW

Social Media Advertising

Priansa (2017) explains that social media is media designed to facilitate interactive or two-way social interactions. According to Nasrullah (2018), social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and form virtual social bonds. Regarding marketing, social media is used as a medium for advertising and promotion. Nasrullah (2018) explains that the presence of social media provides an alternative choice of how marketing practices in this digital era can change from paid advertising to advertising based on user experiences, which tend to cost little and sometimes no cost at all.

Electronic Word of Mouth (E-WoM)

E-WoM is an individual review or comment that is poured through a digital platform, generally related to an individual's personal experience after consuming a product/service. E-WoM also acts as an advertisement that is able to influence individual perceptions regarding the assessment to product/service consumption decisions. E-WoM comes from word of mouth which evolved and adapted to electronic media making it easier for individuals to spread messages in large ratios (Tran, G. A and Strutton, D, 2020).

E-WoM has an important role in the tourism industry in this case retail to attract visitors. E-WoM with positive and negative reviews has the ability to show the level of consumer satisfaction as well as consideration in the selection of criteria for the next visit (Gerdt et.al, 2019). For corporations, E-WoM is the key to success or failure whether on the same or different platforms because E-WoM can go viral as well as free advertising related to corporate activities (Choi et.al, 2019).

Brand Image

Brand image is an important aspect in describing products/services by consumers related to aspects (nodes) that are remembered in consumers' memories as a result of information obtained about these products/services through various media. Of course, the seller/producer wants the product or service they have to have a strong memory in the minds of consumers regarding a positive image related to the product or service owned by the seller/producer.

Brand image in the research conducted by Iglesias, et.al (2019) has an influence on the brand equity of the company/organization. Of course, the influence of the brand image is important for the company/organization in improving the image/image that is in the minds (memory) of individuals/consumers regarding the brand, be it products or services owned by the company/organization.

Revisit Intention

The revisit intention in this study is intended to describe the actions of individuals/consumers regarding returning to a physical store and are also expected to make product purchases. Revisit intention is a dimension or part of behavioral intention where according to Chang (2016) there are several dimensions that are generally used in research to measure behavioral intention, namely loyalty, repurchase (revisiting) intentions, positive e-word of mouth, and willingness to recommend. This research is based on the object under study and the purpose of the study is to measure the interest in returning consumers to a physical store so that it uses the dimension of behavioral intention namely revisit intention.

Framework

Research conducted by Saydan, R and Dulek, B (2019) proved the role of social media advertising in communicating brands more effectively as a marketing communication channel to ensure easier access or reach, especially for consumers by utilizing advances in the world of technology. Kathiravan, C (2017) also proved that a social network site (SNS) advertisement which contains text, photos and video content has a great ability/impact in influencing and building an increase in brand image through social media.

Raji et.al (2019) found that social media sales promotion content (social media advertising) had a positive and significant effect on behavioral intention. Yeo et.al (2020) also proved that social media advertising is a new form of online media advertising which has advantages and commercial value of transmitting (distributing/spreading) information such as a wide range of users, high precision and relevance, deep user participation and has a lot of potential social character.

Nuseir, M. T. (2019) found a positive and significant relationship between E-WoM and brand image where overall this research proved the importance of the role of E-WoM in creating various benefits that can be achieved by redesigning and implementing it in helping to optimize marketing communication strategies. Cham et.al (2016) confirmed that WoM communication on hospital brand image has a significant and positive impact where based on these statistical results WoM plays an important role in creating brand image perceptions. The perception of the brand image is due to individual/consumer factors having a tendency to trust WoM more as information that comes from family, individuals who have visited the same location, relatives and friends.

Abubakar et.al (2017) proved that the E-WoM variable on revisit intention has a significant and positive relationship. This study confirmed that negative E-WoM has a stronger ability to influence individual interest in terms of revisit intention than positive E-WoM. Mekawie, N and Hany, A (2019) proved a significant and positive relationship between E-WoM and behavioral intention. Farzin, M and Fattahi, M (2018) proved that in the research conducted, it was found that there was a significant and positive relationship between brand image and behavioral intention. Positive product reviews are certainly a factor in the formation of a positive image of a brand. Brand image has an important role related to the impact on interest (behavioral intention). Brand image is a consumer's view of a brand as a result of individual experiences in using the product.

Kani et.al (2017) found a significant and positive relationship between the variable destination image (brand image) and revisit intention where this study concluded that the image of a destination (brand image) to obtain a positive image in order to attract return visit interest required two key factors, namely cognitive and affective. Based on the description of the relationship between latent variables, the entire relationship can be combined into a construct (modeling) which aims to describe the relationship between latent variables through

visualization of the construct (modelling) formed from several relationships between these latent variables. The visualization of the construct (modeling) can be seen in the image below.

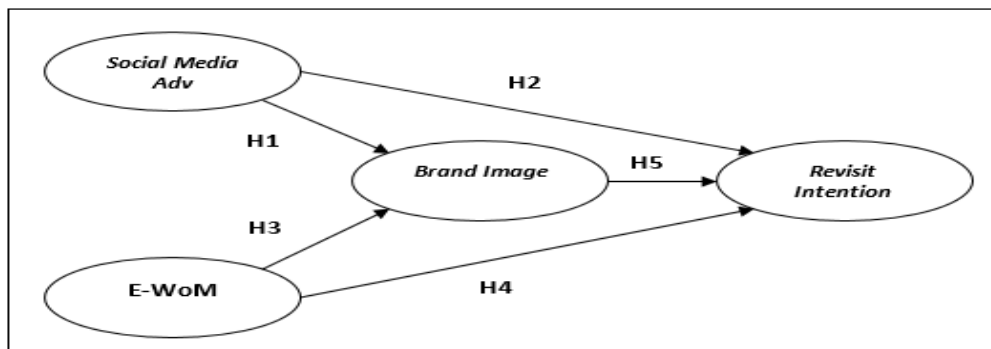


Figure 2: Latent Variable Relationship Framework

HYPOTHESIS

Based on the literature review, previous research and the framework of thought that is used as the basis for researchers in determining the hypothesis, this study has the following hypothesis:

H1 : Social media advertising effect on brand image.

H2 : Social media advertising effect on revisit intention.

H3 : Electronic word of mouth effect on brand image.

H4 : Electronic word of mouth effect on revisit intention.

H5 : Brand image effect on revisit intention.

METHODOLOGY

The object used in this study is Hypermart supermarket customers who access Hypermart social media accounts on Facebook or Instagram to obtain information related to the health protocols carried out by Hypermart during the pandemic. The population used in this study are consumers who have shopped at the Hypermart supermarket in Tangerang city, where based on data on followers of official Facebook accounts as many as 2.028.213 and Instagram as many as 803.000 so that the total population is 2.831.213.

The sampling method used was non-probability sampling namely accidental sampling with a closed questionnaire as a data collection tool using a Likert Scale with a scale of 1 to 5 (1 = strongly disagree, 2 = disagree, 3 = doubtful, 4 = agree, 5 = strongly agree). The use of accidental sampling is intended to make it easier for researchers to collect data during a pandemic situation. The sample used was 255 respondents. Data processing was carried out using the SEM partial least square method with the SMART PLS 3.0 tool.

Table 1: Indicator Concept

No	Laten Variabel	Dimension	Indikator
1	Social Media Advertising Voorveld <i>et.al</i> (2018)	Entertainment	1. Made me cheerfull 2. Gave me a pleasant feeling
		Negative emotion related content	1. Distrub me 2. Made me sad
		Pratical use	1. Provide me with usefull ideas/tips/advice 2. Motivated me to visit a shop/search for more information
2	E-WoM Erkan, I., & Evans, C (2016)	Information quality	1. I think the information which shared are understandable 2. I think the information which shared are clear
		Information credibility	1. I think the information which shared are convincing 2. I think the information which shared are credible
3	Brand Image Iglesias <i>et.al</i> (2019)	Cognitive association	1. The brand provide good value 2. There is a reason to buy form the brand instead of others
		Emotional association	1. The brand has personality 2. The brand is interesting
4	Revisit Intention Abubakar <i>et.al</i> (2017)	Favorable	1. I intend to revisit this locationin near future 2. It's very like that i will revisit this location 3. I would like to revisit this location more often

Table 1 describes the question instruments used in the questionnaire adopted from several studies and explains how many variables, dimensions and indicators are used in this research process. The question instrument as well as the indicators used have been adjusted by testing several respondents (n = 30) with validity and reliability tests before being carried out on a large sample (N = 255).

