7th INTERNATIONAL CONFERENCE ON PUBLIC POLICY AND SOCIAL SCIENCES

ICoPS 2019

“EMBRACING NEO-TECHNOLOGY THROUGH THE LENS OF SOCIAL SCIENCES”

18-19
NOVEMBER 2019

ACAPPELLA SUITE HOTEL
SHAH ALAM, MALAYSIA

BOOK OF EXTENDED ABSTRACTS
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**ICoPS 2019**

**Organised by**

**Faculty of Administrative Science & Policy Studies**

**University Teknologi Mara**
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# CONFERENCE PROGRAM

**7th ICoPS 2019 & 2nd ITeC 2019**  
ACAPPELLA SUITE HOTEL, SHAH ALAM

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<td><strong>03:10 pm</strong></td>
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<td><strong>03:05 pm</strong></td>
<td>Coffee Break</td>
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<td></td>
<td><strong>03.15 pm –</strong></td>
<td>Booth set up (ITeC2019)</td>
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<tr>
<td></td>
<td><strong>06.00 pm</strong></td>
<td>Master Class (Workshop): From Thesis to Publication</td>
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**END OF DAY ONE**

*All presenters in the parallel sessions will be given 10 minutes to present their papers, followed by a Q&A session in between 3-5 minutes.*
# TENTATIVE PROGRAMME

## 2nd ITeC 2019

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<td>19 November 2019 (Tuesday)</td>
<td>Seraya Hall</td>
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<td></td>
<td>08:00 am – 08:30 am</td>
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<td>08:30 am – 09:00 am</td>
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<td>10.00 am – 01.00 pm</td>
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<td>01:00 pm – 02:00 pm</td>
<td>Lunch &amp; Networking</td>
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<td></td>
<td>02.15 pm – 02.30 pm</td>
<td>Closing Remarks by:</td>
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<td>The Dean of FSPPP</td>
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<td>Words of Thanks</td>
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<td>02:30 pm – 04:15 pm</td>
<td>Announcements of Awards</td>
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I would like to first congratulate Universiti Teknologi MARA (UiTM) in particular the Faculty of Administrative Science and Policy Studies for organising this vital knowledge event and for the hospitality.

I would like to extend a special recognition to the commitment shown by the ICoPS and ITeC 2019 committee who have worked very hard for this event, particularly in conceptualising its substance.

Technological and economic progress can no longer be assumed to be aligned with social progress. The current modern society over the next half century will be largely shaped by how well societies succeed in collectively defining their priorities, engaging essential questions about values and ethics and aligning technological development accordingly. This is the core idea and thought that I would like to share with you as I approach the idea of embracing neo-tech from the lens of social sciences as the core theme of this conference.

How people think about technologies matters. This is not simply because technologies are the primary contributor to economic growth worldwide. It is because technologies shape people, and people shape technologies. This relationship not only impacts research agendas, it also impacts investment flows, business models and the content of our education system in particular the role of higher education institutions and universities. All of us must figure out how technology can empower, create meaningful opportunities and enhance an individual’s potential and institutions.

The increasing attention given to how technologies can support, undermine, influence and contravene societal values is evidence of a shifting global consciousness towards a more constructive view of technology, its complexity and its impact on daily life that we must be part of. If we continue to treat technologies as mere objects, industrial products or external forces per se, then it will prevent us from understanding how technologies impact the world around us.

We must not fail to identify their cohesiveness, capabilities, perspectives on what is meaningful,
and ultimately what they value. We need to invest in a more grounded approach to technological development that doesn’t lose sight of the true ends of technological progress which are social progress and the well-being of humanity in terms of opportunities and self-realisation and comprehends the difference between material wealth and quality of life. In practice, rethinking technological development will require taking a human-centred approach – that recognizes how technologies and societies are co-produced – and prioritising a future that involves all stakeholders, fostering the goal of greater social cohesion, trust and well-being.

I am glad that this conference has chosen this topic as an area of discussion. I hope the ICoPS and ITeC 2019 conference will be a great success and able to shape some future directions to address this issue.
FOREWORD

Emeritus Professor Datuk Ir. Dr. Mohd Azraai Kassim
Vice Chancellor
Universiti Teknologi MARA

I would also like to welcome everyone to the 7th International Conference on Public Policy and Social Sciences (ICoPS) and the 2nd International Invention, Innovation & Technology Competition 2019 (ITeC) of which, this year’s Conference is themed "Embracing Neo-Technology Through the Lens of Social Science".

I hope that we will have an exciting and fruitful discourse on topics pertaining to the theme and more importantly, actively strategise actionable plans for the immediate future.

The ICoPS' conference and ITeC's Invention and Technology competition bring forward prominent academicians, researchers, innovators and designers from various fields to showcase their valuable work.

This event affirms UiTM's commitment and effort for academic excellence and I am delighted to see that we have yet again organised an annual conference that capitalises on our strengths and have built on our common commitment to find solutions to issues affecting the community and the nation at large.

The conference has adopted a timely theme, “EMBRACING NEO-TECHNOLOGY THROUGH THE LENS OF SOCIAL SCIENCES”. As we know, trade and commerce activities which were once human–oriented are now mostly dependent on technology as an important differentiator. It serves as a source of competitive advantage as technology today has disrupted many traditional businesses and processes that for many businesses, not following the bandwagon of the "technologically savvy corporations" is not an option they can choose.

What we have to acknowledge is that technology and innovation are reshaping society and changing the way we do things monumentally. This level of integration from all aspects is the next great societal evolution as we move towards IR4.0 and in the foreseeable future, IR5.0. The world is reimagining and recalibrating around digital innovation of which affects companies that provide those services greatly. The technological revolution we live in today, and the innovations that it has brought about, are only limited by our imagination and the degree of social acceptance"
as to what is possible.

The breadth and depth of the research we embark should provide a readiness to take on new challenges faced by society. It also should provide a basis for close collaboration with industry on different levels and makes us a point of reference.

In the same vein, active collaborations with fellow academics and partners, at multiple levels such as between faculties, other renowned universities, research institutes, both in and outside of Malaysia and other parts of the world are welcomed. The effort taken by FSPPP in organising this event is an example of a programme that supports UiTM's initiative in research and development.

I would like to accord my appreciation and thanks to Yang Berhormat Dr Maszlee and everyone present for your support in these two days. My fervent wish is that the spill over of this event will create exciting new research collaboration endeavours that are not only disruptive to current processes by a new technology advancement; but also conscientious and mindful towards responsible societal requirements. I wish all of you a very rewarding conference and competition.
FOREWORD

Associate Professor Dr. Abdul Jalil Mohamed Ali
Dean
Faculty of Administrative Science & Policy Studies
Universiti Teknologi MARA

On behalf of the Faculty of Administrative Science and Policy Studies, I have the great pleasure to welcome all of you to the 7th International Conference on Public Policy and Social Sciences 2019. The theme of the conference entitled “Embracing Neo-Technology through The Lens of Social Sciences” addresses the challenging issues within the field of social sciences worldwide through embracing the neo-technology from various facets. It is not only relevant and significant but comes at a time the whole world is at the edge of Industrial Revolution Era. The quest for knowledge has been from the beginning of time but knowledge only becomes valuable when it is disseminated and applied to benefit of humankind. It is hope that ICoPS 2019 will be a platform to gather and disseminate the latest knowledge among researchers, academicians, practitioners as well as to those attending this conference by sharing and discussing new findings.

It is envisaged that the intellectual discourse will result in future collaborations between universities, research institutions and industry both locally and internationally. Generally, when looking at Neo-technology perspective, element of technology itself strongly shows that it is inseparable part of our daily life. It has improved many aspects in our lives. It is also satisfies every wishes of man. Social sciences strengthen the technology through many ways. In this case, social sciences can be used to understand public values and how they react to such developments. With the help of social science research and surveys, the key actors can understand the inhibitions of people better and address them accordingly to influence policy-making. However, the most important is that social scientists solve some of the biggest problems that humanity faces. They can also develop better technological solutions that are conducive to the societal needs and sustainable at the same time. This paves the way technologies to flourish in society. Both field of Neo-Technology and Social Sciences need to work closely so that they can act as a link between people and technology. In relation to that, we are very happy that you have chosen ICoPS 2019 as this year’s venue. I am grateful to the many experts who have come to share their knowledge. I also welcome the many representatives of governments, industry associations and NGOs who have joined us.
In conjunction with ICoPS 2019, the organizer also established another platform for acknowledging those in the area of Invention and Innovation through hosting the 2nd International Invention, Innovation & Technology Competition 2019 (ITeC) within the same venues. This will be held on the second day of the conference. With the aim of promoting innovative ideas in education, this platform also creates collaboration between institutions of higher education, agencies and industries to share their products and creative ideas that can be commercialized. Moreover, this competition acts as an ideal platform to encourage students, lecturers, administrative officers and the public to exhibit or display their products or prototype as well as new ideas that contain commercial values.

Finally, I would like to congratulate the organizing committee for their tremendous efforts in organizing this conference. This conference will contribute immensely to the betterment of social sciences. I hope that the conference will accomplish all its aims and earnestly desire that all the participants will be able to benefit from the presentation and discussion.
WELCOME MESSAGE (CONFERENCE CHAIR)

Dr Memiyanty Hj Abdul Rahim
Deputy Dean Industry, Community & Alumni Network
(ICAN)
Faculty of Administrative Science & Policy Studies
Universiti Teknologi MARA

We are looking forward to welcoming you to this 7th International Conference of Public Policy and Social Sciences. Your presence here is clear crystal testimony to the essential you place on the research arena.

The theme of this year’s conference is ‘Embracing Neo-Technology Through the Lens of Social Sciences’. We believe that the presentations by the distinguished speakers will contribute immensely towards a deeper understanding of the current issues in relations to the theme.

The conference program includes various themes and topics related to public policy and social sciences study for instance, public administration, public policy, international relations and diplomacy, corporate administration, education and sociology.

ICoPS is grateful to the experts and participants gathered here. On behalf of the conference organiser, I thank you for your participation and wish you an enjoyable and productive conference. Special thanks to all the committee members of the 7th ICoPS 2019. You are the best!
EDITORIAL/COMMITTEE MEMBERS

ICoPS-ITeC 2019

Advisor
Professor Dr. Jasmine Ahmad

Chairperson ICoPS
Dr. Hajah Memiyanty Hj Abdul Rahim

Chairperson ITeC
Dr. Azizan Zainuddin

Secretariats
Dr. Farhatul Mustamirrah Mahamad Aziz
Saidah Hamizah Ahmad
Nurul Nadia Abu Hassan

Treasuries
Dr. Tuan Nooriana Tuan Ismail
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Corporate Communication & Media
Muhammad Khair Mohd Seni
Nur Afiq Ikhwan B. Zainor
Mohd Isyraq Akram bin Mohd Nasir

Keynote Speakers & Journal Publications
Prof. Madya Dr. Suseela Devi Chandran
Dr. Thenmolli Vadeveloo

Speeches & Event Controller
Asiyah Kassim
Azman Ayob
Dr. Khairiyah Mohd Shahid
Dr. Radduan Yusof
Dr. Mazlan Che Soh

Publicity & Promotion
Category A: Co-Host and UiTM
Prof. Madya Dr Nor Hafizah Mohamed Harith
Shahidah Abdul Razak
Dr Suhaimi Hj Abdul Samad
Dr Aida Abdullah

Category B: Public
Prof. Madya Dr Hjh Fadilah Hj Puteh
Dr. Thenmolli Vadeveloo

Category C: School and Undergraduate Students
Dr. Nur Zafifa Kamarunzaman
Dr. Ahmad Faiz Yaakob
Dr. Mazlan Che Soh
Zurina Md Nen
Programme Book & e-book Publication
Dr. Sarina Othman
Dr. Marni Ghazali

Reviewer (ICoPS)
Dr. Mahazril ‘Aini Hj Yaacob
Dr. Nurul Hidayana Mohd Noor

Reviewer (ITeC)
Dr. Zarina Mohd Zain
Dr. Nor Azira Ayob

Parallel Sessions & Certificates
Suzei Nuruddin
Nurul Akma Kamarudin
Munawwarah Shiekh Ibrahim
Bukhairi Mohd Noh

Masterclass
Dr. Farah Adilla Abdul Rahman

Chapter in Book
Dr. Radduan Yusof

Judges/Medals & Certificates (ITeC)
Dr. Nor Suziwana Hj Tahir
Hazariah Yais Razalli
Fairusliza Hj Abdul Rahman
Nurul Haiza Ibrahim

Registrations
Khamsi Che Abdul Hamid
Masliza Mahmood
Suhaiza Mohd Khalid

Web/Printing/IT
Fadlina Abdul Hamid
Suhaznurain Mohamed Samsudin
Rushdan Yaacob

Logistics and Booth Setup
Mohd Firdhaus Dzulkefli
Sazaruddin Shazreen Salim
Mohd Hairuz Raza
KEYNOTE SPEAKERS

YBhg. Dr. Maszlee Malik
Minister of Education
Malaysia

Born on 19 December 1974 in the Malaysian state of Johor, the Honourable Dr. Maszlee Malik is the 19th Education Minister of Malaysia and Member of Parliament for Simpang Renggam. While Dr. Maszlee is relatively new to active politics, his vast experience in academic research and teaching forms the bedrock to his goal of advancing transformation that is aligned with the needs of the people and the aspirations of the country. His academic qualifications include a Doctor of Philosophy in Good Governance from University of Durham, UK, a Master’s Degree from the University of Malaya and a Bachelor’s Degree from Al al-Bayt University, Jordan. Latterly, Dr. Maszlee taught as an Associate Professor at International Islamic University Malaysia for nearly ten years, a period where he first developed a commitment towards empowering students at higher education institutions with the autonomy and ability to be politically active. In an era of vast technological change and globalization, Dr. Maszlee has also spearheaded various initiatives to ensure that Malaysian students remain globally competitive. Digital literacy is essential to face the increasingly tech-driven future, which Dr. Maszlee fully championed through the #STEM4ALL campaign launch with Microsoft. Conversely, he recognises that vocational education is essential in transforming Malaysia from a nation of consumers to a nation of producers. He has formed a national steering committee that works to expand collaborations with industrial stakeholders, and increase access to polytechnics and community colleges. Dr Maszlee believes that every child deserves an equal opportunity in education. He has pioneered efforts to protect the access and quality of education for marginalized and disadvantaged communities. He has increased access for nearly 5 000 students from lowerincome communities in fully-sponsored state boarding schools, and is working towards providing free meals to disadvantaged students nationwide. Furthermore, he has introduced the Zero Reject Policy, which ensures that stateless children have access to the national schooling system. As a person of Hakka Chinese and Malay descent, he embraces his unique identity as well as the diversity of cultures that belong to Malaysia. His efforts to encourage unity in education involve overseeing the review of the national curriculum, to embed and prioritize cross-cultural values and ethics such as love, happiness, and mutual respect, which he believes are fundamental values of the Malaysian community. He has hit the ground sprinting in seeking out opportunities to positively transform the Malaysian education system. He believes that for any transformation to happen rapidly and efficiently, policymakers need to listen to the ground in order to ensure that every stakeholder and every problem is heard and acted upon. In the early months of his occupancy as the minister, he has already visited countless dilapidated schools and met with hundreds of teachers and students. These efforts were key to cutting through the bureaucracy and really understanding the problems faced by students and
educators. Dr. Maszlee is married to Dr. Hamidah Mat and is the father of four children. Despite his busy schedule, this dedicated family man regularly spends time with his family. Dr Maszlee has a fervent passion for writing; he has authored numerous books and papers that have gained international critical acclaim. He is also an avid follower of the creative and performing arts and hopes to integrate popular culture with pertinent educational values.

Prof. Dr. Shungo Kawamishi
President
Japan Advanced Institute of Science and Technology (JAIST)

Professor Shungo Kawanishi has been dedicating his life to development of global education which focuses on collaborations, appreciation of diversity and practical problem solving indispensable for the global era. Dr. Kawanishi was born in Kanazawa, Japan in 1953. He received a bachelor’s degree in political science from Keio University in Tokyo, and Master’s degree and Ph.D. in political science from the University of Georgia. He was one of the founding members of the Center for the Study of Global Issues at University of Georgia which was established based on the proposal from Mr. Jimmy Carter who was the president of the United States at that time. Later on he was promoted to a senior researcher and then the senior scholar in charge of the education for junior and senior researchers. In order to promote global consciousness and global education, he has organized many international activities including international youth symposia on global issues in Japan and Hawaii and International Student Organization in Ishikawa, Japan. From 1995 to 2009 he held a professorship and positions of Dean of Academic Affairs, Vice President and President at TransPacific Hawaii College in Hawaii and applied his global education approach to materialize global conscious curriculum and excellent intercultural education. This effort resulted in his receiving the award of the best practice in international and intercultural education in 2004 from American Council on Intercultural and International Education. Since 2009 Dr. Kawanishi has been working at Japan Advanced Institute of Science and Technology (JAIST) in Nomi city in Ishikawa prefecture, Japan, as a professor of the Global Communication Center (GCC). Currently he is the director/research professor of the Global Communication Center and the Advisor to the JAIST President for International Relation. Currently he is working on two research projects, Diversity Studies and SDGs Promotion through Education. Diversity Studies aims at eradication of any form of discrimination from human society. More than 70 scholars throughout the world have been involved in the scholars network of Diversity Studies. Upon the request by the municipal government of Nomi city where JAIST is located. JAIST Diversity Studies team has been working on introduction of the understanding of diversity into 15 years-long curriculum for public education from kindergarten to senior high school. As for SDGs Promotion, he has developed practical approaches to achieve the goals and applied them to his lectures and seminars in many schools and universities both in Japan and foreign countries.
# LIST OF EXTENDED ABSTRACTS FOR 7th ICOPS 2019

**Chair**
Dr Farhathul Mustammirah

**Panel 1**
Dr Nor Azira Ayob

**Panel 2**
Dr Marni Haji Ghazali

**Theme**
Education & Sociology AND International Relations & Diplomacy

**Venue**
Orchid 1

**Time**
10:15am-1pm

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<td>Dimension of Organizational Structure In Capacity Building of Poverty Reduction Program In Kulon Progo Regency</td>
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<td>Kurnia Nur Fitriana</td>
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THEME: CORPORATE ADMINISTRATION
THE CAUSE AND EFFECT OF WISE INVESTMENT DECISIONS IN MALAYSIA: A QUALITATIVE APPROACH

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ABSTRACT

In the global stock market environment, the individual shareholders have become a central issue for irrational thinking towards investment decision making. This paper seeks to remedy these problems by examining the challenges in making a wise investment decision among the individual shareholders in Malaysian Public Listed Companies and recommendations from the key stakeholders’ perspectives. The methodological approach taken in this study is a qualitative design based on interviewing the key stakeholders (board of directors, representative of Minority Shareholder Watchdog Group and Bursa Malaysia). With the help of the NVivo software in managing the data, this study analyses the data and concludes that there are four challenges and four recommendations in making a wise investment decision among the individual shareholders. The findings can be categorised into internal challenges (investment culture and investment knowledge) and external challenges (dissemination of information and voting power). Thus, the recommendations are also grouped into internal recommendations (diversification and research) and external recommendations (company representative and annual report). This paper does not engage with the overview from the individuals themselves and requires further research by future studies. This study offers some important insights into the investors, companies and policymakers.

Keywords: investment decision; challenges; recommendations; individual shareholders.

1. INTRODUCTION

Notably, the stock investment has delivered generous returns to the investors since the features began involving the transactions between investors and the invested companies. However, it should be stated that the transactions are only limited to two parties but the stock market efficiency is affected by the internal and external factors of the company. The invested companies are believed to have the ability to manage and oversee the internal factors as they are the ones who have the legal power to do so. However, they are unable to control the external factors that may affect the negative consequences of the stock market environment. It might be risky to the investors, especially the
individual shareholders, as it has been reported that they mostly have a high potential for irrational thinking and may create a loss in investment.

Surveys such as that conducted by Inova (2017) have shown that there are several contributing challenges faced by the institutional investors in the United Kingdom in monitoring their investee companies and affecting the social, environmental and governance policies. The study analyses the findings through the semi-structured interviews among the 25 UK-based institutional investors, NGOs working with investors as part of their shareholder activism campaigns, service providers and experts in the field of responsible investment. The results discovered that the mostly themed that are cited by the respondents are; misalignment of interests within the investment chain (11), lack of transparency and investor activism (10), the internal conflict of interest (10), scarcity of diversified portfolio and resources (8) and client inertia (7). It can be concluded that the institutional challenges are mainly attributed by the investors and investee companies. The findings proved that there are no monitoring barriers faced by the institutional investors driven from their behaviours’. Hence, it should be noted that it is a vital role to have an ethical relationship between the investors and investee companies for their mutual benefits.

Also, a previous study by Maenpaa (2017) highlighted the challenges in shareholders’ value for the study. The aim of interviewing the top management of the companies that have their headquarters in Helsinki, South of Finland is to explore the overall image of how the shareholder value is implemented in the decision-making process. The study found that the most challenging decision making is attributed to the rapid changes in the business environment and the macro environment. The companies are unable to control the effects that are beyond the management’s power. It is recommended and vital for the companies to follow up and plan their strategies as the world’s markets and shareholders values keep changing rapidly.

2. RESEARCH METHODS

Qualitative methods offer an effective way of subject materials that can be explored with greater details, there is high potential towards gathering additional important information about the subject and a high ability to gather information from an individual’s emotional response. Since the challenges faced among the individual shareholders are based on the key stakeholders’ perspectives, they are relatively unexplored. Especially in Malaysia, this study sought to conduct an in-depth interview serving as an appropriate research methodology. The key stakeholders that are involved for the subject matter are the board of directors, a representative from Bursa Malaysia and a representative from Minority Shareholder Watchdog Group (MSWG).

3. FINDINGS AND DISCUSSIONS

3.1 Findings

The reports of the results of this study begins with the profiles of the respondents as depicted in Table 1. As there were a total of 6 respondents who participated in this study, 4 of them were board of directors, and each of them are representatives of Bursa Malaysia and Minority Shareholder Watchdog Group (MSWG). 3 of the respondents were of Chinese origins and the other 3 were of Malay origins. There are no respondents that were Indian. The majority of the respondents were of
male gender representing 83.33% as compared to the female gender with a representation of 16.67% implying that the dominant players are male. Based on the number of working experiences for each designation, an equal distribution was found to each of the working experience group. 2 of them have less than 5 years working experience, 2 of the respondents have 6-10 years of experience, whereas the same amount has over 10 years of working experience at 33.34%. The study established that among the respondents from the board of directors, the highest participants are board of directors from trading services sector at 50% which implies that the sector embodied more companies listed on Bursa Malaysia. Each of the board of directors represent as a director from the industrial product sector and the consumer product sector, respectively at 25%.

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<th>Table 1: Profile of Respondents (N=6)</th>
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<td><strong>Variable</strong></td>
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<tr>
<td>Board of directors</td>
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<td>Representative of MSWG</td>
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<td>Representative of Bursa Malaysia</td>
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<td><strong>Working Experience</strong></td>
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### 3.1.1 Challenges in Investment Decision

“The challenges nowadays, of course, the dissemination of the information.” (M1, C, Consumer product sector).

“Sometimes, the dissemination of information. It is not transparent, not fast enough. Some investors may know; some may not know. Or sometimes the dissemination of information the other one may not fully disseminate you know.” (M4, C, Industrial product sector).
“Maybe lack of access to resources, I think. You have the Bloomberg terminal is would the best but million ringgit a month. Not all can afford. [...] If you have no contact, you cannot go through. Institutional investors of course because they are huge. For the retail I think the limitation on resources. [...] Retail maybe they don’t have, like institutional they have the research team, a lot of work, in terms of researching. They have the manpower. But retail, you are in the group of friends’ retails.” (M5, M, Bursa Malaysia).

“Probably the culture, quick rich. Maybe our people less invest. This is a fact. [...] Again, I think Malays had less exposure in terms of investment, in terms of how to handle the money. It is the fact.” (M2, M, Trading services sector).

“To go and monitor stock market, and all that, not so much. But Chinese, yes. Our Malays, not.” (M3, M, Trading services sector).

“The mindset of the investment people is still not matured. [...] We are not matured enough because we have no in-depth understanding of the company that you are. [...] I think the maturity is not there yet.” (M2, M, Trading services sector).

“Yes, exactly. They don’t have investment knowledge. They don’t know what the business is all about.” (M3, M, Trading services sector).

“The challenges are to get their voice to hear. Because they are minority shareholders. 1 share 1 voting, they might not be able to give the impact. [...] But for the minority shareholders, it is a challenge for them to get the company to change.” (F1, MSWG).

3.1.2 Recommendations in Investment Decision

“They can contact the company secretary. The shareholders if they have any problem, they can get in touch with the company secretary.” (M1, C, Consumer Product Sector).

“Yes, but the most company the only person that have the authorized to speak up on behalf of the company is CEO. Like my company, I am the only person authorized yang to speak on behalf, a mandatory policy.” (M2, M, Trading Services Sector).

“Where if they do come, the representative of that company has to answer them. The person would know the in and out of the company. Means the potential investors or current shareholders to ask about. Is the connection between the company inside and the people outside?” (M4, C, Industrial Product Sector).
“My recommendation to them, read the financial report of the company. They have their regarding business, they have their marketing strategy, the financial performance in term of the profitability and along with this we talk about sustainability.” (M1, C, Consumer Product Sector).

“So, you read through that, because you want to invest money in the company. You need to know what the company is doing, what is the investment that they are doing. [...] Like the annual report, it is a full bible. For me, it is a bible. When you read 5 or 7 pages of our management discussion analysis, you understand that 7 pages, you exactly know what the business is all about.” (M2, M, Trading Services Sector).

“Yes, diversify. For your investment portfolio that’s why. So, you don’t put all the egg in one basket. [...] But you have to diversify. You invest a little bit in terms of property, you invest a little bit into funds, different funds, mutual funds, public funds, and then you diversify into shares.” (M2, M, Trading Services Sector).

“Be open to the market. Let say they are not useful to the market, so be open to learn about it. [...] More willing to learn about the advantages trade in the stock market.” (M5, M, Bursa Malaysia).

“You have to do your homework before you invest. After you invest, you have to monitor your investment. So, after they invest, they have to monitor.” (F1, C, MSWG).

3.2 Discussion

It is possible to hypothesise that those challenges and recommendations can be developed into internal and external behaviours. The internal behaviours referring to personal motivation and the desire to achieve the desired goals. As defined by Callahan (2018), it is the individual’s ability to benefit directly from the buying decisions. In contrast, the external behaviours in this study is focused on the outsiders’ influencing process that affect the process of consumer buying. Youn and Faber (2000) define the external behaviour as motivation that is controlled by the motivators to attract the consumers. Thus, this study concludes that the investment knowledge and investment culture are regarded as the internal challenges, as those challenges are attributed by the individual shareholders’ personally. The external challenges composed of the dissemination of information and voting power, that do not solely come from the individual shareholders but the outsiders’, control power that can hinder the wise investment decision by the individual shareholders. Same goes to the recommendation as suggested by the key stakeholders, this study constructs that the internal recommendations that have to be changed personally by the individual shareholders are diversification and research on the stock market. Meanwhile, the external recommendations that have to be improvised by the outsiders in helping the individual shareholders are company representative and annual report.
4. CONCLUSION

Based on the classification of internal and external behaviours as mentioned previously, it can be determined that those challenges and recommendations are not solely caused by the individual shareholders, but are also affected by the others that had an impact towards the individual shareholders. It is really important to have an insight from the key stakeholders’ as a whole in an initiative to ensure the growth of the Malaysian stock market, as well as attract more participation from the public in financial decisions. Furthermore, the additional information can be gathered through the mixed methods that are extended from the qualitative analysis that are applied by current studies. This would also require a greater degree of consensus on the topic by having better operational procedures by the investors in Malaysia as a whole. In addition, the research could analyse the barriers in a different geographical context.

ACKNOWLEDGEMENT

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REFERENCES


THE EFFECT OF TRAINING, INTERNAL CONTROL SYSTEM AND EXPERIENCE ON QUALITY RISK-BASED AUDIT

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ABSTRACT

This study examines the effect of internal auditor’s attributes on quality risk-based audit in Malaysian public listed companies. This study utilizes the Social Cognitive Theory in examining the effect of training, internal control system and experience of the auditors on quality risk-based audit. The respondents of this study were 80 internal auditors working in public listed companies in Malaysia. Results of the study indicates that only the internal control system provides a significant influence on the quality of risk-based audit. In addition, this study shows that internal audit training and auditors’ experience do not influence the quality risk-based audit. The findings shed some lights on the importance of understanding the internal control system or a company in ensuring that the company achieves its organizational success in term of quality, services and business. Limitation of this study includes only examines three factors namely the internal audit training, understanding internal control system and internal auditor experience and the possible existence of various form of biasedness, subjectivity and interpretation that are inherent in the questionnaire which may limit the generalizability of the results. Suggestion for future study can be done to provide a deeper insight from other regulatory framework or culture to enhance the quality risk-based audit are being adopted and implemented globally.

Keywords: Internal auditor, training, experience, internal control system, risk-based audit.

1. INTRODUCTION

Internal audit function is an important component in an organization in mitigating fraud that can lead to its collapse and financial scandals. It creates strong influence on internal audit function practices in improving corporate governance (Khalid Ali Endaya, 2016). Institute of Internal Auditor (IIA, 2009) identifies that there is a significant gap between the internal auditing guidance and internal audit practices. Therefore, the new auditing system that is the Risk-Based Audit (RBA) was introduced to overcome the significant gaps between guidance and practices of internal auditing (Alderman, 2015). However, there are internal auditors that have been critised and taken to court due to their failure in understanding their role in mitigating fraud in their company. Poor quality internal audit work can
reduce desired standards which lead to the internal audit review to detect only approximately 10% of frauds whilst the other 90% from other factors (KPMG, 2016).

Past studies have identified that internal auditors are having issues on lack of knowledge on tools used to perform their audit work. Nyarombe (2015) examined four engagements within a large audit firm with the aimed to increase understanding of the deployment, usage and enablers of technology in a day-to-day practice. The critical difficulty audit engagements faced was the auditor’s inability to dependently access data. Hence, there is a need for the internal auditors to be better educated to improve their performance (Modar Abdullatif, 2015). Prior studies also identify that other factors that may influence the quality of risk based audit are training (Bettes, 1993; B.K. Punia, 2013), understanding of internal control system (Abidin, 2017; Francis Nyarombe, 2015) and experience (Abidin, 2017; Alderman, 2017; Cohen, 2010). These studies focused on internal audit function and risk-based audit in public and private entities (Vijayakumar, 2012). Social Cognitive Theory is considered the best to explain the effect of the internal auditors’ training, internal control system and internal auditors’ experience on quality risk-based audit.

The main objective of this study is to examine the effect of internal auditors’ attributes on their quality risk-based audit, specifically, this study examines 1) the effect of internal auditors’ training on quality risk-based audit among internal auditors in the public listed companies in Malaysia; 2) the effect of the understanding of internal control systems and quality risk-based audit among the internal auditors in the public listed companies in Malaysia and 3) the effect of internal auditors’ experiences and quality risk-based audit among the internal auditors in the public listed companies in Malaysia.

2. RESEARCH METHODS

This study uses a quantitative method to examine the effect of the independent variables to dependent variable.

2.1 Research Design

This study uses the questionnaire survey as the research instrument to achieve the research objectives. The population of this study comprises of internal auditors who are working in the Klang Valley. The samples are chosen because most of the public listed companies are located in the Klang Valley. The survey questions were adapted from Abidin(2017) and Selim and McNamee(1999) with some modifications to suit the context of this study. The questionnaire is divided into five sections namely section A, B, C, D and E. Section A requires the respondents to complete a series of questions related to the internal auditors’ risk-based audit practices. Section B focused on the internal auditor training provided to the internal auditors. Section C requests the respondents to complete a series of questions related to internal control and finally section D examines the internal auditors’ experience in the related area such as number of years they have been working in the related field whilst section E comprises of the demographic information of the respondents including gender, age, education qualification, position level and years of experience.

A pilot study has been conducted before the distribution of the questionnaires to the respondents. The pilot study involves five respondents consisting of three internal auditors and executives who were chosen because of their experience in internal audit activities. The questionnaires were distributed to the auditors using an online survey known as Google Form Application. This only application was
used because it allows the respondents to provide their response in an easy and efficient manner. One hundred and thirty questionnaires were distributed to the respondents and 80 questionnaires were returned representing a response rate of 61.54%.

2.2 Variable Measurement

This study examines the effect of internal auditor training, internal control system and internal auditors’ experience on quality risk-based audit. The measurement for dependent variable which is the quality risk-based audit is measured using a 5-point Likert scale that consists of 15 questions item that relate to the risk-based audit. These questions were adopted from Abidin (2017) and Selim and McNamee (1999). There are three independent variables in this study which are the internal audit training, internal control system and internal auditors’ experience. Internal audit training is measured using a 5-point Likert scale consists of 12 items relating to the training attended by the internal auditors adopted from Punia and Kant (2015); Swanson and Sleezer (1987) and Kirkpatrick (1976). Measurement for internal control system was adopted from Abidin (2017) and Sareens and Debeelde (2006) using a 5-point Likert scale that consist of 13 items related to the internal auditors’ awareness and understanding on the internal control system. The internal auditor’s experience is measured using a 4-optional scale consist of 7 items that relates to the internal auditors’ experience that affects the quality risk-based audit adopted from Johl, Johl. Subramanian & Cooper (2013); Prawit et al. (2009) and Lin et al. (2011).

2.3 Data Analysis

This study uses the statistical Package for the Social Science (SPSS) software version 23 to analyse the date gathered from the respondents. The normality test was conducted before the descriptive and inferential analysis test. In addition, this study performed reliability and validity test to verify that the instrument used is reliable and valid. Correlation analysis is used to test the relationship between variables to test the hypotheses of the study. Correlation analysis is a technique that can determine the significance, nature and direction of the bivariate relationship. In addition, the regression test is used to test the research hypotheses to predict the value of the dependent variable with the varying value of independent variables.

3. FINDINGS AND DISCUSSIONS

Finding of this study indicates that there is no significant effect on internal audit training and auditors’ experience on the quality of risk-based audit among the internal auditors in Malaysia. However, there is a significant effect of the internal control system on quality of risk-based audit. The results show that most respondents agree that understanding internal control system influences quality risk-based audit. Results show that internal auditors’ training and experience do not influence quality risk-based audit significantly. Hence, hypothesis H2 is supported. This finding is consistent with Abidin (2017); Alderman (2017) and Woods (2007). However, H1 and H3 were not supported from the findings of this study.

The findings of this study may provide further understanding to the internal auditors on ways to increase quality risk-based audit. This study could help interested parties such as the audit committee to understand more on the root of cause of issues highlighted by PWC’s (2018) and able to take necessary actions to further improve the quality of risk-based audit for their organization. The
findings also contribute ideas to the academicians from two perspectives which are the theoretical ad practical point of views. The theoretical view provides information to the academicians by providing recent literature and also latest analysis that relates to the Social Cognitive Theory. The results are able to motivate the Company in Malaysia to develop the understanding internal control system for internal auditor and formulating the key performance indicator system to measure the quality of risk-based audit in Malaysia.

Limitations of the study includes such as other factors that may influence the quality of risk-based audit which are not being used as the measurement in this study. A qualitative approach such as a case study and interview might be useful to further explore other factors that could potentially influence the quality-based audit. In addition, the respondents are limited to internal auditors from the Klang Valley only. The involvement of this group is constrained by practical issues concerning access to individuals and time availability. Hence, the generalizability of the findings may be questionable.

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SHAREHOLDER ACTIVISM IN MALAYSIA: WHAT MATTERS?

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ABSTRACT

Shareholder activism is one of the corporate governance mechanisms introduced in the process of improving corporate governance practices within companies because it enables shareholders to check management behaviour, safeguard their interests and reduce conflict of interests. In the course of protecting their rights via shareholder activism, there is a wide range of actions available to the shareholders, such as filing proposals, meeting with management including the board of directors, taking legal action to voice out their dissatisfactions, suggestions or recommendations to their investee companies. In Malaysia, as in other emerging countries in the South East Asia region, shareholder activism is on the rise, and there has been greater recognition of corporate governance since the devastating Asian Financial Crisis (AFC 1997-1998). The companies have become more receptive to engagement and open dialogues with their shareholders. This paper focuses on the trend and factors that may impede the shareholder activism as one of the corporate governance mechanisms being implemented, as an effort to reduce agency problems in Malaysia through the implementation of high performance corporate governance practices. The cases of shareholder activism were collected through newspapers report from 2006-2017. The findings of this research indicate there upward trend of shareholder activism and surprisingly from individual shareholders. The agency and constituency theory are used to discuss shareholder activism. Onto the challenges, the existing local corporate governance characteristics which have been identified in the shareholder activism literature such as political connection government influence and specific organisation policy and limitations among others. In order for the shareholder activism to be effective, it must be treated as a mechanism to improve current practices rather than as a means for shareholders to find faults or provocations.

Keywords: Shareholder Activism, High Performance Corporate Governance, Malaysia, Agency problems, Public listed Companies

1. INTRODUCTION

The high number of corporate scandals being reported all over the world have definitely made people stop and think about the current condition of corporate governance. At the heart of these corporate scandals, which if left unchecked will certainly escalate to become the main catalyst for the downward spiral of corporations. The classic examples of corporate scandals are like Parmalat, Enron, Barings Bank, just to name a few. Unfortunately, the Malaysian business scenario is also not
free from controversies. One of the big corporate scandals that hit the country is the 2002 Technology Resources Industries (TRI) scandal. This case is referred to by many, as the Malaysian version of Enron. This is because of the similarities presented in the fraud case which took place in the company (Satkunasingam & Shanmugam, 2006). Accordingly, shareholders have changed their investment approaches. This change has led to the birth of shareholder activism. Currently, shareholder activism is gaining momentum and geographic breadth, this is inclusive of Malaysia. According to Allen (2011) shareholder activism in Malaysia is the result of the foreign institutions entering the local capital market. In Malaysia, shareholder activism are led by the institutional shareholders especially government agencies such as sovereign wealth, pension, pilgrimage and trust funds, even though the process is relatively slow as compared to institutional shareholders in the developed nations (Musa & Ismail, 2015). In this paper, shareholder activism is defined as the action of shareholders voicing dissatisfaction in order to change the status quo of a company they have invested in without actually changing the control structure (Gillan & Starks, 1998). The objective of shareholder activism can be vary from financial to non-financial aspects of the targeted companies (Reese and Rodionova, 2016; Bebchuk, Brav, and Jiang, 2015).

2. METHODOLOGY

The main source of data collection is from the reported cases of shareholder activism in the newspapers, the secondary data. The time line for this research is any shareholder activism reported by the media from 2006-2017. These are the scandals that are being captured by the media. There is no official public statistics pertaining to shareholder activism. Besides, this is not an event where the targeted company would want the public to know about and proud of. The main objectives of this research to identify the number of cases reported during these periods, who are shareholder activists and what are the issues put forward by the shareholder activists. On top of that, the researcher also examined the sector which is experiencing shareholder activism frequently. The issues are then categorized into themes. The themes are capital structure, announced deals and corporate strategy. The types of issues which are put under corporate structure are return capital to shareholders; restructure debts and other capital structure related items. Meanwhile, under the theme of announced deals issues like oppose merger and acquisition and oppose transaction terms are listed under this theme. In addition to that, under corporate strategy issues like spin-off business, split company and divest assets/holdings or seek sale or merger are classified under this category. Further, this research paper applied the agency theory, the constituency theory and the social movement theory to explain the rising of shareholder activism movement in Malaysia.

3. FINDINGS AND DISCUSSIONS

In addition to the above point, the table below are the list of shareholder activism in Malaysia from the year 200 until 2017. The actions were brought forward by the shareholders who were mostly not satisfied with how the company were being handled which resulted millions in losses as compared to other issues. Based on the table below we can see that the numbers have increased tremendously throughout the years. It is remarkable to see that individual shareholders play more roles in the shareholder activism in Malaysia as compared to the institutional shareholders. There are 20 activism cases have been identified in 2006-2017. These cases are reported by the newspaper. For now there is no official data compiled by the any authority pertaining to shareholder activism. On top of that
there is no regulatory requirement and corporate governance best practices pertaining to the disclosure of any shareholder activism experienced by the public listed companies. Thus, the acquisition of validated and official data is close to none. Based on the above cases, the 20 cases of the identified shareholder activism, industry wise, it indicates no specific industry or sector is being targeted by the shareholder activists. By not focusing the shareholder activism in one specific industry, this means the shareholder activists are not from one industry only, thus, shareholder activism is used by all the shareholders. This aligns with other Asian countries (Shareholder Activism Report, 2018). The percentage of the companies which are being targeted is even across the board. The most frequent issue is board of directors’ related issues with 16 out of 20 cases, which represents 80 per cent of the reported cases. The attack centres on the board as well as the management teams. The concerns which have been put forward are mainly, removal of the Chief Executive Officer (CEO), individual board members and even the entire board of directors in more dramatic cases. There is also a case where the director is reported to the authority for breach of trusts. However, according to the Shareholder Activism Report (2018), across the Asia, the attack on the board of directors is not common. But having said that, the cases reported targeting the board of directors has increased in 2017, four times higher than 2014. So, the trend in Malaysia is similar with the pattern of shareholder activism in other countries in Asia. Based on the above scenario, the local shareholders are now more comfortable exerting pressure, thus, forcing the management teams and boards to acclimate to a new investment method, where shareholders demand their voice to be heard and enjoyed the support from other shareholders to turn their voice into actual action.

4. CONCLUSION AND LIMITATIONS

The Malaysian shareholders are not particularly open when faced with questions on shareholder activism. More significantly, this can be attributed to the fact that shareholder activism is still considered controversial issue, where activists can often be maligned as troublemakers or disruptive elements. To further encourage shareholder activism, the legal framework with regards to shareholder activism must be strengthened to create value to shareholders and targeted companies as a whole. The legal framework empowers shareholders to be more actively involved with shareholder activism. Lowering barriers in exercising rights, procedures and engagement costs are other possible ways to encourage the shareholders to be involved with shareholder activism. The limitation of this research is that it only used newspapers as the source of cases. There is no other way for the researcher to verify the accurate number of cases. There might be cases which are accidentally omitted from the list.

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PROSPER-THY-NEIGHBOUR (PTN) IN CORPORATE SOCIAL RESPONSIBILITY (CSR) FOR IMPROVING SOCIETY SUSTAINABLE DEVELOPMENT

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ABSTRACT

Malaysian government has demonstrated Prosper-Thy-Neighbour (PTN) notion to promote Corporate Social Responsibility (CSR) approach in national cooperation for the spirit of equality, partnership and to secure for Malaysian peoples and for posterity the blessings of peace, freedom and prosperity, and Malaysian’s pledge to its peoples in the Prosper-Thy-Neighbour Vision 2021 - 2030 to realise a rules-based, people oriented, and people-centred Malaysia of “Abuse of a Family Members will also be Felt by other Family Members”. Currently, most of the studies focus on organizational perspectives, while the individual perspective on the issue of PTN in CSR and its impacts on the economy, society, and environment are not extensively covered. In addition, a comprehensive PTN in CSR approach is yet to be established. Therefore, this study wants to explore how the PTN in CSR approach could serve as a guide to improve sustainability performance and reduce the practice of greenwashing to society. A library search and qualitative data gathering, joining two focus groups and six interviews with opinion leaders, were the source for a discussion on this study. The respondents were those involved in managing sustainable development and social responsibility management in their companies. The results would present the need to enhance the PTN in CSR approach by including the sustainability elements such as economic, social and environment. Moreover, this study showed the importance of knowledge management variable in the approach. More importantly, the outcomes of PTN in CSR could be used to measure outcomes of socially sustainable development in this context in order to provide insight into the true impact of the sustainability performance for the societal well-being in Malaysia.

Keywords: Prosper-Thy-Neighbour; Corporate Social Responsibility Model; Triple Bottom Line; Greenwashing; Societal Well-being.

1. INTRODUCTION

Corporate Social Responsibility (CSR) has been the issue of increasing debate over the past decade [1], [2], [3] and is measured to be the leading basis of environmental, economic and social problems while thriving at the expense of society is widespread [4]. Unlike programs, CSR was part of the value of corporate communication and is at the forefront of the academic platform. It has been argued that the way companies implement and apply CSR has influenced both results and outcomes. As a
result of questions about the principles of corporate governance and with reference to the Organization for Economic Co-operation and Development (OECD) (2004), CSR is therefore closely linked to corporate governance, which means that organizations are refereed on their concerns and commitment to the society. Lai et al. (2010) believe that CSR can positively impact the behavior of stakeholders, as its application can enhance the brand image and reputation of the company and that organizations, especially large companies, which have an impact directly or indirectly on society [5].

In response to the crisis of legitimacy, CSR has become increasingly important not only in the corporate agenda [6], but also at the academic level. CSR, which has been proposed for the first time in Western countries, has a long history and is evolving rapidly. While some cite CSR activities as costly, restrictive or benevolent, others argue that CSR can be an opportunity with a competitive advantage and an innovative advantage. Many studies have been conducted to determine the nature of these allocations. Although past results are not consistent, more and more recent studies are shedding light on a constructive relationship between corporate responsibility and economy, social and environment sustainability performance.

There are a number of studies on the factors that affect greenwashing and the "greenwashing" element of communication. However, there is little research on unintentional greenwashing. The authors give only brief ideas on how to avoid greenwashing. Therefore, it is interesting to target organizations that want to be viable and try, but do not have the skills to make this vision a reality. Because these organizations are determined to be sustainable, they are more likely to improve their sustainability performance through a "whole new" model of corporate social responsibility management. Further research is needed on the role of the CSR management model, which improves sustainability performance and prevents greenwashing in this particular group. To understand the relationship between Sustainable Development, corporate social responsibility management and stakeholders' perceptions of sustainability, the following research questions are addressed:

RQ1: What evokes Prosper-Thy-Neighbour in Corporate Social Responsibility Management approach for Improving Society Sustainable Development?

RQ2: What Prosper-Thy-Neighbour in Corporate Social Responsibility Management approach could serve as a guide to improve sustainability performance and reduce the practice of greenwashing to society?

2. LITERATURE REVIEWS

The term "sustainability" can be defined as "meeting the needs of the present without compromising the ability of future generations to meet theirs". This significant demand helped to estimate the global market for green goods and services stakeholders at USD 855 billion in 2017. While the growing demand from customers on demand is promising, a dramatic, positive change in sustainability is still in place [7]. As a result, our company wants to provide more sustainable services, but we have not yet managed to improve sustainability performance.

Managing social responsibility is a totally new approach to business and society. The pressure between the economy and community development also increases social responsibility activities, which are not only a strategy to effectively contribute to improving the image and reputation of the
organization. Therefore, it is important that organizations have different approaches and options to increase their involvement in community engagement and knowledge transfer programs.

The development of the PTN approach is increasing and the company's concerns about the organization have consequences for the wider environment. Recognizing their impact on society has led to a number of ways to take on more responsibility (Figure 1). Nowadays, social responsibility is a widely used term that is constantly evolving and influencing something that is attracting more and more organizations for business thinking and daily approach. However, social responsibility has also been criticized as a marketing tool and as a means by which organizations can clarify their awareness without actually taking responsibility for their actions.

With growing demand and growing need for sustainability in our society, more and more organizations say their services and products are more maintainable than they really are to take advantage of these growing green and sustainable markets. The exercise of ambiguous clients about the ecological performance of the business or the environmental profits of a service or product is called greenwashing. True sustainability and claiming to be sustainable are two contrary terms of the same scale. Sustainability and greenwashing are therefore linked. These terms are both positive on the sustainability measure, where greenwashing is negative, and on positive sustainability [8].

It is understood that all organizations involved in the greenwashing are doing it deliberately and with a purpose. Some organizations are willing to prevent greenwashing and contribute to sustainability, but they only lack the essential tools and knowledge. In many cases, these companies are accidentally washing their services and products. This is frequently the effect of inadequate knowledge capacity to produce effective knowledge and lack of an actual tool. In other words, some organizations want to avoid greenwashing and be sustainable, but they do not know how to do it. This can lead to the unintentional practice of greenwashing [9].

![Fig 1: Prosper-Thy-Neighbor (PTN) on Partnership for Sustainable Development Strategy](image)

2.1 CSR and Greenwashing

The concept of Corporate Social Responsibility (CSR) indications to a company's efforts not only to maximize revenues but also to have a positive impact on environment and the society. Yet, this is
frequently doubtful. Companies have used CSR initiatives in that they are no longer used to create environmental or social impacts, but also to inform others. Some studies have explored that this has led to skepticism about CSR initiatives as stakeholders fear that companies will do greenwashing. Stakeholders may not always care about companies making sustainability efforts, but about their reasons [10]. A company that participates in CSR without knowing why it is doing so risks compromising its relationship with the public. Over the years, the outlook has changed and the responsibility and role of businesses in environmental and social concern have also changed. Therefore, it is significant to think about what CSR really is. As stated above, the sole social responsibility of the business is to maximize profits as long as the business is acquiescent [11]. Of course, there are different points of view on the concept of CSR. It can be definite in different ways, for example: "In general, sustainability and CSR refer to commercial activities - by definition, voluntary - that demonstrate the inclusion of social and environmental concerns in commercial and inter-party interactions. stakeholders." [12]. This definition of CSR is used in this study as it is simple and nonetheless covers significant parts such as environmental and voluntary concerns in profitable processes. Figure 2 shows a pyramid model of the different parts of CSR, the two essential layers being the economic and legal responsibilities and required by society. Friedman (1962) also identifies these layers, although he claims more on economic responsibility. The model with the following layers is the predictable ethical responsibility of society and philanthropy nurtured by sustainability. These last two levels go beyond what Friedman (1962) measured for corporate social responsibility [13].

Fig. 2. The Pyramid of Corporate Social Responsibility

One is considering CSR issues from the stakeholders’ perspective. For example, Freeman et al. (2006) proposed the new approach to CSR, company stakeholder responsibilities. The theory described that the ethical leadership was considered from stakeholder’s view [14]. The social expectation for a corporation to do ethical business require right behavior, the behavior is combined with stakeholder perception [15]. The other trend refers to Carroll’s (1979) theory, it emphasizes that any given responsibility or action of business encompasses the economic, legal, ethical or
discretionary motives [16]. Of the four motives, Carroll (1990) replaced the discretionary to philanthropic and advice that philanthropic motive should embrace the concept of corporate citizenship. Detail information of the four motives was summarized in a pyramid model [17].

To achieve sustainability, organizations must raid a stability between three different areas: the environment, the economy, and society. This stability is illustrated in Figure 3. To find this stability, companies must have the capability to innovate and learn. A model of acceptable management information can assist as a tool to renew and learn this stability. As the stability between economic, environmental and social objectives becomes more significant, the market changes from a separate social responsibility management model in these parts to a combined model covering the measurement of all sectors of activity [18].

![Fig. 3. Conceptual Framework of Prosper-Thy-Neighbour Prism for Sustainability Development based on Balance Triple Bottom Line and CSR](image)

There are other models that measure sustainability performance to find a better balance. However, these models do not place measurements in their context and lead to superficial sustainability reports. Organizations are committed to working sustainably [19]. However, this can often not be guaranteed. A balanced scorecard refinement, which includes elements of sustainability, would provide a model of adequate management information that improves sustainability performance and reduces the number of unintentional bleaching [20].
2.2 Sustainability Performance Measurement

When an organization's goal is to deliver sustainable performance, it is critical to measure and manage sustainability performance and improvements [21]. Integrating and coordinating sustainability-driven business processes is essential for effective results. This goal can be achieved through a strong sustainability-oriented strategy and an appropriate sustainability performance assessment system [22].

Corporate sustainability remains a challenge to integrate sustainability into the company's strategy. Sustainability is often not used in corporate governance models [23]. When organizations separate the measure of sustainability performance from their overall management information model, there is no contribution to solutions and sustainability, and no value is created for society [24][25]. If organizations need to contribute to improve their sustainability performance and to be a better society, internal stakeholders need management tools to bring into line to their organization. However, there is a need to integrate sustainability into management models. This is often not the case [26].

3. RESEARCH DESIGN

This research is conducted on a qualitative basis in order to deepen the understanding of the phenomenon of trust and the drivers of the social responsibility management strategy as well as the impact of the perceived approach on the perception of sustainability by stakeholders. The goal is not the generalization of results, but the understanding of the complexity of the subject from the point of view of stakeholders, which is why two (2) focus groups of five (5) participants and six (6) interviews are structured as a method opinion used.

3.1 Collection Method

To gather the information this study was used focus groups on the first research question by describing the approach to corporate social responsibility management aimed at improving the sustainable development of society. Group with the flexible approach in the focus group was a revealing way to acquire this knowledge. Participants had the opportunity to discuss the topics and the different case studies that interested them. The data was collected with six (6) semi-structured interviews lasting around 15 to 25 minutes. The interviews were organized to answer the second of our research questions: What model of corporate social responsibility management could serve as a guide to improve the performance of sustainable development and reduce the practice of greenwashing for society? The interviews aimed to better understand the impact of the PTN CSRM approach (mentioned in RQ 1) on the perception of sustainability.

4. FINDINGS

The following table lists the identified topics and newsgroup codes. The participants first expressed the approach to managing corporate social responsibility to improve the sustainable development of society. This research is not a disruptive solution to the urgent global problem of CSR in terms of sustainable development, but from a pragmatic point of view, it allows for a better understanding of greenwashing inadvertently due to the lack of CSR management models. We argue that the
development of sustainability in the CSR management model leads to a better performance of a company's sustainability performance, thus preventing inadvertent greenwashing.

The practice of non-voluntary greenwashing is decreasing due to improved sustainability performance through a better CSR management model. Improved sustainability measures prevent companies from wanting to misinterpret data. Improved accuracy of sustainability results avoids misinterpretation of sustainability measures. This study will demonstrate that the use of good sustainability performance indicators, based on knowledge and context, has a positive impact on sustainability and avoids greenwashing.

**Table 1.** The dimension of Prosper-Thy-Neighbour (PTN) in Improving Society Sustainable Development

<table>
<thead>
<tr>
<th>Philanthropic</th>
<th>Virtuous</th>
<th>Economic</th>
<th>Tolerant</th>
<th>Legal</th>
<th>Sociable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charitable</td>
<td>Righteous</td>
<td>Profitable</td>
<td>Open-minded</td>
<td>Lawful</td>
<td>Friendly</td>
</tr>
<tr>
<td>Generous</td>
<td>Good</td>
<td>Profit-making</td>
<td>Forbearing</td>
<td>Legitimate</td>
<td>Affable</td>
</tr>
<tr>
<td>Benevolent</td>
<td>Moral</td>
<td>Moneymaking</td>
<td>Unprejudiced</td>
<td>Licit</td>
<td>Amicable</td>
</tr>
<tr>
<td>Humanitarian</td>
<td>Morally correct</td>
<td>Money-spinning</td>
<td>Unbiased</td>
<td>Within the law</td>
<td>Cordial</td>
</tr>
<tr>
<td>Public-spirited</td>
<td>Ethical</td>
<td>Lucrative</td>
<td>Unbigoted</td>
<td>Legalized</td>
<td>Neighbourly</td>
</tr>
<tr>
<td>Altruistic</td>
<td>Upright</td>
<td>Remunerative</td>
<td>Broad-minded</td>
<td>Valid</td>
<td>Hospitable</td>
</tr>
<tr>
<td>Magnanimous</td>
<td>Upstanding</td>
<td>Financially rewarding</td>
<td>Catholic</td>
<td>Permissible</td>
<td>Companionable</td>
</tr>
<tr>
<td>Munificent</td>
<td>High-minded</td>
<td>Fruitful</td>
<td>Patient</td>
<td>Permitted</td>
<td>Gregarious</td>
</tr>
<tr>
<td>Open-handed</td>
<td>Right-minded</td>
<td>Gainful</td>
<td>Long-suffering</td>
<td>Allowable</td>
<td>Convivial</td>
</tr>
<tr>
<td>Bountiful</td>
<td>Right-thinking</td>
<td>Productive</td>
<td>Magnanimous</td>
<td>Above board</td>
<td>Clubbable</td>
</tr>
<tr>
<td>Liberal</td>
<td>Principled</td>
<td>Viable</td>
<td>Sympathetic</td>
<td>Admissible</td>
<td>Warm</td>
</tr>
<tr>
<td>Ungrudging</td>
<td>Exemplary</td>
<td>Cost-effective</td>
<td>Understanding</td>
<td>Acceptable</td>
<td>Warm-hearted</td>
</tr>
<tr>
<td>Unstinting</td>
<td>Clean</td>
<td>Successful</td>
<td>Charitable</td>
<td>Authorized</td>
<td>Good-natured</td>
</tr>
<tr>
<td>Beneficent</td>
<td>Law-abiding</td>
<td>Commercial</td>
<td>Lenient</td>
<td>Sanctioned</td>
<td>Genial</td>
</tr>
<tr>
<td>Benignant</td>
<td>Lawful</td>
<td>Indulgent</td>
<td>Warranted</td>
<td>Easy to get on / along with</td>
<td></td>
</tr>
<tr>
<td>Solicitous</td>
<td>Irreproachable</td>
<td>Permissive</td>
<td>Licensed</td>
<td>Lively</td>
<td></td>
</tr>
<tr>
<td>Unselfish</td>
<td>Blameless</td>
<td>Free and easy</td>
<td>Official</td>
<td>Communicative</td>
<td></td>
</tr>
<tr>
<td>Selfless</td>
<td>Guiltless</td>
<td>Easy-going</td>
<td>Enforceable</td>
<td>Responsive</td>
<td></td>
</tr>
<tr>
<td>Humane</td>
<td>Unimpeachable</td>
<td>Complaisant</td>
<td>Constitutional</td>
<td>Forthcoming</td>
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<tr>
<td>Kind</td>
<td>Just</td>
<td>Lax</td>
<td>Statutory</td>
<td>Open</td>
<td></td>
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<tr>
<td>Kind-hearted</td>
<td>Honest</td>
<td></td>
<td>Statutable</td>
<td>Outgoing</td>
<td></td>
</tr>
<tr>
<td>Big-hearted</td>
<td>Honourable</td>
<td></td>
<td>Ex cathedra</td>
<td>Extrovert</td>
<td></td>
</tr>
<tr>
<td>Literary</td>
<td>Unbribable</td>
<td></td>
<td>Binding</td>
<td>Easy-going</td>
<td></td>
</tr>
<tr>
<td>Bounteous</td>
<td>Incorruptible</td>
<td></td>
<td>Bona fide</td>
<td>Easy</td>
<td></td>
</tr>
<tr>
<td>Rare</td>
<td>Anti-corruption</td>
<td></td>
<td>Genuine</td>
<td>Hail-fellow-met</td>
<td></td>
</tr>
<tr>
<td>Eleemosynary</td>
<td>Bounteous</td>
<td></td>
<td>Right</td>
<td>Approachable</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Scrupulous</td>
<td></td>
<td>Proper</td>
<td>Accessible</td>
<td></td>
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<td></td>
<td>Noble</td>
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<td>Sound</td>
<td>Informal chummy</td>
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<td></td>
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<td>Just</td>
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<td>Informal Matey</td>
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5. DISCUSSION

We return to the objectives of this study by answering the following two (2) research questions: What is the interest of the PTN CSRM approach to improve the sustainable development of society? And what PTN CSRM approach could serve as a guide for improving sustainability performance and reducing greenwashing practices for society? To this end, the study used empirical findings from focus groups and interviews on a society's sustainable development approach theory to identify outcomes and determine the impact of this approach and the sustainable development of a society. The study examined the theoretical contributions and practical implications of this study to identify areas in which further research is needed. In the evaluation of the first research question, the PTN CSRM approach built on the efforts of governments, NGOs, and businesses in support of sustainable development, and was in part consistent with previous research showing that governments and NGOs were the most reliable sources, and which companies are considered the least reliable. On the other hand, our results showed a more strategic presentation. Even if governments are considered reliable, it is also important to take into account the nationality of the government to assess the credibility of the contributor. The results also show that stories have attempted to examine the nature of CSR in a Malaysian context, using Carroll's CSR pyramid as a descriptive framework. Evidence of how CSR is practiced in the Malaysian context has also been used to challenge the accuracy and relevance of the Carroll pyramid. More importantly, this suggests that the relative priorities of CSR in Malaysia are likely to be elsewhere. This result remains hypothetical and provocative and would therefore benefit from more in-depth empirical research.

The normative perspective on CSR goes far beyond the scope of this study. The descriptive approach should illustrate the concrete manifestation of CSR in Malaysia and not look at what CSR should look like in Malaysia. For example, it is not suggested that legal and ethical responsibilities be a subordinate priority, but in practice. A final argument, however, may be that Malaysia should give top priority to improving ethical responsibilities, including good governance, as this is the key to improving all other aspects, including the rule of law of development, economic and voluntary actions. The reform of the Malaysian government is essential to create what Fox (2004) calls "an environment conducive to a responsible enterprise" (p.29). Consistent with previous reliable research [27], this study shows that the problem of trust in NGOs is more diverse. It turns out that a wave of events and historical events related to similar organizations may, because of general skepticism, reduce confidence in the nature of the organization.

6. CONCLUSION

Previous research focused on the types of stakeholders that depend on sustainable development communication. We have shown that the PTN-based stakeholder approach to be developing a sustainable society is more diverse and based on a diverse thinking process. The study revealed that it is indefinite to ask stakeholders what type of organization they are, because they can then think of a particular organization and give a general answer [28]. Confidence being a complex and immaterial phenomenon, he concluded that a complete analysis was necessary. In addition, we provided information on the sustainability impact of sustainability communication on stakeholders [29]. It appears that many stakeholders create consistent consumption, even when paying attention to the characteristics of sustainable products communicated by companies. However, many believe that changing consumption is fundamental for sustainability but too difficult at the individual level [30].
Some informants they can live their lives as usual without feeling guilty every day, although at some level they know they are still not viable. Informants are then victims of the creation of a sustainable and responsible actor by the companies which, according to them, do not exist [31]. With little information on sustainable development focused on reducing consumption and not on the sustainable properties of products, it was found that study participants felt that consumption played an important role in sustainability, but that it was simpler and easier. In addition, some participants said that NGOs sometimes feel guilty about the sustainability process. This shows us that some stakeholders prefer the easy way to feel good and independent rather than the option that suits them. According to interview results, stakeholders interested in sustainability have difficulty coping with aggressive marketing efforts by companies to increase their revenues of CSR [32], which is often driven by public relations but lacks substance, prevents stakeholders from supporting attractive offers. It was noted that stakeholders do not think that reactive CSR represents sustainability.

This study also provided practitioners with valuable information. Based on our ideas and ideas, they can better understand how a sustainable development society can be built to implement a PTN approach. It also deals with the problems and history of the industry and the nature of the organization and not their own organization to avoid fallout. Practitioners can also understand how their sustainable development society influences stakeholder perceptions of sustainable development and what role they play in promoting sustainability. Many companies that want to generate sales through a sustainable society and green advertising need to consider whether this will not only reduce their unsustainability.

Previous research has provided a clear answer on which people count to communicate sustainable development to businesses, governments and NGOs. However, this study displays that the response to this question is more multifaceted than having to classify the sender credibly, at least in a credible way, taking into account several characteristics such as country of history, origin and notoriety, the brand. We recommend further research on the PTN approach within the Society for Sustainable Development. However, consider the history, country of origin and scandals, as they have a negative result on PTN approach. We have highlighted the difficulty, but to better understand these phenomena, it is necessary to continue research and quantitatively quantify them in order to generalize the results. Additional research on non-resident participants with different demographic characteristics may deliver further information. Accompanying a study with other examples is also a way to discover how other concerns and industries create a climate of trust. By studying the impact of using a sustainable development society on actual stakeholder behavior rather than perceptions, it is possible to obtain important information to understand whether people are acting in accordance with their beliefs.

ACKNOWLEDGEMENT

This research was financially supported by the Fundamental Research Grant Scheme, Department of High Education, Malaysia Education Ministry (Grant NO. FRGS/1/2018/SS09/UNISZA/02/1).

REFERENCES


AUDIT COMMITTEE AND EXTERNAL AUDIT AS EARNING MANAGEMENT MITIGATION IN THE GOVERNMENT LINK COMPANIES: ARE THEY STILL RELEVANT?

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Memiyanty Abdul Rahim²

¹Esprit Management Services Sdn. Bhd.
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ABSTRACT

The scandal that involves 1MDB and other GLCs such as Sime Darby made GLCs’ credibility a hot topic to be debated. Thus, this study aims to assess the effect of corporate governance monitoring mechanisms in mitigating earnings management practices (EMP) of GLCs in Malaysia. Are they still relevant in predicting the earning management practices? The higher earnings management indicates the lower quality of financial statements of the company. Therefore, there are two questions on this matter: to what extent internal audit and external audit as part of corporate governance monitoring mechanisms be able to predict EMP? And what is the most important corporate governance mechanism in predicting the EMP in GLCs? The study was conducted among government-linked companies that listed on Bursa Malaysia except the companies in financial sector as they have different guidelines and regulations. The period was covered from 2015-2017. The findings show that external audit has significant prediction on the earning management practices.

Keywords: Earning Management; Government Linked Companies; Internal Audit; External Audit; Corporate Governance

1. INTRODUCTION

Earnings management or creative accounting issue is always being debated around the world. The series of accounting scandals for the last decade in the United States, Europe and East Asia shows the negative effect of practicing earnings management. Earnings management is the act of altering the financial statements in order to obtain favourable reporting figure. The examples of GLCs scandals in Malaysia are the Bumiputra Malaysia Finance (BMF) scandal in the early 1980s and Sime Darby scandal in 2010. Recently, Malaysia has been shocked by the accounting scandal in 1Malaysia Development Berhad (1MDB) and it showed that the accounting manipulation is still occurring in modern accounting and corporate governance practices.
Thus, this study aims to assess the effect of corporate governance monitoring mechanisms in mitigating earnings management of GLCs in Malaysia. Are they still relevant in predicting the earning management practices? The higher earnings management indicates the lower quality of financial statements of the company. Therefore, there are two questions on this matter: to what extent internal audit and external audit be able to predict EMP? And what is the most important corporate governance mechanism in predicting the EMP in GLCs? The study was conducted among government-linked companies that listed on Bursa Malaysia except the companies in financial sector as they have different guidelines and regulations. The period was covered from 2015-2017.

2. RESEARCH METHODOLOGY

The study is conducted to investigate the effect of corporate governance mechanisms in mitigating the earnings management of GLCs in Malaysia. Thus, the researcher chose to study the GLCs that are listed in Malaysia from 2015 to 2017. In the Bursa Malaysia, there are about 53 GLCs that been listed. The rest of the companies that are not considered as GLC will be excluded from this study. However, not all the 53 GLCs will be included in this study since there are several criteria for a company to be included in this study.

Total discretionary accruals (TDA) are calculated using the cross-sectional discretionary accruals model suggested by Jones (1991) and modified later by Dechow et al. (1995). The computation of discretionary accruals using Modified Jones model (1995) shown in the Table 1 below:

<table>
<thead>
<tr>
<th>Step</th>
<th>Formula</th>
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<tbody>
<tr>
<td>1</td>
<td>$TA_it = NI_it - OCF_it$</td>
</tr>
<tr>
<td>2</td>
<td>$NDA_it = \alpha_1 (1/ TA_{it-1}) + \alpha_2 \left[\frac{\Delta REV_it - \Delta REC_{it}}{TA_{it-1}}\right] + \alpha_3 \left(\frac{PPE_{it}}{TA_{it-1}}\right) + \epsilon_{it}$</td>
</tr>
<tr>
<td>3</td>
<td>$TDA_it = TA_it - NDA_it$</td>
</tr>
</tbody>
</table>

Note: Computation of Discretionary Accruals (Proxy of Earnings Management)

**Step 1: Calculate Total Accrual (TA)**

$TA_{it} = \text{total accruals for firm } i \text{ in year } t,$

$NI_{it} = \text{net income for firm } i \text{ in year } t,$

$OCF_{it} = \text{operating cash flow for firm } i \text{ in year}$
Step 2: Calculate Non-Discretionary Accrual (NDA)

\[ T_{Ai}t-1 = \text{Total assets for firm } i \text{ at the end of year } t-1, \]
\[ \Delta \text{REV}_{it} = \text{Change in net revenue for firm } i \text{ in year } t, \]
\[ \Delta \text{REC}_{it} = \text{Change in net receivables for firm } i \text{ in year } t, \]
\[ \text{PPE}_{it} = \text{Gross property plant and equipment at the end of year } t, \]
\[ \alpha_1, \alpha_2, \alpha_3 = \text{Firm specific coefficient parameters}, \]
\[ \varepsilon_{it} = \text{Residual which represent the firm specific discretionary portion of total accruals / error term for firm } i \text{ in year } t. \]

Step 3: Calculate Discretionary Accrual (DA)

\[ T_{DAit} = \text{Total discretionary accruals}, \]
\[ T_{ait} = \text{Total accruals}, \]
\[ N_{DAit} = \text{Non-discretionary accruals} \]

3. FINDINGS AND DISCUSSION

The findings of this study will be compared with other previous empirical studies. Table 2 shows the summary comparison of the findings with previous empirical studies.

**Table 2**

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Findings (Sig.)</th>
<th>Findings (Insig.)</th>
<th>Findings</th>
<th>Accept/Reject Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: Audit committee size has a significant influence on the earnings management of GLCs</td>
<td>Yasser and Al Mamun (2016), Mansor et al. (2013), Al-Rassas and Kamardin (2015) and Nazlia (2010)</td>
<td></td>
<td>The audit committee size does not have a significant influence on the earnings management of GLCs</td>
<td>Rejected</td>
</tr>
<tr>
<td>H2: Audit committee independence has a significant influence on the earnings</td>
<td>Yasser and Al Mohamad et al. Mamun (2016), Al-Rassas and Kamardin (2015),</td>
<td></td>
<td>The audit committee independence does not have a</td>
<td>Rejected</td>
</tr>
<tr>
<td>Hypothesis</td>
<td>Researcher(s)</td>
<td>Findings</td>
<td>Notes</td>
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<tr>
<td>H3: Audit committee meetings have a significant influence on the earnings management of GLCs</td>
<td>Al-Rassas and Kamardin (2015), Mansor et al. (2013) and Nazlia (2010)</td>
<td>The audit committee meetings do not have a significant influence on the earnings management of GLCs</td>
<td>Rejected</td>
<td></td>
</tr>
<tr>
<td>H4: External audit size has a significant influence on the earnings management of GLCs</td>
<td>Nawaiseh (2016), Bamahros and Wan-Hussin (2015), Al-Rassas and Kamardin (2015) and Mohd Radzi et al. (2011)</td>
<td>The external audit size does not have a significant influence on the earnings management of GLCs</td>
<td>Rejected</td>
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</tr>
<tr>
<td>H5: External audit fees have a significant influence on the earnings management of GLCs</td>
<td>Nawaiseh (2016) and Al-Rassas and Kamardin (2015)</td>
<td>The external audit fees have a significant influence on the earnings management of GLCs</td>
<td>Supported</td>
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<tr>
<td>H6: External non-audit services fees have a significant influence on the earnings management of GLCs</td>
<td>Bamahros and Wan-Hussin (2015) and Al-Rassas and Kamardin (2015)</td>
<td>The external non-audit services fees do not have a significant influence on the earnings management of GLCs</td>
<td>Rejected</td>
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<tr>
<td>H7: External audit fees have the most significant influence on the earnings management of GLCs</td>
<td>Nawaiseh (2016) and Al-Rassas and Kamardin (2015)</td>
<td>The external audit fees is the most significant influence on the earnings</td>
<td>Supported</td>
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</table>
4. CONCLUSIONS

The findings of this study show that external audit fees are the most significant corporate governance monitoring mechanism in mitigating earnings management of GLCs in Malaysia. Moreover, the findings also indicate the larger external audit fees able to predict EMP. For further research, it is recommended to extend the period of the sample to evaluate the effect of corporate governance in predicting earnings management. Future researchers should extend the period by not only focusing the period of an ongoing scandal. For example, the future researcher can cover for the period pre and post of GLC Transformation Programme to determine how the programme has influenced earnings management. Besides, future researchers can also extend the period of the study by not restricting it to only three years.

REFERENCES


DEVELOPING CORPORATE AND SHARI’AH GOVERNANCE DISCLOSURES INDEX FOR ISLAMIC BANKS (IBS) IN MALAYSIA

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ABSTRACT

This study attempts to develop a Corporate and Shari’ah Governance (CSG) disclosures index for Islamic Banks (IBs) in Malaysia from a stewardship perspectives. The CGS disclosures index are formulated using six (6) guidelines/standards from three (3) main regulatory bodies for IBs namely Bank Negara Malaysia (BNM), Islamic Financial Service Board (IFSB) and Accounting and Auditing Organisation for Islamic Financial Institutions (AAOIFI). Uniquely, this study combines and incorporates both Corporate Governance (CG) and Shari’ah Governance (SG) disclosures index as a “best practice model”, making it as the pioneer study that combines two types of governance disclosures into a comprehensive index. This “best practice model” is viewed as an effective guideline to the IBs’s governance systems as it complements both CG and SG disclosures because of the unique features of IBs.

Keywords: Corporate Governance; Shari’ah Governance; Islamic Banks; Disclosures, Best Practice

1. INTRODUCTION

Islamic Banks (IBs) have a number of interesting features that differentiate them from Conventional Banks (CBs). Uddin (2015) explained that among of the interesting features of IBs are (i) interest (Riba) is prohibited in all its forms, be it cash or kind, (ii) all transactions made by IBs must be free from elements of uncertainty (Gharar) and gambling (Maisir) and (iii) concept of profit and loss sharing practiced must base on Shari’ah principles. The unique features possessed by IBs making it is viewed as high level of governance system by stakeholders, and hence IBs have bigger responsibility and accountability to be disclosed to the stakeholders. As annual reports act as a communication tool between management and stakeholders, it is ought for management of IBs to portray high level of transparency and specifically disclose Corporate and Shari’ah Governance (CSG) in their respective annual reports. In determining the quality of the disclosures, a disclosures index is pertinent and crucial to be formulated. Hence, this study aims to develop a comprehensive disclosures index comprising Corporate and Shari’ah Governance (CSG) for IBs.
1.1 Definition of Corporate Governance (CG)

As this study focuses on banking institutions, the definition from Basel Committee on Banking Supervision (2015) is opined as the most relevant to be used. Basel Committee on Banking Supervision (2015) stated that the corporate governance should be safeguarding stakeholders’ interest in conformity with public interest on a sustainable basis. The applicable laws and regulations or guidelines/standards of Corporate Governance (CG) used in this study are (i) Guidelines on Corporate Governance for Licensed Islamic Banks, or “GP1-i (2007)” issued by Bank Negara Malaysia (BNM), (ii) Guiding Principles on Corporate Governance for Institutions Offering Only Islamic Financial Services (Excluding Islamic Insurance (Takaful) Institutions and Islamic Mutual Funds) or “IFSB-3 (2006)” issued by Islamic Financial Services Board (IFSB) and Governance Standard for Islamic Financial Institutions or “GSIFI No. 1 to 6 (2008)” issued by Accounting and Auditing Standards for Islamic Financial Institutions (AAOIFI).

1.2 Definition of Shari’ah Governance (SG)

IFSB-10 explains SG systems as a set of institutional and organizational arrangements through which IBs ensure that there is effective independent oversight of Shari’ah compliance over the issuance of relevant Shari’ah pronouncements, dissemination of information and an internal Shari’ah compliance review is applied to the study. The relevant Shari’ah Governance’s guidelines/standards used in this study are (i) “Shari’ah Governance Framework for Islamic Financial Institutions” (2011) issued by BNM, Guiding Principles on Shari’ah Governance Systems for Institutions Offering Islamic Financial Services or “IFSB-10 (2009)” issued by IFSB, and Governance Standard No 9 Shari’ah Compliance Function or “GSIFI 9 (2018)” issued by AAOIFI.

1.3 Definition of Disclosures

There are abundant of definitions for disclosures and among most broadly used are adequate and timely financial information about a company’s activity, economic information transfer and presentation whether financial or non-financial, quantitative or other related forms of financial performance of a company, a variety of mandatory and voluntary information includes financial statements and accompanying notes, report of the board of directors, management analysis, and management prospects as cited by Arsalan & Janani (2013). For the purpose of this study, disclosures is viewed as the quantity of the index/principles complied by IBs and it is fairly rated based on the existence of the disclosures in annual reports.

1.4 Definition of Islamic Banks (IBs)

In defining IBs, Yahya and Hadi (2012) refer to the description of an IBs by the Organization of Islamic Conference (OIC) where “a financial institution whose statutes, rules and procedures expressly state its commitment to the principles of Islamic Shari’ah (Islamic Law) and to the banning of the receipt and payment of interest on any of its operations”. Therefore, it can be understand that IBs are financial institutions that adhered and complied with Shari’ah (Islamic Law) and practically licensed by BNM to practice Islamic banking systems. For the purpose of this study, sixteen (16) IBs in Malaysia are chosen as sample size as listed by Bank Negara Malaysia (2019).
2. RESEARCH METHOD

Researchers found that there was a study that have developed Corporate Governance (CG) disclosures index from Abd Majid, N., et all (2011). In the opinion of researchers, the CG disclosures index are comprehensive as it encapsulates all of the governance disclosure envisaged for IBs at the time of study conducted. Therefore, it is rationale and an effective method for the researchers to use the CG disclosures index from the previous study as the basis for developing new CSG for IBs.

There are significant differences from both of the studies which are firstly, the objectives of the study from Abd Majid, N. and et all (2011) attempts to act as a guideline for IBs to disclose CG in annual report, whereas the current study aims to be best practice model” to IBs by disclosing both CG and SG adhered to the Islamic status of IBs. Secondly, there are six (6) guidelines/standards used by the current study comprises of both CG and SG disclosures, whereas the previous study only used three (3) guidelines/ standards. Hence, it implicates that the current study is more comprehensive in nature and aligns with the development of guidelines/standards issued especially for SG disclosure.

3. FINDINGS AND DISCUSSION

3.1 Developing the Index

In developing the CSG disclosures index, the principle from stewardship theory are used. Basically, this study demonstrates fourteen (14) dimensions/themes for disclosures index as extracted from the study of Abd Majid, N., et all (2011).

Adapting and extracting the disclosures index from Abd Majid, N., et all (2011), researchers continue to develop the new CSG as per the objective of the study. The new three (3) SG’s guidelines/standards from BNM, IFSB and AAOIFI which were firstly studied and identified the essence be integrated into the fourteen (14) dimensions/themes accordingly. The Table 1: The Draft Index for Corporate and Shari’ah Governance Disclosures for IBs in Malaysia is the table created by researchers after integrating both Corporate and Shari’ah Governance disclosures issued by regulatory bodies.

<table>
<thead>
<tr>
<th>Dimension</th>
<th>CG and SG Disclosures Index</th>
<th>BNM/GP1</th>
<th>BNM/Shariah Framework</th>
<th>IFSB</th>
<th>IFSB</th>
<th>GSIF</th>
<th>GSIF</th>
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</tbody>
</table>

Table 1.
The Draft Index for Corporate and Shari’ah Governance Disclosures for IBs in Malaysia
<table>
<thead>
<tr>
<th></th>
<th>Board structure and functioning</th>
<th></th>
<th>Nominating committee</th>
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<th>Remuneration committee</th>
<th></th>
<th>Risk management committee</th>
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<td>1</td>
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<td>(√)8</td>
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<td>5</td>
<td>Audit committee/Audit and governance committee</td>
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<td>(√)9</td>
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<td>(√)6</td>
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<tr>
<td>6</td>
<td>Shari’ah committee/Shari’ah Supervisory Board</td>
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<td>(√)8</td>
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<td>(√)1</td>
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<td>Internal audit and control</td>
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<td>(√)2</td>
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<td>Related parties transaction</td>
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<td>(√)1</td>
<td></td>
<td>(√)3</td>
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for IFIs
The above Table 1 is derived from Appendix 1: The Checklist of Corporate and Shari’ah Governance Disclosures for IBs, in which is the new and comprehensive CSG disclosures developed by the researchers. The comprehensive CGS disclosures combining both CG and SG is the main contribution of this study and is ought to be “best practice model” practiced by IBs to determine disclosures quality in annual reports.

4. CONCLUSION

According to Maliah Sulaiman and et al (2011), a series of major corporate failures such as Enron, Pharmalat, Worldcom and Tyco have shaken the trust and confidence of stakeholders in corporate world. Similarly, Islamic financial service industry also have been affected by the scandals and consequently, stakeholders had considerably paid attention to the governance issues and amongst them, quality of disclosures have gathered stakeholders most concerns. In an effort to enhance the quality of disclosures in financial service sector, regulatory bodies have promulgated CG and SG guidelines/standards to be practiced. The comprehensive disclosures combining both CG and SG is expected to be used as a “best practice model” to determine quality of CSG disclosures in Islamic financial industry, specifically in Malaysia and perhaps, at global stake.

The idea and concept of this study may also be expanded and developed to another industries depending on the guidelines/standards issued by particular regulatory bodies. A good guideline or “best practice model” is indeed needed in each industry for quality enhancement.

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ENTANGLED IN STRUCTURAL AND CULTURAL BARRIERS? A CASE-STUDY ON WOMEN LEADERSHIP PRACTICES IN ACADEMIC INSTITUTION

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ABSTRACT

The Glass Ceiling issue in business case makes women remained disproportionately underrepresented in management positions. We believe that structural and cultural barriers are the main blocks that inhibit their advancement in academic institution. In this paper, we provide an analysis of structural and cultural as an indicator to women leadership in university. We discovered that women appear to be more likely as leaders in structural than cultural setting. Hence, the paper discovers the important role of organization to promote women in leadership positions by employing strategies that are compatible with the culture’s tightness.

Keywords: women’s leadership, leadership, glass ceiling, structural barriers, cultural barriers

1. INTRODUCTION

Gender disparities, prejudice and stereotype issues become frequently discussed and reported among reporters and society. Most scholars found that women are underrepresented because of the belief that they are incompetent. Theories such as role congruity and lack of fit model also found that women are facing hurdle to attain the top role in organization due to the stereotype thinking that women are not effective in these roles (Eagly & Heilman, 2001 and Karau, 2002).

Collectively, this research aims at investigating the role of structure and culture as predictor to women leadership. Building from a theoretical and literature review, a conceptual framework is developed to investigate the relationship between leadership style, education and organizational culture as predictors to capabilities of woman as a leader.
Previous research found several structural settings that affect women leadership. These include leadership style and education. Various scholars such as Lowe et. al.(1996) and Avolio (2009) concurs the positive relationship between transformational leadership style and women leadership. The reason being leaders who practices transformational leadership style is approachable and friendly to their employees. Other than that, transformational leader tends to encourage employees to see problems from different view as long as they communicate through the same shared vision in organization. The study concludes that by practicing transformational leadership, it will eventually increase capabilities of women, as leader at the same time will improve the performance of the employees and satisfaction level.

In contrast, no association was found between transformational leadership style and women leadership due to some situation-related variables such as misperception and role conflict. Although there are many studies showed that by practicing transformational leadership style and the dimensions, women can also be a good leader, but the misperception that women are more suitable to be at home, taking care of their family than men who have to work to support family’s daily expenditures (Miginnis, 2016). Another barrier that hampers women accessing and practicing leadership is their multiple roles conflict as women (Thuy, 2011). Women have to juggle between works and family chores. Despite the fact that they have to work, they also have to look after their family, especially their children, attached with house chores, make a living and take part in community activities. Balancing them makes the burden very heavy.

From education-wise, there is a significant relationship between education and capabilities of woman as a leader. Many of the studies have discussed it as one of the factors that affects the capabilities of women as leader. With the right education, leaders will have the proper knowledge and skills to understand their responsibilities and able to carry out duties efficiently (Swinney, 2017). This study is consistent with a previous study conducted by Zhong (2013) stating that educational qualification influences women’s career advancement and enable them to fill up the management position.

However, a study done by Kattan (2016) shows the result was rather contradicting with many studies. In Saudi Arabia, although the government encourages the enrolment of women to study in various levels and the number keeps increasing from time to time, but there are still low in number of women involve as labour workforce. Most women in Saudi Arabia work in public sector and they do not really engage with man working fields that require more technical activities. Halpem (2010) claimed that even women with high qualification in education, they still have to overcome the barriers that prevent them from being leader which is the culture. Early culture emphasizes women to be at home, nurturing children and do house chores (Waller, 2016). Men as the head of the family should be working (Miginnis, 2016). The culture about men should be a leader makes women less favourable compared to men although they can also perform better. Women are not encouraged to obtain high education qualification because at the end of the day when they get married, they will stay at home and such qualification will be useless.

The above literature motivates this research to formulate the following hypothesis:

H1: There is a significant positive relationship between structural setting with women leadership.
Cultural Setting

Organizational culture can be defined as a shared pattern of human behavior in the organization learned and assumed as valid adaptation and integration towards the organization in solving problems and eventually being taught to new members of organization as a correct way to think and feel (Kawatra, 2004).

While discussing relationship of culture and women leadership, different researchers had indicated the complexity of culture. Johns (2013) argues that culture have a negative relationship with women leadership due to the glass ceiling barriers. This is especially true in a culture that supports bias and prejudice and color-based differences. Karau (2002) posits that the higher the culture of prejudice between the characteristics of women and the requirements of leader roles, the lower the chances of women to be in the top management. In other countries like Saudi Arabia, culture also hinders women from attaining the top position (Kattan, 2016). This is because their culture emphasizes more on men rights and liberties whereby they adhere to the pre-set standard that only men can become leaders. Other proponents also found a negative link between culture and women leadership due to the presence of gender inequality (Longman, 2018), the practice of discrimination in promotion to female employees regardless of their higher competencies and good educational background compared to men (Othman, 2015).

This literature list leads to the following testable hypotheses:

H2: There is a significant positive relationship between cultural setting with women leadership.

2. RESEARCH METHODS

2.1 Research Design

The research design in this study is a quantitative survey and a cross-sectional study. As for sampling design, the research used non-probability sampling method which is convenience sampling because the process of collecting data was conducted at a specific time of day, so not all respondents have an equal chance to be selected as they were not available at that time.