RESULT

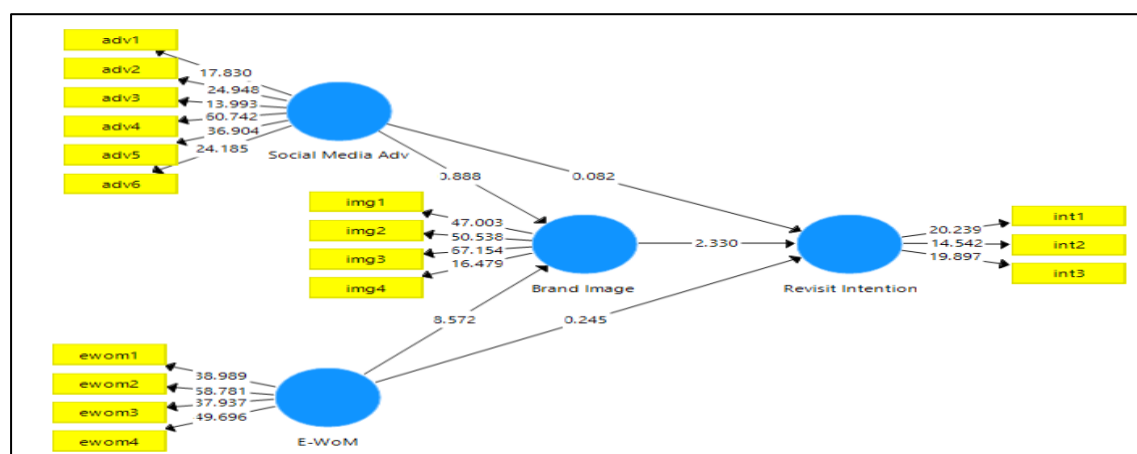


Figure 3: Results of Data Processing

The inner model above tells the value of the relationship between the 1st path variable, namely social media advertising on brand image, which gets a t value of 0.888. The value of the second path, namely electronic word of mouth (E-WoM) on brand image, got a t value of 8,572. The third path, namely social media advertising on revisit intention, got a t value of 0.082. The fourth path, namely electronic word of mouth (E-WoM) on revisit intention, got a t value of 0.245. The fifth path, namely brand image on revisit intention, got a t value of 2.330. The results of the significance of the hypothesis by looking at the value of the parameter coefficients and the significance value of the p value with an error margin of 5% (0.05) where if the p value 0.05 then the hypothesis is accepted but if the p value > 0.05 then the hypothesis is rejected.

Table 2: P Value Test Results

Path	T Statistics	P Value	Hasil
Social Media Advertising to Brand Image	0,888	0,411	Positive and insignificant (rejected)
Electronic Word of Mouth (E-WoM) to Brand Image	8,572	0,000	Positive and significant (accepted)
Social Media Advertising to Revisit Intention	0,082	0,937	Positive and insignificant (rejected)
Electronic Word of Mouth (E-WoM) to Revisit Intention	0,245	0,811	Positive and insignificant (rejected)
Brand Image to Revisit Intention	2,330	0,019	Positive and significant (accepted)

DISCUSSION

Social media advertising on the latent variable brand image found positive and insignificant results. Social media is a place as well as a channel in advertising that is quite popular due to the large number of active users that social media platforms have. Social media advertising carried out by Hypermart in providing information to consumers about health services and protocols has a high correlation in the relationship between practical use (social media advertising) dimensions and cognitive association (brand image) which explains by knowing information related to Hypermart health services and protocols (social media advertising) through social media motivates consumers to visit the Hypermart offline store.

The emergence of consumer motivation to visit indicates the success of marketing communications carried out by Hypermart through its social media marketing in conveying messages related to health services and protocols being able to create a positive image in the form of safety and convenience for consumers to shop at offline stores in a pandemic situation. This is in line with the opinion of Philip, K., and Keller, K. L. (2012), Priansa (2017) regarding marketing communications that are able to create memory in the minds of consumers (image) and give meaning to companies based on the purpose of the communication carried out.

Electronic word of mouth (E-WoM) on the latent variable brand image is positive and significant. E-WoM is one of the main models of integrated marketing communication which aims to disseminate information derived from consumer experience to be disseminated to potential consumers and other consumers who have used the same product or service. The results of this study prove the important role that E-WoM has in building and creating a positive brand image from digital comments on Hypermart social media related to service and health protocols carried out by the Hypermart offline store during the pandemic situation. Comments on Hypermart social media are the result of interactions between individuals as consumers and potential consumers as well as between consumers or potential consumers with Hypermart retail where this is in accordance with the opinion of Kim, H. C and Zhu, Z. Y (2020) which emphasizes interaction. on social networks because of the common interest.

Social media advertising on revisit intention is positive and not significant. Consumers certainly need clarity on the situation at the location they want to visit. The location in the COVID-19 pandemic situation must comply with the specified health protocol rules. Research conducted by Anastasiadou et.al (2020) proved that consumers really appreciate supermarket business actors who provide transparent information and continue to update information related to supermarket activities during the pandemic to shoppers. The information provided by the supermarket certainly reduces the anxiety and worry of individuals who shop about the transmission of the virus in public places, especially supermarkets.

E-WoM on revisit intention was stated positive and not significant. As has been explained in relation to E-WoM, it is a positive or negative statement or sentence that is put forward by individuals in digital/internet media regarding product or service services. The E-WoM, both positive and negative, has the ability to show the level of consumer satisfaction as well as consideration in the selection of criteria for the next visit (Gerdt et.al, 2019). Based on this, E-WoM has a role in the consumer decision-making process to make return visits. The decision-making process is directly part of the consumer's process of considering various information received to reduce or increase dissonance (anxiety) in consumers regarding visits to public facilities.

The brand image on revisit intention is positive and significant. To create safe and comfortable conditions, of course, Hypermart needs to take various actions such as implementing health protocols starting with consumers arriving until they leave the shopping location, this needs to be informed to consumers to provide evidence of their commitment to

preventing virus transmission. Nankali et.al (2020) proved that official information from the company has a significant relationship to the image of the company's brand.

Social media currently has an important role as a forum for creating an image, this role is in the form of an information channel for individuals to know and share information digitally. Information obtained from social media is able to provide and create images related to things uploaded so that it becomes one of the considerations for individuals in making decisions. Information on social media in the form of advertisements is certainly balanced by individual digital comments (E-WoM) in response to the truth of the advertisement, both positive and negative reviews.

Hypermart as an offline retailer requires positive reviews to reduce the level of anxiety (dissonance) so as to create a positive image and attract consumers to dare to visit directly in a pandemic situation as evidenced by the results of E-WoM research and brand image has a positive and significant effect on revisit intention. Consumer dissonance can be reduced by accessing information obtained by individuals in the form of operational procedural clarity to positive reviews from the experiences of other individuals in order to reduce anxiety in pandemic situations so that the effects caused by consumers have an interest in visiting.

CONCLUSION

The consumer's perspective on a positive image is very much needed in attracting visits, especially the interest in returning visits to the Hypermart physical store in a pandemic situation where consumers during a pandemic situation prefer to work at home. To attract interest in the return visit, clarity of information is needed. This clarity is in the form of consumers easily understanding and understanding the information provided indirectly by Hypermart.

This study explains the role of brand image in influencing revisit intention as well as mediating social media advertising and E-WoM on revisit intention. In addition, digital reviews (E-WoM) in this study have been proven to have an important role in creating an image in consumer memory because E-WoM is the result of individual experiences that are deliberately told and disseminated so that other individuals who have similar interests can know. From this it can be believed that individuals trust information obtained from other individuals more than information obtained from advertisements.