2.2 Sample

Academic staff was chosen as the sample for this study because it presents an interesting case as the percentage of women leaders reduced significantly in academic working environment (Awang-Hashim et. al., 2016). This phenomenon may impede the potential that women have in contributing to positive and unique experiences which they will not have under gender-homogenous leadership. Furthermore, the presence of women in leadership roles in higher education will have a significant influence on institutions’ knowledge and scope of research (The White House Project, 2009).

2.3 Data Collection

The data for this particular study was collected by distributing questionnaires to the respondents in UiTM Seremban 3 that consist of academic staff from three different faculties which are Faculty of
Administrative Science and Policy Studies, Faculty of Science and Mathematics as well as Faculty of Sport Science and Recreation.

2.4 Data Analysis

Based on the two categories of questions in the questionnaire, this study analysed two types of data, i.e., technical service data and nontechnical service data. The collected data was processed using descriptive statistical data analysis and multiple regression analysis. Multiple regression analysis was used to test the hypotheses set earlier.

3. FINDINGS AND DISCUSSIONS

<table>
<thead>
<tr>
<th>Variables</th>
<th>Beta (Std)</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>IV1_Leadership style (Structural Setting)</td>
<td>0.256</td>
<td>0.001</td>
</tr>
<tr>
<td>IV2_Education (Structural Setting)</td>
<td>0.525</td>
<td>0.000</td>
</tr>
<tr>
<td>IV3_Organizational culture (Cultural Setting)</td>
<td>0.116</td>
<td>0.259</td>
</tr>
<tr>
<td>R Square</td>
<td>0.434</td>
<td></td>
</tr>
<tr>
<td>Adjusted R Square</td>
<td>0.419</td>
<td></td>
</tr>
<tr>
<td>F Change</td>
<td>28.383</td>
<td></td>
</tr>
<tr>
<td>Significant</td>
<td>0.000</td>
<td></td>
</tr>
</tbody>
</table>

Based on Table 1 above, R Square value was 0.434 indicated that 43.4% of variation in independent variables. This result means all independent variables influence capabilities of woman as a leader, i.e., 43.4% (F=28.383, p=0.000). However, structural setting variables which consist of education and leadership style have the biggest influence on women leadership capabilities (b=0.525, p=0.000) as compared to organizational culture which has the least predict capabilities of woman as a leader (b=0.116, p=0.259). Therefore, we can conclude that hypotheses 1 is accepted and hypothesis 2 is rejected.

4. CONCLUSION

Among the two factors (structural and cultural setting) that have been studied, structural setting has become the biggest influential factor towards capabilities of woman as a leader in the university. Most of the respondents of this study agreed that women should possessed good education background and leadership style to be a leader. In contrast, culture was seen not to have significant influence on women leadership capabilities. Perhaps for future studies, researchers could highlight other possible factors such as communication, decision making and skills can be chosen as variables that can influence capabilities of woman as a leader.
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QUALITY OF CORPORATE GOVERNANCE RELATED TO REMUNERATION FOR NON-PROFIT BOARD SERVICES IN KLANG VALLEY, MALAYSIA

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ABSTRACT

Demonstrating quality corporate governance (CG) practices is still considered challenges to the non-profit organisation. In order to analyse the extent of the CG practices regarding remuneration to service board member, 20 companies limited by guarantee in Klang Valley, Malaysia were surveyed. Three attributes have been selected namely the regulatory compliance, role of the board (and committees) and disclosure to member. This research used a quantitative survey design, purposive and convenience sampling as well as questionnaire as the primary data collection instrument. Six hypotheses of the analysis were tested. The results showed that the regulatory compliance has positive and strong relationship in determining the existence of remuneration to the service directors but the board’s role has no significant influence in the remuneration policies and process and finally, the disclosure activities to member seemed to be a significant factor to director remuneration thus further analysis was carried out using mean value regarding fundamental information to be included in the corporate reporting. This analysis contributes additional input to the gaps of database about company limited by guarantee in Malaysia and for the policy maker to recognise possible issues and challenges uniquely faced by companies limited by guarantee which require solution through suitable corporate governance framework.

Keywords: companies limited by guarantee; non-profit organisation; fees; corporate governance; non-profit board; service director

1. INTRODUCTION

Company limited by guarantee (CLBG) play a vital role in the world economy, complementing national economies and social systems by providing complementing activities to governmental and business sectors which CLBG has provided essential services, comfort and hope to those in need around the world. As of to date in Malaysia a total of 2127 units of CLBG registered with Companies
Commission of Malaysia (1). CLBG is a form of charitable incorporated organisation. CLBG always enjoy public trust due to its personal characteristics. It is a distinct legal entity from its owners and the personal finances of the company’s guarantors are protected because holders of the company will only be responsible for paying company debts up to the amount of their guarantees if the company is wound up (2). Therefore, the 'limited' status builds trust and confidence amongst clients and investors because this type of professional credibility is valuable and can help a company achieve its objectives more effectively. CLBG is also prevented from distributing its profit to their members (3) because the company is nonprofit. Despite the advantages that make the growing role of CLBGs, this organisation faced challenges about directors’ behaviour concerning transparency, accountability to the public and its stakeholders where the public expected the directors to show some level of standards of governance. There were issues on mismanagement of fund (4), potential breach of trust and anti-money laundering in CLBGs (5)(6). Survey on sample of 150 CLBGs has revealed that only 80% of the companies complied with submission of statutory documents to Companies Commission of Malaysia between year 2008 to 2012 and it was identified that the CLBG were facing with low index on accountability practices, low index in governance and operation level in managing risk and low level of disclosure of material information to the regulators (7). This shows that there are portions of CLBGs still do not change as history demonstrated that non-profit companies are lacking transparency and accountability because of charitable status (8). On the other hand, Malaysia has initiated a legal reform to improve corporate law and corporate governance in corporate sectors. Regarding legislation, Companies Act 2016 has come into force on 31 January 2017 replacing the 1965 Act and in regard to governance structure, Malaysian Code on Corporate Governance (MCCG) was renewed in 2017. There was survey to assess the quality of corporate governance in the Asian countries conducted periodically by Credit Lyonnais Securities Asia (CLSA) (9) in collaboration with Asian Corporate Governance Association (ACGA) (10). The result of the survey for the period of 2016-2018 as presented in CG Watch 2018(11) reported there is significant improvement of market ranking scores on corporate governance for Malaysia which has improved from the 7th ranking in year 2016 to 4th ranking in 2018 with significant improvements in the corporate governance rules and practice, enforcement, adoption of international accounting standards and corporate governance culture in Malaysia between the periods of 2016-2018. The issue is to what extent the new legislation, and governance structure are suitable or sufficient to cater the needs to solve issues and challenges uniquely faced by CLBGs.

Therefore, the objectives of this study are to identify corporate governance quality in CLBG under the new Companies Act 2016 and MCCG 2017. This is done by

(a) Investigating the relationship between legislation/regulatory compliance regarding remuneration to non-executive director in CLBG (b) Examine the role of the board (and committees) regarding non-executive director in CLBG (c) Examine reporting activities to member regarding remuneration to non-executive director of CLBG.

For the purpose of identifying the quality of corporate governance in CLBG, director remuneration is selected as the focus of research. This is because the prohibition for CLBG from distributing its profit to their members due to the company’s non-profit abilities is reinforced by the restriction on payment of any fees, salaries, fixed allowances or any benefits to its directors unless with Registrar’s approval (12).
2. RESEARCH METHODS

For conducting this research, the unit of analysis involved 20 companies limited by guarantee which represented by their directors, human resource manager, company secretary or accountants. In this research we have used a purposive sampling and convenience sampling technique whereby the list of the CLBG and their contact details are acquired from the Companies Commission of Malaysia. The data have been gathered through primary and secondary data and were analysed using Statistical Product and Service Solution (SPSS) software. Chi-square test has been used for identifying independence relatedness applies to the analysis of the relationship between two categorical variables and by looking at the value of Cramer’s V to interpret the result of correlation between the independent variables (legislation/regulatory compliance, board’s role and reporting) and dependant variable (quality level of governance).

3. FINDINGS AND DISCUSSIONS

The survey findings highlighted the existence of non-executive board member in CLBG. Among the three attributes of corporate governance, the correlation test result shows a significant relationship between regulatory compliance and director remuneration. The major concerned in the regulatory is about the remuneration package and basis of giving remuneration to service board. On the other hand, there is an insignificant correlation between the role of board in deciding the remuneration in CLBG. Finally, although there is a positive relationship between the disclosure activities and director remuneration in CLBG, results on mean analysis indicated that 45% of respondents are uncertain about the fundamental information to be included regarding remuneration in their corporate reporting to members. The findings provide limited evidence to support that many companies limited by guarantee have quality practice of corporate governance practices for payment of remuneration to their service directors.

4. CONCLUSION

The most significant attribute such as regulatory compliance in the directors’ remuneration process give rise to the quality practices of corporate governance in CLBG. This means that it takes mandatory requirement to ensure good practices of corporate governance of company limited by guarantee in Malaysia. However, the role of the board (or committee) is regarded insignificant in contributing the quality practices of corporate governance seems to be awkward because board has important function in policymaking in any type of organisation. The uncertain information to be included into the disclosure to members via corporate reporting indicated that some guidelines other than Malaysian Code of Corporate Governance are required for the officers and professional to enhance the practice of corporate governance.

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GOVERNANCE OF INTERNAL AUDIT FUNCTION: A SCOPING REVIEW

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ABSTRACT

The paper aims to examine previous literatures on the governance of internal audit function. A scoping review of a relevant literature was conducted using to identify the relevant literature within the corporate governance field. The eligibility of the literature was assessed to answer the research question “What is known about the governance of internal audit function in a corporation?” The review revealed four themes in the governance of internal audit function. The paper concludes there is a need for further research on the holistic approach in the governance of internal audit function.

Keywords: corporate governance; internal audit function; scoping review.

1. INTRODUCTION

Series of corporate failures have raised questions on the importance of effectiveness of internal audit function (Chambers & Odar, 2015). Some companies may not report any severe reporting irregularities, however, weakness in financial reporting system may cause major losses to these companies. These losses can be minimized if the company is able to maintain a credible monitoring system. In some extend, sharp increase in financial performance may not indicate that the true performance of the company. Therefore, credible and sustainable internal monitoring and control systems are crucial for the survival of the companies. The knowledge on the effects is important because it creates good governance structure and internal audit functions as the third line defence.

The paper provides a scoping review on the governance of internal audit function. The paper aims to provide understanding the corporate governance practices on internal audit function that form part of internal monitoring and control system. The paper concludes by providing a suggestion for a holistic approach in the governance of internal audit function.

2. RESEARCH METHODS

The method used in the literature review is an interpretive scoping review methodology. The search of literature was based on the research question that defines the focus of identifying the relevant
The selected articles were processed through an interpretation approach to extract the data form the articles that address the research question.

3. FINDINGS AND DISCUSSIONS

The result shows that there are 4 themes concerning the governance of internal audit function. (1) interaction; (2) independence; (3) managerial influence; (4) cultural and ethical influence.

3.1 Interaction within an internal audit function

Sarens et al., (2013) study on informal interaction between audit committee and internal audit function and suggest examining the roles of informal interactions in different institutional and cultural contexts and how it embedded in organisational micro-politics. They mentioned that the corporate structure and accountability mechanism may be different in different settings regulated vs. non-regulated, private vs. public sector, and emerging vs. developed economies.

The interaction between internal auditors, management and audit committee has become the focus of many studies (Davies, 2008; Sarens, Christopher, & Zaman, 2013; Zaman & Sarens, 2013). Informal interactions between audit committees and internal auditors can be established through personal characteristics of Chief Audit Executives (CAEs), the Audit Committee knowledge and expertise, and the personal characteristics of Audit Committee Chairman (Zaman & Sarens, 2013). The company should ensure that an internal auditor possesses high competencies (Soh & Martinov-Bennie, 2011), appropriate skills and experience. An increase in informal interaction and good characteristics of internal auditor may provide the opportunity for internal auditors to communicate any issues to the audit committee especially if it relates to the deviant behaviour of the management. The environment enables them to point out and discuss any controversial issues through an effective audit committee and management team.

3.2 Independence of internal audit function

Internal governance also affects the reporting quality (Al-Rassas & Kamardin, 2015). The study suggests that internal audit function is considered as one of the determinants that affects the earning quality. Holt, (2012) examine the disclosure credibility to be significantly higher when Chief Audit Executive reports functionally to the audit committee and administratively to the CEO. It concluded that the independent of CAE affects the disclosure credibility. Another study suggested that weak internal corporate governance gives effect on the audit quality (Lin & Lie, 2010). The family ownership also affects the firm audit quality (Niskanen, Karjalainen, & Niskanen, 2010).

The streams of more recent research considers the internal auditor’s independence in relations to the abnormal accrual (Abbott, Daugherty, Parker, & Peters, 2016), implementation of internal audit recommendation (Alzeban & Sawan, 2015) and investors’ assessments of the independence, competence and audit committee effectiveness (Cohen, 2014). According to Cohen, (2014), investors make favourable investment decisions when the audit committee has no ties with the Chief Executive Officer (CEO). Using the Source Credibility Theory, Cohen, (2014) predicted that both independence and competence mediates investors’ assessments of audit committee effectiveness. In addition, Abbott et al., (2016) support the statements that the joint presence of competence and
independence is a necessary antecedent to effective Internal Audit Function (IAF) on financial reporting monitoring.

Most studies on roles of internal auditors use qualitative approaches. This approach is suitable to understand the ambiguity in the roles of internal auditors and capture the internal auditors’ perceptions towards their roles. Past studies focused on the risk management roles, governance roles and consulting roles. The changes in regulatory requirements and business environment demand changes in the roles of internal auditors. Roussy (2013) feels that governance roles also affect the independence of the internal auditors. He introduced a nuanced conception of independence defined as ‘grey independence’.

Therefore, the independence of internal audit function depends on the independence of internal auditors and audit committee members. It is important for the company to ensure the independence of internal audit function due to its functions in providing an objective and independent assurance services. The corporate governance recommends for internal audit function to be independent from the management of the company to provide effective assurance service to the board. The internal audit function helps to accomplish its goals to evaluate and improve the effectiveness of risk management, internal control, and governance processes. This function also serves as a source of advice for the audit committee. Therefore, internal audit should carry out its functions that are objective and independent from the management of the company.

3.3 Management Influence on the internal audit function

The other streams of research in internal auditing, consider the management influence on the effectiveness of internal audit function. The internal auditors’ can achieve agreement from managers on important corporate governance issues, even when the information is relatively unsupportive and tend to disagree with the internal auditors’ position (Fanning & Piercey, 2014). This ability relates to internal auditors’ interpersonal likability, the information used to support their positions and whether the information is presented in a thematically organized argument.

Internal auditors often face the issue of role ambiguity and conflict to serve the interest of top managers and governing bodies. In addition, internal auditors should also consider the need to achieve the company’s objectives. Chambers & Odar, (2015) provides critics on the model. They argue that internal auditors will become weaker if they report directly to the management. They also argue that; the internal auditor primary reporting line should be to independent element of the board and they should be accountable to the board.

Another study focuses on the effectiveness of the coordination depends on the various types of individual level and firm level behavior. For example, senior managers are responsible to establish and maintain an effective internal control system. However, there is a probability for senior managers to take advantage on any material internal control weaknesses to achieve higher performance and compensation (Lin, Wang, Chiong, & Huang, 2014). The weaknesses in internal control system may allow senior management to override the system at any time they want (Grove & Basilico, 2011). Since, they are also responsible for financial reporting compliance, they may also become motivated to prepare favorable reports and neglect their fiduciary duties to investors (Staubus, 2005). They can achieve this through weak internal control system.
3.5 Cultural and ethical influence on internal audit function

Kanagaretnam, Lobo, Ma, & Zhou, (2016) used Hofstede three dimensions to examine the national culture and internal control material weaknesses around the world. They found that all three dimensions of national culture influence the propensity to remediate identified Internal Control Material Weaknesses. Alzeban, (2015) also used Hofstede three dimensions to examine its impact on the quality of internal audit in Saudi Arabia. Whereas, Everett & Tremblay study ethics in the field of internal audit which highlight how internal auditors actively moralize markets and embrace a moral will that is ambiguous, if not conflicted.

Furthermore, in some circumstances, the professionals can form collective blindness because they have been influenced by each other’s opinion. Gabbioneta, Greenwood, Mazzola, & Minoja, 2013. They need to build up and verify each other’s opinion, because of ambiguity in information and potential social ridicule (Gabbioneta et al., 2013). This may also give impact to external auditors who may fail in carrying out their responsibilities because of heavy influence by enterprise management (Staubus, 2005).

Governance mechanism varies among the organizations which specifically tailored to its structure, culture and country (Jiang & Kim, 2015). For example, governance structure may give effects to the internal governance mechanism of a corporation. The internal governance mechanism may need to grow and react to the changes in the governance structure of the organization. Therefore, internal environment and governance structure of a company can optimize the value of internal governance mechanism.

4. DISCUSSION

The governance mechanism should not be viewed as an isolated unit, rather, it should be viewed as a nexus of contracts designed to collectively shape the company’s governance structure (Rezaee, 2009). The suitability of internal mechanism should match the governance structure and internal environment of the organization. It is important to understand how the various mechanism combine effectively with each other to get the desired outcomes (Misangyi & Acharya, 2014).

The corporate governance mechanism and recommendation do not fit all organisations. Therefore, many governance literatures suggest for a holistic approach. For example, a company may have different organisational setting either high organisational effectiveness or low organisational effectiveness (Lewellyn & Fainshmidt, 2017). They found that both duality and non-duality can be effective governance mechanism, but in different governance configurations with other power and discretion conditions.

5. CONCLUSION

A company may need to establish internal audit function that fits their organisation, particularly, in monitoring and controlling function of audit committee and internal audit. The establishment of internal audit function that fit the organisational environment (i.e. interaction, independence,
management influence and culture and ethics) ensures the effectiveness of this function and strengthens good corporate governance practices. In addition, internal audit function needs to consider the business environment, the company’s operation, size and complexity, and the nature of risks and challenges.

Therefore, there is a need for studies conducted in relation to governance of internal audit function to use a holistic approach which considers various elements the influence the organisational environment of a corporation.

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THE EFFECT OF THE BOARD OF COMMISSIONERS STRUCTURE, STRUCTURE OF OWNERSHIP AND SIZE OF THE COMPANY TOWARDS PROFITABILITY IN THE STATE-OWNED BUSINESS AGENCY WHICH IS LISTED IN INDONESIA STOCK EXCHANGE 2012-2017 PERIOD

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ABSTRACT

The objective of this research was to determine influence of board commissioner structure, owner structure, and firm size toward profitability both partial and that simultaneous. This research used annual report of 20 BUMN companies listed on Indonesia Stock Exchange by using secondary data that is annual report of BUMN companies for a time period 2012 – 2017. Data analysis method used was a data panel regression analysis and hypothesis test used t test and F test at level significance 5% by using eviews 9.0 program. The result of partial test showed that structure of the board commissioners proxied by size of the board of commissioners, composition of independent commissioners and audit committee has no effect on profitability. The ownership structure that was proxied by government ownership showed that the results has no effect on profitability, while foreign ownership showed a significant positive effect on profitability. Firm size showed a significant negative effect on profitability. Simultaneous test results showed that the board of commissioners structure, ownership structure, and company size has influence to profitability of BUMN companies that were listed on the Indonesia Stock Exchange for the period 2012-2017.

Keywords: Size Board of Commissioner, Composition of Independence Commissioner, Audit Committee, Government Ownership, Foreign Ownership, Firm Size and Profitability.

1. INTRODUCTION

Performance is an illustration of the achievement of the implementation of an activity in realizing company goals. One of the important objectives of establishing a company is to maximize shareholder wealth through increasing the value of the company (Brigham and Houston: 2001). Measurement of financial performance within the company is carried out to determine whether the results achieved are in accordance with the plan. An indicator often used to assess a company's financial performance is through financial ratios. One commonly used ratio is profitability ratio. Profitability is one of the important information companies for a short period.
Based on the results of semester 1 examination in 2017, the Supreme Audit Board (BPK) found 4,707 non-compliance issues worth Rp.25.14 trillion which resulted in potential losses, losses, lack of revenue, and administrative irregularities. Both the central, regional, and state-owned SOE entities that were examined, the most dominant SOEs committed non-compliance resulting in financial losses of Rp 18.3 trillion (TEMPO.CO, 3 October 2017).

The main theory related to corporate governance is agency theory. An agency relationship occurs when one or more individuals referred to as principals hire other individuals or organizations, called agents, to perform a number of services and delegate authority to make decisions on these agents (Brigham and Houston, 2006: 26) in Wiranata and Nugrahanti (2013).

Another thing that is an important factor in determining financial performance is company size. Companies that have a larger size have an influence on corporate profitability. This is because larger companies have several competitive advantages, including market forces where large companies can set high prices for their products, the existence of economies of scale that have an impact on cost savings because large company sizes generate bargaining power towards suppliers and when products can be produced en masse, large companies can be more efficient (Verawati and Juniarti: 2004).

The objectives of this study are as follows:


7. Determine the effect of the size of the board of commissioners, the composition of the independent commissioners, the audit committee, the structure of government ownership, the structure of foreign ownership and the size of the company on profitability of the State-Owned Enterprises listed on the Indonesia Stock Exchange for the period 2012-2017.
2. RESEARCH METHOD

2.1 The Method of Data Analysis

The method of data analysis in this study uses panel data regression analysis to obtain a comprehensive picture of the influence between the size variables of the board of commissioners, the composition of independent commissioners, audit committees, government ownership, foreign ownership and company size on profitability using the eviews 9.0 program. The data used is in the form of panel data, which is a combination of cross section data and time series data.

3. RESEARCH RESULTS AND DISCUSSION

Panel Data Regression Results

Dependent Variable: ROA
Method: Panel EGLS (Cross-section random effects)
Date: 03/14/19  Time: 16:21
Sample: 2012 2017
Periods included: 6
Cross-sections included: 20
Total panel (unbalanced) observations: 110
Swamy and Arora estimator of component variances

<table>
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<th>Prob.</th>
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Effects Specification

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Weighted Statistics

<p>| | | |</p>
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<tbody>
<tr>
<td>R-squared</td>
<td>0.326899</td>
<td>Mean dependent var</td>
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</table>
4. FINDING AND DISCUSSION

The results of the first hypothesis testing indicate that the size of the board of commissioners does not have a significant effect on corporate ROA as indicated by the results of a partial test of the size of the board of commissioners on ROA, where the value of \(-t_{\text{test}}\) \(-t_{\text{table}}\) is -0.1181 \(-1.6618\), and the coefficient of Prob > 0.05 is 0.9062 \(>0.05\). The results of testing the second hypothesis in this study indicate that the composition of independent commissioners does not have a significant effect on company ROA. The partial test results show that the value of \(t_{\text{count}}\) \(<t_{\text{table}}\) is 1.2367 \(<1.6618\) and the coefficient of Prob > 0.05 is 0.2190 \(>0.05\). The results of testing the third hypothesis in this study indicate that the audit committee does not significantly influence the company's ROA as seen from the partial test which shows the value of \(t_{\text{count}}\) \(<t_{\text{table}}\) is 0.0416 \(<1.6618\), and the coefficient of Prob > 0.05 is 0.9669 \(>0.05\). Descriptive analysis results show that the total average for the audit committee variable is 0.57 and the lowest value is 0.25. The results of testing the fourth hypothesis in this study indicate that the composition of government ownership does not have a significant effect on corporate ROA as seen from the value of \(t_{\text{count}}\) \(<t_{\text{table}}\) is 0.2566 \(<1.6618\), and the coefficient of Prob > 0.05 is 0.7980 \(>0.05\). Government ownership does not affect the increase in profitability because the government functions as a controller of policies taken by management to fit the government's goals. Another thing could be because the government has other goals besides maximizing profits.

The results of testing the fifth hypothesis in this study indicate that the composition of foreign ownership has a significant effect on corporate ROA as seen from the value of \(t_{\text{count}}\) \(>t_{\text{table}}\) is 5.9914 \(>1.6618\), and the coefficient of Prob <0.05 is 0.0000 <0.05. These results indicate that the higher foreign ownership will further increase profitability. Foreign ownership can be one of the supporting mechanisms of corporate governance, because companies with foreign ownership will increase market competition in Indonesia. The sixth hypothesis testing results in this study indicate that company size has a significant effect on company ROA as seen from the value of \(-t_{\text{test}}\) \(-t_{\text{table}}\), that is -4.4997 \(-1.6618\), and the coefficient of Prob <0.05 is 0.0000 <0.05. This condition shows that the larger the size of the company SOE, the company's profitability will decrease. The results of testing the seventh hypothesis in this study indicate that the size of the board of commissioners, the composition of the independent commissioners, audit committee, government ownership structure,
foreign ownership structure and company size have a significant influence on company ROA as seen from the value of Fcount > Ftable that is 8.3372 > 2.21 Prob coefficient <0.05 which is 0.0000 <0.05. The results of testing the second hypothesis in this study indicate that the composition of independent commissioners does not have a significant effect on company ROA. The partial test results show that the value of tcount < ttable is 1.2367 < 1.6618 and the coefficient of Prob > 0.05 is 0.2190 > 0.05.

5. CONCLUSION

This study aims to analyze the effect of the structure of the board of commissioners, ownership structure and company size on profitability of SOEs listed on the Indonesia Stock Exchange in the 2012-2017 period. A total of 110 BUMN annual reports that meet the sample criteria in this study. Seven hypotheses were proposed in this study.

Based on the results of the data analysis process, the following conclusions can be formulated:

1. The size of the board of commissioners, the composition of independent commissioners, audit committees and government ownership does not affect the profitability of SOEs listed on the Indonesia Stock Exchange in the 2012-2017 period.

2. Foreign ownership has a significant positive effect on the profitability of SOEs listed on the Indonesia Stock Exchange in the 2012-2017 period. This means that the higher the shares owned by foreigners will further increase the company's profitability.

3. Company size has a significant negative effect on company profitability. This means that the larger the size of the company, the company's profitability will decrease.

4. Board of commissioner size, composition of independent commissioners, audit committee, government ownership structure, foreign ownership structure and company size have a significant influence on company profitability

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THE ASSOCIATION BETWEEN STRESS SYMPTOMS AND JOB PERFORMANCE AMONG THE MEDICAL PERSONNEL

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ABSTRACT

The issue of employee performance is an important issue to be addressed, especially among medical personnel. Neglect will result in injury, loss of life and even damage to medical instruments. Therefore, the implications of performance inadequacies require careful investigation of the causes of this event. One of the causes of this problem is the symptoms of stress such as absenteeism, aggression behavior and turnover intention, which results in a weak performance of the medical staff. The study was conducted through a cross-sectional survey, and the questionnaire was distributed to medical personnel residing in Seremban. A total of 310 response obtained, and the findings indicate that all factors have a significant negative relationship with the performance of the medical staff. This indicates that the above factors influence work performance and that control over these factors can enhance the performance of the medical staff and thus have a positive impact on the overall work environment.

Keywords: Absenteeism; aggression behavior; turnover intention; job performance

1. INTRODUCTION

Organizations are highly dependent on individual and organizational performance, which guarantee organizational economic and social well-being, and avoids the occurrence of workplace negligence, non-compliance and actions that violate organizational norms. Most organizations put confidence in efforts to improve performance, including training and career development, and by selecting qualified staff to join the organization. This critical effort ensures that the organization has the ability to grow, and obtain financial and production success (Pawirosumarto, Sarjana & Gunawan, 2017). In the medical and public health, the performance of medical personnel should be given emphasis, as they are exposed to a challenging, stressful environment in the face of staff shortages, limitations of medical equipment, fussy clients, and ever-changing policies. This can have an effect on individual performance and should be addressed immediately so as not to cause inefficiency or negligence in resource use (Dobre, 2013).

Therefore, an emphasis on factors that contribute to high performance among medical personnel is necessary. Recent studies have found that organisation with a stress-free environment contributes to a harmonious working environment and increasing organisational ability in handling challenging
situations. However, staff who weak in stress management will be exposed to negative implications, which directly resulted in weak performance. They will be exposed to uncontrollable stress symptoms, affecting the overall performance of the organization, and this is no exception for medical personnel. Among the symptoms, gaining attention include absenteeism, aggression behavior and turnover intention. As such, this study is aimed to examine the relationship between stress symptoms and performance among the medical personnel (Saeed, Waseem, Sikander & Rizwan, 2014).

Stress is defined as an adaptive reaction to the situation that is assumed as threatening or challenging. Previous studies show that individuals are different in terms of their response to stressors. Some will show positive reactions upon stressors, while others feel overwhelmed, unable to control stressor, and they will be exposed to stress symptoms. Symptoms of stress are diverse, and in the workplace research has shown that there are several behaviors especially among the medical officers, indicating they are in a state of stress, including aggressive and roughness act, negligence, violence, exhort patients, inappropriate communication, damage of equipment, high absenteeism rate, and high turnover rate. In particular, there was an increase in absenteeism rate, aggressive behavior and turnover intention recorded among the healthcare personnel, that may jeopardize the performance of healthcare services (Jamal, 1985).

Absenteeism is conceptualised as any failure of an employee to report for or remain at work as scheduled regardless of the reason. Among medical personnel, a contact with suffering and death, working in the shift, professionalism demands are factors that contribute to absent. Besides, bullying, harassment, illness and depression are also among reasons for absences. Absenteeism affects the functioning of service, promoting to delay, work overload, and interfering with the quality of medical services and care, and affecting the overall performance of the medical personnel (Marques, Pereira, Souza, Vila, Almeida & Oliveira, 2015).

Next, aggression behavior is indicated as physical and psychological which can be direct and indirect. Actions such as hitting, grabbing and any forms of physical contact are referred to physical violence. Whilst being treated as disrespect, excessive arguments, blaming others and any form of verbal abuse are directed towards psychological aggression behaviors. It has been reported that employees with more years of service had a higher propensity for workplace aggression. Aggression may cause inappropriateness of communication, and action and may invite unlawful actions and behaviors. Fox and Spector (1999) reported a significant negative correlation between aggression and work performance (Hanif, Tariq & Nadeem, 2011).

Turnover intention is conceptualised as an employees’ perceived probability of staying or leaving the organisation. High turnover rate, especially among the skilled labor, can cause substantial cost, by which employees experience low in satisfaction, low job commitment, demotivated, lack of self-confidence and experiencing burnout. Individuals with the intention to quit may experience performance decline, as they experiencing demotivated, low in sense of belonging contributing to a decline in job performance, and deviation of company purpose. As such, there is a significant relationship between absenteeism, aggression behavior and turnover intention towards job performance (Wafaa, 2017).
2. RESEARCH METHODOLOGY

The study was conducted quantitatively using a cross-sectional survey. Questionnaires items were adopted and adapted from past studies. Job performance was measured using 10 items developed by Chao et al. (2015), absenteeism measured by 5 items questionnaires developed by Þórsdóttir (2018), aggression behavior measured by 5 items developed by Fox and Spector (1999) and finally, turnovers intention measured by 4 items developed by Chao et al. (2015). The response was measured by using five points Likert scale, 1 (Never), 2 (Rarely), 3 (Sometimes), 4 (Often) and 5 (Always). The survey was distributed through non-probability technique; snowball sampling technique, among the medical personnel residing in Seremban.

3. FINDINGS

In this study, 310 questionnaires were used for final analysis. The majority of respondents were female (68%), Malay (78%) and Muslim (80%). They were within the age of 20 and 29 (64%), having in between 2 to 5 years working experience (45%) and holding Diploma (74%). Respondent were holding different medical positions including nurses (51%), medical assistant (29%), doctors (10%), surgeon (3%), emergency medical technician (3%), physiotherapist (2%), dentist (0.6%), and radiographer (0.3%).

<table>
<thead>
<tr>
<th>Table 1: Descriptive Analysis and Correlation Coefficient Value</th>
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<tbody>
<tr>
<td>Mean</td>
</tr>
<tr>
<td>------</td>
</tr>
<tr>
<td>Job performance</td>
</tr>
<tr>
<td>Absenteeism</td>
</tr>
<tr>
<td>Aggression Behavior</td>
</tr>
<tr>
<td>Turnover Intention</td>
</tr>
</tbody>
</table>

Table 1 indicates the distribution of studied variables. The mean value indicates that employees show high job performance. While the symptoms of stress including absenteeism, aggression behavior and turnover intention were rarely experienced. The skewness and kurtosis value are within the range of ±3, showing the data is normally distributed. The result of the correlation analysis indicates that there is a significant relationship between stress symptoms and job performance, the strength of association between the dependent and independent variables recorded low, and the correlation value is below than 0.85, indicating that the presence of discriminant validity.

4. DISCUSSION AND CONCLUSION

The present study indicates that there was a negative significant relationship between absenteeism, aggression behavior and turnover intention with job performance among the medical personnel. The presence of employees at work promotes employees loyalty, change in attitude which resulted in
high performance. Whilst absence due to mistreatment and sickness absence may affect the functioning of service, promoting to work overload, and undermining the quality of healthcare services. In order to minimise the case of employees absences, organisation should enforce the related policy, ensuring that the presence of employees are observed, and creating a healthy organisation may invite employees commitment (Marques et al. 2015).

There was also a negative significant relationship between aggressive behavior and workplace performance. Aggressive behavior such as inappropriate communication, blaming and releasing anger to others may affect individual esteem level, job confident, job fear which directly affecting job performance. Employees with a low propensity of workplace aggression may able to fulfil their work demands and consequently increased in work performance (Leung, Shan Isabelle Chan & Dongyu, 2011). The study also indicates a negative significant relationship between turnover intention and job performance. Low turnover intention, strengthen professional identity and enhances performance level. High tendency to job resign had lowered the level of individual job performance, diminished the personal sense of belonging and may lead to stoppage of work activity (Saeed, Waseem, Sikander & Rizwan, 2014).

The study has successfully examined the relationship between stress symptoms and job performance among medical personnel, in the midst of a challenging working environment that may cause the organisation to review and change its human resource policy. Uncontrollable stress symptoms may be caused fatalities, destruction, death and loss of organisational reputation leading to poor performance. Whilst employees with high-stress management, able to manage their feeling and expectation, showed professionalism, desirable work etiquette, positive behaviors and attitude leading to the achievement of outstanding performance (Chao et al. 2015).

The use of snowball sampling is a cost-effective and quicker process in obtaining reliable respondents. The sample chosen is based on the recommendation, of the respondent in recruiting other respondents, without identifying their name, to participate in the study. This technique is also helpful in facing sample hesitant subject, as participants are not willing to involve voluntarily. The instruments used are also reliable and tested in the current study as having discriminant validity (Sekaran & Bougie, 2016).

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THEME: PUBLIC ADMINISTRATION & POLICY
GENDER PARADOX IN WOMAN CAREER SPACE ON BUREAUCRACY

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ABSTRACT

Gender issue on development always becomes a universal affair especially in the third world countries. On the regional autonomy context gender issue always appears in bureaucracy environment. It also happened in Subang Regency that should be involved in modernity space. In the empirical side, woman hasn’t been a strategic decision maker actor in bureaucracy. The research aimed to identify some barriers of woman to reach highest career in bureaucracy. Subang Regency was taken as a setting because bureaucracy organization as a modern phenomenon is still marked by gender bias. Data in this research was analyzed by descriptive technic purposed to take woman position meaning in career achievement dynamics, source from primary and secondary data. Actually region government has given the space for woman to access career up to decision maker position, even in strategic sector this access opened for all sector and all hierarchy in bureaucracy environment which base on merit system. However there is glass ceiling phenomenon that appears from individuals that have competences to reach highest career. It caused by both internal and external factors that came from woman herself. From problem solving approach, it requires a strong commitment from region government to implement gender mainstreaming policy.

Keywords: bureaucracy; region autonomy; gender; glass ceiling; gender mainstreaming

1. INTRODUCTION

Gender bias phenomenon at this moment is always marks off development dynamics in underdevelopment countries. However, this discrimination also takes place also in industrial countries (Bennett, 2015; Pojani, Boussauw & Pojani, 2017; Marshall, 2017). Even, gender has become a global issue which state as one of MDGs targets (Gabizon, 2016; Deacon, 2016) and also implemented in Indonesia (Suparmi, Kusumawardani, Nambiar, Trihono & Hosseinpoor, 2018). On the practical side, gender issue also takes place in almost every life sector, which women's role generally marginalized and impacts to disempowered position. For the example, in political sector, gender issue has been taking place Indonesia, especially before New Order Regime ended until the women's role in parliament was accepted by law (Hilman, 2018). In rural society, gender inequality
has become public issue, particularly in natural resources management (George, Clewett, Selvaraju & Birch, 2006).

On bureaucracy institutional, gender issue appears on career domain which shows patriarchy theory that women always barriered to reach position as the decision maker. Bureaucracy in Indonesia shows the fact that it hasn't been able to bring a reality as an ideal tool or place for women to prove the maximum capacity as bureaucrat. Wide structure of bureaucracy and its culture often becomes the barrier of women to involve their carrier (Partini, 2013: 265). For partially women bureaucracy becomes a choice for self development and broader interest. Basically, modern bureaucracy is an institution that give priority to rationality that even has longer area than its traditional form (O'Connell. 2014 : 841-927; Preston, 1987 : 773-795). Its structure is opened to all person who had capacity without consider gender differences or other social status. For partially women bureaucracy is one of the choice for self development or other interest (Astuti, 2013). But, the bureaucratic environment brings women into paradox of patriarchal culture. The barrier for women to reach highest career often appears from local culture, religion dan their family (Murniati, 2004 :247). This thing putswomen into the marginal position and still carries out domestic function then becomes subordination of men (Brenner, 1995: 19 - 50).

Actually, government's intervention to avail opportunity for women in realizing gender equality and justice has been taken place for a long time,that is since President Instruction No. 9 of 2000 concerning Gender Mainstream in National Development was stated. This policy based on ratification of CEDAW (The Convention on Elimination of Discrimination against Women) Convention on 1984. Based on macro data, this policy has shown some progress.
On the last ten period gender based development in Indonesia shows positive growth. The components of gender development index was women involving in parliament, women as the professionals and income contribution for family economic. For women involving in parliament the growth was stagnant, because general election as the contestancy for the member of national and region parliament was held every five years. On 2014-2017 the average of women involving in parliament was 17.32%. The dynamics of gender development can be seen in women as the professional on the same period which noted on the range from 45.61% to 47.59%. The same phenomenon also can be seen on income contribution for family economic which in range from 35.64% to 36.62%.

The increasing of gender development index parallel with women involving in bureaucracy environment that can be seen on the figure:

![Figure 2: Percentage Civil Servant between Men and Women in Indonesia Tahun 2008 - 2017](image)

Source: Ministry of Women and Children Protection.2015, 2016, 2018 (data reanalyzed)

On last ten years period can be seen that the average women who involve on the bureaucracy environment shows the positive increasing. On 2017 as example, the percentage of women involving in bureaucracy was 50.05%, meanwhile men was 49.95%. In other side, the opportunity for women in bureaucracy to reach the structural official position was very different as can be seen on figure:
In 2013-2017 period, women who was in the structural official noted on the range between 29.58% to 31.96%. The lowest proportion occured in 2015 which noted 29.50%, but in 2016-2017 period increased significantly. The annual growth average of women involvement reached 1.14%, meanwhile male structural official decreased on 0.48%. This macro growth was due to government intervention by President Decision No.9 of 2000 concerning Gender Mainstreaming in National Development. This policy was followed-up in regional level by operationally-technically programs and activities.

In regional autunomy context, this policy in Subang Regency was followed-up in annual planning which its implementation is carried-out by Population Controlling, Family Planning, Women's Protection and Child Protection Service. The policy implemented by cross cutting with Health Service, Social Service, and other government institutional and also collaborated with Non Government Organization. Gender Development Index result shows positive growth: in 2013 was 87.08 and on 2017 increased to 90.52. Meanwhile for Gender Empowering Index also increased from 47.25 on 2013 to 65.90 on 2017. This positive development then faced to controversy while it faced to women involvement on structural official on local bureauacy. This research aimed to analyze gender gap in structural official and to explore its determinant factors.

2. METHODS

The research combined quantitative and qualitative approach. On quantitative approach, data was analyzed to explain number gap between the number of women and men structural official at all level of structural official including their personnel rank and education background. The analyze using secondary data from Personnel and Human Resources Development Agency of Subang Regency which released on 2019. On qualitative approach, data gathered as a tool for confimation based on result of quantitative approach. The informan were women structural official of IIIa, III.b,
IV.a and IV.b echelon. Information was obtained by indepth interview focusing on their existence as the public structural official and their opinion about career opportunity on local bureaucracy.

3. RESULT AND DISCUSSION

The simplest way to identify gender gap is the proportion of total women's role in certain role. In Subang Regency Local Government, proportion gap of women and men who were on position as structural official was very wide. For structural official classification as the top decision maker function, total man official was very dominant and the gap became narrow when it was on lower structural official classification. Data of structural official gap can be seen at figure.

In Subang Regency Region Government, the highest official is Region Secretary with II.a echelon. This position handled by a man. Then the echelon gradually decrease from II.a echelon (head of service and agency) up to IV.b echelon as the lowest structural official. Can be seen that on the higher structural official position, the proportion for momen was smaller. On the contrary, in the lower structural official, the proportion for women was bigger. The total of women who occupied structural official with II.b echelon on service/ agency institution was 3.6%. Then for III.a echelon was 16.7%, meanwhile for III.b echelon was 14.9%, IVa echelon was 26.7% and for IV.b echelon was 27.1%. Data shows that on the decision maker of strategic issue, women's role was limited. Even it was happened when Subang Regency Region Government led by a women on period leadership before. This gap was also parallel with the class of rank which inherent on structural official. For women with the III.b echelon which noted 7.49%, III.c was 27.34%, III.d was 40.82%, IV.a was 17.98%, IV.b was 5.62% and IV.c was only 0.37%. Data shows that women that have structural official more concentrated on III.c and III.d echelon. The position on these echelon was the second line at the work unit of service/ agency institution, so indirectly its function didn't have the significant influence to strategic goal of organization, but on auxilliary function. In the other side, there was an interesting thing based on education background aspect of women and men that there are no significant difference. From the total of women who got position on structural official of 267,
noted that 61.42% were college graduate, meanwhile for men was 56%. For graduate qualification, the women who occupied structural official position was 28.84% and men was 33.21% and it's also seen in diploma and highschool grade. The education background aspect shows that there was the same opportunity to reach structural official position in all hierarchy, so it was as same as what stated in all personnel regulation for bureaucracy institution. Actually, the formal requirement for reaching structural official in bureaucracy doesn't indicate the gender bias phenomenon as long as the candidate had fulfilled all the formal requisite. However, field data practically showed different thing, not all women who had formal requirement could take the structural official position. The autonomy in decision making especially on career increasing met up some obstacles.

In Subang regency, the comprehension about gender both on concept and its implementation of structural official, especially in women official was still limited and hadn't tend to some occurs for opening opportunity equality and equity to reach the higher career. This comprehension still concerned on their knowledge about work separation that should be implemented. However, generally seems like they viewed that there is no discrimination on official promotion between men and women, whereas so many position handled by women, especially on III.a echelon (secretary in service or agency organizations). It explains that they normatively saw promotion on structural official didn't difference between men and women. However, on practical side they found that there were differentiation on the certain daily activities which they seen as the absolute things for women and they tolerance on it. They argued that they had limited physical and role also. Generally, women who had structural official in Subang Regency bureaucracy were got dual role: as a public servant and housewife. The dual role became basis, so they hadn't differentiated yet gender and sexuality meaning. As in other organizatios, in Subang Regency bureaucracy often occured controversy, yet women who occupied structural officials generally wanted to have the balance function between career in the work place and housewife in domestic environment and they expected that both aspect could take place as well as possible.

The fact, often showed that one aspect dominated then another aspect determined as the secondary point. If they reached the career, they should sacrificed their family and if they involved in their family, there were no opportunity for career. This phenomenon explained by several structural official of III.a. In certain point, they were on trade off position and made decision based on domestic role factor calculation which ultimate choice is the housewife. One interesting point was they still wanted to reach even the highest position as a bureaucrat. The dependency on domestic function showed the glass ceiling concept. It meant the obstacle to reach the higher career often appeared from themselves, particularly when related to domestic task. Event in the certain point they finally choose as the housewife rather than higher career.

On the lower structural official position, they had less understanding about gender mean as the social construction, but on the sexuality mean. However they realized that there was no discrimination on structural official promotion regulation. But in the other side the practical aspect possibly appeared the subjective decision that opened wider opportunity for men caused of the promotion determined by the leader local institution then gradually implemented up to region leader. There was distinction between written regulation and empirical aspect that showed inconsistency in official promotion which conclude there was the domination of men.

For them being a housewife was an absolute choice, meanwhile the expectation to reach the higher even the highest career became the secondary one. In this context the influence of glass ceiling
became higher that the opportunity to reach higher career interfered by social construction so they were far from their expectation. Stereotype aspect was also the main factor that inherent that caused by patriarchal culture and religion in their social environment

4. CONCLUSION

Gender gap in bureaucracy environment of Subang Regency Local Government was occured in structural official domain higher position on structural official narrowed women opportunity to become the highest decision maker in her work unit. Women who were official structural concentrated in lower and middle managerial.

The obstacle sourced from two aspects: from herself and glass ceiling. However this aspect came from patriarchal ideology that take place men as the superior actor and women as inferior one. Subang Regency Region Government should decrease this gap with the long term effort, yet from the policy perspective it can be solve by implementing gender development as the main performance indicator that explicitly stated in planning document and its implementation supervised consistently

ACKNOWLEDGEMENT

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ANALYSIS OF CODE SWITCHING IN THE DICTION OF DEBATING AND PRESENTATION OF ROCKY GERUNG POLITICAL OBSERVER IN INDONESIA

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ABSTRACT

This study aims to determine the taking of diction on the Indonesian code into English conducted by political observer Rocky Gerung in every debate and presentation in various visual media. Changes in diction occurred in the Indonesian source language into the target language of the English language causing code switching. Political observer Rocky Gerung in taking the diction of the English code to present the intent has several purposes, for example to communicate beautifully and not boring and interesting to listen to, has the purpose of being an analogy, comparing, describing the actual situation with other sentences that have the same analogy. Rocky Gerung also has a normal language sense, he chose English vocabulary to strengthen the language and easy to remember, makes effective and economical expressions in taking codes of diction, emphasizes, and maintains the original color of the language, pays attention to psychology so the meaning of the diction is spoken more striking and profound, or he likes to express it with the English diction while laughing and joking, or as an argument to attract the sympathetic listener so that it becomes interesting. Rocky Gerung does have enough language talent and knowledge. Researchers use sociolinguistic theory code switching. The analytical method used is code switching analysis which is focused on linguistic aspects related to social aspects of data in the form of sound from presentations and debates collected from YouTube media and analyzed using code switching models that reveal specific situations and purposes. Rocky often gives explanations to interlocutors through audio visual in the form of seminars or debates held by several private television in Indonesia. The audience watching the debate and presentations are from various layers of academics, legal experts, students and ordinary people who watches from visual media television screens. From observations to observations of language variations and the types of diction that use good and interesting video footage on YouTube has encouraged netizens to participate in giving diverse and interesting comments politically, socially, culturally, economically and linguistically.

Keywords: political language concepts, code switching analysis

1. INTRODUCTION

English is the international language. Many people use redeemed language as both a daily language and as a code switch because it is shorter and representative. People use language through communication with each other. English is no longer just a language of communication but as a
scientific language because of its density and few letters but its broad meaning. As a tool to convey information in the form of ideas, intentions and feelings directly, the choice of vocabulary or diction becomes important so that a word becomes more meaningful. The use of code switching in language can occur because of factors like dislike, talent, mastery of two broad language cultures, fulfillment of language needs, familiarity among language users, or one way to overcome the freezing of vocabulary selection because a word in a particular language is difficult to find an equivalent in when talking. In the linguistic perspective code switching is part of the phenomenon of language contact with a variety of purposes and interests.

According to Cantone in Arifin and Lafasau (2016) language mixing should not be seen as a lack of the competence of its speakers. Gumperz (1987) distinguishes situational code switching, metaphorical code switching which has implications for vocabulary and language choices to achieve special communicative effects. Code switching is a choice of vocabulary or language that can change in one discourse. Rocky Gerung, as a political observer, uses different terminology for data that is essentially the same from the original language he uttered to other languages at the same time, but in other cases he expressed vocabulary with a completely different meaning in other phenomena. Code switching is the linguistic phenomenon of the ability of bilingual speakers to communicate in two or more languages under their control. The code switching speaker must be able to integrate the structure of the two languages he masters even though it is seen as 'slanted' and may not be understood by other observers because he is not on track. It is a reflection of social structure and linguistic cognitive mechanisms that have goals and interests. Code switching can be used with several prasa expressions, also in the form of word inserts due to social factors and communication situations. To handle different phenomena, conclusions are also sometimes made through code switching. Expressing language taste from two different languages is also raised in code switching. In this case Rocky Gerung is a sign that he is an academic who expresses it on a cultural and social level. Sankoff in Arifin and Lafasau (2016) switching codes is considered as a prestigious thing as in Papua New Guinea the inhabitants speak three languages: Buang, Tok Pisin, and Jabbem and are expected from people in power or influence in the community. Singapore has 4 official languages: English, Mandarin, Tamil and Malay and its inhabitants use code switching in certain settings.

Code switching can be explained as a person's ability to choose a language that is in accordance with the opposite of the situational context of the topic of conversation and the ability to switch languages in an interaction in accordance with sociolinguistic rules without violating certain grammatical restrictions. Code switching also has the main function as a marker of the speaker's identity, for example, to reveal a type of sophistication or authority identity. Code switching can occur because the speaker is not satisfied or not enough to explain a theme in a particular language. The transition occurred because of changing circumstances.

Rocky Gerung is a political observer on the rise through various visual media. Many of the discussion and presentation themes he participated in, and were involved as speakers in various places. Even though the campus person knows him better as a lecturer in philosophy, his educational background, perspective and opinion cross into various discussion areas, even to the most sensitive issues of religion, the term "holy book" appears is fiction that is a public debate among netizens of the archipelago. As an academic understanding of the underlying political philosophy he speaks is a process of improvement and provocation which he calls common sense.
Based on the background above the topic to be taken is language and political concepts: analysis of code switching in the debate diction and presentation of political observer Rocky Gerung. The change in English vocabulary choices that Rocky Gerung revealed in the debate was a factor that caused code switching. Dictation is a choice of words that are appropriate and in harmony (in use) to express ideas so that certain effects are obtained (as expected). Diction has several functions as being more understanding about what is to be conveyed, making communication more effective, symbolizing expressions in verbal ideas (written or spoken), forming expressions or even the right ideas so that they can please the listener or the reader.

2. RESEARCH METHODS

In this study, researchers observed by listening to some of the results of presentations from social media namely YouTube in the presentation or debate of Rocky Gerung in presenting the theme. Rocky Gerung consistently delivered his presentation in Indonesian and at certain times switched to English. The researcher listened freely in the Rocky Gerung debate without being involved in the speech event because the object of the research was in the form of audiovisual which was formed into written text.

Researchers use code switching analysis in this study and know the language acquisition and diction owned by Rocky Gerung by connecting the elements contained in a language or several different languages.

3. DISCUSSION

In the Rocky Gerung debate and discussion, the parenthetical words that are transposed into English are in the form of common English phrases, but sometimes also those that are not yet well known and grammatically correct. Rocky Gerung conducts code switching in the form of words and sentence phrases. The Rocky Gerung code shift appeared relaxed. The change of language or change from casual to official or also official to casual is called code switching event (Abdul chaer and leonie: 2010). Rocky Gerung forms short and concise use of terms or phrases. In the debate event Indonesian was very dominantly carried out by Rocky Gerung. But on several occasions that expressed some words and phrases or even sentences in English.

The following are audiovisual observations of several sentence excerpts in the Rocky Gerung debate and presentation in various visual media

Corpus 1. Debate theme about toll roads

“..Membelah keakraban warga negara…….coba kita lihat logic di belakangnya itu the other side of the story .....warung tegal tidak disinggahi oleh paspampres artinya tidak terjadi spill over economi buat mereka...banyak warung di brebes itu.....tidak dihampiri oleh rombongan presiden. Jadi selalu ada reverse logic dari setiap upaya untuk mempromosikan prestasi.”
Rocky Gerung said the *side of the story* to reveal that there is another side to the impact of the toll road. The negative side, he said, was not tapped. He chose the word *spill over* to describe the wide spread of the economy, because *spill over* meant to spill over, spreading the economy. He wanted to emphasize the dense and deep meaning for the spread and economic progress of the community in the field of entrepreneurship and broad business by *spill over* code switching. Reverse logic is code switching for the meaning of reverse logic or is opposite to existing logic.

Corpus 2. Footage of the national seminar at UIN Sunan Ampel Surabaya with the theme of the existence of Pancasila democracy in facing the political year.


In some parts Rocky Gerung uttered the word exist which means that there is, the drive which in Indonesian is to encourage, control and move, and in the sentence is in the form of a passive sentence -in so that it contains the sense of being controlled, regulated, moved. Thus precisely with the instinctively controlled animal pounce, with human anxiety can be moved and encouraged.

### 4. CONCLUSION

1. Based on the analysis and discussion of the results of this study, the authors draw some conclusions on the Rocky Gerung code switching diction as follows:

2. Translations of Rocky Gerung code switching are beautiful ways of communicating because language transactions are not boring and interesting to hear.

3. Rocky code switching diction in the form of phrases and sentences appears to have the purpose of being an analogy, to describe the actual situation with other sentences that have the same analogy as the one discussed.

4. Some Rocky Gerung diction have an ordinary language sense, meaning that the diction in Indonesian conversation does not need to be changed into English, but Rocky Gerung chose it in English to strengthen the taste and is easy to remember.

5. Rocky Gerung makes effective and economical expressions in taking the code dictation because in Indonesian to express the meaning it has to be in long sentences, with only one or two words of code switching.
6. Rocky Gerung conducts code switching with the aim of emphasizing, and preserving the original color of the language, for example by the mediocre section which in Indonesian will become biased when translated.

7. Rocky Gerung also revealed a code switching diction to indicate resentment, anger at the debate opponent so that he chose a word that could represent his thoughts with the phrase.

8. Rocky Gerung speaks and chooses diction over code by paying attention to psychology so that the meaning of the diction is spoken more striking and profound.

9. Rocky Gerung has a code switching diction by disliking the meaning, in fact it is normal but he expresses it with an English diction while laughing and joking.

10. Rocky Gerung takes diction over code as an argument to attract sympathetic listeners so that it becomes interesting, easy to remember and memorize.

11. Rocky Gerung does have enough talent in language and knowledge, according to his educational background, which often changes frequently which somewhat affects his way of thinking and knowledge.

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ABSTRACT

Strategic Plan of Tourism Ministry period 2015-2019 set the traditional food or cuisine development as one element of tourists attraction. Amanda brownies and Mayasari bollen that nowadays can easily found in most major airport in Indonesia are come from a traditional food status in Bandung that become a national brand. Almost every tourism destination in Indonesia has its own unique traditional food or cuisine that its brand equity can be developed to become a national level brand. The research question is how to improve less defined brand element of such traditional food to fulfill perceived qualities expected by customers. Challenges for every traditional food producers are how to focus and empowering its less defined brand become a brand with strong identity as Aaker suggested. While refer to Kotler, regarding brand equity development, it’s important to specify the added values endowed on the created brand attributes of a product. To develop brand values as perceived by customers, those traditional food brand equity need to be developed in particular its brand elements. The development efforts can start with strengthening the brand association in the mind of customers, such as related with its identity and affordability. Then, its equity can develop further or revitalize by utilize trending marketing approaches such as social media, co-branding, or even influencer marketing.

Keywords: Traditional culinary, brand, brand equity, national level brand

1. INTRODUCTION

Subang Regency is one of the national strategic areas which is passed by three arteries, the national economy, namely the Pantura National Road, the Jakarta-Surabaya railway line, and the Cipali Toll Road being built. Subang Regency stretches from the north coast of Java to the Priangan mountains in the south, has a multi-ethnic and cultural community. Heterogeneous geographical conditions, causing Subang District has a variety of superior potential in the fisheries, agriculture-plantation, and mining sectors, in addition to having the highest disaster potential in West Java.

The Subang City of Industry project developed by PT Surya Semesta Internusa Tbk (SSIA) received a US $ 100 million loan from the International Finance Corporation (IFC). Funds from the World Bank group are equivalent to Rp. 1.42 trillion, with an exchange rate of 14,284. Modern infrastructure development, the Subang City of Industry, will be developed on an area of 2,000
hectares, becoming a smart and sustainable industrial city. In its grand plan, the Subang Industrial Zone (Subang City of Industry) will become an industrial city, complete with supporting facilities.

Considering the regional economic strategic value and the magnitude of the positive impact of the implementation of Subang City of Industry for the people of Subang Regency, from the beginning it is necessary to identify and further explore how the large SSIA developer communicates the project development and implementation plan to all relevant stakeholders in Subang Regency. Particularly the people directly affected, both positive and negative, from the existence of the industrial estate, since the land acquisition, development and operation activities will take place later.

According to Cutlip, the Center and Broom (1985, 1994: 6) define management of public communication or public relations as "a management function to build and maintain mutually beneficial relationships between organizations and their various publics that determine the success or failure of these organizations". This definition does not emphasize how to build mutually beneficial relationships between organizations and their various publics. Another expert, Denny Griswold (1948), revealed the limits of public communication, namely "public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual organization with the public interest and plans executes a program of action to earn public understanding and acceptance" (Bittner, 1989: 241).

This limitation states that public relations is a form of public communication management that evaluates the public, introduces various policies and procedures of an individual or organization based on public interests, and in making plans, and implements a work program in an effort to gain public understanding and recognition. According to Cutlip et al. (1994: 4) the concept of public relations basically leads to the idea of two-way communication, emphasizing the concepts of reciprocity (reciprocity) and relationship (relationship). The concept of public relations began to emphasize the importance of efforts to build mutual understanding or understanding between organizations and the public.

This research is expected to reveal the strategy and management of public communication that has been carried out by SSIA and its effectiveness in ensuring the benefit of Subang City of Industry for all stakeholders in the Regency. Subang So that the potential for community rejection and social conflict can be immediately anticipated from the start, and a win-win solution for developers, the community and other stakeholders is sought.

2. RESEARCH METHODS

The research location is located in the Subang Regency, especially in the area which is the Subang City of Industry development plan. This research uses quantitative research methods. Understanding quantitative research methods according to Sugiyono (2014), namely: "Research methods based on the philosophy of positivism, used to examine specific populations or samples, techniques, sampling is generally done randomly, data collection using research instruments, quantitative / statistical data analysis with the aim to test the hypotheses that have been set. In conducting this research the research team used a research approach with descriptive and verification approaches.

The object of this research is the forms of public communication management implemented by the developer of Subang City of Industry.
Whereas data collection and analysis techniques include the following:

1. Distribution of questionnaires (number of respondents) is calculated based on the level of confidence desired.

2. Processing statistical data using Excel and SPSS, to ensure the validity and reliability of the data from the questionnaire collected, and to ensure the distribution of data obtained is normal;

3. The processed data is made into a problem handling model in accordance with the specified variable.

4. Collection of non-statistical data is done through an approach,
   a. Field observations,
   b. Verification of location data on maps and related permits, and
   c. Structured interviews with selected speakers representing all stakeholders of development activities.

5. Analysis of non-statistical data is carried out based on parameters that have been set at the beginning based on relevant laws and standards of public communication / socialization activities that apply to the development process of an area.

3. FINDINGS AND DISCUSSIONS

3.1 Communication Regarding Development Plans

Benchmarks used in assessing the effectiveness of communication related to development plans, seen from the Knowledge factor known by the people of Subang Regency, as an area that is planned to be developed by Subang City of Industry. From the results of the questionnaire distributed showed that more than half the number of Subang Regency community correspondents knew that North Subang was determined by the government as the Subang City of Industry, almost the majority of people knew of the policy through print media, and electronic media, as can be seen 57% answered Yes, and it is unfortunate because they know the information is not from the village government apparatus, or sub-district because the respondents through the interview session conducted during the distribution of questionnaires admitted that the government officials both from the village level of the District level, never gave information institutionally, and were open about the plan the development of Subang City of Industry, these results can be seen with the percentage of benchmark 2 which answered not as much as 74%.

3.2 Lack of Socialization from Local Government

Although there has been no official socialization from the local government, most respondents agreed with the development plan. It can be seen from the distribution of questionnaires in which as many as 67.30% agreed that Subang Regency was chosen as Subang City of Industry, while 33.70%
did not approve, but the correspondent who answered no could change at any time if from the local government or local district socializing more about the planned development of Subang City of Industry in the Subang Regency where they settled.

Likewise with the acceptance and rejection if the area is chosen as the location of Subang City of Industry in Subang Regency, some people with a percentage of 50.99% accept with the hope that they will feel positive benefits, and the rest with a percentage of 49.01% refuse, because there is no socialization that respondents had received regarding the development plan of Subang City of Industry in Subang Regency.

3.2 Community Readiness to Participate Subang City of Industry

Most of the correspondents have received or received training in vocational fields relevant to the field of industrial work, including correspondents who work as students, and some of the correspondents who have worked or are currently working in the Industrial Sector with a percentage of 35.38%, while the rest do not or have never received training or counseling about work in the industry / development of the Subang City of Industry, even though this is an important point where, the people of Subang Regency as important objects must act as workers, and can take advantage of the Subang City of Industry Development Plan program. But because there is still a lack of information from the government and the future developer regarding the needs of worker, required skills, and benefits for the community, most respondents have not been stimulated by its willingness to learn about the industry.

4. CONCLUSION

Some conclusions from the findings of the research, are described below.

This research still not yet able to reveal the strategy and management of public communication that has been carried out by SSIA and its effectiveness in ensuring the benefit of Subang City of Industry for all stakeholders in the Regency. As in the field there are very minimal information about the project received by the community.

1. Though have not yet well-informed most of the surveyed community given positive response and hoping the project can give more benefit and development to the community.
2. Most of the communities are not known the need and requirement of the future industry regarding the type of employee, skills, and other labor related information regarding the project.

REFERENCES


THE ROLE OF VISITOR’S SERVICE EXPERIENCE IN A PUBLIC SCIENCE CENTRE FOR A SUSTAINABLE SCIENCE, TECHNOLOGY AND INNOVATION (STI) POPULARITY IN THE SOCIETY

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ABSTRACT

A public science centre has its own potential in accelerating the capacity building for Science, Technology and Innovation (STI) talents needed in the economic demand of Industrial Revolution 4.0 (IR4.0), especially for a developing country like Malaysia. The empirical study shows that visits to the science centre significantly increase people’s understanding, awareness, interest, curiosity and confident about STI which encourage them to participate in the STI related fields. This paper highlighted the importance of public science centre in creating a sustainable STI interest and popularity in the society regardless of different social status or income barriers through various Non-Formal Science Learning (NFSL) approaches. Besides all the great potentials offered by the science centres and full supports given by the government, the institutions facing great challenges with the declining visitation and low participation in its national STI programs and policies. Thus, a pilot study was carried out to evaluate the influence of visitor’s service experience for the effectiveness of NFSL approaches towards behavioural responses in a public science centre which potentially helps to increase the visitation level, reach more people and gaining higher public trust. The reliability of the variables, clarity of the questionnaires, estimated time taken, the cost involved, and adverse events was studied to improve the study design with the actual respondent (visitors) at a public science centre.

Keywords: public science centre; service experience; servicescape, Non-Formal Science Learning (NFSL)

1. INTRODUCTION

The Science, Technology and Innovation (STI) are needed as one of the essential components in the economic globalization and will be utilized at its maximum potential in the race of the Industrial Revolution 4.0 (IR 4.0). After independence, Malaysia shifted from agricultural-based economies to industrial-based and moved forward to IR 4.0, focusing on the importance of STI that dominated most of the economic trend nowadays. It is a huge challenge for the government to increase the public’s trust, interest and understanding of STI, and it has become even more challenging to sustain
the STI popularity in the society and encourage the people to participate in the STI related field. A Public Awareness of Science, Technology and Innovation Malaysia report done by MASTIC (2014) reveals that in overall, Malaysians were interested in STI and only a small amount was unsure about it. However, the public’s average knowledge level of science and STI issues hovered below 50% for the past 16 years (MASTIC, 2014). This indicates that the exposure and opportunity for the public to gain general knowledge about STI is somehow still far enough to be reached or can be considered as insufficient. Furthermore, the trend of avoiding Science, Technology, Engineering and Mathematics (STEM) subjects in secondary and tertiary level is worrying the government with half of the space allocated for the STI-related courses in the local universities are empty (Bernama, 2016a, 2016b). One of the best ways in helping the government to at least dissolved these issues lies within the non-formal science learning (NFSL) approaches; where the nature of learning is more flexible and emphasise on edutainment, freedom of exploration and less formal which suit the active behaviour of the younger people and the general public. The Non-formal Science Learning (NFSL) institutions such as the public science centres should be a publicly accessible destination with affordable charges where the same understanding of STI are instilled, benefited the people surrounding and potentially nurtured to be a useful shared culture. Therefore, this study highlighted about the importance of public science centre and focused on its customer centricity, which is about how the visitor's service experience (VSE) influence the effectiveness of NFSL and potentially affect the visitor’s behavioural response after visiting the science centre. The understanding of VSE will potentially help the science centre to increase its visitation level, reach more people and gaining higher public trust. A pilot study was carried out with the actual respondent (visitors) at the National Science Centre (NSC) to explore the feasibility of the study, reliability of the variables, clarity of the questionnaires, the average time is taken, cost involved and identify any other adverse events to improve the study design.

2. METHOD

A literature search was done to understand the importance of public science centre and the role of visitor’s service experience (VSE) that potentially influence the visitor's behavioural responses after the visit. A pilot test was carried out at the National Science Centre (NSC), Kuala Lumpur, Malaysia, a public NFSL institution under the Ministry of Energy, Science, Technology, Environment and Climate Change (MESTECC). A set of questionnaires was adopted and adapted from several reliable sources to get some insight from the actual visitors about the service experience that potentially affect the visitor’s behavioural responses at the science centre. There are 68 items tested in the questionnaire and divided into five (5) sub-sector which are the service delivery, physical servicescape, social servicescape, the effectiveness of NFSL and visitor’s behavioural responses. The questionnaire has been validated through forward and backward translation processes by the language expert from Dewan Bahasa & Pustaka (DBP) Kuala Lumpur for the Malay version, a professional English translator for the English version and relevant practitioner who are familiar with the science centre setting for content validation. The protocol is considered valid for this kind of research purposes and has been successfully used by Musa, Fadzil and Zain (2007) for their translation and validation process of stress scales study in psychometric properties. This study employed a purposive sampling technique where the researcher will use her own discretion in selecting sample observation from the place of study. From the researcher point of view, the chosen respondents have the characteristics that represent the true samples needed for the study (Garcia & Jha, 2017). The sample size for this study followed a rule of thumb by Hertzog (2008) where 10%
from the sample used in the main study is considered valid for a pilot test. Approximately around 80 walk-in visitors were asked to participate in the survey at the end of their visit, however, 10% of them rejected the offer. A total of 70 respondents answered the questionnaires and after eliminating 10 questionnaires because of incompleteness, 60 questionnaires were analysed using SPSS version 25. This number is considered enough for a pilot analysis as it represents approximately 10% of the total sample size used for the actual study (a distribution to approximately 550 potential respondents).

3. RESULT AND DISCUSSION

The National Science Centre (NSC) was selected as the location setting to test the proposed framework as they are the pioneer in government's Science, Technology and Innovation (STI) awareness movement since its establishment in the late ’80s (Hamid, 1998; Siow et al., 2003). As a public institution, the NSC plays a significant role in helping the government for the implementation of National Policy on STI (NPSTI) – Thrust Strategic (ii): Developing, Nurturing and Polishing Talents and Thrust Strategic (v): Promoting & Sensitizing STI among Malaysian. Thus, the selection is considered relevant to the main study which focuses on understanding the preference of the public from the perspective of visitor’s centricity in the public NFSL institutions for the sustainability of STI awareness in the society. Based on the reliable sources, there is no further detail available for the sample population except the overall size of approximately 600,000 people visited the NSC yearly (MASTIC, 2014; NSC, 2012). Thus, the non-probability sampling technique was chosen for this study since no further detail available on the proportion of the population for the eligibility of probability sampling. This study employed the cross-sectional research design with purposive sampling technique for data collecting strategy within a short period of time. Cross-sectional research involves a more representative sample and provides valid information as opposed to a longitudinal study (Greener, 2008).

The choice of the language used in a questionnaire is primarily determined by respondents’ language proficiencies. The respondents can opt for any version that he/she feels comfortable to respond with, which is either in Malay or English version. Some of the respondents choose the English version (especially the foreigners), while most of the respondents opt for the Malay version, which is the national language of the local respondent. A face to face self-administered paper survey was used as the survey strategy as used by Zuraidah (2014) on her study on customer engagement which considered using the same unit of analysis as in this study. In maximising the response rate, minimal assistance was applied within the data collection process. The researcher will approach the potential respondents after their visit at several central locations within the premise and use her/ his art of persuasion in asking them to participate in the surveys. It is essential for the researcher to have certain qualities in getting the potential respondents as the researcher’s competence may affect the quality (as well as quantity) of the data collected (Saunders, Lewis, & Thornhill, 2009). Thus, in this pilot study, the researcher uses her friendly strategy in getting closer to the respondents before asking them to fill in the questionnaires. Based on the pilot study, the best time for data collection is around lunchtime where most of the visitors finished their morning’s visiting hours and approximately around 4.00 pm onwards when most of visitors finished their evening’s visiting hours. Approaching the potential respondent at the right hours is essential to reduce rejection rate since most of them already finished the minimum of 2 hours of galleries exploration during lunch time or after 4.00 pm onwards. It took approximately 7-8 minutes for the respondents to finished one set of questionnaire.
There is no major issues arise on the clarity of translation or validation of the items in the questionnaire which involved only a very minimal adjustment to suit the objective of this study. Most of the respondents understand the questions given and easily answered them accordingly in either Malay or english versions based on their preferences.

The target population for this study are visitors aged 13 to 54 years old which represent the biggest number of paid visitors to the NSC (NSC, 2011, 2012). The respondents were asked about the visitor’s service experience from the perspective of service deliveries and servicescape’s dimensions that play as the independent variables in this study. These dimensions were predicted to have a certain extent of relationships with the visitor’s behavioural responses at the science centre which act as the dependent variable. The effectiveness of NFSL that’s measured from the visitor’s pleasure and arousal responses play a role as the mediating factor which theoretically affects the whole relationships. Reliability analysis showed that the alpha values for all the variables were more than 0.7, which considered as having high reliability for this study. These findings are in line with Sekaran and Bougie (2016) that indicates Cronbach’s Alpha (α) values of the construct variables that is greater than 0.6, can be considered as valid and reliable. Thus, the questionnaires used in this study were considered reliable and valid to be used for the actual study.

4. CONCLUSION

The public science centre (especially the NSC) should not neglect the importance of visitor’s service experience (VSE) to ensure the effectiveness of its main services, especially towards the visitor’s behavioural response. With a proper understanding of the VSE, the NSC will have a great chance to understand the holistic picture of how to serve their visitors better. With that, it is hoped that the NSC (and other institutions with similar setting) may possibly help the government in overcome certain issues related to STI awareness such as the decreasing interest of the public to participate in STI and increase the visitation rate to the relevant institutions. As the International Science Centre Impact Study reveals in their studies, both adults and youth that visiting a science centre significantly correlated with increased: understanding and knowledge of STI; curiosity and interest of STI; engagement and interest with science as a school subject and technology-related out-of-school activities for youth; and personal confidence and identity in STI (Falk, Needham, Dierking, & Prendergast, 2014). Thus, this paper gives a clearer insight about the possible conceptual framework of this study that will include the role of VSE in the public science centre (eg. the NSC) that potentially helps to increase the popularity of STI in the society through the NFSL approaches.

REFERENCES

EXTRA ROLE BEHAVIOUR OF THE APPARATUS IN THE EFFORTS TO PROVIDE BETTER SERVICE TO THE ELDERLY: A STUDY OF THE INNOVATION OF "SANTUN LANSIA" PROGRAM IN INDONESIA

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ABSTRACT

To provide health services for the elderly, the Ministry of Health of the Republic of Indonesia launched service innovations at the community health center called "Santun Lansia". "Santun Lansia" is a promotive, preventive, curative, and rehabilitative service for the elderly with the concept of "one stop service". The uniqueness of this service is to focus on politeness, which is serving the elderly with a smile, friendly, patient, and respect them as parents. This study aims to see how the application of the innovation "Courtesy Elderly" and how the apparatus performs extra roles in carrying out their duties. This research uses descriptive qualitative method. The study sites were in six community health center representing large cities, medium cities and small cities. The results of this study indicate that the innovation "Santun Lansia" consists of innovation service processes, service products, service methods, service systems, and service policies. This research also shows that in carrying out their duties, the community health center apparatus must carry out extra-roles.

The conclusion obtained is that both officials from the large-scale city health center, medium city, and small city must carry out the same extra role including aspects of altruism, civic virtue, conscientiousness, courtesy and sportsmanship.

Keywords: Extra role, apparatus, service, elderly, "elderly polite"

1. INTRODUCTION

Today, Indonesia is an aging population, because the number of elderly is more than 7%. Based on Susenas data, the elderly in Indonesia were 9.3% in 2017. It is estimated that in 2020 (10%), 2025 (11.8%), 2030 (13.8%) and 2035 (15.8%) . The increase in the number of elderly is due to an increase in Indonesia's life expectancy, from 70.8 years in 2017 to 72.2 years in 2035. The five provinces in Indonesia that have the highest elderly population are Yogyakarta (12.48%), East Java (9.36%), Central Java (9.26%), Bali (8.77%), and West Java (7.09%).

One of the problems of the elderly is health problems. As we get older, the elderly are vulnerable to chronic degenerative diseases. Elderly experiencing stroke (Kang, 2015), cardiovascular (Wang et al, 2015) heart valve disease (Cardiol, 2019), osteoporosis (Katherine., Et.al, 2000), hypertension (Philip, Et.al, 2005), diabetes (Nilka, 2018).
The Ministry of Health of the Republic of Indonesia has launched an innovative service for the elderly in the community health center called "Santun Lansia". "Santun Lansia" is a promotive, preventive, curative and rehabilitative service for the elderly. This service is carried out at the community health center with the concept of "one stop service". The uniqueness of this service is to focus on politeness, which is serving the elderly with a smile, friendly, patient, and respect them as parents. In carrying out their duties, a health officer often has to carry out duties outside of their formal duties. So, the authorities must carry out extra roles in carrying out their duties. Extra roles are carried out by a nurse (Talat et.al, 2017; Cheng et.al, 2017) emergency physician (ES Williams et.al, 2007), nursing staff (Nistha Malik et.al, 2017), doctors (James, 2016), and employees in health care organizations (Wen HY, 2010).

This study aims to see how the application of the innovation "Santun Lansia" in community health centers. And how is the apparatus carrying out extra-roles in providing services to the elderly.

2. RESEARCH METHOD

This research uses descriptive qualitative methods (Dann & Neuman, 2016), which is an approach to explore and understand the meaning of individuals or groups as a social or human problem (Creswell, 2017). Data collection techniques are three ways, which are observation, interviews, and documentation (Yin, 2011). Data analysis includes three steps from (Mattew B. Miles, et al, 2014) data collection, data display, until conclusions. The research was conducted at the Medokan Ayu community health center in Surabaya and the Sidoarjo community health center in Sidoarjo representing large cities, Sobo community health center in Banyuwangi and SumberSari community health center in Jember representing medium cities, Pandian community health center in Sumenep and Nganjuk Pusk community health center esmas in Nganjuk representing small towns. Informants in this study were 42 people consisting of 12 doctors and 30 nurses.

3. FINDINGS AND DISCUSSIONS

Innovation of Elderly Service : Santun Lansia

Mulgan and Albury (2003) said that: “Successful innovation is the creation and implementation of new processes, products, service and methods of delivery, which result in significant improvements in outcomes efficiency, effectiveness or quality”. In line with the opinion of Mulgan and Albury, the innovations of "Santun Lansia" at the community health center of Medokan Ayu, Sidoarjo, Sobo, SumberSari, Pandian, and Nganjuk include the following:

a. Service Process Innovation: the change in procedure used is to speed up services for the elderly by providing a special queue number for the elderly that is set automatically from the printer.

b. Service Product Innovation: changing the product design by creating a service innovation called "Santun Lansia". The word "Santun" means serving the elderly with a smile, friendly, patient and respectful as a parent.

c. Service Method Innovation: a new way for elderly services by providing special services in the form of segregation of services starting from queue numbers in polyclinics, pharmacies and laboratories, consultation rooms, and seating at the waiting room.

d. Service System Innovation: the new method used is to apply the concept of "one stop service".
Service Policy Innovation: The new rules applied are vision, mission, motto, and work culture which is oriented towards elderly services.

**Extra Role Behavior of Apparatus**

Extra Role Behavior, which is commonly called Organizational citizenship behavior (OCB) is an extra individual behavior, which is not directly or explicitly recognized in a formal work system, and which in the aggregate is able to increase the effectiveness of organizational functions (Organ, 1988). Organizations generally believe that to achieve excellence must strive for the highest individual performance, because basically individual performance influences team or work group performance and ultimately affects overall organizational performance.

Good organizational performance requires the behavior of its members as expected by the organization. The behavior demanded by the organization today is not only in-role behavior, but also extra-role behavior. This extra-role behavior is also called Organizational Citizenship Behavior (OCB). Borman and Motowidlo (1993) state that OCB can improve organizational performance because this behavior is a "lubricant" of the social engine in the organization, in other words with this behavior, social interaction with members of the organization is smooth, reducing the occurrence disputes, and improve efficiency. This behavior came because of feelings as members of the organization and feel satisfied when it can do something more to the organization. Feelings as members and satisfied when doing something more only happens if someone has a positive perception of the organization. OCB is a person's actions outside his obligations, does not pay attention to self-interest (Sloat, 1999), does not require a job description and formal reward system, is voluntary in working with colleagues and receive special orders without complaints (Organ and Konovski, 1989).

The large number of services that must be provided by Puskesmas organizers "Elderly Elderly" requires puskesmas officials to carry out extra role behavior. From the results of the research that has been carried out, as many as 10 (ten) types of tasks have been identified that require extra role behavior from the puskesmas apparatus. Table 1. below shows the application of extra role behavior from the Puskesmas apparatus.

**Table 1. Application of Extra Role Behavior**

<table>
<thead>
<tr>
<th>No</th>
<th>Type of Innovation</th>
<th>Type of Activity</th>
<th>Extra Role Behavior Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Service Process</td>
<td>Provision of special queue numbers for the elderly.</td>
<td>▪ The parking attendant shows the direction of the road to the elderly to get to the elderly's special registration machine &lt;br&gt;▪ Cleaning service, ambulance driver security guard helps the apparatus registration section by helping the elderly push the registration machine button.</td>
</tr>
<tr>
<td>2</td>
<td>Service Product</td>
<td>Serve the elderly with a smile, friendly, patient and respectful as a parent.</td>
<td>▪ Parking attendants as the earliest officers to meet the elderly must be extra smile, friendly, patient, and respect the elderly. &lt;br&gt;▪ Security guards as the earliest officers who meet with the elderly must be extra smile, friendly, patient, and respect the elderly. &lt;br&gt;▪ Doctors and nurses must patiently answer elderly questions.</td>
</tr>
<tr>
<td>3</td>
<td>Service Method</td>
<td>Separation of queue numbers in polyclinics, pharmacies.</td>
<td>▪ Security guards must help elderly people to a special room provided for the elderly &lt;br&gt;▪ Nurses must take the elderly from the waiting room, doctor's consultation room, pharmacy, to the parking lot.</td>
</tr>
</tbody>
</table>
According to data analysis

According to Organ (1988), OCB is built from five dimensions, each of which is unique, which are:

1. **Altruism**, which is willingness to help coworkers in completing their work in unusual situations,
2. **Civic virtue**, which is concerning the support of workers for administrative functions in the organization,
3. **Conscientiousness**, which is describe workers who carry out their duties and responsibilities more than what is expected,
4. **Courtesy**, which is behavior alleviates problems related to work faced by others,
5. **Sportsmanship**, which is describes the sportsmanship of a worker towards the organization.

Extra Role Behavior that has been applied by the apparatus when connected with five dimensions of Extra Role Behavior is as shown in Table 2.

**Table 2. Analysis of the Five Dimensions of Extra Role Behavior**

<table>
<thead>
<tr>
<th>No</th>
<th>Type of Innovation</th>
<th>Extra Role</th>
<th>Extra Role Dimension</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Service Process</td>
<td>The parking attendant shows the direction of the road to the elderly to get to the elderly's special registration machine</td>
<td>Civic virtue, Conscientiousness, Courtesy, Sportsmanship</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cleaning service, ambulance driver security guard helps the apparatus registration section by helping the elderly push the registration machine button.</td>
<td>Altruism, Civic virtue, Conscientiousness, Courtesy</td>
</tr>
<tr>
<td>2</td>
<td>Service Product</td>
<td>Parking attendants as the earliest officers to meet the elderly must be extra smile, friendly, patient, and respect the elderly.</td>
<td>Conscientiousness, Courtesy, Sportsmanship</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Security guards as the earliest officers who meet with the elderly must be extra smile, friendly, patient, and respect the elderly.</td>
<td>Conscientiousness, Courtesy, Sportsmanship</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Doctors and nurses must patiently answer elderly questions.</td>
<td>Civic virtue, Conscientiousness, Courtesy, Sportsmanship</td>
</tr>
<tr>
<td>3</td>
<td>Service Method</td>
<td>Security guards must help elderly people to a special room provided for the elderly</td>
<td>Conscientiousness, Sportsmanship</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nurses must take the elderly from the waiting room, doctor's consultation room, pharmacy, to the parking lot.</td>
<td>Altruism, Conscientiousness, Courtesy, Sportsmanship</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nurses assist with assignments in pharmacies and laboratories for all elderly</td>
<td>Altruism, Conscientiousness, Civic virtue, Sportsmanship</td>
</tr>
</tbody>
</table>
4. CONCLUSION

Innovation "Santun Lansia" implemented by the community health center in the context of providing services to the elderly has made the authorities carry out extra role behavior in carrying out their duties. There was no difference in extra roles between officials in large, medium-sized city and small-town health centers. All officers apply extra role behavior including aspects of Altruism, Civic virtue, Conscientiousness, Courtesy and Sportsmanship.

ACKNOWLEDGEMENT

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PUBLIC SERVICE INNOVATION CHALLENGES AND STRATEGIES:
CONTEXT IN INDONESIA

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ABSTRACT

Many public service innovations have been successfully created, and almost all of the existing innovations have to do with speed, improvement, and also with a good information technology system. However, not all of these innovations can be applied well. Based on the results of an evaluation of the growth and development of innovation in government agencies only about 30-40% can be applied properly. The purpose of this study is to identify what obstacles are hampering the application of public service innovation in Indonesia, by studying several cases of failure in the application of public service innovation. This study uses a qualitative approach with documentary studies by collecting information from books, journals, scientific works, the internet, publications from agencies, and other sources. With the documents available, this technique makes it possible to take a broad research scope. The results of the study are in the form of identifying the most potential obstacles and challenges in the application of public service innovation so that it can be considered to formulate a solution to the failure of the application of public service innovation.

**Key words:** failure of innovation, public service, strategies.
ABSTRACT

UNESCO has established keris as the cultural heritage of Indonesia. As time goes by, the decreased demand of keris influenced the government in Special Region of Yogyakarta for making a policy that can increase the demand for keris, so that the welfare of the community will get better. Surat Edaran Nomor 3/SE/II/2017 about the use of traditional clothing every Kamis Pahing (Thursday Pahing) was released to answer the issue. Quantitative descriptive approach is used in this research. People at Banyusumurup village, Imogiri, Bantul is affected by the economic improvement and welfare.

Keywords: Kamis Pahing, Keris, Policy, Welfare

1. INTRODUCTION

UNESCO has established keris as the cultural heritage of Indonesia. However, the culture of keris began to fade away so that the government of Special Region of Yogyakarta (Daerah Istimewa Yogyakarta) requested for regulations regarding the use of keris in Javanese traditional clothing through the realm of education. The House of Representatives (Dewan Perwakilan Rakyat) enacted Undang-Undang No. 173 Tahun 2015 which stated all the civil servants and students in Yogyakarta have to wear Javanese traditional clothing every Kamis Pahing. Therefore, Surat Edaran Nomor 3/SE/II/2017 about the use of traditional clothing year 2017, was released as the follow-up. In that regulation is stated that the traditional clothes worn for male employees are surjan lurik, jarik, beskap and completed with keris.

The use of Yogyakarta traditional clothing is every 35 days or in Javanese is called as “selapan”. It is aimed for preserving ancestral culture, participating in the specialties of Yogyakarta, as well as improving the quality of keris craftsmen and their income. The policy has an impact on increasing demand for keris, and directly proportional to the community’s economy affecting all regions in Yogyakarta, especially Bantul.
2. RESEARCH METHODS

This research uses a quantitative descriptive approach. We used this method because we would like to measure the economic difference before and after this Kamis Pahing policy. It was done by looking at the production and income so as to improve the welfare of the craftsmen of keris.

3. FINDINGS AND DISCUSSIONS

The policy of using Javanese traditional clothing every Kamis Pahing in Yogyakarta has some well impacts, on cultural preservation, also improving the community’s economy as a keris craftsman in Banyusumurup village, Imogiri, Bantul, Yogyakarta. The economic improvement of the community was directly proportional of the welfare of the keris craftsman. We used the welfare theory according to Kolle for being a guide when plunging into Banyusumurup village. Based on the result of this research, keris craftsman reached quite good quality of welfare according to Kolle’s theory that could be seen from their houses which already meet the qualifications for habitation, and the proper access to information or social media.