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A CONCEPTUAL PAPER ON UNDERSTANDING THE PERCEPTION OF MALAYSIAN FEMALE CONSUMERS ON 'FEMVERTISING'

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Tarikh dihantar: 14 Februari 2022 / Tarikh diterima: 14 Jun 2022

Abstract *Female empowerment is a dynamic process that enable women to assess themselves in every aspect of their life. For female to be empowered, they must earn and nurture it internally in their social environment. One way to empower female is through communication, which provides a window of opportunity for women to embrace and create a life-altering experience. Advertising is recognized as a highly strategic instrument used by advertisers to persuade and influence consumers' attitudes toward a brand and/or product. Hence, advertisers began to shift attention and target female customers by integrating pro-female messages in advertisements as the support of women's empowerment became more prominent. This strategy is popularly referred as "femvertising", short for "female empowerment advertising". Over the years, femvertising has becoming increasingly prominent in the advertising industry particularly to brands targeting female consumers. As more and more brands adopted femvertising in their marketing strategy, the progressive growth of women's role in society will be enhanced from time to time, ensuring that women are receptive to advertisement that reflects their inner desires. This study is a conceptual discussion on what are the perception of Malaysian female consumers on femvertising. The foundation for this research is gathered from thorough examination and analysis of the literature on female empowerment and femvertising. Albeit there are existing literatures on the study of gender-based or female empowerment in Malaysia, the topic on understanding female empowerment in advertising or femvertising is still limited.*

Keywords: *femvertising, advertising, female empowerment, female portrayals, attitudes toward advertisements*

INTRODUCTION

Empowerment is considered as a multi-layered social development where it occurs across different social groups and perceived in multiple perspectives. It challenges the status quo of a society, allowing them to shape their lives while acting on any social cause (Sheetal, 2006). In essence, empowerment refers to the ability of a person to change, make choices and be empowered (Kabeer, 1999b). Recently, United Nations (2013) associated empowerment to women in order to eliminate discrimination based on gender. Peerzade and Parande (2005) also emphasized female empowerment is a dynamic process that enable women to understand and gauge their own personality, aptitude and power in every aspect of life. Thus, implying that female empowerment cannot be nurtured externally but to be earned and nurtured internally from their social environment (Pidugu, 2015).

As women's role in society evolved, having a cause to support and empower them has become increasingly vital to help them boost self-confidence, develop sense of independence and obtain power to withstand against gender discrimination (Sharma & Das, 2019). One of the possibilities to empower women is through communication, creating a window of opportunity for women to experience and create a life-altering moment in life (Prema, 2011). According to Cook et al. (2010), part of the critical responsibility of advertisers is to start a social interchange by recognising and addressing difficult issues such as societal ones. Addressing these issues in advertisements will help the brand or organisation to connect and engage better with consumers. Choosing a just social cause to advocate is not a simple feat as

organisations must be aware of the ongoing trend while assessing significant influence of the cause to the society. One of the social causes that is becoming a prevalent theme in advertising is female empowerment.

As of late, there is an influx of advertisement where brands are starting to incorporate pro-female messages in ads to support the cause (Abitbol & Sternadori, 2016; Drake, 2017; Kapoor & Munjal, 2019). Additionally, advertisers has also started to positively portray women in their advertisements by depicting women in a more relevant and sensible way (Karulkar et al., 2019). Two of the prominent female empowerment campaigns that have been analysed by various researchers are Dove's #RealBeauty and Always' #LikeAGirl campaigns (Abitbol & Sternadori, 2016; Åkestam et al., 2017; Feng et al., 2019; Hunt, 2017; Mccleary, 2014; Wang, 2018). Dove launched #RealBeauty campaign in 2004, in tandem with Unilever's commissioned research, The Real Truth About Beauty (Etcoff et al., 2004). The advertisement celebrates women of all ages, sizes and colours while implying that these women are all beautiful and should not be stereotyped (Karulkar et al., 2019). Similarly, Always launched #LikeAGirl campaign in 2014 by conducting a social experiment, where a group of young men and women were asked their view on the word "like a girl" and act it out (Åkestam et al., 2017). The social experiment is in line with the campaign's objective, which is to boost every young girls' self-confidence when they reach puberty and womanhood (Karulkar et al., 2019). These two campaigns have received widespread recognition as the embodiment of femvertising, intriguing various researchers to study them (Abitbol & Sternadori, 2016; Feng et al., 2019; Mccleary, 2014; Wang, 2018).

In a research by SheKnows Media (2016), 97% of the women in the US believed advertisements affect how they were regarded by the society and 82% of them would like the ads to portray an actual women that are more similar to them. Over half of the women stated they have bought a product of a specific brand because it appreciates how women are portrayed in the ads (SheKnowsMedia, 2016). Hence, the emergence of femvertising can be seen as impetus for advertisers to have a clearer picture when incorporating this phenomenon in their brand. Raut and Brito (2014) stated that relationship between a brand and a consumer will last longer when the brand is able to form a psychological and emotional connection between both. This is proven in Bülbül (2010), where advertisement that invoke psychological and emotional of a consumer can actually influence behavioural response like intention to purchase.

Female empowerment is not a new topic to study and researchers have developed various method to measure female empowerment. One of the distinguished method is Kabeer's (1999a) Three Dimensional Model Female Empowerment Framework (Batoool & Ahmed, 2016; Boudrias et al., 2004; Huis et al., 2017; Kabeer, 1999a, 1999b; Leder, 2015; Mujahid et al., 2015; Pidugu, 2015; Siegall & Gardner, 2000). Kabeer (1999a) defined female empowerment as "the process by which those who have been denied the ability to make strategic life choices acquire such an ability" (p. 435). The three dimensions are resources, agency and achievements, which means the form of choices, choosing process and repercussions from the choices made (Kabeer, 1999a).

Various research were conducted to understand how female or female consumers in the researchers' home countries perceived femvertising (Karulkar et al., 2019; Mujahid et al., 2015; Pérez & Gutiérrez, 2017; Qiao & Wang, 2019), due to the diverse cultural context that may yield different result. Although there are existing literatures on gender or female empowerment in Malaysia (Ariffin, 1999; Salida & Nik, 2012; Samer et al., 2017; Sleboda, 2016; Tan et al., 2002), the understanding on femvertising is still limited. Therefore, this study intends to understand the perceptions of Malaysian female consumers on the effectiveness of femvertising messages.

LITERATURE REVIEW

Concept of Female empowerment

Female empowerment is multi-faceted including social, financial, educational and psychological, causing significant variance in the idea of women empowerment (Mujahid et al., 2015). Psychological definition of female empowerment denotes a phase where women are continuously inspired while having vested interest and morality in national initiatives like education, governance, wellness, agriculture, and developmental programs (Pam Rajput, 2001; Tiwari, 2001). Empowerment is the process where a marginalised individual will seize control of their lives by not predominating others but by goals' accomplishments and objectives (Kishor & Gupta, 2004).

Following Kabeer's (1999a) empowerment definition, when a woman is barred from making own choices, it is then they are disempowered. For a woman to be given the chance to make definite choices, the following requirements are to be met (Kabeer, 2005). First, the availability of choices where women will be able to make a better decision. For example, poverty and disempowerment exist together where the failure to fulfil one's needs may hinder the opportunity to make rational decisions. Secondly, choices made must be presented and communicated. When a woman is given the opportunity to make different choices, they must make their choices known instead of internalising the decision. For instance, inferior assertions on domestic related issues or even tolerating with domestic abuse can actually be prevented if it is possible to make different choices (Kabeer, 2005).

Female empowerment is gradually viewed as an effort of self-improvement and self-dependent, while combatting gender discrimination enforced by the society that is dominated by men (Uplaonkar, 2005). That said, female empowerment is not about trying to deprecate men's authorities by women, but it is more to ensure the cooperation of both gender to raise the standards of men and women in the interest of the nations' advancement (Syahirah et al., 2016). Ergo, men will need to adapt to the reshuffle of responsibilities and readjustment of beliefs to the ever-changing environment and behaviours while in agreement and trust of one another (Uplaonkar, 2005).

Female Portrayals in Advertising

Advertising is utilised by advertisers to convince, influence and change consumers' attitude toward a brand and/or product (Sharma & Das, 2019). To ensure products are purchased, diverse strategies are employed by advertisers such as the portraying attractive women in ads. Female portrayal in ads have also been a subject of controversy for a long time (Sharma & Das, 2019). Reason being, women are represented in ads back in the day, does not constitute to the realities of living. Oftentimes, these women are stereotypically portrayed either by oversexualizing or restricting them to a more conventional and domestic responsibilities (Soler, 2019).

In the 70s and 80s, women are commonly portrayed in a submissive environments and also as a symbol of objectification (Sharma & Das, 2019). In ads, women are generally seen at home, in passive or submissive situations and portrayed as spouses and mothers while men were to have their own identities, as authorities or specialists of the advertised product (McCleary, 2014; Sharma & Das, 2019; Soler, 2019). Over time, drastic changes were seen from the representation of women in ads that comes with the significant evolvement of women's roles and responsibilities in the society today (Kordrostami, 2017; Sharma & Das, 2019).