After conducting intensive research for keris craftsmen in Banyusumurup Village, Imogiri, Bantul, Yogyakarta on the production of keris, we obtained the following data:

![Figure 1. Graph of Keris Production Level](image)

The keris craftsmen in the villages of Banyusumurup, Imogiri, Bantul, Yogyakarta number around 50 keris craftsmen and belong to the category of small and medium businesses. And the average production per week is 3-5 scores. In this study, we tested the hypothesis using the Student t test. Student t test is a comparative test to assess differences between certain values with the average
population group. Student t test is also called one sample t test or one sample t test because the t test here uses one sample.

From the data we obtained, we used the student t test formula to find t arithmetic, as follows:

$$t = \frac{\bar{x} - \mu_0}{s/\sqrt{n}}$$

Information:
- $t$: t count
- $\bar{x}$: sample average
- $\mu_0$: specific average or certain average (which is a comparison)
- $s$: standard deviation of the sample
- $n$: number of samples.

The results of the student t test indicate the value of t-count must be $> \text{from the t-table value. This means that the average of the second sample group (post-policy) is greater than the first sample group (pre-policy). So the negative sign is absolute or equal to 3.22. So it's $3.22 > 1.699$. Which means significant. From Thursday Pahing's policy, which was held by the local government, it can increase the production of Keris, especially in the village of Banyusumurup, Imogiri.}

**Paired Samples Correlations**

<table>
<thead>
<tr>
<th>Pair</th>
<th>Sebelum &amp; Sesudah</th>
<th>N</th>
<th>Correlation</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pair1</td>
<td></td>
<td>30</td>
<td>0.923</td>
<td>.000</td>
</tr>
</tbody>
</table>

**Table 1 T Test Results from SPSS**

From the results of the Paired Sample T-test above, sig 0.000 means that the correlation between pre and post policy is highly correlated (significant). That is, the portrait of the production and income of the keris production after the Thursday Pahing policy greatly increased the income of the keris craftsmen in Banyusumurup, Imogiri. Paired Sample T-test as the main data obtained by researchers in the field and processed statistically. In the results of the SPSS also shows the correlation (relationship) is 0.923 this means that there is a relationship before and after the policy Thursday, and the two things are very closely related. After Thursday's policy, Pahing's production increased.

**Paired Samples Test**

<table>
<thead>
<tr>
<th>Pair</th>
<th>Sebelum - Sesudah</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
<th>95% Confidence Interval of the Difference</th>
<th>Lower</th>
<th>Upper</th>
<th>t</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
</table>

**Table 2 T Test Results using SPSS**

The results of the paired sample T-test table showed that sig. (2-tailed) was 0.03 <0.05 which stated that Ho was rejected and Ha was accepted. 0.03 shows that the figure is significant and there is a difference between before and after the Thursday Pahing policy in the city of Yogyakarta. From the results of the SPSS, an average difference of 21 to production before and after the Thursday Pahing
policy. The difference ranged from 34,350 to 7.64 with a confidence level of 95%. The difference in the production of keris craftsmen is seen from the average before and after clearly felt. The average difference of 28,000 is equivalent to 2 kilograms of rice. This condition is certainly felt by keris craftsmen along with the increasing needs.

4. CONCLUSION

The policy of Kamis Pahing improved the welfare especially for keris craftsman in Banyusumurup village, Imogiri, Bantul, Yogyakarta. The higher number of keris production after the policy of Kamis Pahing by the average of Rp. 600,000,00 and the true hypothesis or Ha was accepted.

ACKNOWLEDGEMENT

Thank you to a lot of participant who have helped this research could be done. Thanks to the villagers of Banyusumurup, and our lecturers who guided researchers so well in this research report.

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FEDERALISM: “NEW MALAYSIA” AND HOPE FOR THE STATE OF KELANTAN

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ABSTRACT

Malaysia is a country that adopts the concept of federalism in the government administrative system. Since the formation of Malaysia in 1963, the 14\(^{th}\) General Election in 2018 has seen for the first time that the federal government's administration being taken over by a coalition of different parties. In light of this significant political changes in the Malaysian political landscape, the main objective of this article is to highlight the future of the relationship between the State Government of Kelantan and the Federal Government of Malaysia. As a state that is governed by a party which is different with the Federal Government, the main challenge for the State of Kelantan Government is to secure its interest and rights in the context of the federalism. The article will identify key issues arise between both governments that have yet to be resolved and to what extent that the issues has been addressed. This article will specifically refer to related documents including articles, journals, writings, speeches and references to communication between the State Government of Kelantan and the Federal Government of Malaysia.

Keywords: Policy; Federalism; Government.

1. INTRODUCTION

Federalism derives originally from the Latin term ‘foedus’ that can be interpreted as contract, compact, pact and agreement. In terms of administrative and political system, Federalism is a system of government that unites different states and each state has special autonomy to run its government. Therefore, in federalism it would be at least two layers of government namely the state government in the lower layers and the federal government in the upper layers.

Heinz (2018) points out that the concept of joint decision making has a close relationship with the study of federalism. It is a process for making policies and decisions at various levels. The process of joint decision making not only enhances the level of competence and narrows the focus of the policy formulation, but it will ensure that the resulting policy can be fully utilized by all parties involved. Further, in explaining federalism, Muller S. (2017) has concluded that there are two main concepts of administration in federalism which are self-rule and shared rule. Self-rule refers to the states authority for decision making and implementation. While for the shared rule, it refers to the 3 approach...
namely; i) Participation in decision making ii) Cooperation between units within the federation and iii) Delegation of powers from the federal government to a lower level government.

Based on a study by Ahmed (2016), as a political system, federalism sometimes faced with the challenges between the federal government and its affiliates, especially in having mutual consent in certain issues related to external relations, wealth distribution, financial management as well as local socio-economic development.

2. RESEARCH METHODS

This article is prepared by reference to written documents covering articles, journals, writings, speeches and references to any form of communication records that are directly related to the subject of this study.

3. FEDERAL SYSTEM IN MALAYSIA

Malaysia is a country formed by the concept of federalism. Based on the historical record, the basic concept of federalism began to practice in the 16th century involving the merger of nine districts that formed the state of Negeri Sembilan. As recorded in the history, all those 9 districts, which has its own autonomy, has agreed to centralize the administration to a newly formed institution known as Yang Di Pertuan Besar who is the head of the federal system in Negeri Sembilan.

With regard to post-colonial era, prior to the establishment of the Federation of Malaysia in 1963, there Federation of Malaya (consisting of 9 Malays States in Peninsular Malaysia) had acquired independence in 1957.

As a federation, all States which are members of the Federation (Malaysia) have been bound by a form of written consent which is the supreme law of the Federation of Malaysia which is the Federal Constitution.

In explaining this, Loh (2010) has stated that there some issues that can be associated to the implementation of federal system in Malaysia namely; 1) Inequality in Federal Constitution designs which favour the Federal Government, 2) The non-dynamical political process over a long period of time that has made Malaysia being governed by one dominant party only; Barisan Nasional, 3) The implementation of the New Economic Policy (NEP) further empower the Federal Government to the economic sector through the existence of various statutory bodies and government-linked companies established throughout the implementation of this policy.

3.1 New Malaysia and Kelantan

On 18th October 2018, to demonstrate the commitment of the Federal Government in implementing balanced regional development, the Prime Minister of Malaysia when presenting the Mid-Term Review of the 11th Malaysia Plan (11MP) 2016-2020 has announced that among the Federal Government's priorities is to strengthen regional economic development and streamline development planning at national, provincial and state levels. Subsequently, on 1 January 2019, the Prime Minister's Department announced the appointment of the Minister of Economic Affairs, as Chairman
of a committee known as Kelantan State Action Council. The council will be the platform for policy coordination on the planning, monitoring and tracking of the implementation of development policies and programs or projects as well as the initiatives provided by the Federal Government at the state level.

However, in a wider context, after almost 2 years in charge of the federal government, there are still few major which is still remain unresolved. In addition to the petroleum royalty issue, there are a number of other issues that need to be addressed in more detail such as implementation affordable housing, provision of basic infrastructure facilities and public investment initiatives such as roads, airports and ports that will provide significant impacts to the state socioeconomic development.

4. CONCLUSION & WAY FORWARD

The success of the federal system can only be achieved with strong political will and determinations from the ruling parties at the federal or state level. The mandate gained through general elections should be the source of power for both governments to establish strategic partnership that will ultimately benefit both the nation and its people regardless of rigid political agenda.

REFERENCES


THE CHALLENGES OF STRUCTURAL QUALITY FOR POLICY IMPLEMENTATION IN PUBLIC PRESCHOOLS: A SYSTEMATIC REVIEW

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ABSTRACT

The benefits of quality early childhood experiences are indisputable, which have urged many countries worldwide to prioritize preschool program on their national plan, targeted at pursuing quality preschool agenda. This review paper aims to examine challenges of structural quality for policy implementation in public preschools. The study is based on systematic literature review on policy implementation of preschool programs worldwide. The paper goes on to analyze the common challenges faced in putting structural quality into effect for policy implementation in public preschools. Keywords searches were conducted using Scopus, Web of Science and Google Scholar databases. The review adopted PRISMA (Preferred Reporting Items for Systematic reviews and Meta Analyses) Statement approach, and thematic analysis was employed to analyse the research papers. The main findings showed that preschool education programs in most countries are conducted by multiple agencies, resulting in quality variations of service provided. Findings related to the challenges of structural quality for policy implementation in public preschools include a wide range of policy aims; a combination of public and private funding; a complex governance and management system with a mix of national and state involvement; a persistent fragmented structural and organizational aspects between ECCE and primary schooling; as well as variation in regulation and quality assurance of ECCE services. The paper concludes that the neglection and undermining of structural quality aspects of preschool education as one of the future research gaps in the policy implementation of public preschools. While a combination views from both parents as consumers or demand side, and governmental agencies providing preschool education or supply side, is another research gap identified.

Keywords: Early childhood care and education; preschool education; policy implementation; structural quality; Systematic Literature Review
1. INTRODUCTION

The benefits of quality early childhood experiences are indisputable, as studies have increasingly shown the positive result of high quality early childhood care and education (ECCE) on child outcomes (Duncan & Magnuson, 2013; Bakken, Brown & Downing, 2017). These benefits have urged many countries around the world in the recent years to prioritize preschool programs on their national plan, targeted at pursuing quality preschool agenda (Duncan, Magnuson & Murnane, 2016; Hu et al, 2016; Li, Yang & Chen, 2016).

The first problem to be addressed in this paper is that quality discrepancies exist due to variation of preschool programs offered, as a result of multiple policy implementation approaches (Brinkman et al, 2017; Boon, 2010; Hartman et al, 2016; Li, Yang & Chen, 2016; Slot et al, 2015; Smidt, 2018; Tan, 2017). In addition to the first problem, focus will be given to understand the challenges faced in putting structural quality of preschool programs into effect for policy implementation. Efforts have been directed towards uplifting the process quality of preschools, instead of structural quality (Hu et al, 2016; Mustafa & Azman, 2013; Hu et al, 2017; Slot et al, 2018). Thus, the area of policy implementation of structural quality in public preschools is being undermined and result in neglection.

Structural quality is not really a neo-technology i.e. the new technique or technology, but it is an alternative approach or view in looking at the quality aspect of preschool programs, particularly given the limited means. Instead of focusing on process quality, which varies vastly due to its dynamic nature, emphasis should be given to structural quality that can be conveniently regulated by policy. Structural quality involves the distal and regulatable factors, such as child-staff ratios, group size as well staff training and education (Duncan & Magnuson, 2013; Duncan, Magnuson & Murnane, 2016; Harrist, Thompson & Norris, 2007). On the contrary, process quality concerns more of the proximal processes of children’s daily experiences which involves the social, emotional, physical, and instructional aspects of teacher-child and peer interactions while being in the childcare settings (Duncan & Magnuson, 2013; Duncan, Magnuson & Murnane, 2016; Harrist, Thompson & Norris, 2007).

This review paper is intended to understand the worldwide practice of policy implementation regarding structural quality in public preschools. Its central aim is to examine challenges in policy implementation of structural quality in public preschool. Therefore, the central research question for this paper is ‘What are the challenges faced worldwide in putting structural quality of preschool program into effect for policy implementation?’

2. RESEARCH METHOD

This paper is based solely on reviews from the systematic literature review. A couple of methods were used to collect and analyze the literature. First, research on two databases, namely Scopus and Web of Science, were examined. The search was done on research articles that were published from 2005 onwards, and that described policies related to structural quality of preschool program. The keywords used in the search include: (a) structural quality, (b) preschool, kindergarten, early childhood care and education, as well as (c) policies, governance, regulation, rules and legislation.
Second, research was conducted using Google Scholar search engine. The same terms used for the database search was used in the search engine as well.

The review was guided by the PRISMA Statement (Preferred Reporting Items for Systematic reviews and Meta-Analyses). This PRISMA Statement allows for rigorous search of terms related to policy implementation of preschool programs worldwide reviews. The methodology can be used for summarizing challenges faced in putting structural quality into effect for policy implementation in public preschools. Thematic analysis was later employed to analyse the relevant research papers.

3. FINDINGS AND DISCUSSIONS

3.1 Worldwide policy implementation of public preschools

Studies worldwide revealed that preschool education programs in many of the countries are conducted by multiple agencies, resulting in quality variations of the service provided. In the United States for example, preschool programs are provided at multiple levels of government’s involvement (federal, state, and sometimes local) (Hartman et al, 2016). And these programs are largely decentralized, with primary responsibility lies at the state level, rather than federal (Hartman et al, 2016). Each program is guided by specific goals about service provision and target population. Thus, program differences exist in the aspects of program design, community involvement, human resources, staff training, and quality assurance (Hartman et al, 2016). Denmark goes down even further, whereby the preschool programs provision are put under the obligation of municipalities or local level. Denmark has ninetyeight municipalities, with each offering different types of preschool program (Slot et al, 2015; Slot et al, 2018). Though preschools in Denmark are publicly funded, ironically, these programs are not even regulated at the state level (Slot et al, 2015; Slot et al, 2018). Almost similar to the United States, preschool programs in Austria are regulated at nine Austrian federal states. Due to that, there is no uniform level of legislation regarding preschool education in Austria (Smidt, 2018).

In the context of Asia, in China for instance, majority of preschool programs are funded by private sector, while public preschools are funded by variety of public agencies (Hu et al, 2016; Li, Yang & Chen, 2016; Hu et al, 2017). However, studies found that public preschools in China are of higher quality than the private ones due to its superior policies (Hu et al, 2016; Li, Yang & Chen, 2016; Hu et al, 2017). Preschool programs in Singapore on the other hand, are funded predominantly by private sector including community organizations, religious groups, as well as social and business entities (Tan, 2017). Singaporean government focuses only on the regulatory role, leaving the provision of preschool education to private sector (Tan, 2017). Indonesia is quite similar to the United States, whereby it has a variety of preschool programs with different purposes and are administered by multiple ministries (Brinkman et al, 2017). The two main ones are kindergarten and playgroup under the authority of the Ministry of Education and Culture (Brinkman et al, 2017). However, surprisingly, Indonesia is found to be among the countries with a standard national policy on structural aspects (Brinkman et al, 2017).

Preschool education in Malaysia is similar to China, with both public and private sectors providing the service (Mustafa & Azman, 2013). Public preschools that mainly focus on social obligation functions, are funded by both federal and state government (Boon, 2010). In contrast, private-run
centres are geared towards profit making orientation without neglecting the main objective of providing quality preschool education (Mustafa & Azman, 2013). State funded preschools basically are run by the State Islamic Religious Department (Boon, 2010; Mustafa & Azman, 2013). While federal funded preschool program is being provided by three different agencies, namely Ministry of Education (MoE); Department of Community Development, Ministry of Rural Development (local acronym is KEMAS); as well as Department of National Unity and Integration, Prime Minister’s Department (local acronym is JPNIN) (Boon, 2010; Mustafa & Azman, 2013). In the last two decades, preschool institutions including those of state funded as well as private and NGO-run have mushrooming nationwide (Mustafa & Azman, 2013). Preschools operated by these providers complement the federal government’s effort in providing quality education to children aged four to six years old, especially for parents who can afford to pay for the service (Mustafa & Azman, 2013).

3.2  Challenges of structural quality for policy implementation in public preschools

It has been a constant challenge to set a standard for structural quality of preschool program because there are many factors that form barriers towards the implementation of it. The issues such as a wide range of policy aims; a combination of public and private funding; a complex governance and management system with a mix of national and state involvement; a persistent fragmented structural and organizational aspects between ECCE and primary schooling; as well as variation in regulation and quality assurance of ECCE services, have always been discussed globally. ECCE policy and systems vary widely across countries; each is established to fulfil different and various aims. For some countries, the main objective may be to ensure school readiness and support children’s well-being, healthy socio-emotional development and their sense of citizenship (Hartman et al, 2016). For others, it may be to facilitate working parents, or to cultivate cultural values and community integration (Duncan & Magnuson, 2013; Bakken, Brown & Downing, 2017). This implies that ECCE policy is set to meet a range of social, economic, educational, and political needs of an individual country. These differing goals also mean that the early childhood system may be focused on achieving different outcomes for children. It is common for ECCE to have multiple policy aims as it reveals the potential value and impact of quality, but they can occasionally compete or conflict with each other.

Generally, the funding of ECCE program involves a combination of public and private sectors’ effort (Hu et al, 2016; Li, Yang & Chen, 2016; Hu et al, 2017); thus, it would have an impact on the aspect of accessibility, sustainability and viability of the sector. It is a challenge for countries worldwide to secure adequate funding for a high quality, yet affordable and accessible ECCE system. Adding to the complexity of the funding mechanism is the existence of the multiple organizations, as there is usually a mix of private, voluntary and public ECCE providers (Brinkman et al, 2017). This situation often leads to a wide array of provider types and service delivery models, with different staffing, curricula and regulatory requirements. Even though this scenario provides alternative and options for parents, but it can also lead to variation in provision and quality for children.

In most countries worldwide, the governance and management system of preschool program are rather complex, with responsibilities distributed between different levels in the system (Slot et al, 2015; Slot et al, 2018; Smidt, 2018). Across the globe, there is a mix of national and regional or local level governance as well as between a range of national agencies or ministries in managing the ECCE system (Slot et al, 2015; Hartman et al, 2016; Hu et al, 2016; Li, Yang & Chen, 2016;
Brinkman et al, 2017; Hu et al, 2017; Slot et al, 2018; Smidt, 2018). This does not only impose challenges to ensure effective communication, clarity of roles and responsibilities, as well as effective coordination and integration, but essentially to ensure the governance and management system that supports the development of a coherent early childhood education and care system (Boon, 2010). It also implies the need for collaboration between different agencies (Boon, 2010).

Expanding on that, there is also a persistent fragmented structural and organizational aspects between ECCE and primary schooling, which suggest the absence of system coherence within ECCE, and between ECCE and primary schooling (Hartman et al, 2016). Studies found an equal ratio of unitary and split system of ECCE programs among the OECD countries (Duncan et al, 2016), implicitly implying that though some countries are trying to work towards a more coherent and integrated ECCE system, but there still exist countries with split ECCE provision settings. However, it is observed globally that national level governance increases as provision moves towards the pre-primary year and transition to the schooling system (Slot et al, 2015; Hartman et al, 2016; Slot et al, 2018; Smidt, 2018), with very few countries have secured a full structural and systemic integration of ECCE with later phases of education (Hartman et al, 2016). This also implies that ECCE has gradually becoming an established government responsibility to integrate all levels of education (Brinkman et al, 2017).

Regulation and quality assurance of ECCE services are utilized differentially to verify standard of an improved and sound quality assurance system. In general, governments worldwide aim to deliver high quality ECCE and recognize the need for greater regulation in order to achieve this (Slot et al, 2015; Hartman et al, 2016; Hu et al, 2016; Brinkman et al, 2017; Hu et al, 2017; Slot et al, 2018; Smidt, 2018). Majority countries manage their ECCE services, with regulatory obligations being distributed among national and local agencies (Slot et al, 2015; Hartman et al, 2016; Hu et al, 2016; Brinkman et al, 2017; Hu et al, 2017; Slot et al, 2018; Smidt, 2018), demonstrating the need to guarantee all ECCE services satisfy minimal standards provision. Some countries seem to manage better, and some aspects of service delivery are more controlled than others, with health and safety in service delivery, and securing child protection being the most regulated aspects (Slot et al, 2015; Hartman et al, 2016; Hu et al, 2016; Brinkman et al, 2017; Hu et al, 2017; Slot et al, 2018; Smidt, 2018). This suggests that the mechanism of accreditation is underutilized as compared to inspection when it comes to quality assurance aspect; although in majority of the countries, the two complement each other.

4. CONCLUSION

The findings led me to draw conclusions about the similarity most countries worldwide have regarding the variations in preschool quality that happen due to multiple policy implementation approaches. Another conclusion that was drawn from this review paper is that challenges that have hindered most countries in embracing the new approach or view of setting a standard structural quality preschool program should be given due policy emphasis.
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COMMUNICATION ESSENTIALS:
UNCOVERING THE IMPORTANCE OF TEAM COMMUNICATION ON SEARCH AND RESCUE (SAR) TEAM PERFORMANCE IN MALAYSIA

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ABSTRACT

This study aims to investigate the Fire & Rescue Departments Malaysia (FRDM) work processes in the search and rescue (SAR) mission. Most often, the SAR mission coping strictly with time, where the first 72 hours of the mission are the most critical period. Thus, clear communication within the team to plan and execute the strategies are vital as they deal with human lives. The study intends to conduct two phases of data collection, namely a survey on team members, and interview session with selected team to further understand the issues within the SAR’s team. Data will be analysed using Statistical Package for Social Sciences (SPSS) and partial least square analysis using SmartPLS. The result of this study may implicate the FRDM teamwork processes, as well as the development of an analytical framework that assists the virtual team in enhancing their performance.

Keywords: team communication, team leadership, team trust, virtual team performance, team performance, public sector

1. INTRODUCTION

Search and Rescue (SAR) teams are the frontliners of rescue missions. The teams consist of individuals who have necessary skills and knowledge to find persons in distress situation such as natural disaster, mountains or deserts rescues (Zailan et al., 2013). The main challenges of SAR mission include poor usage of communication technology, weak information sharing between SAR agencies, poor information management, and lack improvement of the SAR processes for future
endeavours. Many scholars have highlighted that SAR prominent problems lies on poor communication, vis-à-vis how the message conveyed to the SAR team (Novianti, 2010; Zailan et al., 2013; Suhaimi et al., 2014; Ochoa & Santos, 2015; International Maritime Rescue, 2016; Juneza, 2016).

Different countries employed a different type of SAR such as the usage of dogs, remote sensing system, devices, and most recently, robots. In Malaysia, the SAR operation is orchestrated under the National Security Council Directive No.19 and Directive No.20, to perform a search that is beyond the faculty of local agencies. Such directives are disaster management efforts directed to coordinate collective effort in finding and saving lives. In this context, disaster management is essential to plan, organise, leading, motivating, communicating, decision making, and controlling, so the team pursue the same objectives (Daniel, 2018). It is fascinating to note that the first 72 hours are the most critical time for SAR teams to act after the disaster happens, since the risk to lose lives on the following hours will Double Up (Suhaimi Et Al., 2014).

One of the essential component of SAR missions is team communication. In the context of SAR, communication is defined as “...the success transfer of information – instructions, reports, questions and suggestions – without delay, misunderstanding, repetition or omission, so that all who need that information acquire it rapidly and understand it fully” (The International Maritime Rescue, 2016). The communication process includes target personnel alerted, know their parts, play their roles, asking the correct questions and suggestion, and report the status. A champion SAR team depends on clear transmitted communication (usually via technologies). It is crucial how a leader reacts to a problematic situation the team face and how instructions are communicated to his team (Suhaimi et al., 2014). Besides, excellent communication must consist of clarity and trust, aims in reducing communication overload and minimising the time lost, avoid jargons, and ensuring a responsive team (International Maritime Rescue, 2016).

2. OBJECTIVES OF STUDY

1. To examine the direct relationship between team communication and SAR team performance.

2. To examine the indirect relationship between team communication and SAR team performance via the mediating role of team trust.

3. PROPOSED CONCEPTUAL FRAMEWORK

Figure 1 depicts the conceptual framework of this study. This study in intended to be done at selected Fire & Rescue Departments of Malaysia (FRDM).

Team trust affects team performance because the former produces quality interactions to pursue team goals. Team trust is the extent to which team members trust each other in communicating ideas and information, and also in valuing, seeking, and giving each other constructive feedback. Team trust relates to a shared perception that team members are willing to take action for the benefit of the team (Kalisch et al., 2010, Kalisch & Schoville, 2012).
The strength of trust that team members have will create a comfortable working environment for them, which in turn, will elevate performance. When team members trust each other, team tasks will be easier to manage and team members will be more driven to accomplish team goals (Gill, Boies, Finegan, & McNally, 2005).

Den Hartog (2003) suggested that team members’ trust is linked to motivation to cooperate and is significant to performance behaviors. Further, Costa (2003) advocated that in work teams, trust often produces favorable outcomes and is viewed as a positive psychological state that is needed to deal with the uncertainties and vulnerability in handling team tasks (Costa, 2003). In most cases, team trust will enhance team cooperation, thus will elevate its importance to working relationships (Gill et al., 2005). Team trust is not easy to establish, even more when the team membership is fluid and always changing, and the teams are challenged with conflicting issues (Tannenbaum et al., 2012). Trust affects team relationships regardless whether the team is a virtual team or a conventional face-to-face team. In other words, team trust can be developed if the team works in proximity or at a distance. Likewise, team trust will occur either when teams operate virtually via technology or via conventional face-to-face methods (Arnison & Miller, 2002).

Therefore, with the above arguments, the study is interested in investigating the FRDM as an action team, in terms of its work processes in the SAR mission. We propose the following propositions:

**Proposition 1:** There is direct relationship between team communication and SAR team performance.

**Proposition 2:** There is an indirect relationship between team communication and SAR team performance via the mediating role of team trust.

4. **PROPOSED METHODOLOGY**

The study intends to conduct two phases of data collection, namely a survey on team members, and interview session with selected team to further understand the issues within the teams. Data will be analysed using Statistical Package for Social Sciences (SPSS) and partial least square analysis using SmartPLS 3.0.
5. CONCLUSION

Based on extant literature on virtual team performance, the study aims to investigate the linkage between relational boundary, team trust and virtual team performance. In line with the rapid development of teamworking through technological methods, it is interesting to know the effect of these factors on the way teams function. Team members must be able to respond to the demands of the industry, thus, they must always be creative and innovative in managing team work. Given this fact, virtual team work is an effective work strategy to accommodate the fluidity and mobility of team memberships, while making sure that team objectives are achieved.

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availability during urban search and rescue activities. Information Fusion, 22, 71-84.
STRENGTHENING COLLABORATIVE GOVERNANCE IN PROMOTING INCLUSIVE EMPLOYMENT: COMPARATIVE STUDY BETWEEN INDONESIA AND MALAYSIA

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ABSTRACT

As people with disabilities face social exclusion including in the workforce, individuals, government, and society need to promote inclusive employment. This study aims to provide comparative study on collaborative governance on inclusive employment between Indonesia and Malaysia. This research applied mixed method, combination between quantitative and qualitative approaches, in obtaining complete information from the field. Both approaches has conducted in Indonesia by collecting information from quantitative analysis followed with the qualitative one. However, in Malaysia, documentations of secondary sources provided with the fruitful information for the research. Data collected from the field were interpreted descriptively for the analysis. The data shown that several parties in both Indonesia and Malaysia have collaborated in promoting inclusive employment. Both governments have implemented policies to encourage people with disabilities participation in the labour market though they have not effective yet. Lack of integrated programs among stakeholders have become the main hindrances of promoting inclusive employment.

Keywords: inclusive, employment, governance, disability

1. INTRODUCTION

In Southeast Asia, similar to other regions in the world, people with disabilities (PWDs) tends to be excluded from society, including on the workforce. This situation creates issues on the well-being of them. In Indonesia, PWDs only get 64.9 percent to lesser, depends on the level of disabilities, the change to work compared to nondisabled person (Adioetomo, 2014). Also, in Malaysia, they earn RM 800 or only 40 percent salary of normal worker who get about RM 2000 a month (Khoo, et.al. 2013).
Active participation of PWDs in the workforce needs to be endorsed as social exclusion occurs when individual unable to participate in the social life due to capability deprivation (Sen, 2000, Neville, 2007). Social exclusion can be constitutively a part of capability deprivation as well as instrumentally a cause of diverse capability failures (Sen, 2000). To enable them integrating with the workforce better, individuals, government, society can improve the quality of life, feelings of self-worth and self-assurance, of PWD through inclusion policies for better performance and creativity.

The available research indicates that people with disability who are given fair job opportunities are able to perform well and contribute meaningfully towards the organisations’ productivity (Abidi et al, 2006). However, the data also shows that the proportion of people with disability who have access to job opportunities is lower in comparison to people without disability (Kruse & Schur, 2003; Stapleton & Burkhauser, 2003; Yelln & Trupin, 2003; Schur et al, 2009). Similarly, in Malaysia, the proportion of people with disabilities in the workforce is significantly lower than that of people without disability (Ta & Leng, 2013).

In this study, the researcher would argue that inclusive employment that can enhance individual capability is a way to combat social exclusion. To do so, collaborative governance that involve active roles of government agencies, private business, community and non-governmental organization are significant to raise the capability of disabled people as the employees and benefits of employers (government or industries). The output of this study is a comparative analysis of collaborative governance that can be implemented by government agencies, private sectors, civil society organizations and people with disability in promoting inclusive employment in Indonesia and Malaysia. Another output is article presented in international conference and published in indexed international journal.

2. RESEARCH METHODS

2.1 Research Approach

This research employed qualitative research method. Qualitative method provided multiple perspectives and complete understandings from all stakeholders. Furthermore, it was able to gather detailed and valid data in examining the government roles and policies, private sectors policies and community including people with disabilities’ supports to promote inclusive employment in Indonesia and Malaysia

2.2 Time and Place of Research

This research has been conducted since April 2019 and taking place in Yogyakarta (Indonesia) and Kuala Lumpur (Malaysia) as both places have higher number of PWDs in these neighbouring countries.

2.3 Data Type

Data collected from this research consisted of primary and secondary sources. Primary data collected from depth interview, focus group discussion and observation in the workplace of people with disabilities either in the public sector or private sectors. And, the secondary one gathered from
information and documentation about the infrastructures of the rehabilitation centres which supported the research findings.

2.4 Data Collection Techniques

The depth interview and focus group discussion are qualitative method to get more information from people with disability regarding the inclusive employment and their job satisfaction, problems and skills needed. The FGD obtained data from government agencies, private business, non-governmental organization and community organizations regarding their views and practices on inclusive employment provision in Indonesia. Qualitative data in Malaysia was collected through secondary sources provided by government report on Malaysian Population Census which uses Washington Group of disability measurement (WG), Malaysian’s government documents and several articles on employment research.

2.5 Data Analysis Technique

This research applied descriptive analysis to the data, especially for the qualitative approach. The interactive model of Miles and Huberman were employed which consisted of data reduction, data display and conclusion drawing to examine the inclusive employment policies in both Indonesia and Malaysia.

3. FINDINGS AND DISCUSSIONS

3.1 Description of People with Disabilities in Indonesia and Malaysia

Based on Indonesian Inter Census Population Survey (Survey Penduduk Antar Sensus/SUPAS, 2015), it is about 8.56 % of the Indonesian population or about 22 millions have any form of disability. Further, the population of the working age of the national disability is 21,930,529 and about 414,222 are unemployed (Survey Tenaga Kerja Nasional/the National Labor Force Survey, 2017). Meanwhile in Yogyakarta (DIY) the number of persons with disabilities in DIY reached more than 29 thousand people with the largest number in Gunungkidul Regency, followed by Sleman and Bantul. Most of people with disabilities are those who are over 18 years old or productive age.

Meanwhile in Malaysia, Department of Social Welfare statistics report (2018) revealed that, currently there are 468,520 persons with disabilities registered with the department. These amount of PWDs are further categorized into 162,823 (34.75%) learning disabilities, 165,533 (35.33%) physical disabilities, 41,839 (8.93%) visual impairment, 35,097 (7.50%) hearing impairment, 38,864 (8.29%) mental disorder, 21,921 (4.67%) multiple disabilities, and 2,443 (0.53%) speech impairment (Manaf, et.al, 2018).

3.2 Discussion

To provide the employment for people with disabilities, the government of both Indonesia and Malaysia have collaborated with private sectors, non-governmental organizations and disability communities. A number of agreement and activities have been provided in promoting inclusive employment for people with disabilities. Based on Ansell and Gash (2007), the researchers develop hybrid collaborative governance in providing employment by dividing into three main stages: 1)
starting condition; 2) collaboration process; and 3) collaboration output. The policy implementation, education for PWDs and stakeholders capability assessment are three main factors in those collaboration stage for promoting inclusive employment.

In Indonesia, the government has launched quota policy for public institutions (2%) and private sectors (1%) to hiring disability workers based on Law No 8/2016 on Disability as the revision of Law No 4/1997. Even, in Yogyakarta this disability law has been developed into Regional Regulation No 4/2012 on The Fulfillment of People with Disabilities’ needs. The quota policy, however, have not been implemented well due to negative assumptions on disabled workers. Many public and private industries assumes that employing workers with disabilities will lead to high cost and minimum work output (Sneider, 2015).

Regarding the quota policy, Malaysia Government has also implement quota policy for hiring workers with disabilities based on PWD Act 2008 and National Plan of Actions for People with Disability 2016-2022. Similar to Indonesia, this quota policy has not implemented effectively. Indonesian government gives award for private businesses that employ disabled workers while Malaysian Government provide several incentives for private industries to hire PWDs. These incentives are double tax deductions (income tax act 1967), double deduction for expenditure incurred in training any disabled person who is not an employee of the company with the aim of enhancing prospects of employment and exemption from sales tax for supporting equipment or assistive devices classified as medical & educational equipment (Department of Social Welfare, 2019).

In terms of need assessment, both Indonesian and Malaysian government have attempted to conduct earlier research before providing trainings and funds for people with disabilities proposals. In Yogyakarta Indonesia, the people with disabilities community propose proposal to the Social Ministry agent to get fund or trainings such as cooking and embroidery skill trainings for opening small business. The need assessment in Indonesia, however, is not based on individually to gather deep understanding on the potential of each person with disability. Moreover, many trainings and rehabilitation are not relevant to the job market. Therefore after graduating from the rehabilitation center, PWDs are still find difficulties in finding jobs.

Malaysia is better than Indonesia in providing after care services. The Malaysian government implement job placement program to distribute graduated PWDs in finding proper jobs. Job placement is part of Job Coach program in Malaysia. Job Coaching refers to training and related support given to disabled employees by Job Coaches to help them learn and perform job tasks as well as interpersonal skills necessary to be accepted as workers and to enable them stay on their employment. Job Coaches also help employers and other employees in understanding disabilities and the needs of disabled employees. The role of Job Coach is to be a bridge or intermediary to connect PWDs and companies by providing support for both throughout the process of employment (Ogawa et al., 2012. The implementation of Job Coach Program has shown significant improvement in retaining PWDs in work place and will be considered as an important tool in the process of social inclusion for PWDs in Malaysia (Pathmanathan, 2014). In brief, it is an impactful intervention used to address typical work related issues of PWDs.

In Malaysia, there are several parties for promoting inclusive employment: 1) Ministry of Women, Family and Community Development (KPWKM); 2) Department of Social Welfare (JKM); 3)
Department of PWD’s Development (JPOKU); 4) Division of PWDs Career Development (BPKOKU); 5) Ministry of Human Resources (MOHR); 6) the Department of Civil Service (JPA). JKM, JPOKU and BPKOKU are under the Ministry of Women, Family and Community Development. The Department of PWD Development (JPOKU) was one of the 14 entities under JKM that managed the facilities and services for PWDs. The PWD career development (BPKOKU) is a division under JPOKU. BPKOKU carried out five key functions: the planning of PWD career development in the public sector; monitoring the achievement of the 1 per cent policy in the public sector; implementing job coach and DET programs and providing other programs to encourage PWD participation in the open market (Othman, 2013). MOHR administered the country’s overall human capital management for employers and employees in the private sector.

In Indonesia, the stakeholders for inclusive employment governance are similar to Malaysia. The Indonesian Ministry of Social Affairs is the main actor to provide equal opportunity for PWDs in gaining education and vocational rehabilitation and other social services while Ministry of Labour and Transmigration is in charge for providing job opportunity including job fairs and placement. However, the governments programs are not well organized in which there are several duplicated programs among these ministries agencies. As a result, the targets for rehabilitation programs and trainings are often not accurate and merely for spending the government budget. The monitor and evaluation process is not maintained regularly. The role of non-governmental organization and community organization in Indonesia is important to raise community awareness on disability issues including equal job opportunity. Yayasan Saujana, the founding of Kerjabilitas, is one of NGO that concerns in providing online services for PWDs in obtaining jobs. Kerjabilitas links the disabled job seekers and industries and providing training in collaboration with rehabilitation center as well.

4. CONCLUSION

In conclusion, both Indonesia and Malaysia have promoted inclusive employment for people with disabilities though there are several internal and external hindrances. Both government have implemented policies for encouraging public and private sectors to employ disability workers. However, there should be more integrated programs and education or vocational trainings given to community including people with disabilities to involve in the job market.

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REFERENCES


THE SIGNIFICANCE OF WORKPLACE ENVIRONMENT AND ORGANIZATIONAL SUPPORT ON TEACHERS’ MOTIVATION

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ABSTRACT

Teachers are the frontliners of our education system and their dedication and hard work ensures the effectiveness of teaching and learning inside and outside the classroom. The performance of teachers are directly linked to their motivation. The motivation levels are different for each teacher, but when they are highly motivated they will give their best and this will increase institutional performance. Nevertheless, studies have shown that teachers are struggling to maintain their level of motivation due to unsupportive environment and heavy workload. Besides that, the government introduces new system continuously and the new system has caused an increase in teachers’ teaching and administrative workload. Therefore, this study aimed to examine the relationship between workplace environment, organizational support, and teachers’ motivation.

Keywords: motivation, workplace environment, empowerment, superior support, colleagues support

1. INTRODUCTION

Workplace environment is defined as the processes, systems, structures, tools, or conditions in the workplace that impact individual performance. Workplace environment also consists of policies, rules and regulations, culture, resources, working relationships, internal and external environments factors. Moreover, a proper workplace environment insists in reducing the number of absenteeism among teachers. Besides work environment, teachers' motivation was also related to organizational support. Organizational support in this study consisted of colleagues support and superior support. Colleague support are team members' willingness to help one another in performing daily tasks and in handling upsetting and threatening situations to create healthy environments in the workplace. Colleague support is a key contribution to teachers’ motivation. In an environment where colleague support is high, teachers are able to discuss ideas more openly and honestly and there is a positive relationship to job motivation. In addition, superiors' support plays a crucial role in ensuring teachers' motivation. Superior support refers to teachers’ perception of how much their superior value their efforts, concerned about their welfare and gives them the support they need. Teachers who receive
sufficient support from their superiors during working hours will perceive equity. If teachers feel that they are fairly treated and supported by their superiors, this may lead to an increase level of motivation and job performance.

Based on the above arguments, the hypotheses of this study are as the following:

Hypothesis 1: There is a significant relationship between workplace environment and teachers' motivation.

Hypothesis 2: There is a significant relationship between colleagues support and teachers' motivation.

Hypothesis 3: There is a significant relationship between superior support and teachers' motivation.

Data were collected using quantitative method. Questionnaires were distributed to 210 secondary school teachers, and the questionnaire consisted of 4 sections; respondents' demographic, workplace environment, colleague support, and superiors' support. The sampling technique used was purposive sampling. Data were analyzed using Statistical Packages for the Social Sciences (SPSS) Version 24. Results indicated that there is a significant relationship between workplace environment and teachers’ motivation ($r = 0.756, p<0.05$), colleagues support and teachers' motivation ($r = 0.693, p<0.05$) superiors’ support and teachers’ motivation ($r = 0.686, p<0.05$). All three variables were proven important and significant to teachers’ performance.
AN OVERVIEW OF THE IMPORTANCE TO PRESERVE URBAN GREEN SPACES

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ABSTRACT

Urban green spaces such as recreational parks and sports fields, just as woods and natural meadows, wetlands or different environments, represent a central segment of any urban biological system. Urban green territories encourage physical movement and unwinding, and structure a shelter from disruption where trees can produce more oxygen, and indirectly help to channel out unsafe air contamination such as airborne particulate matter. Urban parks and gardens have a vital role in cooling urban areas, and furthermore give safe courses to walking and cycling for transport purposes just as locales for physical movement, social communication and recreational purposes. Ongoing appraisals demonstrate that physical latency, connected to poor walk capacity and absence of access to recreational territories, represents 3.3% of worldwide deaths. Green spaces likewise are imperative to emotional wellness. Increasing green spaces can lessen well-being disparities, improve prosperity, and help in the treatment of psychological sickness. Some investigations recommend that physical movement in a natural environment can help cure mellow sadness and lessen physiological pressure pointers. This study presents an overview of the importance of urban green spaces to the environment as the platform to create awareness and realisation to the people and the authorities. It also elaborates several issues that affect urban green spaces, the impact of urban green spaces, and several suggestions that can create more urban green spaces in Malaysia. Thus, this study explores the existing pool of literature to provide an explanatory perspective for the research with a diverse range of elements in the local government such as the impact, and strategies of the local government in maintaining urban green spaces.

Keywords: Urban green space, Environment, Impact, Strategy

1. INTRODUCTION

‘Green space’ can be characterised as any vegetated surfaces found in the urban condition, for example, parks, private and graveyard gardens, road trees, and urban forests (Kabisch and Haase, 2013). Green space exists in the meaning of open space, which alludes to any land held for spreading out completely or incompletely as public gardens, parks, sports and recreational parks, delight ground, walks, or as open spots and forest biological systems (Charlton, Yang & Teh, 1994).
Another term as often as possible utilised in urban green space studies is "green cover", which refers to the layer of leaves, branches, and stems of trees and bushes and the leaves of grasses that spread the ground when seen from above (Anderson et al., 2013). Studies directed around the world have discovered that green cover, especially trees in urban forests and parks, can address environmental change alleviation and adjustment by sifting contaminated air (Selmi et al., 2016), and sequestering climatic CO2 (Li, Li, Mak & Tang 2016). According to the United Nations (2015), in line with the global trend nowadays, up to 75 per cent of the Malaysian populace will rely on urban territories to live in by 2020, by which year the government of Malaysia is trying to change the country to a developed nation status. Quick urban populace development and the developing interest for advancement have set tremendous pressure on vacant, open, and green spaces in Malaysian urban communities (Gairola & Noresah, 2010).

Regardless of their various advantages, urban green spaces have been pulverised to develop a lot of housing, industry, transport, and other urban frameworks (Teh, 1989; Yee et al., 2010). Such changes may intensify the current ecological issues identified with environmental change, for example, air contamination (Kanniah et al., 2016, Kamarul Zaman et al., 2017), increase in temperature, floods, and landslides (Elmahdy and Mostafa, 2013). According to the Kuala Lumpur City Hall (2004), the dense population and the massive development carried out by the government have led to several problems to the green space areas. The green spaces are unable to be further preserved since the government is focusing more on the development of the benefits of its citizens. Kuala Lumpur is the biggest city in our country and the population has increased from 1.4 million in 2000 to 2.2 million in 2020. Due to the increasing population, it has led to the low number of open spaces in the city. According to Teh (1989) and Webb (1998), in creating urban communities around the globe, Kuala Lumpur has faced several challenges and issues related to urban green space since the 1980s. This is due to most of the green spaces including forests and parks will be developed and changed to commercial and housing areas (KLCH, 2004).