This change was undoubtedly motivated by the shifting status of women in contemporary society, caused by persistent discontent with portrayals of women in ads as well as by being financially independent (Gill, 2008; Sharma & Das, 2019; Soler, 2019). The conventional and domesticated depiction of women's role in advertisement have begun to be substituted with the depictions of physically proactive, optimistic and successful women (Windels et al., 2020). For instance, women are shown in a business environment and as independent person instead of being sexually objectified or in a traditional role (Sharma & Das, 2019; Soler, 2019; Windels et al., 2020). The positive implications in witnessing how women are portrayed in the advertisement, is the emergence of "femvertising" phenomenon.

Femvertising

As the advocacy of women's empowerment are constantly being pursued, advertisers began to shift focus and target female customers by embedding pro-female messages in ads (Hoadreddick, 2017). Femvertising is short for "female empowerment advertising" by SHE MEDIA (2014) at Advertising Week New York, to honour brands that has been busting gender stereotypes through the representation of pro-female messages, talents and imageries in advertisements with the aim to empower women and girls. Years after, femvertising has become increasingly prominent in the advertising industry especially to those brands targeting female consumers (Åkestam et al., 2017).

According to Becker-Herby (2016), a popular approach to target female consumers is by honouring and celebrating women in areas including education, career options and sociocultural lifestyles. Becker-Herby (2016) also discovered five similar elements adopted in existing femvertising campaigns namely, the use of varied female talent; communicate messages that is explicitly pro-female; busting gender stereotypes and contradicting the assumption as to what a female ought to be; dismissing gender identity as well as authentically represent a woman like how they would in real world. As more brands adopted femvertising in their marketing strategy, the progressive growth of women's role in society are enhanced from time to time, ensuring that women are receptive to advertisement that reflects their inner desires (Deest & Stelt, 2019).

Following the success of femvertising in the advertising world, Abitbol and Sternadori (2016) as well as Drake (2017) decided to delve deeper and explore the influence of femvertising on consumers' attitude toward ads, products and brands. People revealed that they had ambivalent emotions regarding the use of pro-female messages by brands (Abitbol & Sternadori, 2016). They liked the idea of employing female empowerment message in ads but did not express interest towards the product or the brand. Whilst others agreed that the ads helped them become aware of gender-stereotypes issues women faced, their general behaviour towards women and the product/brand are still the same.

On the contrary, Drake (2017) looked into the influence of femvertising on attitude towards the ads as well as the intention to purchase. Her study reveals femvertising does have a favourable effect on consumers' intention to purchase and positive attitude toward the ads, a greater emotional relation along with the positive attitude toward other woman (Drake, 2017). Her theoretical hypothesis on whether femvertisements can positively impact the representation of women in ads was not supported and endorsed. This might be due to society's perception toward femvertising is more of a trend rather than the ads being measured as socially responsible to evoke social movement (Abitbol & Sternadori, 2019).

Female empowerment and Femvertising in Malaysia

To date, the numbers of Malaysian female icons has significantly increase in all sectors. Some of the notable names are late Tan Sri Aishah Ghani, (1973-74), former minister and the first Malaysian woman representing Malaysia in the UN General Assembly; Tan Sri Rafidah Aziz, former minister and parliamentarian who received the Asean Lifetime Achievement Award in 2015; and Tan Sri Dr. Zeti Akhtar Aziz, the first woman governor of Bank Negara Malaysia, together with other prominent names (Lakhdir, 2020; Zubir, 2019). These prominent women are the living proof that Malaysia has no shortage of women who achieved success in any profession. Additionally, modern Malaysian women are already making significant progress towards equity in various industry, civil society and education (Lakhdir, 2020).

In Malaysia, women represent about half the population and engaged in numerous employment sectors like engineering, corporates, agribusiness, along with their conventional role which is the unpaid domestic work at home (Othman & Othman, 2015). Empowering women and supporting them with equality and chances to achieve their potential are important to ensure the growth of economy in Malaysia. Hence, it is necessary for a nation to ensure gender equality for all Malaysian women with the purpose of taking full advantage of their expertise and abilities (Othman & Othman, 2015).

Considering that women are significant in Malaysia's social and economic development, advertisers have started to capitalize on female empowerment by including pro-female messages in their advertisement. Various campaigns were launched by brands to promote female empowerment such as Pantene's *Wanita Besi* (iron lady), AirAsia's *#GirlsCandDoAnything*, Maggi's *Tak Kenal, Tak Cinta* (to know somebody is to love somebody) and the most recent one is Sunsilk's *#IniSaatKita* (this is our moment) ("AirAsia," 2020; Lim, 2020; Manjur, 2020; McEleny, 2018).

In 2018, Pantene launched a campaign by using the term '*Wanita Besi*' or 'Iron Lady' in English where back in the day, this term is used as a slur to 'unfeminine' women. Therefore, the ad reveals that it is time to turn over a new leaf whereby the term has been modernized and resilience could be achieved in dominance over adversity and although at times, the biggest adversity is just by being a female literally (McEleny, 2018). For its third consecutive year, AirAsia launched *#GirlsCandDoAnything* campaign that centred around equality with a set of objective-driven program tailored to empower women from all sphere of life ("AirAsia," 2020). This initiative represents AirAsia's dedication to the value of social sustainability based on empowering women, both within AirAsia's business operations and in broader local population ("AirAsia," 2020).

Two of the recent femvertising campaigns in Malaysia are Maggi's *Tak Kenal, Tak Cinta* (to know somebody is to love somebody) followed by Sunsilk's *#IniSaatKita* (this is our moment). Maggi's *Tak Kenal, Tak Cinta* campaign, was launched in tandem with International Women's Day earlier this year (*Campaign Aims to Give Women a Taste of Empowerment*, 2020). This campaign aims to empower women in developing their self-confidence and courage to achieve their goals and ambitions (Lim, 2020). Sunsilk's *#IniSaatKita* campaign, was specifically targeting Gen Z females in Malaysia with the intent of empowering them by accepting their personality and behaviour while encouraging them to develop new decisions by challenging perceptions (Manjur, 2020).

Conceptual Framework

In this conceptual paper, the conceptual framework adapts the three dimension of women empowerment (Kabeer, 1999a) and Edell and Burke's (1987) model on the attitude toward the ad. Both of these models are utilised to explore on the influence of advertising towards consumers' attitudes to brand or products that project female empowerment.

Three Dimension of Female empowerment:

Female empowerment is said to occur at different stages, to embrace a multitude of different dimensions and ultimately across a number of different approaches (Kabeer, 1999a). Therefore, the route through which empowerment may occur is outlined by Kabeer (1999a) in Three Dimensions of Female empowerment namely resources (pre-conditions), agency (process) and achievements (outcomes).

Resources (pre-conditions):

Resources consist of any type of material, a person or social resources that possess the influence to increase one's ability to make choices. It is medium where agency is exercised. Generally, resources are acquired from diverse social settings which occurs within various institutional domains that represents a society which includes the community, the marketplace, the government, and the nation (Kabeer, 1999).

Agency (process):

Takes place when a woman was able to distinguish amid premeditated life choices and those of second-order choices before a choice were to be made. Agency is much more than tangible action, as it includes the significance, inspiration, and intention when women bring forth their sense of individuality or the power within. Agency can be differentiated by passive and active agency. Passive agency refers to an individual capability to make their own choices although they receive criticism, discord and hostility from others. While active agency refers to an individual capability to enforce their goals on others against their willingness.

Achievements (outcomes):

Refers to the repercussions of the choices made on an individual or simply, an outcome from individual's action. Achievements relates to how the first two stages influenced a person to become empowered. In terms of empowerment, achievements have been measured on the basis of both the agency exerted and the repercussions of that agency (Kabeer, 2005). Taking this paper for example, the researcher may be able to gauge if the resources exposed to oneself will influence their attitudes toward other women, women empowerment, toward the advertised product and/or brand or they would not be affected at all. In this paper, the achievement can be on how the advertisement help in motivating and enabling the female consumers to be confident and feel empowered.

Attitude-Toward-the-Ad Model

The Attitude-Toward-the-Ad-Model (Figure 1) was designed by Edell and Burke (1987) to decipher the influence of advertisement in shaping consumers' attitudes towards product, services and/or brand (Edell & Burke, 1987; Schiffman et al., 2012).