2. IMPACT OF URBAN GREEN SPACE

Access to green space improves our psychological prosperity (White, 2013), decreasing the need to treat for uneasiness and emotional well-being conditions (Nutsford, 2013). According to the World Health Organisation (2008), depressive issues are currently the principal reason for disability in middle and high-salary nations and can be forerunners for ceaseless physical medical issues. Spending some time in green spaces appeared to deliver levels and patterns of chemical substances in the mind related to low pressure and positive effects on circulatory strain (Hartig, 2003). Constructive connections have likewise been shown between how well individuals perform at consideration requesting undertakings and time spent, either in advance or amid, in green space.

3. PROPOSED STRATEGY

3.1 Tree Planting Programe

One of the contributing factors to the expansion of urban green spaces, which has spread since 2013, is the "Greening Greater Kuala Lumpur" programme propelled in 2011 under the government's National Transformation Programme (PEMANDU, 2014). As a feature of endeavours to change Kuala Lumpur into a world-class liveable city by 2020, the Kuala Lumpur City Hall (KLCH)
intended to expand green cover by planting 100,000 enormous covering trees by 2020 (PEMANDU, 2015). KLCH bolsters this activity by working with the private sector, which patrons tree-planting and park foundation inside Kuala Lumpur. Indeed, KLCH has planted very nearly 200,000 enormous overhang trees sometime in the range of 2011 and 2016, accordingly altogether surpassing its objective (individual correspondence, appointee chief, Landscape segment, KLCH). Notwithstanding tree planting through the “Greening Greater Kuala Lumpur” programme, different endeavours to build green cover in Kuala Lumpur (as reported in the Kuala Lumpur Structure Plan 2020, Kuala Lumpur City Plan and Kuala Lumpur Landscape Master Plan) including gazetting parks and interfacing green patches, have likewise been attempted by KLCH.

3.2 Implement vertical greening on buildings

Another recommendation that can be made to have more urban green spaces is by implementing vertical greening on buildings. For urban areas with constrained land like Kuala Lumpur, consolidating plants into structures is an appealing technique. The local council can consider presenting a "Green Roof Incentive Scheme", for example, those utilised by the National Parks Board, Singapore, to energise proprietors of existing buildings to incorporate green housetops in every single new improvement and redevelopments (Centre for Urban Greening and Ecology, 2011). In any case, urban housetop plant enclosures must be freely available to be as valuable an enhancement as parks and such methodologies are not effectively executed (Tan et al., 2013).

3.3 Convert vacant land into pocket parks

Update open spaces and empty terrains into pocket parks or to gather a few such packages into bigger open parks could be one of the strategies too in securing urban green spaces. Although enormous parks can give more pleasantries to citizens, little, dissipated pocket parks are advantageous in huge cities, for example, Kuala Lumpur, which needs space for huge parks (right now 39 per cent of the city is made up of cement urban surface). Roughly 4 per cent of empty land recognised in Kuala Lumpur can be considered for pocket parks. There are a few recommendations for the local councils to design to make more pocket parks at each Light Rail Transit (LRT) station in Kuala Lumpur and other enormous cities. These parks serve the local needs for resting, mingling, or simply going through, as has been seen in Copenhagen (Peschardt et al., 2012).

3.4 Encourage public-private partnership to protect green covers

Public-private partnership is basic to overseeing and ensuring green spaces in urban zones. Depending on the government to secure or deal with the green spaces will not be completely effective, to a limited extent because the government is restricted regarding its very own resources and capacity. The inclusion of business entertainers and civil society associations as allies in green space on the board and basic leadership can enormously help the local councils in securing urban green spaces in urban zones. Normal types of monetary guide from the private division, as found in Europe and the U.S., are tax assessment activities, arranging and advancement developments, bonds and business money, income-generating opportunities, and endowments (Waddell et al., 2015). Right now, the adoption of green spaces and network area inclusion are two apparatuses utilised by the local council, for example, KLCH, to draw in funding and material assets.
4. CONCLUSION

In conclusion, urban green space is important in a large city as the government is focusing more on developing the city compared to securing or protecting the urban green areas. Urban green space should be protected as it has various benefits towards the community as a whole, the environment, as well as the country. Even though there are a few actions that can be taken by the government to protect the urban green spaces, it needs to empower more parties to ensure that these areas can be protected and be enjoyed by the future generation. This effort should not be taken by only one party but it involves all levels of people and government. There should be a holistic collaboration among the federal government, the state government, the local government, private associations and the community as a whole for the effort to be a success in the long term.

REFERENCES


IMPLEMENTATION OF INNOVATIVE GOVERNANCE IN THE RENEWAL OF SIPONGI SYSTEMS: EFFORTS TO OVERCOME FOREST AND LAND FIRES IN INDONESIA

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ABSTRACT

Forest and land fires in Indonesia have become one of the major problems that have become a national urgency that has resulted in material or immaterial losses and even transboundary haze pollution. Until the first quarter of 2019, an area of 328,722.00 hectares of forest in Indonesia had been burned. In dealing with forest and land fires that occur every year, the Indonesian government has utilized e-government by embodying SiPongi as a hot spot monitoring system in forest and land fires. However, SiPongi only focuses on providing information on forest and land fires so the collaboration between actors of interest with the citizens and institutions is considered not entirely comprehensive and sustainable. In this paper, researchers used qualitative methods to produce comprehensive recommendations. The results of the analysis carried out illustrate that it is needed the implementation of innovative governance and the improvement of the collaborative governance process in combating forest and land fires. The SiPongi system innovation is should not only collaborating with various government agencies but also with the citizens is expected to give birth to a new effective performance for the SiPongi for enhancing collaboration. This research will produce comprehensive collaboration policy recommendations and innovations to improve the SiPongi system in handling forest and land fires through improvements gradually and especially in increasing collaboration between sectors and actors.

Keywords: Forest and land fires, SiPongi, collaboration, innovative governance, policy

1. INTRODUCTION

Forest and land fires (Karhutla) is a disaster that often occurs in Indonesia. When entering the dry or extreme season (El Nino), in general forest and land fires will increase (Admin, gapki.id, 2016). Until now, forest and land fires are still a problem that cannot be resolved properly in Indonesia. This is also influenced by the governance of forest and land licensing which is still not good. Based on data compiled by the National Disaster Management Agency (BNPB), the number of cases of forest and land fires in Indonesia during 2014 to June 2019 accounted for 1,089 events (BNPB, 2019). Theoretically, forest and land fires can occur due to natural and human factors or a combination of both. Natural factors such as dry season are accompanied by conditions of forest or flammable land, whereas
human factors are generally intentional or due to negligence (Admin, gapki.id, 2016). In this case, the Ministry of Environment and Forestry (KLHK) has compiled data on the recapitulation of forest and land fires that occurred in Indonesia from 2014 to June 2019 which are accumulated as follows.

Figure 1. Recapitulation of Forest and Land Fire Areas in Indonesia
Reference: sipongi.menlhk.go.id (2019)

Cases of forest and land fires are generally caused by several factors including land tenure, land use allocation, economic incentives and disincentives, forest degradation and land, the impact of population spikes, and weak law enforcement. In Indonesia alone, forest and land fires are generally as much (99.9%) caused by humans both intentionally and as a result of negligence while the rest (0.1%) is a natural factor (Saharjo, 1999). This is also reinforced by the presence of concession permit holders or companies that do not have the means to prevent and control forest fires by the specified standards or accordance with the adequacy ratio between the facilities and the area granted. Various land conversion activities are increasingly expanding the area of forest and land fires in Indonesia (CNN, 2019). Also, smoke pollution produced certainly has implications for the health and well-being of the people of Indonesia who have an impact on neighboring countries (Fadhil, 2019). Over the years, the issue of transboundary haze pollution originating from the territory of Indonesia has become a threat to neighboring countries such as Malaysia and Singapore (Ghani, Redzuan, Nasir, & Salamat, 2017).

Cases of forest and land fires are generally caused by several factors including land tenure, land use allocation, economic incentives and disincentives, forest degradation and land, the impact of population spikes, and weak law enforcement. In Indonesia alone, forest and land fires are generally as much (99.9%) caused by humans both intentionally and as a result of negligence while the rest (0.1%) is a natural factor (Saharjo, 1999). This is also reinforced by the presence of concession permit holders or companies that do not have the means to prevent and control forest fires by the specified standards or accordance with the adequacy ratio between the facilities and the area granted. Various land conversion activities are increasingly expanding the area of forest and land fires in Indonesia. Also, smoke pollution produced certainly has implications for the health and well-being of the people of Indonesia who have an impact on neighboring countries. Over the years, the issue of transboundary haze pollution originating from the territory of Indonesia has become a threat to neighboring countries such as Malaysia and Singapore (Asdar, 2015).

In addressing this problem, the Indonesian government through the Ministry of Environment and Forestry created an information technology system called SiPongi as a hotspot transmitter monitoring system. In its implementation, SiPongi is the realisation of the function of the ministry of environment and forestry in preventing forest and land fires. SiPongi is an information technology management for
warning and early detection of forest and land fires in the form of fire hazard rating analysis, hot spot detection analysis, wind and smoke trajectory analysis, and public complaints which focuses on collaborating with several ministries and institutions such as the Director-General of Climate Change and Control, Badan Meteorologi Klimatologi dan Geofisika (BMKG), National Disaster Management Agency, and in terms of technology improvement, assisted by LAPAN (National Aeronautics and Space Institute) (SiPongi, 2019) Also, when forest fires occur, SiPongi has a team that is Agni in preventing and limiting forest damage, one of which is caused by forest fires. Innovation in the use of technology in governance is considered to have gone well because it can synergize various ministries and institutions so that appropriate technical technology products are born (SiPongi, 2019).

SiPongi information system is considered an effort to deal with forest and land fires. However, forest and land fires continue to occur periodically and cause several significant problems with social and material aspects. This happens because forest fires themselves from the perspective of the government and the citizens still tend to focus on repressive matters rather than on preventive efforts. Therefore, in its policy for handling forest and land fires, it is necessary to conduct an evaluation related to efforts to address forest and land fires themselves. This can be done by considering a policy based on data and also studies conducted by competent state institutions, and reforming forest and land management policies; reviewing land use permits, especially on peatlands; resolve land dispute issues; empowering the citizens, and enforce the law. Also, there is a need for efforts to empower land-use citizens so as not to burn forests and find new ways that do not damage the environment. In this study, researchers will provide recommendations on how the Indonesian government is expected to approach by implementing innovative governance as a system of mechanisms to align objectives, allocate resources, and establish decision-making authority for innovation in improving the quality and features of SiPongi in the prevention and control of forest and land fires in Indonesia which later will not only be a place for information management but as a fast-response container that moves nationally and has representation in every region in Indonesia.

2. RESEARCH METHODS

In carrying out this research using qualitative data collection methods through literature study. The data analysis technique used is illustrative method, which is a qualitative data analysis strategy by taking theoretical concepts and treating theories as empty boxes which are then filled with examples of specific and descriptive empirical examples (Neuman, 2014, p. 487). This study uses qualitative methods by collecting data from various sources and carrying out ideas to solve existing problems.

3. FINDINGS

This can be seen on the SiPongi platform, several indicators have not yet been reached and fulfill one of them in the aspect of legitimacy. This can be seen clearly when SiPongi as a form of E-Government for citizens still uses a one-sided or centralized approach that only focuses on the response of what is captured by satellites and information is only processed by technology and the relevant government. This forms a lack of citizen participation in the form of prevention and involvement in handling cases of forest and land fires in Indonesia. In the end, SiPongi has not been able to get an aspect of institutional legitimacy because it has not been able to meet social expectations.
The Ministry of Forestry and the Environment (KLHK) as an institution that has the authority in developing the SiPongi system must establish a rule of legitimacy in which it defines and distributes job descriptions for each stakeholder that includes the Ministry / Institution, the private sector, and citizens by establishing responsibilities for each party in the entire process of monitoring, preventing and overcoming forest and land fires in Indonesia. The legitimacy will be increasingly achieved by getting all aspects of public understanding and participation, namely the public and private sectors in the application of SiPongi as an act of meeting social expectations.

So that the same thinking is achieved in handling existing forest and land fire cases and collaborative handling between the government as a power of attorney in decision making and policy as well as the private sector as a form of assistance for the government in technical matters, and citizens to take active contributions both in the prevention of education forest and repressive fire to help the government's role in dealing with forest and land fires that continue to exist.

Also, the role of vendors is an integral element in encouraging the formation and implementation of e-government innovations (Jun & Weare, 2010). This shows that the private sector and citizens play an active role in assisting the government in the decision-making process to consider factors in the provision and distribution of information to the public through e-government innovation services. Collaboration between public sector organizations, the private sector, and also citizens enables the government to be more creative and innovative in responding to public needs. In this case, this can help the government to mobilize resources owned by the private sector to invest in infrastructure and facilities that support the implementation of e-government services.

4. IMPLEMENTATION

To create more effective innovations, the government can provide space for cooperation in terms of providing public space for the private sector and citizens so that information management in the SiPongi system related to handling forest and land fire cases can be realized optimally.

Furthermore, to support the implementation of innovative governance in renewing SiPongi innovations, it must be accompanied by active collaboration between stakeholders as a proactive policy instrument that will bring SiPongi to a collaborative platform that provides program insights with specific competencies and resources to facilitate the creation, adaptation and achieving forest and land fire prevention and control through a comprehensive collaborative network. Interdependence in preventing and overcoming forest and land fires is a constructive collective action across the boundaries of the existing public, government, and private bodies.

The deployment of e-government that implements collaborative governance will make SiPongi a platform system that can balance stability and change to create a system that is responsive to changes in the external environment and hopefully SiPongi can create design rules that guide access in increasing participation to minimize participation, existing forest and land fires and provide effective countermeasures (Ansell & Gash, 2017). Not only relying on technological sophistication, constructive collaboration and the implementation of innovative governance models in the SiPongi system are expected to be a reliable platform in predicting and also handling cases of forest and land fires in Indonesia with a system that has clear regulations and policies, division of tasks for institutions that are directed by overriding sectoral egos, and the active role of public participation in preventing and combating forest and land fires in Indonesia.
5. CONCLUSION

The information management system for forest fire data and hotspot warning from SiPongi has been running well technically and in the concept of utilizing technology. However, SiPongi requires conceptual innovation as a manifestation of the application of innovative governance in an effort to increase the effectiveness of SiPongi to prevent and eradicate forest and land fires in Indonesia by involving various stakeholders, especially citizens, accompanied by comprehensive strategic plans, clear policies, focus, and job descriptions for all stakeholder actors to be responsive in dealing with the problem of forest and land fires. Now, the collaboration network is not only focused on relevant ministries but the need to collaborate with citizens and the private sector to minimize forest and land fires for a long time. So that a system that will not only be a medium for the government in reporting existing hotspots will be obtained, but also the process of public participation, both private and citizens, which will educate both preventive and repressive measures. And this innovation also needs to be strengthened by further research that is more comprehensive so that in its design it will form a method of handling that is good and also structured in concept and technical detail. In the end, SiPongi will be able to increase its effectiveness in its use, especially in dealing with the problem of forest and land fires in Indonesia.

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REFERENCES


NEOLIBERALIZATION HOUSING POLICY IN INDONESIAN URBAN AREA

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ABSTRACT

The high price of housing in Indonesia is related to the shift in the function of housing from social reproduction to investment. Almost all housing procurement practices in Indonesia are carried out through market mechanisms, which are caused by the application of the neoliberal ideology. Using the literature study method, this study aims to examine the relationship between housing provision and the practice of neoliberalization. Neoliberalism in the New Order era has created a free market by inviting developers to replace the state's role in providing housing. Through market mechanisms, it turns out that housing prices actually soared. In conditions of high demand for housing, housing is considered as the most potential commodity for profitability. Therefore, cheap housing becomes increasingly limited and difficult to find by the poor.

1. INTRODUCTION

Housing prices in Indonesian cities have reached an unusual level. The survey shows that the average price of houses in Indonesian cities, such as Yogayarkta, has reached Rp. 300 million. For people who have a minimum wage income, it is necessary to sacrifice their wages for up to 14 years to buy a house. The high price of decent housing in Indonesia is related to the shift in the function of housing in Indonesia. Almost all housing products in Indonesia in urban Indonesia are provided through market mechanisms (Kusno, 2012). In this mechanism the house no longer has a function as a means of social reproduction for the community, but rather a commodity promising for investment. This relates to the role of housing in the cycle of capital circulation as a surplus absorber of the primary circuit. The housing sector is safer from the risk of falling prices and housing profits will automatically increase with regional development (Harvey, 2003). In regions where industrialization is still unstable like Indonesia, it can be the most appropriate means of securing investment from falling value.

Referring to the Indonesian constitution, the provision of housing is the responsibility of the state. This is thanks to the adoption of the 1945 Constitution and the Law on Human Rights, which states that all people have the right to live materially, spiritually and spiritually, and to live in a house with a good and healthy environment. (Kusno, 2012). Substitution of provision of decent housing from the state to the market in Indonesia is closely related to the neoliberalisation process. In other languages, neo-liberalism is often also representative of the adoption of the trend of "governance reform" to be more open to
capital: deregulation, commercialization, privatization, labor market flexibility, public-private cooperation, and trimming government subsidies to vulnerable groups (Lees et al., 2008). The adoption of neoliberal practices in the housing sector occurred in the 1980s.

Kusno’s writings previously focused more on examining the relationship between the process of urban renewal, population control, and public housing programs (Perumahan Rakyat) to its implications in the form of people exclusion and dislocation. However, the research did not specifically link the process of economic neoliberalisation in Indonesia with the changing of housing policy in Indonesia. In addition, research also has not yet discussed housing policy under the decentralization mechanism. Through library research this paper will fill this gap. This paper argues that the neoliberalisation process has created housing shortages for the poor in urban Indonesia.

2. RESEARCH METHODS

This research uses a qualitative approach with the method of studying secondary data.

3. FINDING AND DISCUSSION

3.1 Who provides the house?

Housing affairs are a complicated matter because there are still many parties who debate whether housing is a private matter, each household to seek housing needs independently, or public issues, as the responsibility of the state in meeting their needs. Explanation whether housing is a public or private matter is explained on the basis of Law No. 1 of 2011 concerning Housing and Settlement Areas, PP No. 38 of 2007 concerning Division of Government Affairs between the Government, Provincial Governments and Regency / Municipal Governments, PP no. 21 of 2007 concerning the Organization of Regional Apparatuses, and PP No. 50 of 2007 concerning Procedures for the Implementation of Regional Cooperation. Among the twenty six obligatory local government affairs are housing matters. If examined further in these regulations, the housing affair in detail is mentioned is the task of both the government and the regional government to provide guidance, implementation, maintenance and repair. In Law no.1 of 2011 article 54 paragraph 1 contains the government must meet the needs of housing for low-income people (MBR). Based on this explanation it can be concluded that housing becomes a public matter when it concerns the MBR and becomes a private matter if the community can access the housing market.

Housing policy is one of the policies that have been decentralized in Indonesia. Housing problems that have arisen in the regions are; first, the housing issue is not considered to be the main one (Hoek-Smit, 2001). The most common issue is housing related to poverty alleviation and slum management. Second, related to this issue, very few local governments have specific policies on housing. Third, this is compounded by the low institutional capacity in the regions, and each actor has a different understanding of housing. Whereas regional autonomy should be able to be present as a forum for the presence of responsive housing policies.

At the simplest level, the Government is not able to cover the needs of the house (backlog) whose number continues to increase year after year. The Central Statistics Agency recorded that in 2015 the home backlog figure was 11.4 million units. This means that to this day there are still many families in Indonesia who cannot access homes according to their purchasing power or affordability. This results
from a fairly dense house because it is inhabited by a large number of family members, poor urban planning because settlements without a residence permit appear wild, to health problems because there are still many residents who inhabit settlements with minimal basic facilities. In fact, the government in each regime has issued various policies that adopt various models and have been rolled out after adjusting to the existing socio-economic-political settings. But it still has not shown significant results.

3.2 Neoliberalization and The Changing Housing Policy

Neoliberalism refers to efforts to restore the principle of free market liberalism (Smith, 2002). Not only on a national scale, this effort is carried out on a global scale. Because it gets a negative stigma, the spread of neoliberal ideas on a global scale is better known as globalization (Lees, Slater and Wyly, 2008). Therefore, integration goes beyond national borders to create a free market which is the main agenda that globalization propagates.

The role of the state in the neoliberal system is directed specifically at ensuring that free market mechanisms can operate without obstacles. If the market is not yet formed, the country needs to create a new market. The International Monetary Fund (IMF) and the World Bank are effective agents for spreading neoliberalism projects. Countries that have contracts with them must agree on neoliberalism adjustments or will be subject to severe penalties (Harvey, 2006).

The first period of housing policy is the old-order (Orde Lama) housing policy. The old order period which focused on two things (Koto, 2011); The first is the provision of a housing bank where every citizen has the right to access a residence to be inhabited. Existing housing is primarily intended for lower middle class citizens such as company workers and civil servants. The access system is not only traded but also in the form of renting or being loaned out as an official residence. Secondly, the state is to provide healthy housing for its citizens, where the government not only seeks to ensure that citizens can access their homes, but as much as possible to ensure that their housing is quality from a health perspective. This policy was reflected in the Congress of Healthy People's Housing in Bandung in 1950 which became famous for its motto "one healthy house for one family".

The second period of housing policy is the New Order (Orde Baru) era housing policy which is divided into the Pelita Program (five-year development) (Kimpraswil Department, 2001). Put simply, the focus of the New Order's five-year development plan is; one, providing affordable housing for all classes both in the village and in the city. This is demonstrated by the government's intention to build core housing units, simple houses, even very simple houses. Including providing housing subsidies in the form of loan loans. Second, guaranteeing the quality of settlements through programs that are integrated in the lamp (five-year development). The program is in the form of the availability of clean water, environmental sanitation, up to 500 regions at the sub-district capital level throughout Indonesia. Waste and drainage management programs in metropolitan, medium and small cities. It also includes arranging slums by restoring villages and rejuvenating cities. Third, managing existing settlements with urban (rural) and rural categorization, each of which has its own characteristics. from economic development and equity. Two spells that are the spirit of every decision and strategic move of the new order.

In the new period it can be seen that the process of neoliberalisation has begun. The process began when the New Order regime experienced a crisis after the fall of oil prices in the 1980s (Habibi, 2016). Countries that do not have a lot of budget space to provide housing for the community, eventually
transferring their authority to the private sector. This process is in line with President Soeharto's economic policies which tend to favor the market.

The hope is that the more parties involved in housing policy, the more players will be involved (multiplier effect). During the New Order period, Indonesia adopted four patterns in housing management policies (Koto, 2011). All four are reflected in the five-year development plan at each stage. First, the model of economic growth that is creating an economic situation continues to grow and people will feel the impact (trickle down effect). But this seepage of economic growth seems to be centered only in certain classes and is not evenly distributed throughout the class. Second, the basic needs model that is housing based on the minimum needs that must exist (feasible) both in terms of individuals and the provision of public facilities. His form is the construction of simple houses, urban renewal, clean water and so on. Third, the people-centered development model, namely community-based human resource development. The fourth pattern is redistribution with growth, which is the distribution and development model. Investment funds are distributed to the lower middle class. Unfortunately, this idea cannot run optimally because the new order is involved in a limited partnership that seeks to prioritize the group. Community participation which is predicted to be an alternative perspective for housing policy is precisely silenced for various reasons - for example subversive. In the end the five-year plan for the housing sector was limited to programs that failed to be carried out effectively and efficiently.

Provision of housing in Indonesia has become increasingly chaotic with the advent of the decentralization process. The responsibility for managing community resources and needs, including the provision of housing, currently rests with local governments. For regions that have minimal resources, the provision of housing is certainly not an easy problem to solve. As a result, returning to market mechanisms is the only way deemed most relevant. Decentralization itself basically cannot be separated from the neoliberalism process. Policies that were born from decentralized government are directed to achieve "good governance". "Good governance" is one of the practices of neoliberalisation which is specifically tasked with changing the role of government to protect the net of market mechanisms (Widianto, 2018).

The third period of housing policy was the period of the reformation era which was directed by several presidents with their respective views on housing and settlement issues. Plus international demands such as the Millennium Development Goals deadline for one of them providing sanitation for every citizen that must be met by 2015. In this order the focus of the government is still the same, namely meeting the housing backlog whose numbers have increased from year to year. This was triggered by the lower level of community affordability for access to livable houses, which was influenced by increases in building materials and limited land.

4. CONCLUSION

The neoliberalisation project is a disaster that is difficult to avoid in developing countries like Indonesia, because it is a prerequisite for providing foreign debt assistance when a crisis occurs. The main objective of the neoliberalisation project is to force the state to be tasked with safeguarding and facilitating the operation of free market mechanisms without obstacles. The free market mechanism is considered to create perfect competition so that it can reduce commodity prices as low as possible. But in practice that runs the opposite. Neoliberalism in the New Order era has created a free market by inviting developers to replace the state's role in providing housing. Through market mechanisms, it
turns out that housing prices actually soared. In conditions of high demand for housing, housing is considered as the most potential commodity for profitability. Therefore, cheap housing becomes increasingly limited and difficult to find by the poor.

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ADVOCACY COALITION FRAMEWORK (ACF) A REVIEW ON NATIONAL WATER RESOURCES POLICY FORMULATION

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ABSTRACT

There are several sequences of activities that are involved in a public policy process. The most important sequence of activities is the formulation stage (formulate the course of actions and recommendations). Policy formulation refers to the process of formulating (drafting) acceptable course of actions for the selected policy agenda. The main idea of this paper is to understand the coalition among of the actors, during the process of the National Water Resources Policy formulation. This paper highlighted the several objectives are i) to identify the actor’s previous experiences related to coalition; and (ii) to identify the frequencies of change in their coalition during the collaboration. The theory ACF Framework by Sabatier & Jenkins-Smiths (1999) was referred to as the main reference and was adapted. This paper applied the methodological triangulation which aims to check and establish the validity in the studies by analysing the research question from multiple perspectives and check the consistency of the results via the multiple methods used for the purpose of understanding the problem statement. There were 76 respondents involved in this study from the State EPU Unit and Water State Agency in Malaysia. The SPSS software has been fully utilised to analyse the data collection. It is hoped that this study can make a positive impact to encourage other researchers to apply the ACF (Advocacy Coalition Framework) in studies related to any policy development in Malaysia.

Keywords: Advocacy Coalition Framework; State EPU Unit; Policy Formulation; National Water Resources Policy and Water State Agency;

1. INTRODUCTION

As stipulated in the Tenth Malaysian Plan, the Malaysian government needs to have its own policies for water resources in order to secure the governance of water resources and to balance the existing and future water policies under the jurisdiction of various government bodies and agencies. With that, the water legal provisions and institutional mandates can be standardised, which consequently results in an effective and efficient water resource management in Malaysia.

To date, there have been two proceedings on water resources within the Malaysian context, namely the National Resources Study Malaysia in 1982 through the collaboration between International Cooperation Agency (JICA) and Consortium of Consultants (COC) and the National Water Resources Study (2000–2050). Firstly, the National Resources Study Malaysia served to identify water demand and management as well as to protect water resources for the society. Besides that, the study also offered recommendations to reform the water sector in Malaysia to increase efficient and equal supply
of water resources (NRE, 2011). The Federal government and State governments are responsible to manage these limited water resources that are essential parts of the economic and social development in Malaysia. Meanwhile, the introduction of National Water Resources Study has introduced several changes to the water sector in terms of water services, especially in Peninsular Malaysia. However, the management of water resources is not part of the study. It has become a challenge because there is no clear structure on how to govern water resources in Malaysia.

NWRP serves as the main reference in ensuring the sustainability and accessibility of water resources for the society. It also ensures that all government bodies and agencies that govern water resources in Malaysia are effectively merged and integrated under the jurisdiction of each State government. However, in some cases, the influence of the Federal government remains necessary. For instance, matters pertaining to water pollution and actions taken for cases of industrial discharge remain under the jurisdiction of Federal Legislative List. Therefore, it is impossible to include policies for water resources in the Ninth Schedule of Federal Constitution, which reaffirms the significant need to form such coalition between the Federal government and State governments in order to ensure the harmonies and provide an enduring encouragements related to water resource management issues.

The underlying basis of this study was based on the study by Paul Sabatier and Hank Jenkins-Smith (1999). With that, the advocacy coalition framework (ACF) (Sabatier & Smith, 1999) was adopted in this study to prove the existence of coalition among actors that involved in the formulation of NWRP. NWRP was postulated to reflect coalition among actors in water resource management, while the mobilisation of resources and prior coalition experiences were postulated to reflect the relationships among actors.

2. RESEARCH METHODS

In particular, the triangulation technique was employed for this study is to explore the state of coalition among the relevant actors from the Federal government and State governments in Malaysia, (specifically for those who involved in the process of the formulation of NWRP) in terms of the need and urgency of the coalition (in relation to the policies formulation of water resources).

The hypothetical-deductive method was specifically used in this study to identify and test the proposed hypotheses. The present study generally aimed to explore the occurrence of coalition among actors during the formulation of NWRP from 2010 to 2011 using one of the triangulation techniques. Specifically, methodological triangulation was considered for this study to ensure the validity and reliability of the obtained results using multiple methods. The use of methodological triangulation increases the confidence of research data; serves as a tool of innovation in research method; provides unique findings; challenges or integrates theories to obtain a clearer understanding of the phenomena (Bryman, 2001). This study exclusively focused on actors who were involved in the formulation of NWRP in Malaysia. In particular, the unit of analysis for this study included the following individuals: (1) State EPU officers; (2) State Water Agency officers; (3) Federal officers of NRE, DID, or KETTHA.

3. FINDINGS AND DISCUSSIONS

Table 3.1 presents the previous coalition experiences in water resource management among the respondents in terms of the spending hours on issues related to water resources, coalition experiences
with multi-actor groups, and experience of changing actors in coalition. Firstly, it was revealed that most of the respondents (30.8%) spent less than nine hours weekly to handle issues related to water resources. Following that, 26.9% of the total respondents spent between 10 and 20 hours weekly on water resource management, followed by those who spent between 31 and 40 hours weekly (15.4%). The remaining respondents either spent between 21 and 30 hours weekly (13.5%) or more than 40 hours weekly (13.5%) to handle issues related to water resources.

**Table 3.1: Previous Coalition Experiences**

<table>
<thead>
<tr>
<th>Description of Items</th>
<th>Frequency (N = 62)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spending hours on issues related to water resources</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 9 hours</td>
<td>21</td>
<td>33.8</td>
</tr>
<tr>
<td>10–20 hours</td>
<td>13</td>
<td>20.9</td>
</tr>
<tr>
<td>21–30 hours</td>
<td>11</td>
<td>17.8</td>
</tr>
<tr>
<td>31–40 hours</td>
<td>6</td>
<td>9.70</td>
</tr>
<tr>
<td>More than 40 hours</td>
<td>11</td>
<td>17.8</td>
</tr>
<tr>
<td>Coalition experiences with multi-actor groups</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>28</td>
<td>45.2</td>
</tr>
<tr>
<td>Yes</td>
<td>34</td>
<td>54.8</td>
</tr>
<tr>
<td>Experience of changing actors in coalition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hardly ever</td>
<td>34</td>
<td>54.8</td>
</tr>
<tr>
<td>Occasionally</td>
<td>9</td>
<td>14.5</td>
</tr>
<tr>
<td>Sometimes</td>
<td>17</td>
<td>27.4</td>
</tr>
<tr>
<td>Frequently</td>
<td>2</td>
<td>3.3</td>
</tr>
</tbody>
</table>

Besides that, 45.2% of the total respondents did not have any coalition experience with multi-actor groups. The remaining respondents (54.8%) had prior coalition experiences with multi-actor groups. When it comes to the experience of changing actors in coalition, 54.8% of the total respondents revealed that they “hardly ever” involved in such process of changing their collaborative partner. About 27.4% of the total respondents “sometimes” involved in the process of changing their collaborative partner. The obtained results also revealed that there were also others who “occasionally” (14.5%) or “frequently” (3.3%) experienced changing their collaborative partner.

Previous study done by Weyent (1988), Lester & Hamilton (1988), and Burnett & Davis (1999) also applied a similar theoretical framework, namely the ACF, to analyse the coalition among the members in the formulation of environmental policy. Dealing with the identification of the problem up to the point of agenda-setting is deemed important. The study revealed that the actors’ previous coalition experiences contributed to the smoothness of the process of identifying the problem that calls for the formulation of the policy. Besides that, Duffy (1997) and Herron et al. (1999) used the ACF in the context of nuclear policy. These prior studies also revealed similar findings on the importance of having coalition experiences and good relationships with other actors to ensure the achievement of the policy goals. Hence, this is show that the previous coalition experience is important due to achieve the policy goals.
Referring to the tabulated results in the table 3.2, most of the respondents (18 males and 10 females) in this study “hardly ever” changed their collaborative partner. Besides that, there were only two male respondents who “frequently” changed their collaborative partner. Apart from that, there were 15 respondents who indicated that they “sometimes” changed their collaborative partner. According to Sabatier & Jenkins-Smiths (1993), this act of changing collaborative partner can be a result of the systemic changes beyond the subsystem, such as the rise of new governing coalition through the election or economic changes. Under certain conditions, changing actors in coalition is considered necessary to produce new governing coalition or to create a new policy approach. Besides that, changing the collaborative partner may also occur when the advocacy modifies their beliefs and behaviours in response to the formulation process of the policy. It is plausible as the members in coalition would attempt to seek a better understanding of the world in order to extend the policy goals.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency of Changing Actors in Coalition</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hardly Ever</td>
<td>Occasionally</td>
</tr>
<tr>
<td>Male</td>
<td>24</td>
<td>5</td>
</tr>
<tr>
<td>Female</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
<td>9</td>
</tr>
</tbody>
</table>

4. CONCLUSION

Conclusions can be drawn from this paper, the first; this study proved that the necessity to explore the role of actors during the formulation of policy, considering that these actors exhibit influential power to a regulatory coalition with the need to implement regulatory policies. The strong alliance potentially contributes to the rise of a new governing coalition among the members in coalition. Besides that, the obtained results of the study were expected to benefit all key actors who are part of the formulation process of policy. It is also hoped that the findings of this research can be useful and will encourage other researchers to apply the ACF in their studies which are related to any type of policy formulation and development in Malaysia.

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COMPREHENSIVE POLICY ON DESIGNING AGED-FRIENDLY FACILITIES IN MALAYSIA

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ABSTRACT

Population aging is a global trend of 40 per cent in Malaysia by 2030. At the same time as cities are growing, the proportion of residents aged 60 and older is increasing. Parents are a resource for their families, communities and their economy in supporting and enabling the living environment. WHO considers active aging a lifelong process shaped by several factors that, in turn, act together in favor of health, participation and safety in older adults. Age-friendly facilities encourage active aging by optimizing opportunities for health, participation and safety to improve the quality of life of older people. This concept paper will try to understand the initiatives taken by the government in supporting the convenience of the aging community and the characteristics of an aged-friendly city. Therefore, a comprehensive policy on aged-friendly facilities in Malaysia will be proposed to assist respected ministries and related agencies. Results from focus groups such as caregivers and service providers in the public, voluntary and private sectors will lead to the development of a sustainable of environmentally aged-friendly facilities in Malaysia.

Keywords: Policy; aged-friendly; facilities; ageing, sustainable.

1. INTRODUCTION

Looking at the Malaysia context, the ageing population illustrates that 7% of the older population were aged 60 years and over during 2005 which is anticipated to double (14%) by 2028. In promoting the sustainability of elderly people, Malaysian government took several initiatives aimed at improving and enhancing the National Policy for Older Persons in 11 Malaysian Plan. Hence, understanding whether the current policy of elderly care is adequate in responding to the needs of elderly people and enhancing their opportunities for elderly care facilities is comprehensive. In times of unpredictable challenges for health, whether from fluctuating climates, emerging infectious diseases, or the next microbes that develop drug resistance, a definite trend: aging populations accelerated worldwide. The report by World Health Organization (WHO) (2019, (2017) on aging and health responds to these challenges by suggesting the same changes in depth in the way health policies for formulated population aging and services are provided. In Asian culture, the responsibility of caring for elderly parents tends to fall on the shoulders of the children and their extended family (Burton, 2016). Voluntary welfare...
organizations were seen as a potent force that could mobilize efforts to improve social well-being in society. Ministry acting alone would be unable to address all issues faced by women, families and the community. Smart partnerships with voluntary organizations are one of the most effective methods of implementation. The ministry, through the Social Welfare Department, spent RM13.67 million on 224 voluntary welfare organizations, including those bodies which operated daycare centers to enable voluntary organizations running care centers to learn the best practices for use at their respective centers and not to be overly dependent and rely on grants provided by the ministry for their programmes and activities (Utusan Malaysia, 2019). The ministry expressed the hope that those organizations that had received the government grants would be able to function on their own with support and aid from the corporate sector and other sources of finance (Wan Azizah, 2019). Looking at the Malaysia context, the ageing population reached 28.3 million in 2010 and is expected to increase to 38.6 million in the following 30 years. Data from Malaysia illustrates that 7% of the older population were aged 60 years and over during 2005 which is anticipated to double (14%)by 2028 (Soon, 2015). In the past, parents usually moved in with their children as they grew older and became more dependent, and any children who sent their parents to an old folks’ home were regarded as having neglected their filial duties. However, taking care of an elderly parent has become increasingly difficult compared to 30 years ago. This is mainly because ageing now comes with a package of chronic diseases, like diabetes, hypertension, stroke, dementia and heart disease, among others.

The World Health Organization (WHO) and individual countries are taking control of the progress by Elder Health Cares (EHC). Although the definition of EHC varies from country to country, it cannot be denied that accessibility, quality of basic health care and equity within countries have improved (Yadav, 2015). Nevertheless, the populations most in need are the aborigines, the poor, the disadvantaged and the disabled. These groups have the least access to health services according to the inverse care law which explains that health care tend to operate based on active market forces. However, meeting their needs will be very challenging, because every individual has a right to health care services and it is essentially the responsibility of the government to ensure this access (Ariff, and Beng 2016). Studies from Hartje (2004); Australian Local Government Association (2006); British Columbia Ministry of Health (2004) & Lee et al. al (2015) have all indicated that a majority of elderly people prefer to age in place rather than relocate to another place or a residential care facility. This is because ageing in place allows them to maintain their independence, social engagement and networks, and remain in a safe and comfortable environment (Kumar, 2017). Studies have also shown that the concept of ageing in place not only refers to the physical environment or living at home, but also focuses on the improvement of services and facilities that affect the wellbeing of elderly persons and other community members, including healthcare services, technology, social support and more (Burton, 2016). Although the government has implemented with many certain initiatives for elderly care, it seems doesn't fulfill the needs and interests of elderly such as facilities and allocation for care centers. The grants are limited and the total of care centers under government seems doesn't not fits will demand. Private cares seem lack of financial to run the cares (Ministry of Women, Family and Community Development, 2019). The absence of integrated and sustainable model for elderly care, hence affects elderly people's effort towards independent living and there is a need to develop an integrated and sustainable model by smart partnership (developer and NGOs) involvement. Since, providing a care center is one of social responsibilities of the government towards the citizens, the government should take action for any costs to ensure the elderly people doesn't felt alone and abandoned not only their children and government as well. Hence, this study aims to investigate why the current elderly care policy is inadequate in providing elderly care for the elderly people and aims to develop an integrated and sustainable model for the care of elderly people to improve the quality of cares by having partnership as well with private
involvement. In this proposal, the study tries to examine whether the current elderly care is adequate in providing elderly care for the elderly; to identify the issues and challenges facing by the government agencies in handling the elderly cares; to explore the perspectives of different stakeholders; and to develop an integrated and sustainable model in improving the care of elderly people. Findings from this study perhaps can help the policy makers in designing an inclusive model for the care centers in fulfilling the national policy for older persons and moving towards develop country by having a comprehensive policy on designing aged-friendly facilities in Malaysia.

2. LITERATURE REVIEW

By 2050, the world’s urban population is expected to nearly double. Fifty-seven per cent of people 60 years and older live in towns and cities. Globally, the total number of people over 60 is set to double by 2050, rising from 1 billion to 2 billion, with 80% living in low- and middle-income countries (Nyirenda et. al, 2015). While most people can expect to live to 60 years and beyond, there is little evidence to suggest that these extra years are spent in good health. Cities and other human settlements can affect health directly, or through barriers or incentives that affect opportunities, decisions, and behavior. The World report on ageing and health highlighted the need for cities and communities to deliver better outcomes for older adults (WHO, 2018). With the unprecedented increase of seniors worldwide, it has become more important to address the challenges and concerns related to meeting their needs. According to Pastalan (1990) and Dey et. al, (2017), a higher percentage of the elderly population will result in major social and economic changes to many nations such as increased dependency ratios, an increased burden on the healthcare, welfare and pension systems and shrinking labor forces, among others. It is also important to address the preferences of a majority of people who want to remain in their homes as they grow older, also known as ageing in place, as evidenced by findings from Hagen (2013) and Hartje (2004) and Dey et. al, (2017).

In recent years, there has been a steady increase in discussions regarding the ageing in place concept especially in developed nations where the ageing process is more pervasive, as indicated by studies from the World Health Organization, the United Nations Population Fund and Help Age International Tan (2014) and Kumar (2017). However, from the 1990s to 2010 the ageing in place concept has been addressed by both policies and scientific research and has been stated directly and indirectly Tan (2014; Hagen, 2013). Thus, it can be concluded that ageing in place is a comprehensive concept which, if implemented correctly, can become a solid basis for developing sustainable communities for the present and future generations Lee et al. (2015). However, regardless of the increased discussions over the years there has been limited evidence on the evolution of the concept within the gerontological body of knowledge. However, from the 1990s to 2010 the ageing in place concept has been addressed by both policies and scientific research and has been stated directly and indirectly Tan (2014); Deb and Trivedi (2015). The definition of ageing in place as referred to by the Center for Disease Control and Prevention (2009) is; “The ability to live in one’s own home and community safely, independently, and comfortably, regardless of age, income, or ability level.” In different terms, ageing in place involves developing services and facilities that will allow a person to stay in their home or chosen environment for as long as they are able to as they grow older. Studies from Hartje (2004); Bähler et. al, (2015) and Australian Local Government Association (2006) have all indicated that a majority of elderly people prefer to age in place rather than relocate to another place or a residential care facility. This is because ageing in place allows them to maintain their independence, social engagement and networks, and remain in a safe and comfortable environment Lee et. al, (2015) and Hussain et. al, (2015). Studies have also shown that the concept of ageing in place not only refers to the physical environment or living at
home, but also focuses on the improvement of services and facilities that affect the wellbeing of elderly persons and other community members, including healthcare services, technology, social support and more. Tan (2014) and Granger & Asay (2009). Thus, it can be concluded that ageing in place is a comprehensive concept which, if implemented correctly, can become a solid basis for developing sustainable communities for the present and future generations.

Based on findings from the Robinson, Saisan and Russell (2017); AusAID (2013) and Ball et, al. (2011), there has been an increasing demand for long-term living arrangements for the elderly in countries like the United States, Australia, and the United Kingdom as a result of higher numbers of elderly persons within the population. Consequently, there is currently a diverse range of long-term care living arrangements for the elderly population in those countries which can be selected based on personal preferences and level of care needed either from home, within a chosen community or in a senior care facility. There are 5 main types of common living arrangements that are available for the elderly ranging from day care services to nursing homes which are Age-friendly Housing, Healthcare Services, Facilities and Services, Social (Place for Mom Inc., Seattle, 2005). Studies have revealed that many designers and developers still lack awareness regarding the concept of universal design and its implementation, as well as the unique housing requirements of the elderly population and persons with disabilities Beattie (2005; Lee (2002) and Fausset et, al. (2011); Sulaiman, Baldry and Ruddock (2006); Farber et. al, (2011).

3. RESEARCH METHODOLOGY

The study will use the mixed method by quantitative and qualitative approach to understand the research problem at the best. Acaps (2012) states that quantitative research method is characterized by the collection of information which can be analysed numerically, the results of which are typically presented using statistics, tables and graphs. It is easier for the researchers to collect the data and it is more accurate and less cost involves by applying this quantitative method (Creswell, 2009; Zikmund, Babin, Carr and Griffin, 2010). A qualitative approach is needed to examine further the care centers policy and practices in Malaysia are efficient in providing the care alternatives of the elderly people. The quantitative data will have strong result while supports from qualitative data and it will be done by stages to meet the objectives. First, this study conducts an in-depth interview with the informants (elderly people) form the variety of background within the inclusive criteria to investigate their opinion regarding the current care policy. The respondents (elderly people) be in the age of above 60 years old, current living in Ipoh, Georgetown and Alor Star, currently staying with their children or relatives or staying at care centers under government and private.

The interview will be made with key-stakeholders which are different groups of (developers, housing policy makers, NGOs and the owner of care centers providing by the government and private. the interview will be covered with the key informants from the Jabatan Kebajikan Masyarakat under Ministry of Women, Family and Community Development and National Housing Department under Ministry of Urban Well-being, Housing and Local Government who are responsible for the implementation of care centers and housing matters to improve the quality of life of urban citizens, the key informants from representative body or private property developers known as ‘Real Estate’ Housing developers Association Malaysia (REHDA) that involved in housing advocacy and governance for the private developers and the key informants from NGOs which is National Council for Senior Citizens Organizations, Malaysia (NASCOM). Purposive sampling will be used as the researcher collects the information from the person who likely to have the required information as well as can provide the data
to answer the research objectives (Byrman, 2012). The total population of elderly people above 60 years in Ipoh and Georgetown is projected at 2,800,000 (DOS, 2017), thus the sample size of the respondents will be 384 based on Krejcie and Morgan (1970) (Creswell, 2009). For the quantitative data, the study will employ descriptive and inferential statistics and will be used Statistical Product and Service Solutions (SPSS) Version 25.

4. CONCLUSION

In conclusion, the study perhaps can improvise the policy of safety and well-being of the older persons through its objective. Health care and services, prevention of diseases as well as improving the quality of life of the older persons are some of the strategies that are outlined in the Plan of Action for Older Persons. Among the strategies that are planned to achieve enabling and supportive environment for older persons are to strengthen the human governance and the enforcement of law pertaining to older persons; accessibility and capacity-building of the organizations; and inter-generational interdependence. Meanwhile, the implementation of the plan of action for older persons is inter-sectoral and multi-disciplinary that involves coordination among the ministries, agencies, nongovernmental organizations, private sectors and the community. The current facilities and services for older persons in Malaysia are provided by the Government, NGO’s and the private sector. The objective of the services provided by the Ministry of Women, Family and Community Development through the Department of Social Welfare is to meet the needs of the poor older persons. However, institutional services are provided as the last resort for the older persons. The findings from this research will provide proper care and protection for the needy elderly, treatment and better quality of life. Hence, by developing an integrated and sustainable model for the care of elderly people will help the homes and cares for better service with smart partnership with developers, NGOs and other parties.

REFERENCES


PEMPOLITIKAN DAN REFORMASI PENGURUSAN AWAM; KAJIAN TERHADAP PEGAWAI ATASAN DI MALAYSIA

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ABSTRAK


Kata kunci: Pempolitikan dalam sektor awam, reformasi pengurusan, patron-client, titik temu politik dan pentadbiran, kepimpinan dan pemimpin, simbolik politik

1. PENGENALAN

Pempolitikan (dalam kalangan pentadbir atasan) dalam kajian ini merujuk kepada tingkah laku, peranan atau reaksi pihak pentadbir terhadap penglibatan, kawalan atau campur tangan ahli politik (disebut juga sebagai pempolitikan) dalam pentadbiran awam. Pempolitikan atau juga kawalan politik adalah satu mekanisme yang diperkenalkan bagi memastikan tingkah laku birokrat selari dengan kepentingan orang awam. Secara umumnya penglibatan politik meliputi apa sahaja bentuk tindak-tanduk ahli politik, yang
menjurus kepada tindakan susulan oleh pentadbir, berupa arahan, teguran, ucapan dalam majlis formal sehingga kepada campur tangan politik yang kesudahannya membentuk sikap pentadbir yang lebih cekap dan bertanggungjawab. Dalam konteks kajian penglibatan atau kawalan politik dizahirkan menerusi model pengurusan, misalnya menerusi pengurusan personel, kontohnya pelantikan dan apa sahaja bentuk tingkah laku dengan ahli politik atau aktiviti yang bersabit dengan kerjaya seseorang penjawat awam itu.


Satu daripada titik permulaan kepada pembaharuan dan keterbukaan birokrasi di barat adalah melalui Laporan Fulton 1968 di United Kingdom. Laporan tersebut menunjukkan keperluan menerapkan keupayaan pentadbir dalam sektor awam. Ia menyarankan satu sistem yang terbuka di mana kakitangan dari luar di setiap peringkat diambil bekerja dan struktur berhierarki membolehkan semak dan seimbang berlaku dan akauntabiliti di setiap peringkat menyukarkan perjalanan berlaku tanpa sebab yang munasabah. Laporan tersebut turut menekankan agar penggubalan dasar berlaku di bawah hala tuju kepemimpinan politik dan akauntabiliti kepada parlimen serta orang awam.

Negara-negara Anglo-Saxon seperti AS dan UK yang menjadi pelopor kepada PAB dan lebih menarik lagi, pemimpin politik adalah peserta yang aktif yang berperanan melaksanakan perubahan pengurusan dalam sektor awam. Walaupun pemimpin-pemimpin politik ini tidak tertakluk dengan mana-mana sayap parti, mereka mempunyai asas politik yang jelas iaitu menganggap birokrasi yang telah diwarisi sekian lama itu sebagai halangan utama kepada perubahan dasar. Bagi mereka, jalan terbaik ialah menyehatkan institusi birokrasi sedia ada supaya dapat mengubah beberapa perkara asas agar kerajaan boleh melaksanakan dasar awam dengan lebih telus, berakauntabiliti, berintegriti. Dalam kebanyakan kes, penyelesaian mudah yang diambil adalah dengan melaksanakan amalan yang dipraktikkan di sektor swasta.

Di UK, Perdana Menteri Margaret Thatcher telah melantik ketua jabatan pilihannya sendiri bagi menggalai Efficiency Unit untuk menilai apa yang telah dicapai menerusi Next Step Project yang mana sebelum ini ianya belum mendapat perhatian serius kerajaan. Perubahan yang dikehendaki tertumpu kepada mengukur apa yang telah dicapai. Selama ini kerajaan hanya membelanja peruntukan dan melaksanakan program namun belum mempermaikan sama ada program yang dilaksanakan itu mencapai objektif atau sebaliknya. Bagi melaksanakan projek tersebut, Thatcher melantik seorang menteri Sir Robin Ibbs bagi memandu Office of the Civil Service dengan melantik ahli politik bagi memandu jabatan tersebut. Langkah ini adalah bersesuaian dengan saranan Efficiency Unit. Dalam erti kata lain, ahli politik diberi kepercayaan untuk terlibat secara langsung dalam mengemudi sektor awam. Hasilnya unit tersebut telah berjaya mengenal pasti masalah sebenar dan
kemudiannya mengorak langkah mencari penyelesaian yang berasaskan piawai dan sesaran yang
dasaran yang fokus kepada tahap kepuasan pelanggan.

Di negara barat, penglibatan politik atau pempolitik dalam pentadbiran adalah satu konsep yang
diterima kerana ia dapat memastikan kecekapan dan kapasiti pentadbir yang semakin meningkat.
Terdahulu daripada konsep itu iaitu teori PAT lebih menekankan kepada depolitization atau
pengasingan politik dari pentadbir sebagai pendekatan bagi memastikan kecekapan pentadbir. Namun
PAT tidak dapat bertahan lama kerana realiti yang mahukan kerajaan perlu bertindak pantas dan
dengan peranan ahli politik dan pentadbir yang berbeza dan terasing menyokong proses kerja dan
dasar dengan itu PAT sendiri diakui ditolak dan alternatifnya adalah PAB iaitu pendekatan yang
lebih realistik kerana menganjurkan kepada interaksi atau penglibatan bersama ahli politik dan
pentadbir. Inilah juga ciri-ciri yang ada sektor awam. Ianya bukanlah vakum yang mengasingkan
menghubungkan di antara kepimpinan politik, jentera awam serta orang awam (Hughes

Kajian-kajian yang dijalankan oleh sarjana-sarjana di Barat memperlihatkan bahawa penglibatan politik
atau pempolitik ini adalah satu pendekatan yang perlu bagi meningkatkan prestasi serta membantu
memelihara akauntabiliti di kalangan pentadbir. Kajian pempolitikan (kawalan politik) menerusi PAB
secara perbandingan di beberapa negara di Eropah menunjukkan impak yang berbeza ke atas pegawai
atasan kerajaan. Walaupun pegawai kanan kerajaan di negara Anglo-Saxon iaitu Britain dikawal secara
lebih ketat oleh pemimpin politik, di negara-negara Skandinavia seperti Belanda dan Finland, kawalan
politik yang dikenakan ke atas pegawai kanan menjadikan pegawai-pegawai mereka lebih bebas.
Walaupun pempolitikan dalam kalangan pegawai adalah berbeza, umumnya ia berjaya meningkatkan
profesionalisme dan akauntabiliti mereka. Semuanya bergantung kepada dinamika perkembangan
norma-norma pengurusan ini dan konteks dan budaya pentadbir yang dimiliki oleh sebahagian negara
pempolitikan di negara maju meletakkan evolusi dalam sistem politik sesebuah negara dan budaya
pentadbir sebagai faktor yang menyokong dan menggugat kawalan politik yang dikenakan.

Ternyata Malaysia sensitif dengan perkembangan yang berlaku ini dan buktinya beberapa inisiatif
program berasaskan pengurusan prestasi telah diperkenalkan bagi mengatur semula peraturan dan
prosedur (melalui ISO 9001), memacu meningkatkan kualiti (KMK), meningkatkan fokus pelanggan
(piagam pelanggan), semakan semula ke atas sistem personel (SSB dan SSM) dan pengurusan
kewangan (SPD). Di bawah Abdullah Badawi (2003-2006), pendekatan yang sama diteruskan,
diperkenalkan serta diintegrasikan di bawah satu sistem iaitu KPI ketua jabatan. Sistem KPI ini
menghimpun semua KPI yang mana sebelum ini diawasi oleh agensi-agensi yang berbeza seperti Perbendaharaan, MAMPU dan Jabatan Audit Negara. Kemuncak kepada kesinabungan
kepada program yang berasaskan keberhasilan ini adalah di bawah kepimpinan Dato’ Seri Najib (2006-
sekarang). Program yang sebelumnya ini dibuat di peringkat jabatan untuk individu kini telah
diperluaskan ke peringkat nasional iaitu melalui Bidang Keberhasilan Utama Negara (NKRA).
Melalui program berskala besar itu, bidang-bidang strategik yang menjadi tumpuan dan perhatian
rakyat dapat dikenal pasti dan pelarasan kewangan dapat disusun dengan lebih bijak dan berhemah.
Menariknya lagi, semua usaha pembaharuan ini diperkenalkan dan dipandu di bawah agensi pusat iaitu
yang berada di bawah Jabatan Perdana Menteri (JPM). Bagaimanapun, di Malaysia perlaksanaan PAB
iaitu yang menganjurkan penglibatan politik dalam pentadbiran didakwa masih kabur.
**Jadual 1:** Program pengurusan berasaskan prestasi di Malaysia

| Tahun | Program/Penaliti
<table>
<thead>
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<tbody>
<tr>
<td>1968</td>
<td>Sistem Perancangan Pemprograman Pembelanjawan (PPBS)</td>
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<tr>
<td>1986</td>
<td>Program Penguaran Produktiviti (PPP)</td>
</tr>
<tr>
<td>1990</td>
<td>Sistem Pembelanjan Diubahsuai (SPD)</td>
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<tr>
<td>1991</td>
<td>Inisiatif Penambaidakan Produktiviti (PMI)</td>
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<tr>
<td>1992</td>
<td>Sistem Perakaunan Mikro (MAS)</td>
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<td>1992</td>
<td>Skim Saraan Baru (NRS)</td>
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<tr>
<td>1992</td>
<td>Pengurusan Keseluruhan Kualiti (TQM)</td>
</tr>
<tr>
<td>1993</td>
<td>Piagam pelanggan</td>
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<tr>
<td>1996</td>
<td>Organisasi Piawai Antarabangsa (ISO)</td>
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<tr>
<td>1999</td>
<td>Penandarasan</td>
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<tr>
<td>2002</td>
<td>Skim Saraan Malaysia (NRS)</td>
</tr>
<tr>
<td>2004</td>
<td>Indikator Utama Prestasi (KPI) bagi semua agensi kerajaan</td>
</tr>
<tr>
<td>2007</td>
<td>Bidang Keberhasilan Strategi Perbendaharaan dan KPI strategik</td>
</tr>
<tr>
<td>2007</td>
<td>Penaraan bidang dalam pengurusan awam Ketua Audit Negara</td>
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<tr>
<td>2008</td>
<td>Sistem penaraan bintang dalam pengurusan awam MAMPU</td>
</tr>
<tr>
<td>2009</td>
<td>KPI untuk menteri dan kementerian</td>
</tr>
<tr>
<td>2009</td>
<td>Bidang Keberhasilan Utama Negara (NKRA)</td>
</tr>
<tr>
<td>2009</td>
<td>KPIs untuk ketua-ketua jabatan</td>
</tr>
</tbody>
</table>

Sumber: Xavier 2013

Ini kerana melalui model terdahulu iaitu model birokrasi itu sendiri iaitu yang terdiri daripada individu yang tertakluk kepada peraturan dan subjek atau client kepada patron politik yang membentuk kerajaan masih dianggap sebagai proses yang mengelar campur tangan politik untuk terlibat sama dalam pentadbiran seringkali dilihat tanpa sempadan yang jelas. Maka, evolusi dan transisi pentadbiran awam dari model birokrasi ke pengurusan saintifik ke PAB menjadi tanda tanya kerana prinsip asas kepada PAB itu sendiri yang menekankan kecekapan dan dalam masa yang sama membenarkan politik campur tangan dalam pentadbiran. Jelas sekali kepentingan sempit pentadbir tersebut menggugat obyektif sebenar program-program yang dilaksanakan.


Tambahan lagi, dalam pengukuran prestasi, kajian awal mendapatkan Sistem Belanjawan yang Diubahsuai (SPD) yang diperkenalkan pada tahun 1990an walaupun dari segi laporan menampakan kemajuan dan perluasan program, namun implementasinya tidaklah konsisten. SPD yang berasaskan ‘let the manager manage’ dan menekankan kepada pemencaran kuasa di kalangan pentadbir bagaimanapun gagal menurunkannya ke peringkat pengurusan yang lebih bawah. Pengukuran produktiviti hanya terhad di bahagian output dan tidak diperluaskan ke peringkat outcome. Kesudahannya, kedudukan Perbendaharaan menjadi semakin berpusat dan berpengaruh bertentangan dengan teori asalnya yang
mahu memencarkan kuasa. Dalam pada itu, berdasarkan kajian awal yang dibuat terhadap KPI jabatan, beberapa ketua jabatan tidak menggunakan autonomi seadanya sebaliknya memilih menggunakan banyak kuasa budi bicara (highly discretionary). Kajian juga turut mendapati pekeliling mengenai KPI jabatan itu sendiri mengukur kecekapan dan keberkesanan dengan menekankan lebih output dan aktiviti (seperti tempoh masa menunggu di kaunter, tempoh masa memberi maklum balas kepada pelanggan, kitaran penyampaian perkhidmatan, peratusan kesilapan dan output yang terhasil dalam tempoh masa yang khusus) dan bukannya keberkesanan dan kecepatan iaitu konsep yang mempunyai pengertian yang lebih meluas dan mendalam. Bagaimanapun, tindak-tanduk menilai berdasarkan bilangan output dan tahap kecepatan berdasarkan tempoh masa dalam penyampaian perkhidmatan tidak semestinya menjelaskan dan meningkatkan prestasi, tadbir urus dan akauntabiliti.

Justeru, selain ahli politik, apakah reformasi sektor awam yang diperkenalkan dari tahun 1990 hingga 2009 secara konsisten yang didakwakan memberikan ruang kuasa dan budi bicara telah dijadikan alat bagi bagi elit pentadbir mempertahankan legitimasi mereka? Apakah bentuk-bentuk pempolitisian lain yang tersirat atau dizahirkan oleh pegawai atasan kerajaan menerusi hubungan politik-pentadbir dan program pembaharuan pengurusan? Adakah dengan pempolitisikan yang terhasil dalam kalangan pegawai atasan ini menggambarkan PAB itu satu yang istimewa yang boleh memperkukuhkan profesionalisme dan akauntabiliti pentadbiran?

2. METODOLOGI


3. PERBINCANGAN

3.1 Hubungan ahli politik dan pentadbir

Secara prinsip pempolitisikan atau hubungan dan sempadan ahli politik dan pentadbir dalam sektor awam di Malaysia awal-awal lagi sudah kabur. Informan pertama mengupas berdasarkan Perlembagaan Persekutuan bahawa secara implisitnya peranan pentadbir awam adalah sebagai penggubal dasar atau peranan tersebut juga sebenarnya telah diserahkan oleh pemimpin politik kepada pentadbir.


Bagi menteri pula, Mahathir percaya menteri sepatutnya hands-on atau serba-serbi mahir. Untuk memastikan tujuan itu dipenuhi, beberapa menteri dikekalkan berada dalam kementerian untuk tempoh masa yang lama. Sampai satu masa menteri itu akan mengetahui semua selok-belok pentadbiran dalam kementerian dan ini menjamin keberkesanan kerja dan dasar.

Kekaburan hubungan politik dan pentadbiran terus diperkukuh malah dicabar pula oleh beberapa perkembangan yang berlaku. Antaranya, Pengkorporatan Malaysia iaitu yang menjadi titik-tolak kepada mengubah hubungan di antara ahli politik dan pentadbir melalui nilai-nilai pasaran atau berorientasikan gaya pengurusan sektor swasta. Ia menganjurkan perubahan dari segi bagaimana penjawat awam berfikir dan bertingkah laku. Menurut seorang lagi informan, perkembangan pentadbiran awam ketika (atau PAB) mahukan pentadbir lebih responsif, lebih praktikal, inspective, efisien, berorientasikan pencapaian dan outcome, sekali gus meninggalkan karekter lama Weberian yang ketinggalan zaman.


Bagaimanapun, di peringkat awal pemerintahan Mahathir, hubungan politik dan pentadbiran masih stabil. Seorang informan yang juga ketua pengarah di sebuah kementerian menjelaskan bagaimana menteri masih menghormati autori ketua jabatan. Menterinya tidak mencampuri melainkan mengesahkan dasar dan program yang diputuskan oleh pentadbir. Bagi hemat pengkaji, ia bersifat individual case bergantung kepada kepimpinan kedua-dua menteri dan ketua jabatan.
Informan seterusnya menyifatkan sempadan politik dan pentadbir semakin lama telah dipolitikkan (politicized interfaces). Di pihak ahli politik, terdapat beberapa kes di mana menteri cuba mencampuri tugas pentadbiran, contoh yang diberikan oleh informan ialah menteri yang mengira akaun jabatan. Selain itu, sempadan politik dan pentadbiran juga boleh dipolitikkan apabila menteri enggan untuk berbincang dan bekerjasama dengan pegawai kerajaan.

Berikut di pihak pentadbir di mana turut juga menyumbangkan kepada ketidakseimbangan hubungan politik dan pentadbiran. Kes disini merujuk kepada pentadbir sendiri yang tidak menjalankan fungsi dan tugas. Mengulas lanjut mengenai pentadbir yang mengambikan peranan, seorang informan melihat implikasinya ahli politik pula yang dibenci rakyat atau yang dipertanggungjawabkan oleh orang awam walhal yang sepatutnya adalah pegawai kerajaan. Itulah vakum dalam sistem yang ada sekarang.

3.2 Pendekatan Top-Down


Menurut seorang lagi informan, perlaksanaan pendekatan top-down yang wujud sekitar 1960an dan 1970an tidak seperti yang ada ketika kini. Sebelum ini, gaya perlaksanaan dasar muncul dari pentadbir awam dan mereka yang memerintah yang memberi arahan dan bukannya ahli politik. Begitu juga sesama pentadbir, yang memberi arahan adalah pentadbir yang dipertanggungjawabkan secara langsung dan tidak perlu mendapatkan endorsement dari pimpinan atasan. Misalnya di bawah pemerintahan Tun Abdul Razak, arahan dari Ketua Pengarah EPU iaitu Thong Yaw Hong, sudah memadai dan tidak perlu ketua yang berada di atasnya, KSN. Berbeza pada hari ini, dalam pendekatan top-down

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1 Tan Sri Dato’ Thong Yaw Hong adalah Ketua Pengarah EPU yang pertama di Malaysia dan beliau berkhiridmat bermula tahun 1965-1976

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sumbernya adalah dari ahli politik. Jika pada hari ini yang memberi arahan adalah dari Ketua Pengarah EPU, sama ada ianya dipatuhi masih belum pasti.APA yang pasti selagi mana arahan diberikan oleh pentadbir ia belum menjamin. Semua bergantung kepada menteri yang memberi arahan. Menurut informan yang sama, keadaan dan peranan ahli politik dalam pentadbiran yang ada ini sebenarnya menggugat real thinking dalam kalangan pentadbir.


Bagi beberapa informan lain juga menumpu kepada tindak-tanduk pentadbir melalui perlaksanaan dasar secara top-down yang disifatkan negatif. Banyak pandangan yang berkisar tentang bayaran gaji iaitu di bawah tanggungjawab JPA. Contohnya, kes yang merujuk kepada informan yang bersara yang tidak menerima bayaran gaji yang setimpal dengan gred sebelum beliau bersara. Sebelum bersara, beliau adalah pegawai pegawai turus 3, tetapi persaraan beliau dibayar dengan gred JUSA B. Informan mengesyaki hanya kerana beliau bukan orang JPA beliau tidak layak memperolehnya. Kedua, sikap JPA banyak mengumumkan janji-janjinya yang mana salah satunya mana-mana ketua jabatan yang telah mencapai KPI akan diberikan bonus dan elauan tambahan tetapi kemudian tidak berlaku sama sekali. Ketiga pula adalah pengenalan program, skim yang tidak adil. Contohnya pengenalan Saraan Baru Perkhidmatan Awam (SBPA). Skim yang dilihat sebagai satu bentuk pempolitisikan di peringkat atasan hanya bertahan beberapa bulan itu berat kepada kumpulan primer iaitu pentadbiran dalam ranking paling atas. Antaranya insentif penyambungan kontrak, skim gaji pencen yang cukup tinggi, misalnya pencen KSN yang mencecah sebanyak RM60 ribu sedangkan skim dan struktur gaji, pergerakan gaji bagi kakitangan kerajaan yang lain tidak dimaklumkan secara jelas. Selain itu tempoh ruang masa yang singkat bagi penjawat awam berfikir ditambah lagi dengan pilihan yang terhad iaitu dua bulan sahaja sama ada menerima atau juga adalah satu prosedur yang jelik dan jelas sekali tidak sepatutnya berlaku.

Beberapa informan yang lain pula menjelaskan kawalan politik menerusi perlaksanaan dasar program NKRA. Program ini jelas sekali memerlukan penglibatan langsung ahli politik dalam pentadbiran yang mana lebih banyak menimbulkan tanda tanya berbanding menyelesaikan masalah. Pertama adalah dari segi rasional kewujudan dan penubuhan PEMANDU atau NKRA yang kelihatan sangsi, adakah kewujudan unit itu satu yang mendesak bagi tujuan memperbaiki prestasi atau hanya arahan dari pihak pemerintah yang punya agendanya yang tersendiri. Ini kerana di peringkat kementerian dan jabatan perlaksanaan pengukuran pencapaian ini masih belum k kukh dan terdedah kepada beberapa kekurangan malah idea agar ianya diperlucasakan ke peringkat nasional (melalui NKRA) agak
meragukan. Seorang lagi informan berasa curiga apabila menteri yang dipertanggungjawabkan dalam NKRA adalah dalam kalangan ahli-ahli politik yang telah kalah dalam pilihan raya dan melantik mereka yang telah tewas memegang peranan pentadbiran ini merisaukan lebih-lebih dalam mengurus dan mengukur prestasi. Selain itu, perlaksanaan NKRA memalui unit yang disifatkan istimewa di bawah JPM itu telah melembarkan lagi jurang dengan agensi-agensi pusat dan pelaksana yang lain.

Beberapa pentadbir yang lain pula menjelaskan pempolitic melalui implementasi program secara top-down melalui tindak-tanduk pentadbir dalam perlaksanaan ISO. Pertama adalah melalui ‘asalnya dilaksanakan’ atau ‘as long it is done’ tanpa mengambil kira dari aspek kesesuaian dengan kerja, jabatan itu sendiri. Begitu juga apabila seorang informan menjelaskan bagaimana pegawai akan tidak menghiraukan dan mempedulikan pelanggan kerana yang lebih penting ialah ianya dilaksanakan. Contohnya, apabila program pengurusan ini cuba dilaksanakan di peringkat awal di Universiti Malaya iaitu sebuah universiti awam yang disohor di Malaysia. Ketika itu ramai ahli akademik termasuk profesor enggan menurutkannya atas alasan ianya tidak bersesuaian dengan dunia dan ciri-ciri sebuah institusi akademia. Seorang informan lagi menyebut tentang kesilapan MAMPU yang mengambil mudah gerak kerjanya -overgeneralise atau menyamakan semua jabatan dengan prosedur ISO sedangkan setiap jabatan mempunyai ciri-ciri kerja dan fungsi yang unik. Seorang informan menyimpulkan bahawa inilah inilah kebanyakan pegawai atasan di Malaysia yang melihat satu-satu program hanya dari aspek permukaan dan teknikal tanpa memikir jauh implikasinya dan bagi mereka itu sudah berjaya dan sudah responsif kepada pemerintah.

Idea asal PAB yang menekankan kepada aukauntabiliti secara bottom-up iaitu SPD iaitu satu pembaharuan menerusi kewangan sepatsutnya diturunkan kepada pegawai pengurusan pertengahan dan bawahan agar mereka sedar akan keberkesan kos dan penjinjaman tidak menjadi kenyataan. Begitu juga program berorientasi pelanggan seperti piagam pelanggan yang mempunyai ciri-ciri kerja dan fungsi yang unik. Seorang informan menyimpulkan bahawa inilah menda kebanyakan pegawai atasan di Malaysia yang melihat satu-satu program hanya dari aspek permukaan dan teknikal tanpa memikir jauh implikasinya dan bagi mereka itu sudah berjaya dan sudah responsif kepada pemerintah.

3.3 Fasa Kepimpinan Dan Penempilan

Faktor kepimpinan juga menjadi sasaran pempolitic dalam kalangan pegawai atasan kerajaan di Malaysia. Kepimpinan adalah konsep pengurusan yang banyak disalahgunakan yang sering tidak mengikut konteks (uncontextualized) serta menekankan kepada tabiat individu dari sektor swasta yang sangat mudah kepada sektor awam (Miller 2005: 120). Dari segi konsep dan praktis, kepimpinan dan pengurusan adalah konsep yang tidak sama antara satu lain. Pengurusan melibatkan fungsi dan aktiviti yang berkait dengan perancangan, menyusun, mengawal manakala kepimpinan meliputi interaksi di antara kumpulan manusia di mana seorang individu mengubah tingkah laku individu yang lain melalui motivasi dan pengaruh (Gibson et al, 1991:364). Pengurus memberi arahan dan perintah tetapi apabila orang lain mengikutinya secara sukarela, maka dia adalah pemimpin (Gibson et al, 1991:365). Oleh itu, kepimpinan pula adalah fungsi seseorang yang mempengaruhi orang lain untuk

Istimewa dalam konteks ini ialah kelainan atau keunikannya dari jabatan yang lain. Antaranya, bilangan pegawainya yang kecil tetapi memegang potfolia yang besar, nama jawatan-jawatan pegawainya adalah mirip gaya sektor swasta, bayaran gaji yang jauh berbeza daripada penjawat awam yang lain, peruntukan membiayai program yang cukup besar sehingga membawa kepada peningkatan peruntukan di bawah JPM secara mendadak.
menerima permintaannya tanpa melakukan kekerasan. Stephen Covey (1989: 101) menerangkan perbezaan antara kepimpinan dan pengurusan iaitu; pengurusan adalah tumpuan yang lebih rendah di mana kebanyakan pengurusan menitikberatkan persoalan tentang 'bagaimana cara terbaik saya dapat mencapai', sedangkan kepimpinan pula tertumpu kepada tumpuan yang lebih tinggi dengan memikirkan dari segi 'apa yang saya ingin capai'.

Kepimpinan dan penyataan misi juga antara yang dikenal pasti sebagai tema yang membentuk karektor pegawai atasan kerajaan. Kepimpinan meliputi individu yang boleh membantu organisasi dalam membangunkan organisasi melalui penyataan misi. Penyataan misi membantu mengatur rancangan, strategi bagi kementerian dan seterusnya memilih pegawai yang dapat mencapai objektif program.

‘Involving’ atau keterlibatan juga adalah antara aspek kepimpinan yang mendapat perhatian beberapa informan. Salah seorang informan menyatakan bahawa pekerja suka pemimpin mereka yang membimbing atau memberi tunjuk ajar berbanding yang menyuruh mereka membuat kerja. Inilah aspek pengurusan sumber manusia yang memerlukan bentuk kepimpinan yang membina pandangan dan arahan dengan segera. Dalam pada itu, terdapat kes yang berlawanan di mana ketua jabatan ‘lepas tangan’ sehingga mengakibatkan sistem perakaunan jabatan ‘tergantung’ selama tiga tahun dan menerima tekanan oleh kabinet gara-gara ianya diurus secara baik dan sempurna.


Seorang informan yang lain pula menjelaskan mengenai sikap pemimpin pentadbir yang tidak konsisten iaitu kononnya bercakap tentang soal agama tetapi di sebaliknya melakukan sesuatu yang bercanggah dari prinsip agama. Tidak kurang juga, usaha usaha beberapa pemimpin pentadbir yang punya visi yang jauh ke depan tetapi dari segi perlaksanaan, tidak konsisten disebabkan terlalu optimistik dan mengabaikan aspek pemantauan.

Selain itu sukar bagi seseorang untuk menemui individu yang mempunyai kedua-dua keupayaan kepimpinan dan pengurusan. Bagaimanapun, dengan persekitaran yang kompleks, di mana katau jabatan berfungsi adalah penting bagi mereka menjadi pemimpin berbanding pengurus atau leader rather than manager. Mereka perlu perlu menyediakan satu hala tuju bagi mencapai misi jabatan dan memotivaskan kakitangannya untuk mencapai objektif jabatan. Mereka perlu mengelak daripada asyik mengurus masalah personal dan perkara-perkara pengurusan yang remeh-temeh. Isu pengurusan sumber manusia yang berkait juga dengan implikasi kewangan. Perlu diingatkan juga ketua jabatan juga adalah pegawal pengawal (kewangan), sepatutnya hal-hal pengurusan personel ini diaghikan juga kepada kumpulan pengurusan yang lain.

4. KESIMPULAN

Di Malaysia pengenalan reformasi pentadbiran telah bermula semasa laporan Esman Montgomery (1967) apabila beliau menganjurkan penubuhan UPP. Apa yang cuba dibangkitkan di situ adalah reformasi institusional atau hard reform iaitu yang kesudahannya menekankan kepada peningkatan dan pemerkasaan pentadbir. Ia adalah asas yang perlu sebelum mengorak langkah ke reformasi pengurusan seperti kewangan dan personel atau yang mana dikategorikan sebagai soft reform.


Pendekatan top-down dalam implementasi dasar dan program yang terkesan oleh sejarah penjajahan dan gaya pemerintahan kerajaan BN sehingga lebih 60 tahun. Secara dasarnya, pendekatan top-down terus kekal sebagai pendekatan cuma yang membezkakan adalah dari segi gaya perlaksanaannya. Secara umum, sebelum 1980an adalah negara ‘diurus oleh pentadbir’ dalam erti kata banyak input dan nasihat mengenai dasar dan perlaksanaan berasal dari pentadbir sendiri. Selepas tahun 1980an negara kemudiannya ‘diurus oleh ahli politik’. Guya pendekatan yang berbeza juga memberi implikasi terhadap perlaksanaan dasar awam yang juga berbeza.


Sesungguhnya, dalam konteks pempolitikan dalam sektor awam di Malaysia, didapat bahawa persekitaran yang ada meliputi dan tidak dapat mengetepikan elemen politik dalam pentadbiran, baik di pihak pemimpin ahli politik mahupun pemimpin pentadbir. Kedua-dua adalah aktor politik yang penting dalam sektor awam yang juga satu institusi politik. Menariknya lagi, elemen-elemen atau ciri-ciri politik itu yang disifatkan negatif wujud seiring dengan ciri-ciri politik yang positif iaitu yang juga dikenali sebagai pempolitikan hibrid. Kajian juga telah mengenali pasti punca punca yang membawa kepada birokrasi yang politicised dan bersifat hibrid seperti faktor patron-client, struktur feudal dan budaya masyarakat. Sesungguhnya, model pempolitikan hibrid ini adalah asas kukuh bagi semua pentadbiran awam di semua ruang lingkup pengurusan kerajaan. Ia menekankan kepada sempadan politik dan pentadbiran yang terasing namun penekanannya adalah juga kepada segi bagaimana setiap bahagian tersebut menyumbang kepada keseluruhannya dalam membentuk tadbir urus yang berkesan (Kathyola 2010:57). Pempolitikan hibrid ini juga menekankan kepada sikap saling bergantungan dalam keadaan peranan yang berbeza, mematuhi peraturan dan dalam masa menjunjung kebebasan, menghortami political supremacy bersama dengan keterlibatan pada kepentingan awam, mempertimbangkan perwakilan yang dipilih bersama dengan mematuhi undang-undang dan menyokong pilihan raya yang adil, menghargai politik dan dalam masa yang sama menyokong kepada piawaian yang profesional (Svara 2001: 179). Isinya bukan lagi sama ada pentadbir awam itu instrumental atau usurpatve (merampas kuasa) iaitu yang dibincangkan di bawah model PAT yang menekan diikotomi, tetapi lebih kepada bagaimana kedua-duanya instrumental dan menyumbang kepada proses politik itu sendiri (Heady 1984:408).

RUJUKAN

Ahmad Faiz Yaakob. 2018. Pengurusan awam baru dan pempolitikan dalam sektor awam: kajian terhadap pegawai di Malaysia. Tesis PhD Institut Kajian Etnik


ABSTRAK

Setar. Komposisi jumlah pengundi ialah seramai 31,305 pengundi di mana 73.63 peratus ialah Melayu, diikuti 21.96 peratus ialah Cina, 4.08 peratus ialah India dan baki membesitkan lain-lain bangsa. Kawasan Suka Menanti mempunyai kelebihan dari segi ekonomi kerana terletak berdekat dengan bandaraya Alor Setar dan mempunyai infrastruktur yang baik. Namun, sasaran bagi menaik taraf kehidupan komuniti di sini perlu dipergiat agar mendapat jaminan kehidupan yang lebih selesa selari dengan pembangunan sedia ada. Oleh itu, penelitian mensasarkan kepada kajian isi rumah dan pendapatan penduduk, faktor sosioekonomi yang memberi kesan kepada kehidupan komuniti DUN Suka Menanti, mengenalpasti bekalan dan status manfaat bekalan air bersih dan bekalan elektrik, serta mengumpul data dan maklumat mengenai bantuan kerajaan untuk golongan B40. Dengan adanya maklumat terkini berkaitan dengan taraf hidup komuniti DUN Suka Menanti, dapat membantu pihak berwajib dalam menentukan bentuk bantuan yang bakal disalurkan kepada setiap penduduk setempat. Diharapkan kertas kerja ini mampu dijadikan sebagai panduan ringkas kepada penyelidik dalam proses penyelidikan yang akan datang khususnya berkaitan dengan pembangunan sosio-ekonomi di sesebuah DUN, khususnya Malaysia.

Key Words: DUN Suka Menanti, Negeri Kedah, pembangunan, sosio-ekonomi, Malaysia.

1. PENGENALAN

Berdasarkan kajian yang dijalankan oleh Ahmad Mahdzan Ayob (1990:32), aspek pembangunan acapkali dikaitkan dengan kepesatan sosio ekonomi, pendidikan, perkhidmatan, kesihatan, pengangkutan, moral, nilai serta hala tuju dalam sesuatu kehidupan. Sejajar dengan konsep yang diketengahkan ini, kajian di Kawasan DUN Suka Menanti, Alor Setar, Kedah adalah merupakan kajian asas bagi sesuatu penempatan di Kawasan DUN, yang mana objektif utama adalah untuk menilai dan melihat secara jelas bentuk-bentuk pembangunan yang telah di wujudkan di kawasan tersebut. Inisiatif kajian ini juga adalah untuk memenuhi keperluan Ahli Dewan Undangan Negeri DUN Suka Menanti dan Kerajaan Negeri Kedah khususnya untuk mendalami dan memahami permasalahan setempat khususnya penduduk DUN Suka Menanti dalam aspek sosio-ekonomi yang berfokuskan kepada pembekalan air bersih dan juga keperluan elektrik.

Umumnya, kajian ini bertujuan untuk mengumpulkan data dan maklumat komuniti Kawasan DUN Suka Menanti terutamanya berhubung dengan beberapa isu berkaitan pembekalan air bersih, bekalan letrik, masalah sosial yang wujud di persekitaran komuniti DUN Suka Menanti dan beberapa isu sosio-ekonomi lain yang menjelaskan pembangunan setempat Kawasan DUN Suka Menanti. Secara umumnya, kawasan DUN Suka Menanti terbahagi kepada lima (5) bahagian iaitu Kampung Suka Menanti, Kampung Seberang Pumpong, Gunung Sali, Taman Wira dan Kampung Batin.

Objektif utama kajian ini adalah:

a) Mengumpul data dan maklumat asas komuniti kawasan DUN Suka Menanti

b) Menganalisa faktor sosio-ekonomi yang memberi kesan kepada kehidupan harian komuniti kawasan DUN Suka Menanti

c) Membantu pihak DUN dalam mengenalpasti komuniti yang memerlukan bantuan demi pembangunan setempat
d) Mengumpul data dan maklumat mengenai kemudahan asas dan status manfaat pembekalan air bersih dan bekalan letrik.

e) Mengumpul data dan maklumat mengenai masalah sosial yang berlaku di sekitar kawasan DUN Suka Menanti

f) Mengumpul data dan maklumat mengenai bantuan kerajaan untuk golongan B40—contohnya, bantuan subsidi pembekalan air dan letrik

1.1 Permasalahan Kajian


2. KAEDAH PENYELIDIKAN

Kajian ini menggunakan kaedah soal selidik sebagai alat ukuran utama. Soal selidik yang dirangka terbahagi kepada tiga (3) bahagian iaitu Bahagian A: Maklumat respon; Bahagian B: Maklumat Sosio-Politik dan Bahagian C: Maklumat Sosio–Ekonomi. Sebanyak 500 borang soal selidik bakal diedarkan secara berperingkat terbahagi kepada tiga fasa edaran kepada keseluruhan penduduk di Kawasan DUN Suka Menanti.

Sampel penduduk DUN Suka Menanti terdiri daripada lima (5) buah Kawasan iaitu Kampung Suka Menanti, Kampung Seebrang Pumpong, Gunung Sali, Taman Wira dan Kampung Batin.
3. HASIL KAJIAN YANG DIJANGKAKAN

Beberapa dapatan hasil daripada kajian ini dijangkakan, antaranya ialah data berhubung demografi penduduk DUN Suka Menanti di mana antara item yang bakal di tanya di dalam soal selidik adalah umur, jantina, kaum, taraf perkahwinan dan tempat kelahiran asal penduduk. Dengan adanya data demografi ini secara tidak langsung mampu membantu pejabat Ahli DUN Suka Menanti menganalisa trend penduduk di kawasan tersebut.

Selain itu, taraf pendidikan penduduk DUN Suka Menanti turut ditanya di dalam soal selidik yang direka khas, tujuannya adalah untuk memahami dan mengetahui tahap pendidikan di kalangan penduduk DUN Suka Menanti. Maklumat ini amat penting dalam memastikan samaada penduduk celik ilmu atau sebaliknya, dan bantuan berupa pendidikan dapat diberikan dengan kadar segera jika diperlukan. Kesedaran terhadap pendidikan adalah sejajar dengan matlamat kerajaan di mana melihat pendidikan merupakan alat utama kepada komuniti agar dapat keluar daripada titik kemiskinan tegar.

Selain itu, item utama yang bakal diketengahkan di dalam soal selidik adalah berhubung pekerjaan. Tujuan utama adalah untuk melihat pola pekerjaan di kalangan komuniti khasnya DUN Suka Menanti. Sejajar dengan pekerjaan di kalangan komuniti DUN Suka Menanti, anggaran hutang bulanan turut ditanya. Tujuannya adalah untuk melihat sejauh mana penduduk setempat faham dan sedar kepentingan aspek pengurusan kewangan, baik untuk kegunaan masa kini mahupun untuk kegunaan masa hadapan. Dengan adanya maklumat ini secara tidak langsung membantu pihak pengurusan Ahli Dewan DUN Suka Menanti untuk menyediakan pelbagai program yang selari dengan pengurusan kewangan dan pengurusan hutang khusus untuk penduduk komuniti DUN Suka Menanti.

Aspek pendapatan keluarga turut menjadi salah satu item utama di dalam soal selidik kajian. Ini bertujuan untuk mengukur taraf pendapatan bulanan sesebuah keluarga. Hasil dapatan kajian bakal menjadi asas dalam penyaluran bantuan berbentuk penduduk setempat kemahiran kepada penduduk agar penduduk DUN Suka Menanti mampu meningkatkan taraf kehidupan mereka secara total.