As illustrated in Figure 1, when consumers are exposed to the advertisement, their feelings (affects) and judgements (cognitions) are triggered (Andersson & Schytt, 2017). The power of non-verbal elements employed in the ads causes immediate impacts on consumers' feelings (affects) and subsequently affect their judgement (cognitive) process (Andersson & Schytt, 2017). As a result, these responses will then influence consumers' attitude towards the ads as well as their perceptions and beliefs developed about the advertised brand (Edell & Burke, 1987; Schiffman et al., 2012).

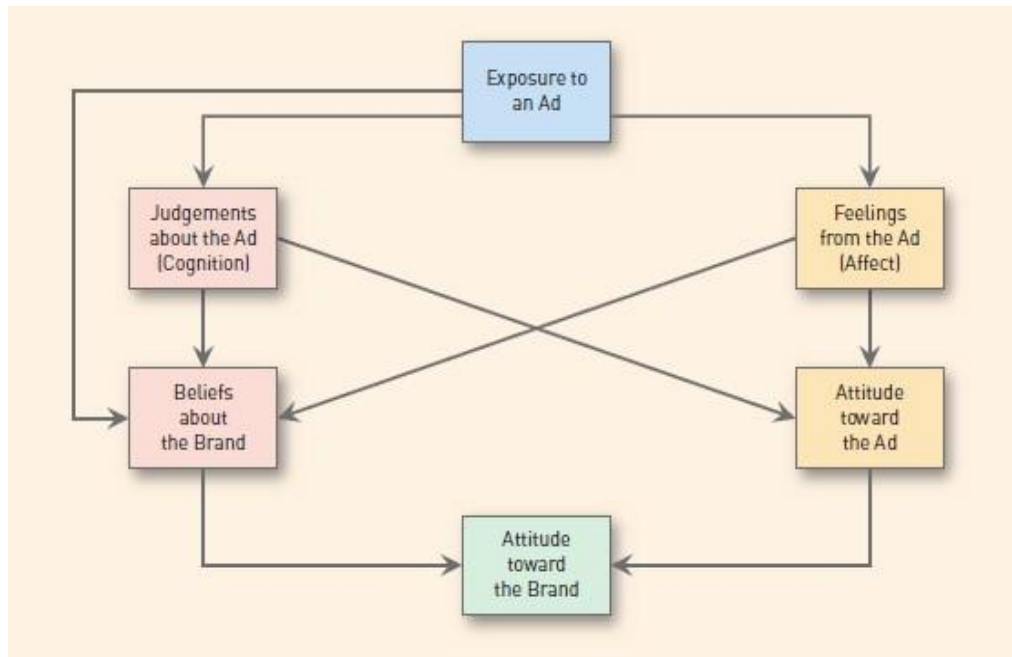


Figure 1: A Conception of the Relationship Among Elements in an Attitude Towards-the-Ad-Model (Schiffman et al., 2012)

The underlying theory of the Attitude-Toward-the-Ad-Model is to establish that consumers' feelings and judgements are developed from ads exposure (Edell & Burke, 1987). On the basis thereof, author for this study considered that this model is best suited to be integrated with Kabeer (1999a)'s model in uncovering on the influence of femvertising towards consumers' perception and attitude.

Adaptation of Three-Dimensional Model of Female Empowerment and Attitude-Toward-the-Ad Model

The Three-Dimensional Model of Female Empowerment and Attitude-Toward-the-Ad Model are integrated to ensure the effectiveness of female empowerment messages in ads and how it influences consumers' perception and attitudes (Edell & Burke, 1987; Kabeer, 1999b). Figure 2 below illustrates how the two models flow together and adapted in this study.

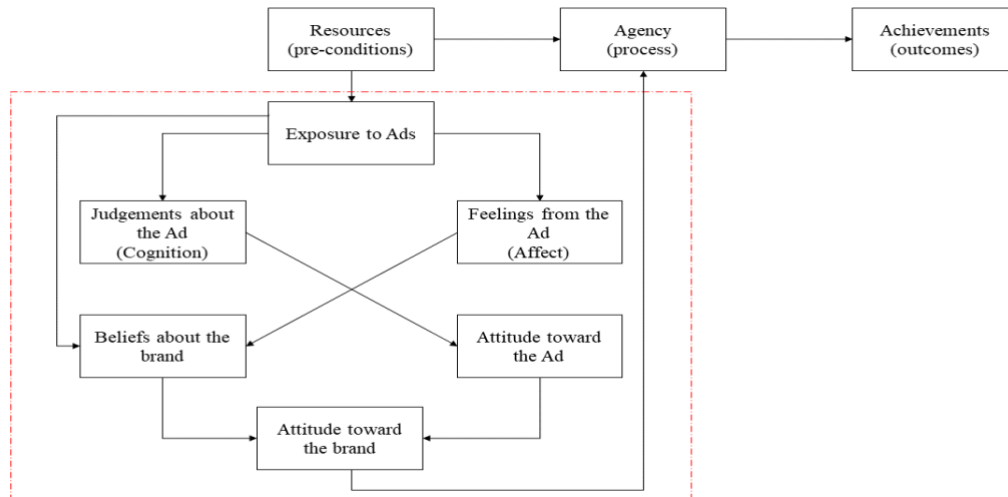


Figure 2: Adaptation of Three Dimensions of Female empowerment Model Framework and The Attitude-Toward-the-Ad-Model (Edell & Burke, 1987; Kabeer, 1999b)

The-Attitude-Toward-the-Ad Model occurs once consumers are exposed to the ad, triggering cognitive and affective response (Edell & Burke, 1987; Schiffman et al., 2012). Whereas, in Kabeer's (1999a) Three Dimensions of Female empowerment, the first route where the empowerment may occur is through resources or pre-conditions which comprises of any kind of material, human or social resources that have the power to increase one's ability to make choices. That said, in adapting both models for this study, the first route to empowerment or the resources would be when consumers are exposed to the ad.

The cognitive and affective responses developed during the ad exposure will then influence consumers' attitude towards the ads as well as their perceptions and beliefs about the advertised brand. This will then impact the agency dimension in Kabeer's (1999a) model where a woman has the ability differentiates between strategic life choices and those of second-order choices before a choice is made.

In conclusion, both the illustrations and explanation regarding the Attitude-Toward-the-Ad Model and Three Dimensions of Female Empowerment Model are therefore suitable for this study.

FUTURE RESEARCH AGENDA

Advertising is said to be the literal reflection of what prevails in society which provides a route to advertisers to portray women in a more favourable way (Sharma & Das, 2019). Albeit various research has been conducted to understand how female consumers in the researchers' home countries perceive femvertising (Karulkar et al., 2019; Mujahid et al., 2015; Pérez & Gutiérrez, 2017; Qiao & Wang, 2019), this particular topic is still limited in the Malaysian context. Thus, this paper aims to bridge this gap so that the brands will be able to establish relationship with female consumers.

In this paper, a conceptual framework is proposed from thorough examination and analysis of the literature on female empowerment and femvertising. The framework integrated Three-Dimensional Model of Female Empowerment and Attitude-Toward-the-Ad Model to ensure the effectiveness of female empowerment messages in ads and how it will influence consumers' perception and attitudes. An exploratory study is necessary to figure out whether there is a connection between the pro-female messages used in ads and consumers' attitude

toward the social cause, other women, or product/brand. It is critical for a brand to utilize their resources to inspire women, sharing empowering messages while developing emotional connections with female consumers. Apropos to this, further research aims to investigate the following objectives: (1) to explore the perception of Malaysian female consumers on femvertising, (2) to understand how ‘femvertising’ messages influence Malaysian female consumers attitude toward advertised product and/or brand and (3) to understand how ‘femvertising’ messages influence Malaysian female consumers attitudes towards female empowerment.

Given the nature of this paper, the author intends to employ qualitative in-depth interviews to assess the perception of Malaysian female consumers on femvertising. In particular, the in-depth interview will be conducted in semi-structured format and will be divided into three key stages: Key Stage 1: Initial project design, Key Stage 2: Data gathering and Key Stage 3: Analysis and report writing (Young et al., 2018). In-depth interview is chosen because the method helps in understanding the opinions and perspectives of the consumers on femvertising. Particularly, (Erasmus, 2018) indicated that through qualitative research such as in-depth interview, questions on societal shift and empowerment of the women can be probed to understand more on their beliefs towards the issue. The key informant for the interview would be Malaysian female consumers that are between the age of 25 until 54 years old. According to DOSM (2019), the age range is perceived as the prime age of all working professionals in the nation, particularly for the female gender. Moreover, in igniting their inner thoughts on femvertising, the study would also employ an advertisement that was created and promoted by the brand, AirAsia, which is the #GirlsCanDoAnything campaign. The campaign was produced as part of the corporate communication of the brand that focuses on gender equity and female empowerment.

As a whole, this conceptual paper intends to understand the effects of femvertising in empowering female consumers. Specifically, the paper looks into how femvertising can influence the consumers’ attitudes towards female empowerment and the advertised products. Conclusively, this conceptual paper may possibly be regarded as a steppingstone for fellow researchers to specifically explore femvertising in the Malaysian context.

In specific, this paper was guided by the application of Kabeer’s Three-Dimensional Model of Women Empowerment (Kabeer, 1999) and Attitude-Towards-the-Ad Model (Edell & Burke, 1987). Based on the application of the model, the paper is able to organize the research on femvertising to be interconnected. Accordingly, in the first phase to empowerment, informants can become more aware and expose to the research material (advertisement). Through this process, the exposure on the material can trigger their responses (whether cognitive or affective) to see how the advertisement can influence them. Through the interview, author will be able to determine the outcome in the final stage which is “Achievement”.

By having an in-depth understanding on femvertising can potentially provide a new strategy for advertising practitioners who are trying to genuinely engage with female consumers. The author also wishes that this study will help in strengthening the reason for brands as they are considering adopting femvertising in their integrated marketing communications strategy.

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MOTIVES OF FREE-TO-PLAY MOBILE GAMES USAGE AND ITS IMPACT ON IN-GAME PURCHASE BEHAVIOUR

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Tarikh dihantar: 14 Februari 2022 / Tarikh diterima: 14 Jun 2022

Abstract *Playing Free-to-Play (F2P) mobile games has become a sensation gaining massive revenues worldwide from smartphone users in the last decade. However, few studies have explored the root behind the increasing usage and in-game purchase behaviour of F2P mobile games. The present research investigated the motives behind F2P mobile games usage and how it may impact the in-game purchasing behaviour of these mobile gamers by adopting the Uses and Gratification (U&G) Theory Model. In studying this issue, a survey of 383 Malaysian smartphone users was conducted. Three form of media gratifications were taken from U&G which were Entertainment (Entertainment), Social (Network Externalities) and Utilitarian (Game's Challenge & Reward) gratification. These gratifications were considered as the motives of playing F2P mobile games. According to the findings of the multiple linear regression analysis, only entertainment and game's reward that have significant relationship with F2P mobile games usage while the latter network externalities and game's challenge have negative relationship. It was revealed that, entertainment was the most vital in determining F2P mobile games usage. Furthermore, a simple regression analysis was done to evaluate the influence of F2P mobile games usage towards the in-game purchase behaviour. However, the findings indicated that, the two variables have negative relationship. A research using the Hayes PROCESS Model (2013) with similar variables is recommended for future study.*

Keywords: *free-to-play, in-game purchase, mobile games, motives of playing mobile games, purchase behaviour of mobile games.*

INTRODUCTION

Free-to-play (F2P) games (or Freemium business model) as it is known in the gaming world applies to any sort of product strategy whereby the core product is given for free, however income is generated from it additional or it's so-called "premium" contents (Kumar, 2014). Most mobile games are being provided in the Play/App Store as F2P at this current time. On paper, F2P games may be downloaded and installed to be played for free. The F2P strategy is used to gain the highest number of users as possible and as soon as the plan has succeeded, players are given the option of spending real world money to spend on their In-App Purchasing system. Mobile games developers are using this freemium strategy whereby they are charging for "Upgrades" for their core package or a way to enhance their experience while playing the game. Publishers are selling various items for revenues in the form of cosmetics, seasonal pass and boosting systems or even an alternative to get rid of advertisements.

As for F2P mobile games, the biggest challenge for researchers is to understand the idea of consumers playing it and how a conversion from non-spending players to spending players happened. There should be no reason for users to pay because the item is already given for free. Nonetheless, some of them are willing to do it hence a systematic study must be conducted to understand how motives of playing F2P mobile games influence mobile games usage and how it affects the in-game purchasing behaviour. An early study by (Hafizullah, Hafizah & Ayuni 2007) had been made towards finding the number of mobile usage of students in Malaysia. However, the study does not explain whether the respondents would spend money on the game itself and further, the mobile games industry has rapidly changed its marketing strategy throughout the years inducing different attitudes from gamers.

This study aims to contribute a higher depth of understanding on the motives of playing mobile games (network externalities, entertainment, game's challenges and rewards) and its effects on the in-game purchase behaviours among Malaysian smartphone users. Theoretically, the significance of this study will contribute to the application of Uses & Gratification Theory, verifying the legitimacy of its grounds in the context of mobile games. It is stated that quite a number of studies being conducted on what is the reason that consumers buy In-Game Purchase items such as (J. Hamari et al, 2017) and (Fabian et al, 2015), there has been an absence of U & G study towards mobile games' In-Game Purchase items.

RESEARCH OBJECTIVES

There are two research objectives that this research is proposing:

1. To understand the motives of playing mobile games and the F2P mobile games usage.
2. To examine the relationship between F2P mobile games usage and in-game purchasing behaviour of Malaysian Smartphone users.

RESEARCH QUESTIONS

The research questions of this study are as follows:

1. Are motives of playing mobile games impact the F2P mobile games usage?
2. Is there a relationship between frequency of F2P mobile games usage towards the in-game purchasing behaviour of Malaysian Smartphone users?

LITERATURE REVIEW

Mobile games are defined as any type of video game that can be installed and played on smartphones or tablets. Quite possibly the most outstanding impact of the F2P business model is changes through its core service idea. Though the traditional selling strategy model does not need additional payment for its product and services, the products are intended to attract consumers to make extra purchases using the F2P business model. As a result, advertising for the services is only focused on a plan baiting consumer to buy additional content (Hamari, Alha et al., 2017). This perspective makes the paradox a fascinating subject of study, both in the areas of marketing and information systems.

F2P games may be downloaded, played, and installed with no charge, but players are given the option of considering and buying In-Game Purchase items. For instance, PUBG Mobile which is considered as one of the most played F2P mobile games currently even in Malaysia offers appealing cosmetic items for their in-game characters and the items are constantly updated to further boost player's interest to shop. Moreover, PUBG Mobile also allows players to purchase their seasonal 'Royale Pass' which usually would last around 1-2 months. Players will get the chance of boosting and gaining rewards by acquiring the Pass throughout the season. The similar strategy is being used in all successful F2P games that are being offered in the App/Play Store.

With the rapid emergence of information and communication technologies all over the map, it is remarkable that there is still a gap in literature study of the mobile games industry in

Malaysia in business terms. An early study conducted by Hashim, Hamid & Rozali in 2007, examining usage of mobile games among Malaysia's university consumers indicates that only 54% from the 129 respondents inclined to pay for playing games on mobile phones (Hashim, Hamid & Rozali, 2007, p.44). Such findings are understandable, given the fact that there were no smartphones in 2006 which conveys to no F2P games being provided. Plus, university students have a high potency of playing mobile games as told in the study. Potential players must pay to gain access for a mobile game such it will reflect immensely on their willingness to pay as studied in (Davidovici & Myriam, 2014).

The surging numbers of mobile gamers in Malaysia can be said due to the increasing of smartphone users over the years. According to Newzoo's 2015 ASEAN mobile games report, Malaysia had 14.3 million of mobile gamers from total of 30.2 million population (70.9%) and on top of that, almost half of the figure (46.2%) were paying gamers, generating a whopping USD 214.2 million in revenue for 2014, representing second highest revenue gain from all five major ASEAN countries. The conceptual framework which was derived from the literature is presented in Figure 1 below.

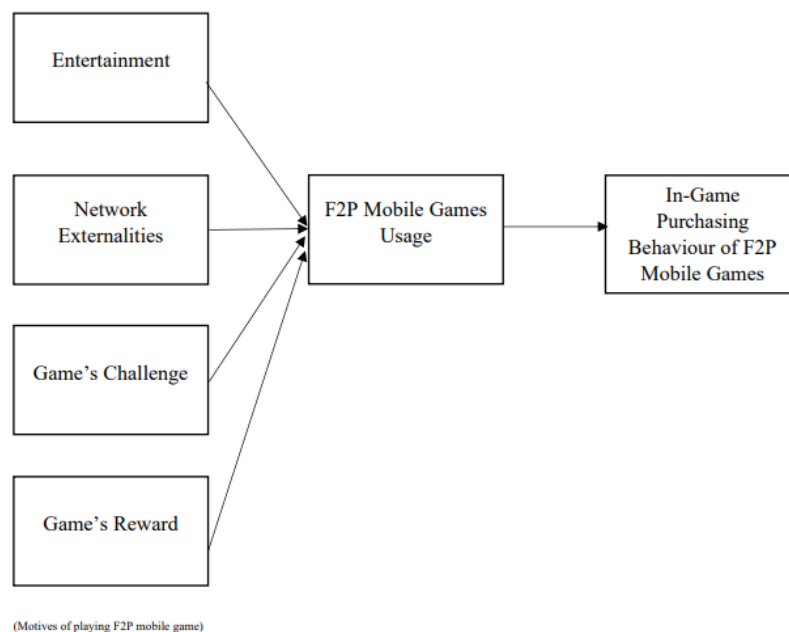


Figure 1: The Conceptual Framework

The Uses and Gratification Theory (U&G) Paradigm

Uses & Gratification Theory originally was created to understand the needs for radio quiz or medium for its audience during the 1940's era (Luo, 2002). The theory was then applied to determine why people seem to prefer distinct communication mediums that meet their obligations in a simulated environment.

Wu, Wang & Tsai (2010) identified 3 types of internet-based video game gratifications together in a previous study: social interaction, entertainment, and achievement. The desire for using hedonic information systems has also been demonstrated to be strongly influenced by enjoyment (Heijden, 2004). Social interaction entails interacting with someone and forming bonds among them (Koo, 2009). The urge to increase in gaming skills, collect precious experience points, and compete successfully with other gamers are all part of the achievement factor in games (Hartmann and Klimmt, 2006). Games installed on smartphone created as a

type of laid-back activity concentrated on a way to pass time with ease as opposed to the long-haul accomplishment of typical hardcore games. (Engl and Nacke, 2013). On top of that, Engl and Nacke (2013) also found that, several respondents were determined to challenge themselves in playing these games, thus this research proposed to study on the game's challenge and reward as it is considered the key determinants of playing.

Motives of Playing Free-to-Play (F2P) Mobile Games

Network externalities portray how an individual utilization of any products or services adjusted as per what they perceived the figure of other clients that are using the same thing. Plus, with network externalities it is believed that more different clients a using it the higher the chance of an individual to use it as well (Katz & Shapiro, 1985). At present, F2P mobile games are created with a communication channel that facilitate socialisation with unfamiliar people and their own friends. Mobile gamers are able to talk and interact easily with other players, in result players are able to create new friends whilst playing their favourite games. On top of that, almost all mobile games include an option for players to share their accomplishments or gaming experiences through their own social media accounts effort of fulfilling players' social gratification. Thus, increasing the motives of smartphone users playing mobile games. Hence, the following hypothesis was tested in this study:

H1: Network externalities will positively affect the F2P mobile games usage.

The U&G theory states that Hedonic or Entertainment Gratification is significant factor that will influence utilization of specific media medium (Luo, 2002). Moreover, a study by McQuail mentioned that "The significance of entertainment from media exists through their capacity of satisfying clients' needs to emotional/stress release and hedonistic pleasure" (McQuail, 1983). Nonetheless, a developing study on in-game purchases prevails fairly uncertainty on whether Entertainment Gratification for F2P mobiles games affect positively on in-game purchase or maybe negatively. Based on this premise, the following hypothesis was tested:

H2: Entertainment factor will positively affect the F2P mobile games usage.

Past enjoyment gratifications that numerous mobiles games provide, in some games, challenges are an important feature. In prior mobile gaming study, challenge has already been recognized as among the most prominent motives influencing the participant's inclination to participate (Sherry et al., 2006). On top of that, mobile games with more challenge commonly give more delightful rewards of playing. Benefits gained or experienced while playing the mobile game are considered to as rewards. Players in many mobile games get larger virtual perks as they progress, such as game points or virtual money/products, as they advance. These incentives can improve the player's game play while also increasing perceived value and consumer loyalty. Based on this assumption, the following hypotheses were tested:

H3: Game's challenge of playing will positively affect the F2P mobile games usage.

H4: Game's reward given will positively affect the F2P mobile games usage.

In-game Purchasing Behaviour with U&G

Purchasing behaviour address the probability of a purchase of a product or service by clients (Dodds, Monroe, & Grewal, 1991). In this study, purchase behaviour regarding virtual items in F2P mobile games were investigated. Prior research has not broadly analysed the connection

between various U&G of mobile games and purchase behaviour regarding virtual goods. The restricted previous study display that the enjoyment and entertainment U&Gs and the social interaction U&G (Aluri et al., 2016) substantially influence purchase behaviour. Since in-game items that are up for sold are only available to existing customers of F2P mobile games, persistent use of the freemium service has been deemed a fundamentally significant need of profitability for F2P services in-game purchases could be considered its next phase in the development of such a client relationship (Mantymaki & Salo, 2011). However, it is possible that the pleasures derived from the game experience may have a direct impact on in-app purchases. Hence, the following hypothesis was derived:

H5: F2P mobile games usage will positively affect the in-game purchasing behaviour of Malaysian smartphone users.

METHODOLOGY

The present study employed a quantitative research to assess the impact of the uses and gratifications framework on the development of F2P mobile game usage frequency and in-game purchasing behaviour. A survey is used whenever a large portion of participants is conveniently available to answer particularly well, according to Beal and Dawson (2007).

This study collected quantitative data from 383 respondents through a survey. Such sample size was determined using Cochran's (1977) formula for sampling techniques. Z-value of 1.960 (95%) was chosen, the population variance was estimated to be 50% and margin of error was 5%. Due to limitations, Klang Valley was chosen as the data collection setting as it is considered as the capital of Malaysia which also include suburban and urban living areas. The total population of Klang Valley was 7.2 million people (DOSM, 2019), divided with 76% of smartphone users (MCMC, 2017) among them would equal to 5.472 million smartphone users.

Purposive sampling method was employed in this study due to large population of 5.472 million people. The questions which was included in the survey are multiple choice, screening, and matrix questions. The screening questions included were; are you a smartphone user? and do you play any F2P mobile games?.

There were four Independent Variables for this study and all of them were measured using three items respectively. Question items were adapted from Wei & Lu (2014) and Hamari, Malik, Koski and Johri, (2018). The questions were asked using the five-point Likert scale, where responses ranged from strongly disagree to strongly agree.

The survey instrument was devised and distributed using Google Form, a web-based application used to create forms for efficient data collection. IBM SPSS version 26 was used to calculate the descriptive analysis, multiple linear regression and simple linear regression. As for the pilot study, 40 respondents were invited to participate. This was to ensure the reliability of the instrument. The result of the pilot study indicated that each variable had the acceptable Cronbach's Alpha value of 0.7 and above.

Due to the ongoing COVID-19 pandemic during the time of data collection, the survey was conducted online. The study was promoted on various Malaysian based Facebook mobile gaming groups. Google Form hyperlink was included to enable potential respondents to participate in the study. Involvement in the study was voluntary, and the respondents were free to withdraw from the study at any time before submitting the survey. There was no reward provided to the respondents.

FINDINGS

The demographic data of the participants is summarized in Table 1. As for their age, the participants (90.3%) were mainly in the under the 40 years age group category. The highest percentage was those aged 18-24 years old (37.6%), followed by 25-30 years old (35.5%) and 30 to 40 years old (17.2%). The highest number of participants were male (74.9%), while female participants consisted of the remaining 25.1%. This may possibly be influenced by the channels of getting the participants, i.e., social media groups of Malaysian mobile gamers which have more male members than female.

Demographic Data

Table 1: Demographic Data

Demographic Item	N	%	Demographic Item	N	%
Age			Occupation		
18-24	144	37.6	Professional		
25-30	136	35.5	Non-Professional		
31-39	66	17.2	Student		
40-50	12	3.1	Unemployed		
50-	25	6.5			
Gender			Number of F2P mobile games currently playing		
Male	287	74.9	One	160	41.8
Female	96	25.1	Two	89	23.2
Occupation			More than two	134	35.0
Professional	145	37.9			
Non-Professional	81	21.1			
Student	118	30.8			
Unemployed	39	10.2			

As for the work status, the findings revealed that 37.9% are professionals, students (30.8%), non-professionals (21.1%) and unemployed (10.2%). This may possibly suggest a disparity in buying power due to the high variety of occupation status. When asked about the mobile games they played, 41.8% of the participants revealed that they played one game, three or more games (35%) and two games (23%).

Descriptive Data

Next, a descriptive analysis was conducted on each motive of playing F2P mobile games variables (Table 2). Entertainment had the highest total mean score $M=4.124$, compared to other variables. The highest scored item for entertainment was “I find that my hours of playing a F2P mobile games depends on the level of entertainment it brings” ($M=4.180$, $SD=0.910$) and “I find it entertaining to play F2P mobile games” ($M=4.097$, $SD=0.956$). The lowest scored item was “I feel that different F2P mobile games give me distinctive level of entertainment” ($M=4.090$, $SD=0.953$).

Table 2: Descriptive Analysis

Item	Mean Score	Standard Deviation	Total Mean Score
Entertainment			4.124
ENT1	4.097	0.956	
ENT2	4.090	0.953	
ENT3	4.180	0.910	
Network Externalities			3.792
NE1	3.755	1.170	
NE2	3.961	1.133	
NE3	3.661	1.135	
Game's Challenge			3.759
CHA1	3.762	1.010	
CHA2	3.680	1.089	
CHA3	3.830	1.008	
Game's Reward			3.845
REW1	3.820	1.006	
REW2	3.914	1.061	
REW3	3.802	1.037	

The second variable for this study was network externalities (M=3.792). The item “I feel that I spend more hours playing a F2P mobile game if my friends or acquaintances are playing as well” had the highest score (M=3.961, SD=1.133), followed by “I find that I play a F2P mobile game if I realize the game has many users playing it” (M=3.755, SD=1.170). The item “I feel socializing is important for a F2P mobile game” had the lowest score (M=3.661, SD=1.135).

Game’s challenge was the third variable for this study (M=3.759). The item “I find that I spend more time playing games that are challenging yet rewarding” had the highest score (M=3.830, SD=1.008), followed by “I find that challenging F2P mobile games is appealing” (M=3.762, SD=1.010). The item “I feel that I spend more hours playing a F2P mobile game if it is challenging” had the lowest score (M=3.680, SD=1.089).

The fourth variable for this study was game’s reward (M=3.845). The item “I find that rewards in F2P mobile games are important to players” had the highest score (M=3.914, SD=1.061), followed by “I feel that rewards or benefits given to players impact how I view the F2P mobile game” (M=3.820, SD=1.006). The item “I feel that my gaming hours will be affected if a F2P mobile game has more/less rewards towards players” had the lowest score (M=3.802, SD=1.037).

Multiple Regression Analysis

Multiple regression analysis was employed to investigate the relationships between the independent variables (motives of playing F2P mobile games) and the dependent variable. The analysis was generated with regard to the entertainment, network externalities, game’s challenge and game’s reward with free-to-play (F2P) mobile games usage.

Table 3: Multiple Regression Analysis

IV	β	t	Sig.
Entertainment	0.253	4.143	0.000
Network Externalities	0.047	0.837	0.403
Game's Challenge	0.050	0.758	0.449
Game's Reward	0.166	2.630	0.009
R ²			0.183

Based on the results of the multiple regression analysis, entertainment was considered to be the best predictor due to its highest β value of 0.253 followed by game's reward ($\beta = 0.166$). The R square value of 18.3% signifies the overall dependent variable investigated in this study. On top of that, it also suggested that another 81.7% of the model can be studied more on other predictors. The findings only supported H1 and H4, while H2 and H3 were not supported. The findings based on the multiple regression analysis is shown in Table 3 above.

Simple Linear Regression Analysis

Simple linear regression analysis was employed to analyze the relationship between F2P mobile games usage towards in-game purchase behaviour using the monthly time frame. The monthly time frame data was used in this study due to it being the largest time frame available. Here, free-to-play F2P mobile games usage was employed as the independent variable, while the in-game purchase behaviour was the dependent variable. The result of the simple regression analysis indicated a positive significant relationship of ($p < 0.05$) between free-to-play (F2P) mobile games usage and in-game purchase behaviour, with a 0.358 unit increase in purchasing behaviour for each one unit of F2P mobile games usage. Therefore, the alternative hypothesis was accepted. The result based on the simple linear regression analysis is shown in Table 4 below.

Table 4: Simple Linear Regression Analysis

IV	Unstandardized β	β	t	Sig.
Free-to-Play (F2P) mobile games usage	0.358	0.310	6.368	0.000
R ²				0.096

DISCUSSION

This study looked into the motives that influence an individual's use of a particular entertainment or hedonic pleasure product – in this example, F2P mobile games – and attempts to explain the link between F2P mobile game usage and in-game purchasing behaviour. The findings revealed that, three categories of gratification influence F2P mobile game usage: entertainment gratification (enjoyment), social gratification (network externalities), and utilitarian gratification (achievement).

This particular study found that, entertainment gratification (enjoyment) was the most important factor in anticipating F2P mobile game usage, which was evident in entertainment gratification research, because it is assumed that F2P mobile game is primarily used for fun. Similar to previous research findings, entertainment was found to be the most important element in determining the entertainment gratification of gamers who wanted to keep playing a free-to-play mobile game.

Users can attain happiness by playing F2P mobile games. The F2P mobile games are easy to play and contain common themes, such as creating farms and towns. Users can also engage in certain activities and play various roles in the virtual world of F2P mobile games, allowing them to do things they could not do in real life, such as using unique avatar. Users also can escape reality and put real-world difficulties aside. These characteristics meet users' need for instant gratification, which promotes the use of F2P mobile games.

The importance of social gratification (network externalities) in deciding F2P mobile game usage was found to be not significant. Social user interface that is integrated into mobile games allows users to connect and engage with one another (Shin & Shin, 2011). Individual players have numerous options for sharing their gaming experiences such as with friends or family members who are connected through social networking sites and by using the given sharing tools provided by the game developers. Players of F2P mobile games can also leverage their existing friends as resources in the game, gain virtual harvests from their friends' farms or receive more incentives if their friends have higher game levels (Consalvo, 2011). Players of F2P mobile games can also request others to play, including their friends or family members (Lee et al., 2012). F2P mobile gamers often feel physically and deeply connected with individuals in their social circles because of the social contact and communication. The findings demonstrated that, while social gratification is minimal, it does have a substantial link with the use of F2P mobile games. As a result, social pleasure (network externalities) can be considered to have an adverse effect on socio-psychological demands and it stimulates smartphone users to play harder.

In this study the researchers divided utilitarian gratification (achievement) into two major variables which are game's challenge and game's reward. Game's reward proved to have a positive effect. However, game's challenge indicated a weak but significant relationship on F2P mobile games usage. Individual players typically enjoy the basic elements of the F2P mobile games in their early stages. As players of F2P mobile games explore new aspects that meet their utilitarian demands, such as growing power, amassing abilities by competing with other players, and upgrading their status in the games, utilitarian fulfilment emerges.

The present research also investigated the relationship between F2P mobile games usage towards the in-game purchasing behaviour. The findings indicated that, there is a relatively weak but significantly positive relationship between F2P mobile games usage and in-game purchasing behaviour. The influence of F2P mobile games usage is weak because only 56.4% of the total participants spend money on games while the others do not. Another reason could be that Malaysian smartphone users are still penny-pinching with their F2P mobile games as they are more inclined to play for free. However, in the future, it is expected that the spending on F2P mobile games will increase. As Kleinment and Das (2020) indicated, many F2P games have gambling-like characteristics which contribute to greater playtime. As for example, some games contain "near miss" circumstances that boost physiological arousal and produce a want to keep on playing, comparable to "near miss" scenarios that encourage ongoing slot machine playing (Kleinment & Das, 2020).

CONCLUSION

In this study, the researcher focused primarily on the unexplored topic related to F2P mobile games. The study attempted to understand Malaysian consumers' behaviour, specifically with regard to the motives for playing F2P mobile games are linked to their usage and how it affects in-game purchasing behaviour. The study employed Uses & Gratification (U&G) Theory to come up with different motives to play F2P mobile games and the variables of usage and in-game purchase behaviour were identified through past studies. The study found that, entertainment (entertainment gratification) and game's reward to be significant motives for playing F2P mobile games. This indicates that, players value the enjoyment and reward in F2P mobile games, which can lead them to play more.

ACKNOWLEDGEMENT

This research paper is funded by the Ministry of Higher Education Malaysia through the Fundamental Research Grant Scheme (203.PCOMM.6711748).

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