Selain itu juga, hasil dapatan mengenai perkara asas seperti air dan lektrik dapat digunapakai dalam mengenalpasti sama ada kualiti dan kuantiti yang diterima adalah sejajar dengan apa yang sepatutnya mereka terima. Pemberian bantuan dari segi subsidi air dan lektrik juga dapat diberikan selepas soal selidik ini dijalankan. Secara umum sebelum kajian dijalankan terdapat permasalahan mengenai status air dan lektrik yang diterima oleh penduduk antaranya ialah kualiti air tidak bersih dan juga kes-kes kecurian mahupun berbentuk berkongsi meter dan kabel untuk air dan lektrik dikawasan tersebut. Melalui soal selidik ini diharapkan agar masalah pembekalan air dan lektrik dapat di atasi untuk meningkatkan kepuasan dan manfaat secara total dapat dinikmati oleh penduduk setempat kawasan DUN Suka Menanti.

4. KESIMPULAN

Diharapkan hasil kajian ini dapat menjadi contoh kepada para penyelidik lain yang berhasrat untuk menjalankan penyelidikan yang berkaitan dengan pembangunan sosio-ekonomi di sesebuah kampung mahupun Kawasan DUN, khasnya di Negeri Kedah. Hasil kajian dilihat mampu memberikan kefahaman tentang keperluan asas yang amat diperlukan oleh penduduk sekitar kawasan DUN Suka Menanti khasnya bekalan asas seperti pembekalan air bersih dan bekalan lektrik. Selain itu, hasil kajian
juga diharapkan mampu memberikan satu resolusi yang baik dalam menangani isu gejala sosial yang menganggu pembangunan penduduk setempat kawasan DUN Suka Menanti khasnya. Dengan memahami faktor utama permasalahan sosial yang wujud, satu resolusi terbaik mungkin boleh diketengahkan sebagai salah satu mekanisme terbaik dalam menangani masalah ini. Ini sejajar dengan matlamat kerajaan untuk meningkatkan produktiviti masyarakat setempat selari dengan mina yang sehat. Pengkaji berharap setiap program pembangunan yang bakal kerajaan wujudkan adalah selari dengan kehendak dan keperluan masyarakat setempat khususnya DUN Suka Menanti. Dengan adanya pembangunan infrastruktur yang efisen diharapkan ianya mampu mengubah corak kehidupan penduduk setempat khasnya mereka yang berada di Kawasan DUN Suka Menanti. Selain itu, dapatan kajian ini amat berharap setiap program dan dasar yang bakal diperkenalkan oleh sesebuah kerajaan benar-benar selari dengan keperluan penduduk setempat, demi untuk keberlangsungan masyarakat setempat.

RUJUKAN


PEMBIAYA

TRUST TOWARDS THE LOCAL GOVERNMENT IN MALAYSIA

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ABSTRACT

Past studies in other countries had shown that the level of trust by citizens differ across the three level of government which are the federal, state and local government. Trust in the local government is more significant to the citizens as it involves activities and programs that are significant to the citizens. Hence, local governments must improve its responsibility to gain trust for the continuation of citizens’ support. Nevertheless, trust issues in the local governments in Malaysia have been severed with issues such as operation of illegal gambling machines, corruption allegations, negative attitude of local enforcement officers toward the community, low performance of the management of solid waste. Therefore, it is important to explore the factors that influence trust of the community towards the local government. In this study, the three local governments involved were Shah Alam City Council (SACC), the Subang Jaya Municipal Council (SJMC) and the Kuala Selangor District (KSDC) Council. Qualitative research design had been selected by using face to face semi-structured individual interview. Data collected through interviews were analysed using thematic analysis. The findings of the study showed in-depth how political efficacy, governance and performance can influenced the residents trust toward the local government.

Keywords: Local Government; Trust

1. INTRODUCTION

In recent decades, there is a worldwide decline on the trust towards governments by citizens. The trust deficit reduces the legitimacy of government in tackling complex and wicked social problems caused by growing inequality, economic crises and changing demographics (Parker, Spires, Farook and Mean, 2008).

According to the 2015 Edelman Trust Barometer, Malaysians’ trust in the government dropped to 45 per cent that year. The Malaysian government remained the least trusted government for the fourth consecutive years, with trust levels below 50 per cent in 19 out of 27 countries (The Malay Mail Online, 2015). However the Edelman Trust Barometer only shows the trust for the government in general. Past studies (Fitzgerald and Wolak, 2014; Meyer et al., 2013; Seimuskane and Vorslava, 2013) in other countries had shown that the level of trust by citizens differ across the three level of government which are the federal, state and local government. Citizens tend to judge local governments according to
distinct criteria, some of which differ greatly from their expectations of national authorities (Fitzgerald and Wolak, 2014). Citizens view the local governments differently than the national government. As the local governments are deemed closer to the people, they are able to discuss their problems together for the betterment of their future.

Trust is necessary for creating the conditions of good government as well as being a prerequisite for a representative form of governance (Bhakta, 2010). The local government must improve its responsibility to gain trust for the continuation of resident support. Furthermore, trust is one of the most important assets that a governing institution can possess. Its presence helps to foster democratic participation, economic success and public sector efficiency (Parker, Spires, Farook and Mean, 2008). According to Kim (1995), researchers have proven that trust in government improves the level of public policy acceptance and reduces administrative costs, while encouraging compliance with laws and regulations. Thus, increase in trust for the government is important in order for central and local governments to implement their policy measures effectively and for good governance (Kim, 1995).

Citizens in Malaysia had over the years protested against the local government. In 2017, more than 300 people came together to hold a protest over the approved construction of a show house unit by Kuala Lumpur City Hall (DBKL) at the Taman Rimba Kiara in Taman Tun Dr Ismail (TTDI). Previously, the residents had a town hall meeting with the Federal Territories Minister to discuss the matter and were promised that the park will be left alone. However, the residents found out that DBKL had approved the construction of the showroom (Esther, 2017). In another case, the Bukit Gasing residents had questioned the proposed housing projects in the area from a safety point as well as issues such as access and sewerage links to the main channels. The residents’ main reason for the worry is that huge landslides had occurred in the area over the past few years.

Furthermore, other issues arising surrounding the local government include illegal gambling machines (Zulkiflee and Siti Rohaizah, 2014), corruption allegations (Zulkiflee and Siti Rohaizah, 2014), negative attitude of local enforcement officers toward the residents (New Sabah Times, 2013; Zulkiflee and Siti Rohaizah, 2014), low performance of local governments (Utusan Malaysia, 2013) and privatisation of solid waste management (Utusan Malaysia, 2013). Hence, this study aims to explore the residents trust towards the local government.

2. RESEARCH METHODS

In this study, the three local governments involved were Shah Alam City Council (SACC), the Subang Jaya Municipal Council (SJMC) and the Kuala Selangor District (KSDC) Council. This study has chosen the Shah Alam City Council (SACC) area as the case study because SACC was the first council that have been granted city status in the year 2000 (www.mbsa.gov.my). Whereas Petaling Jaya City Council (PJCC) was chosen as the pilot study because two previous studies had been done on PJCC that focused on participation (Hardev, 2007 and Mariana; 2008). This study had chosen the Subang Jaya Municipal Council (SJMC) area as the case study because the area had obtained a higher level in the Malaysian Urban Rural National Indicators Network on Sustainable Development (MURNInets). The other reason was that the SJMC has been consistent in upgrading and maintaining its facilities (The Star, 2017). For the District Council area, this study had chosen the Kuala Selangor District Council (KSDC) area as a case study and the reason for this was because one of the Strategic Plan 2016-2020 of Kuala Selangor district Council was to provide a conducive environment for green economy development, environmental preservation, historical heritage and quality life (www.mdks.gov.my).
At each of the local government areas, eight (8) respondents had been interviewed from the SACC area, nine (9) respondents from the SJMC area and thirteen (13) respondents from the KSDC area. The three residents associations of the areas that were involved are Flat Nilam Sari Residents’ Association (SACC), Laman Putra Residents’ Association (LPRA) (SJMC) and Taman Seri Tanjong Residents’ Association (KSDC). The reason to interview more than 6 respondents in a certain area, was because based on the statements from Guest, Bunce, & Johnson (2006), data saturation will occur by the time the researcher had interviewed six to twelve respondents. Hence the interview sessions of the respondents were conducted until it reached data saturation. For the characteristics of the target audience, this study looked at characteristics which were active participation in resident association, citizenship and the years that they had lived in that area.

In this study, qualitative research design had been selected. Qualitative research explores attitudes, behavior and experiences through methods such as interviews or focus groups so as to gain in-depth opinion from participants. Although less people are required to participate in this research but more time with them will be emphasize because their attitudes, behavior and experiences are vital (Dawson, 2002).

Face to face semi-structured individual interview was employed in order not to stray from the theme. Semi-structured interviews also allow freedom to the respondents to express their opinions on the subject matter. The interview sessions were conducted in English language and Bahasa Malaysia. All the respondents from SJCC area preferred the interview sessions to be conducted in English language, whereas the respondents from SACC and KSDC areas, preferred the interview sessions to be carried out in Bahasa Malaysia. The interview session for an individual was approximately 2 to 3 hours. The duration of collecting data took about 10 months to complete because of the availability of the respondents.

However, before any actual interview sessions for the case study was done, information regarding active resident associations was obtained. A call to the officer from the local government has been made to obtain the contact numbers of presidents of the resident associations in which they were actively involved. After obtaining relevant contact numbers from the officer, calls were then made to the presidents of the resident associations to arrange for a meeting. During the meeting with the presidents of the resident associations, contact numbers of their members were obtained. The interview sessions with relevant respondents were done until it reached data saturation.

Data collected through interviews was analysed using thematic analysis. The data recorded with tape recorder during the interview session was transcribed and later coded manually for analysis. In the thematic analysis, the research questions are arranged in to themes, sub themes and sub-sub themes. This study employed a single embedded case study design as it involves three councils in one state (Selangor). This single embedded case study provides possible similarities or differences that would give insights into the basics of the variables under study.

After the interview sessions were completed, the process of transcribing the data took about 3 months. In order for the data to be accurately transcribed, two steps were involved. Firstly, it took two months for the data to be completely transcribed. Secondly, a lecturer from the university faculty was asked to help in verifying the data that had been transcribed. It took the lecturer a month to verify the existing data.
3. FINDINGS AND DISCUSSIONS

The findings of this study show that there are two elements of trust which are time and positive experiences. It takes time for the residents to develop trust. Usually residents trust the person that they have known for a long time such as family members or close friends and have good experiences with them.

Most of the respondents from the three local governments had defined trust as when promises made to them are fulfilled by the local government and its officers had portrayed exceptional qualities such as being honest and truthful, accountable and sincere in doing work, helpful, possessing integrity, reliable, approachable, assuring, approachable and being a good listener.

Based on the study, nineteen (19) respondents that lived in the city and the municipal council areas had believed that elections enable trust towards the local government. If elections are allowed, then the residents can elect a suitable local councilor for their area. Subsequently, if the residents have the power to elect their local councilor, then trust towards the local government can be improved. Moreover, this study has indicated that the residents distrust the local government as consensus–orientation was not practiced. Majority of the respondents from the three local governments had stated that consensus-orientation was not fully exercised during decision making as the residents were not informed beforehand of the planning agenda of their area. Hence, the residents should be able to participate as any decision making by the local government affects them. In addition, the residents are the ones that recognize the problems that they are facing and what actions are best taken.

The implementation of by-laws made by the local government can influence the residents’ trust. Twenty (20) respondents that lived in the city and district council areas had agreed that the by-laws made by the local government were not appropriate and relevant. Among the common issues affecting residents in those areas were insufficient parking spaces, door taxes, lack of enforcement and unfairness among the local government officers. Moreover, residents that support the by-law made the local government, had stressed that there were lack of enforcement by the local government. For example, there were illegal stalls, illegal parking areas and dumping ground in their local area. Therefore, the rule of law either when unfair or had not been enforced, can affect the trust of the residents toward the local government.

Finally, majority of the respondents from the three local governments had agreed that the services provided by the local government such as garbage collection, drainage, landscaping, maintaining the playground, maintaining the traffic lights and street lights do affect residents trust towards the local government. Residents from the three local governments had viewed their local governments negatively because no doubt the local governments were responsive but were slow in actions towards complaints. Moreover, majority of the respondents from the three local governments had agreed that performance of local government was not up to the standards desired by them. Thus poor performance such as service delivery can affect resident’s level of satisfaction and trust.

4. CONCLUSION

There are good reasons to believe that people see local governments through a different lens than they see the government. In local governments, people are able to participate in a local residents’ meeting and activities and programs concerning their area. Local issues like housing, health and public safety directly affect people in a way that strictly national issues like defense and trade do not. Local
governments also have the potential to be particularly responsive to their constituents. With relatively small constituencies and often greater policy latitude, local governments have the potential to be flexible in public service delivery and responsive to policy demands in a way that national governments cannot (Fitzgerald and Wolak, 2014). Therefore, the local governments are deemed closer to the people, whereby they are able to discuss their problems together with the authority for the betterment of the future. However, if a local government is attempting to foster support for infrastructure projects or human services, then trying to enhance the residents’ trust in government might be an effective strategy (Herian, 2014). Thus in this study, it shows that the way to improve trust is by improving the participation, governance (consensus-orientation and by-laws) and the performance at the local level.

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ISLAM DAN PERLEMBAGAAN PERSEKUTUAN: POLEMIK MENDEPANI KEPELBAGAIAN

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ABSTRAK

Mutakhir ini terdapat pelbagai perdebatan berkaitan dengan Perkara 3 Perlembagaan Persekutuan yang menyatakan bahawa agama Islam merupakan agama rasmi Persekutuan dan agama-agama lain bebas untuk diamalkan di negara ini. Polemik ini menjadi semakin panjang apabila ia melibatkan kuasa pihak berkuasa agama, isu-isu birokrasi dan hal ehwal pentadbiran termasuk dengan pentembungan kuasa diantara mahkamah sivil dan mahkamah syariah yang mewujudkan interaksi pelbagai hala dalam politik dan masyarakat sivil. Interpretasi dan peranan Perkara 3 ini mengikut pandangan undang-undang mempunyai obligasi positif dan merupakan struktur asas dalam Perlembagaan Persekutuan maka ia perlu sentiasa diberikan nafas baru seiring dengan perkembangan politik dan sosial masyarakat. Peruntukan ini memberikan legitimasi undang-undang bagi penubuhan institusi-institusi yang menguruskan hal ehwal agama Islam sama ada di peringkat negeri mahupun di peringkat Persekutuan yang menjadi badan regulasi dan penguatkuasaan undang-undang Islam. Oleh yang demikian, artikel ini akan menganalisa peruntukan undang-undang berkaitan agama Islam di dalam Perlembagaan Persekutuan dan mengupas isu-isu kontemporari berkaitan dengan pengurusan institusi-institusi agama Islam di negara ini.

Kata Kunci: Islam, Perlembagaan Persekutuan, Institusi agama, bidang kuasa.

1. PENGENALAN

Perkembangan undang-undang negara secara asasnya tidak boleh lari dari rentetan sejarah dan pengaruh politik sama ada sebelum dan selepas kemerdekaan. Kerangka undang-undang akan didasari oleh pelbagai aspek seperti budaya, adat, agama, cara hidup, fahaman politik serta pengaruh politik serta perundangan antarabangsa. Malaysia sebagai sebuah negara komonwel dan jajahan Inggeris pada awalnya mengamalkan undang-undang lazim Inggeris sebagai panduan dalam sistem kehakiman dan
ianya berkembang selepas kemerdekaan. Namun begitu, undang-undang adat dan syariah juga diamalkan dan dilaksanakan bagi orang tempatan dan bagi tujuan persendirian.


2. METODOLOGI PENYELIDIKAN

Kajian ini berasaskan kepada doktrinal dengan mengkaji struktur perundangan di dalam Perlembagaan yang berkaitan dengan Islam dan juga undang-undang Persekutuan dan Negeri yang berkaitan dengan pentadbiran Mahkamah Syariah dan juga institusi-institusi agama. Kajian literatur sebagai sumber sekunder juga dijalankan bagi mengenalpasti isu-isu kontemporari yang berkaitan dengan pengurusan institusi Islam di dalam negara ini berdasarkan kerangka perundangan sedia ada.

3. ANALISIS

3.1 Struktur Perundangan

Perkembangan undang-undang negara secara asasnya tidak boleh lari dari rentetan sejarah dan pengaruh politik sama ada sebelum dan selepas kemerdekaan. Kerangka undang-undang akan didasari oleh pelbagai aspek seperti budaya, adat, agama, cara hidup, fahaman politik serta pengaruh politik serta perundangan antarabangsa. Namun begitu, sekitanya dilihat dalam konteks yang lebih luas, ia tidak hanya terhad kepada perundangan kerana dengan populasi majoritinya adalah masyarakat Islam maka ia memberi pengaruh yang besar. Menurut Aziz Bari (2010:60);
'However, as Muslims are in the majority and as the country’s life and history have always been closely-linked with Islam it is not easy to disentangle that religion from public life in Malaysia. Hence the place and influence of Islam in government policies, parliamentary debates and so on'

Seperti kebanyakan negara jajahan lain, Malaysia sebagai sebuah negara komanwel dan jajahan Inggeris pada awalnya mengamalkan undang-undang lazim Inggeris sebagai panduan dalam sistem kehakiman dan ia berkembang selepas kemerdekaan. Namun begitu, undang-undang adat dan Syariah juga diamalkan dan dilaksanakan bagi orang tempatan dan bagi tujuan persendirian. Walaupun, undang-undang Syariah ini mempunyai kuasa yang kurang jika dibandingkan dengan jurisdisksi mahkamah sivil, namun mahkamah sivil tidak boleh menyembunyikan keputusan yang dibuat oleh mahkamah syariah dan ini telah ditekankan dibawah Perkara 121 (1A) Perlembagaan. Ini menjadikan sistem perundangan di Malaysia agak berbeza dengan negara-negara komanwel yang lain (Aziz 2010:62) disamping dengan Perkara 3 Perlembagaan iaitu meletakan agama Islam sebagai agama rasmi Persekutuan.

3.2 Islam, Melayu dan konflik antara agama


Selain itu, terdapat beberapa kas yang telah memutuskan bahawa mahkamah sivil tiada bidang kuasa dalam membicarakan dan mendengar kes-kes yang berkaitan dengan hal ehwal agama Islam (Zainul Rijal Abu Bakar 2010). Kewujudan Perkara 121 (1A) mengukuhkan lagi hujah bahawa mahkamah sivil tiada kuasa tersebut. Namun begitu, berdasarkan perkembangan semasa, terdapat beberapa pandangan yang menyatakan bahawa menjadi keperluan untuk kedua-dua mahkamah berkompromi dan
bekerjasama secara holistic berkaitan dengan silang bidang kuasa kedua mahkamah ini bagi mengelakukan konflik berkaitan dengan penukaran agama anak apabila ibu bapa berlainan agama. Namun, semangat yang ditonjolkan oleh badan kehakiman sememangnya memahami kehendak yang telah diperuntukkan di dalam Perlembagaan Persekutuan. Antara hujah yang pernah dikemukakan oleh Bekas Hakim Mahkamah Rayuan iaitu Mohamad Ariff Md Yusof;

‘...owing to outcry from non-Muslims in Malaysia, Islamists were not being given the opportunity to discuss issues such as Malaysia as an Islamic state, Hudud Laws, or apostasy. He claimed Malaysia was not straightforwardly secular because Islam as the religion of the federation as stated in Article 3 must be regarded as having ramifications. Judges over the years have recognized the important place that Islam has in Malaysia’ (Lee 2010:75)


4. KESIMPULAN

Berdasarkan kepada penjelasan di atas, nyata dapat disimpulkan secara bahawa setiap perbahasan intipati Islam sebagai agama rasmi Persekutuan Malaysia yang termaktub di dalam Perlembagaan dipengaruhi oleh pelbagai faktor antaranya kontrak sosial dan kebudayaan yang telah membentuk sebuah negara bangsa. Oleh yang demikian, perbincangan penulisan ini terarah kepada isu yang berkaitan dengan institusi Islam dan perlaksanaan beberapa undang-undang yang berkaitan dengan Islam. Pertembungan diantara kuasa mahkamah dan juga enakmen negeri di dalam kerangka

3 Sila rujuk Iza R. (2016:244-250) untuk penjelasan terperinci berkaitan dengan kes Lina Joy dari segi politik perundangan Islam di negara ini.
perundangan negara pada dasarnya masih belum dapat diselesaikan. Manifestasi kepada perbahasan berkenaan penginstitusian agama Islam juga diketengahkan melalui medium bidang kuasa institusi yang dibahaskan berasaskan kepada intipati, falsafah disebalik pembentukannya dan isu-isu yang diketengahkan dalam memandu perbincangan berasaskan kepada Islam sebagai agama rasmi Persekutuan. Maka dapat dilihat berdasarkan hujah penghakiman yang diberikan dalam isu-isu kontroversi, nilai keanjalan perlembagaan adalah bersandarkan kepada kuasa yang diberikan kepada badan kehakiman yang mempunyai keunikan tersendiri dari segi meletakkan Agama Islam sebagai agama Persekutuan. Selain itu, perkembangan politik semasa juga akan sentiasa mewarnai pergolakan perundangan khususnya yang melibatkan kedudukan Islam, hubungan antara agama dan juga isu perkauman.

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MALAYSIA, NEGARA PEMBANGUNAN KEBAJIKAN DAN MODEL EKONOMI BARU (MEB)

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ABSTRAK

Kata Kunci: Negara Pembangunan Kebajikan, Model Ekonomi baru (MEB), bantuan sosial, tanggungjawab korporat sosial, pasaran.

1. PENGENALAN


2. METODOLOGI PENYELIDIKAN

Kajian yang dilakukan adalah bersifat kualitatif. Penyelidikan yang dijalankan adalah cenderung bersifat analisis teoretikal dan deskriptif. Maka dengan itu, penulis menggunakan metodologi penyelidikan bersifat kualitatif yang meliputi kaedah temubual dengan sumber autaritif dan juga kajian di perpustakaan untuk mendapatkan maklumat dan informasi mengenai teori-teori ekonomi politik yang dibincangkan. Kajian ini juga turut berinteraksi dengan sumber-sumber primer yang
melibatkan penggunaan laporan kajian dan ucapan-ucapan dasar pemerintahan berkenaan dengan topik kajian iaitu berkenaan program jaringan keselamatan sosial dan perlindungan sosial di Malaysia selain penggunaan data sekunder dari kajian-kajian lepas yang telah diubahsuai mengikut keperluan kajian.

3. NEGARA PEMBANGUNAN DAN KAPITALISME KEBAJIKAN


4. MODEL EKONOMI BARU (MEB): DOMINASI PERANAN NEGARA DALAM PENGURUSAN KEBAJIKAN DAN PERIHAL KETIDAKSAMARATAAN (INEQUALITY)

MEB dibentuk berdasarkan kepada pencapaian Program Transformasi Ekonomi yang didasarkan kepada kunci utama untuk menjadikan Malaysia sebagai sebuah negara bangsa yang maju ke hadapan yang bersifat terangkum (inclusive) dan keupayaan kelangsungan yang tinggi (high impact sustainability) yang sejajar dengan matlamat Wawasan 2020 (Majlis Perundingan Ekonomi Negara 2009). MEB menyuarakan tiga matlamat utama untuk dicapai iaitu untuk meningkatkan pendapatan negara, kelangsungan yang tinggi dan memperkasaan aspek keterangkuman (inclusiveness). Ketiga tiga bentuk matlamat ini adalah disandarkan kepada satu aspek utama iaitu untuk meningkatkan tahap kualiti hidup rakyat. Tindakan afirmatif masih lagi diamalkan, namun sifat mesra pasaran tersebut bukan lagi dilihat didasarkan kepada faktor kaum, namun ianya lebih berasaskan kepada faktor kelas selaras dengan pelaksanaan MEB. MEB meliputi usaha negara atau kerajaan untuk memberikan dan menyediakan faedah kebajikan kepada seluruh rakyat Malaysia. Ini merangkumi kesemua etnik atau kelas sosial dalam masyarakat di Malaysia.
4.1 Bantuan Rakyat 1 Malaysia (BR1M): Jaringan Keselamatan Sosial Baru Di Malaysia?

BR1M dilihat sebagai manifestasi daripada pelaksanaan MEB yang merangkumi usaha kerajaan mengurangkan beban ekonomi rakyat. Oleh demikian, BR1M diwujudkan sebagai satu bentuk bantuan yang diberikan oleh kerajaan Malaysia bagi membantu meringankan beban rakyat akibat daripada peningkatan taraf hidup di Malaysia (Najib Razak 2014). Ianya juga merangkumi kepada aspek penyediaan kemudahan bantuan yang disediakan oleh negara yang disediakan dalam bentuk tunai atau pun cash nexus. Perancangan pelaksanaan BR1M adalah dimulakan pada tahun 2012 yang dicadangkan pelaksanaannya semasa pembentangan bajet negara pada tahun 2011 berkenaan Bajet 2012. Ianya merupakan salah satu mekanisme bantuan yang dibentuk dan dilaksanakan di bawah program 1 Malaysia sebagai usaha negara untuk memastikan keseimbangan pendapatan antara kelas dalam berdepan dengan peningkatan taraf hidup khususnya merujuk kepada kelas menengah dan bawah di Malaysia.


<table>
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<tr>
<th>Tahun</th>
<th>Jumlah Peruntukan (RM Bilion)</th>
<th>Jumlah Penerima (Juta)</th>
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<tr>
<td>Jumlah</td>
<td>27.6</td>
<td>33.3</td>
</tr>
</tbody>
</table>

4.2 Program Skim Latihan 1 Malaysia (SL1M) Dan Tanggungjawab Korporat Sosial (CSR)

Merujuk kepada konteks negara Malaysia, hubungan kerjasama negara dengan sektor swasta dilaksanakan melalui medium CSR dalam usaha untuk mewujudkan program pembangunan kapasiti di Malaysia khususnya melalui MEB penekanan lebih kuat diberikan dalam mewujudkan praktik CSR dalam kalangan syarikat swasta dan korporat. Berdasarkan model korporatisme yang sudah sekitar lama dikatakan sinonim dengan program pembangunan di Malaysia, pengamalan CSR boleh dikatakan sudah wujud sejak DEB dilaksanakan khususnya dalam konteks awal pelaksanaan CSR yang memfokuskan kepada keperluan untuk membangunkan sistem ekonomi dan sosial Bumiputera melalui konsep dan praktik pemegang amanah (Gomez 2012).

Jadual 2: Jumlah Syarikat Yang Terlibat dalam Program SL1M Sehingga Tahun 2013

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<td></td>
<td>Menyertai SL1M</td>
<td>Syarikat</td>
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189
<table>
<thead>
<tr>
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<th>13.2</th>
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<td>1</td>
<td>Kewangan dan Pelaburan</td>
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<tr>
<td>2</td>
<td>Maklumat dan Komunikasi</td>
<td>4</td>
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<tr>
<td>3</td>
<td>Minyak dan Gas Asli</td>
<td>6</td>
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<td>4</td>
<td>Pembinaan dan Hartanah</td>
<td>15</td>
<td>12.3</td>
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<tr>
<td>5</td>
<td>Pembuatan</td>
<td>11</td>
<td>9.0</td>
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<tr>
<td>6</td>
<td>Pengangkutan dan Lojistik</td>
<td>10</td>
<td>8.2</td>
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<tr>
<td>7</td>
<td>Perkhidmatan</td>
<td>50</td>
<td>41.3</td>
</tr>
<tr>
<td>8</td>
<td>Agrikultur dan Pertanian</td>
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| Jumlah | 121 | 100 |

Dari segi keselarian dengan konsep negara kebajikan, program SL1M yang dibentuk berdasarkan kepada konsep tanggungjawab korporat sosial CSR ini mempunyai keselarian dengan merujuk pandangan utama dalam menganalisis konsep negara kebajikan. Praktik CSR ini ditonjolkan dalam konsep kebajikan menerusi padangan yang bersifat meluas (broadly) yang merangkumi bagaimana peranan negara dalam menguruskan isu-isu berkenaan aspek pembangunan sosial dalam sesuatu negara yang memfokuskan kepada usaha pembangunan kapasiti yang disediakan oleh negara. Melalui MEB, praktik pandangan ini diaplikasikan melalui hubungan kerjasama yang bersifat mesra pasaran dengan mengangkat sektor swasta sebagai aktor utama dalam urusan menyediakan bantuan sosial dan melaksanakan jaringan keselamatan sosial. Tujuan utamanya adalah untuk mengurangkan kadar pengangguran dan membantu golongan graduan untuk memprolehi pekerjaan serta dalam masa yang sama membantu majikan untuk mengurangkan kos latihan dalam melantik kakitangan baru (Chong 2010).

4.3 Malaysia Sebagai Model Negara Pembangunan

Justifikasi menandakan Malaysia sebagai negara yang berelemen negara pembangunan kebajikan adalah berasaskan kepada dua preskripsi. Pertama, dengan pelaksanaan MEB, Malaysia dilihat berpotensi untuk menjadi sebuah rejim kebajikan kerana MEB dilihat sebagai satu mekanisme dasar sosial baru yang diwujudkan disebabkan oleh usaha untuk mendefinisikan semula pelaksanaan dasar sosial di Malaysia khususnya selepas era DEB yang memfokuskan kepada peranan negara dan pasaran dalam menguruskan kebajikan. MEB memperlihatkan transisi tindakan afirmatif yang beralih daripada memfokuskan aspek kaum kepada aspek kelas melalui mekanisme BR1M dan SL1M sebagai program utama. Kedua, Malaysia sejak wujudnya DEB pada tahun 1970, telah mula dikenali sebagai model negara pembangunan. Ini kerana dominasi negara dalam program pembangunan pada ketika itu menjadikan Malaysia dilihat sebagai antara salah satu model negara pembangunan khususnya di kalangan negara-negara anggota ASEAN. Justifikasi yang dipengaruhi oleh pelaksanaan DEB pada

5. KESIMPULAN

Berdasarkan perbincangan yang dibahaskan, Malaysia berpotensi untuk dilihat sebagai model negara pembangunan kebajikan. Ini demikian kerana, elemen-elemen seperti negara, pasaran, korporatisme dan tanggungjawab korporat sosial (CSR) dilihat mendominasi takat perbincangan berkenaan transformasi pembangunan di Malaysia dari era DEB sehingga ke era MEB. Demikian jua, dalam konteks MEB, program-program yang berteraskan mekanisme jaringan keselamatan sosial dikenal dengan usaha memastikan beban ekonomi dan tanah hidup rakyat dapat ditampung selaras dengan peranan negara untuk memastikan setiap faedah ekonomi diterima oleh semua kelas yang ada di Malaysia. Melalui ini, evolusi baru bantuan sosial diwujudkan melalui pengenalan terhadap BR1M dan program kapasiti dengan pelaksanaan SL1M. Maka dengan itu, relevansi Malaysia sebagai rejim kebajikan boleh dilihat dalam konteks Malaysia bagi dijadikan sebagai sebuah daripada usaha negara menyelesaikan masalah jurang (gap) khususnya dari segi ekonomi antara negara-negara sedang membangun dan kurang membangun serta memenuhi matlamat pelaksanaan MEB yang bergantung kepada prinsip korporatisme dan keterangkuman di bawah pentadbiran Najib Razak.

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THE IMPACTS OF FOREST FIRE IN MALAYSIA

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ABSTRACT

Forest fire is a disaster that can be a starting point of imbalance in ecosystem and jeopardize the biodiversity. It is not only threatening the wealth that forest belong but also the entire regime that live in the areas. Recent forest fires cases resulting atmospheric pollution in Malaysia. Therefore, the focus of this study is to assess forest fire trend from year 2014 to 2018 in Malaysia. Furthermore, this paper also highlights causes of forest fire, impacts toward environment as well as actions to overcome forest fire incidents in Malaysia. The result shows that forest fire incidents in Malaysia are fluctuating and reach greater pessimistic impact toward environment. Findings of this study demonstrate platform for a government to correct potential effects of forest fire in order to fight global environmental scenario such as global warming and climate change.

Keywords: Forest fire; environment; destruction; flora and fauna

1. INTRODUCTION

Forest fire or wildfire can be defined as a huge disastrous fire that overly spreads over a forest or area of trees. Forest fire is a disaster that can be a starting point of imbalance in ecosystem and jeopardize the biodiversity. It is not only threatening the wealth that forest belong but also the entire regime that live in the areas (flora and fauna). According to National Geographic (2019) up to 100 thousand of forest fires has cleared between 1.6 million to 2 million hectares of land in the United States every year. The forest fire can be caused of human recreation or due to naturally such as lightning strikes. The human caused fire burning will form massive percentage of wildfire in the forest. To continue the largest wildfire that occurred was on year 1910. It was known as Big blow up as the forest fire swept over three million acres in Northern Idaho and Western Montana. It reported that, it was one of the largest forest fires in history. Aftermath the incident, news reported that estimated that 1,736 total fires burned and about 85 people died and they were front lines firefighter. Due to this horrific incidents, Chief Henry Graves (second Chief of the U.S Forest service) repeated call for fire prevention policy as to protect America’s forest and nation’s well-being. The phenomenon of wildfire has always been the most threat to the environment. The continues drought in 1997 due to El-Nino had caused nearly all states were faced forest fire (Ahmad-Zainal, 2001). It has recorded that El-Nino was the strongest contribution widespread fires in Indonesia. Due to the fire burning started in Indonesia, it has affected to other close countries such as Malaysia, Thailand, Vietnam, Brunei and Singapore. The spreading thick clouds and
smoke haze has faced the unhealthy air (air pollution) to the countries. Apart from that, the incidences of wildfires in Malaysia is mainly low but the worst forest fire was happened in Sabah. It was reported in year 1983 until 1985 where the news reported more than one million hectares were destroyed which counted to 73% of land. It was not only due to drought but also contribution by human activities (IFFN, 2001).

2. METHOD

This research applied quantitative approach. Based on the secondary data from Fire and Rescue Department of Malaysia, researcher used to study on forest fire incidents in Malaysia. Data from year 2014 to year 2018 has been gathered in order to examine forest fire trends in Malaysia.

3. FINDINGS AND DISCUSSION

Forest represent as an important role in Earth’s surface which it covers about 30% diversities. Malaysia’s geography was once covered with the forest but now it slowly destroyed and removed. According to researcher, there was a reduction of forest about 4.9 million hectares from 1993 to 2003 (Dylan Ong, 2004). As year goes by, the forest in Malaysia facing destruction due to fire burning. In 2014, highest number of forest fire cases has been revealed by Government, 29710 cases. These number decreased in 2015 when number of forest fire cases reported reduced to 20752. Again, number of cases has been increased to 29153 in 2016. However, fire cases reduced to 9145 in 2017. In 2018, 12319 forest fire cases has been published. Overall scenario of forest fire incidents showed fluctuated number from 2014 to 2018.

![Forest Fire Cases in Malaysia (2014-2018)](image)

According to figure above, on January, the total forest fires were 1067 cases. The forest fires were slowly increase on early January until 11th of January. The difference between 13th January and 18th January were 55 where the increment of cases was rises quickly. The huge cases of forest fire in Malaysia on January was on 29th were it was recorded 84 cases. For the next month, the lowest cases for forest fire was on 20th February and the huge number of cases was 11th February (244 cases).
February was held as the second wild months as the total of forest fires burned was 4308 compared to March (5835 forest fires). After March, the number of cases of forest fires were slowly drop to 1718 cases (April) and it drop another 652 cases which on May 1066 cases. On July, it increases up to 1834 cases due to summer season and it drop again to 982 cases on August. On the month September and October, the number of cases does not quite change until November it has sudden drop again which drop to 841 cases as weather on this month was monsoon.

3.1 Impact of Forest Fires

3.1.1 Wildfires Take Away Homes, Wildlife and Plants

When the frequency of wildfires in an area high, the impacts can be devastating. This is because the habitants of the wildlife loss their places. It means that the natural cycles of forests are disturbed and some of the species are no longer be part of forest anymore. Trees and plants produced oxygen while soil consist of nutrients and debris that contains various natural ingredients. When forest fires occurred, soil lose it nutrients and oxygen cannot be produced well and resulted less clean air. When there is depletion of oxygen means the levels of carbon dioxide increase in the air. There will cause the greenhouse effect and causing other consequences happened such as flood or landslides. Thus, the number of wildlife dies increase as they cannot find foods and place to hide. From this occurrence, it can affect the species population. Unfortunately, people also lose their houses in the area and fire destroyed their property or taken their loved ones live. The loss of livelihood for people especially poor and Orang Asli, as approximately 300 million people are directly dependent upon the natural resources from forest areas for their living.

3.1.2 Air Pollution

Forest fires are recorded as the second largest contributor on local air quality and human health. The emission from forest fires can travel and release harmful effect far away from the fire location as it contains carbon monoxide, sulphur dioxide, nitrogen dioxide, ozone chemicals (Sakiyama, 2010). Large amount of smoke released in the air can make difficulty to breathe and welcomed air pollution. Generally, human bodies also have present of carbon monoxide but in a small amount but yet when we inhaled in large amounts, the gas released on bushfires become toxic and can cause death to human nor animals. The global warming creates conditions that feed forest fires and increased particle air pollution. The Air Quality Index shows that Malaysia is facing air pollution level at 106 AQI (Unhealthy for Sensitive Groups) where the most Kuantan, Pahang (103 AQI) and Tawau, Sabah (29 AQI) considered has the healthiest air in Malaysia (The World Air Quality Project, 2019).

3.1.3 Health Problems

The smog from the wildfire contain the particles from burning vegetation and debris mixed with gases. Ash and smoke can welcome serious health problems as somehow has the ability to permanently damage the lungs and throats. The eyes will feel stinging and smoke exposure could disturb the respiratory system. The exposure can make chest pain, fast heartbeat or bring an asthma attack. Other infection such as sore throat, red eyes, headaches and tiredness also can be experience. The sensible groups like elderly, pregnant women, children and those with chronic diseases are likely to obtain these symptoms. The long-term exposure to air pollution increases the risk of heart and lung diseases including other chronic disease and asthma. Even most people have been encouraged to wear mask. If the AQI has reached 200, mask is not the best solution. According to study, the smoke inhalation has
been a major death related to fires. Estimation 50% to 80% of fire deaths are smoke inhalation rather than burns (Stoppler, 2017). Smoke inhalation destroys the body by lack of oxygen and in some cases, changes in mental status also exist where confusion, coma and fainting due to smoke inhalation.

4. CONCLUSION

Many kinds of prevention could be taken in order to save inhabitants, ecosystem or preserving the forest itself. The incidence of wildfires in the country is on the increase from years to years. The major cause of this failure is the slow approach to the problem. Thus, every country should make sure that all of the local regulations and laws should be followed especially for those who permitted to do burning fires. The authorities should ensure what kind of materials, substances they use for burn and they burned. Even though there is no specific legislation on forest fires under the Malaysian National Forestry act 1993, but yet there is a provision prohibiting fire related activities in the permanent reserve forests and there are penalties for such offences. The government agencies work exceeds their capacity to deal with wildfires. Relevant measures are being undertaken by many agencies to overcome these issues. Such as most of the authorities and agencies make an awareness campaigns on the causes of fires to reduce human initiated fire incidences. Moreover, firefighters burn sections of forest vegetation to control possible fires and balancing a forest ecology. The creation of buffer zone is useful in ensuring that the forest is protected and get the early alarm for the firefighter to put out the fires. Forest areas affected by fire should be in the Permanent Reserved Forest or state-owned land. This is because it should be rehabilitated quickly to prevent further degradation of the area through soil destruction. Lastly, the to a regular human being, they should monitor and keep up to date with the weather forecast, so they can prevent to make any open burning as certain areas are prone to wildfires than others. Family can teach their children the rules and safety precautions of camping and being outdoors. Make sure they know to stay away from fires and to always allow an adult to start and put out fires. Many wildfires are caused by unattended children near fires.

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THE LOW CARBON CITY TRANSPORTATION IMPLEMENTATION IN SHAH ALAM CITY COUNCIL (SACC)

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ABSTRACT

Currently, urban development is the primary producer of greenhouse gas (GHG) emissions that contribute to climate change due to the rising population as it intensifies human activities and increases energy consumption. As part of Sustainable Development Goals (SDGs), the steps in implementing green and sustainable development need to be taken to prevent any deteriorate situation. As people consume energy for activities, more fossil-fuel-based energy used that produces more carbon dioxide (CO2) emission, especially in terms of transportation. Transportation may lead to environmental problems as it consumes high energy and excessive pollution. Intending to lessen the impact of greenhouse gasoline (GHG) emission, tackling climate change and transform into sustainable development, the Malaysian government has proposed low-carbon development approaches for cities and townships to make Malaysia a low-carbon, climate-resilient green economy. Hence, the first part of the paper is to discuss the implementation of the Low Carbon Transportation Framework by Shah Alam City Council (SACC) and lastly it explains the main challenges facing the SACC for implementing the framework.

Keywords: Low Carbon City, Sustainability, Urban Development, Carbon Reduction, Shah Alam City Council

1. INTRODUCTION

Commonly, the number of countries adopting green environment or green technology in producing low carbon emissions is rousing up. The government will include and practicing those green effort in development such as transportation because it can contribute positive impacts on the individuals and economy in the country. Based on World Resources Institute (2017), transportation contribute 15 percent of GHG emissions mainly from fossil fuels burned for road, rail, air, and marine transportation. Around 95 percent of the world’s transportation energy comes from petroleum-based fuels, largely gasoline and diesel produce CO2 that expected to increase by 57 percent in the period of 2005 – 2030 (IPCC, 2014) much higher compare to other sectors. However, there is consensus in science and politics that global GHG emissions have to be reduced by more than 80% by 2050 from 1990 levels in order to avoid catastrophic global warming (Climate Change Report 2014, n.d). According to Daniel, et al. (2010) when contrasting the current growth rate of transport-related emissions with aspired reduction targets, it is obvious, that the transport sector needs to start contributing to mitigation efforts now.
As matter of fact, Malaysia is second largest per capita greenhouse gas emitter compare to ASEAN countries (Saxena, 2009) and Malaysia emission level continue to increase based on The World Bank Emissions Data (2014) as per figure below showed the timeline of GHG emission by Malaysia and some of countries of Europe. According to Salahudin et al. (2013), the figure indicates that Malaysia has already surpassed many developed countries in terms of GHG emission.

Therefore, Malaysia decided to participate in international agreements regarding reduction of GHG emission such as Montreal protocol of 1987, Kyoto protocol of 1992, Copenhagen accord of 2009 and Cancun agreements of 2010 (Ibarahim, 2010). By 2020 Malaysia declared to reduce its GHG emissions up to 40 percent in implementing Cancun agreements and Bali declaration of joint efforts of emission reduction by both developed and developing countries (Shahid, 2012).

Figure 1.0 The timeline of GHG emission of Malaysia, Italy, Sweden and Switzerland


Since then, many studies regarding carbon emission and GHG emission in Malaysia and other countries which support in driving the changes of Malaysia including the adoption of Low Carbon Cities Framework (LCCF) founded on Copenhagen in 2009 (LCCF, 2011) and Paris Agreement on Climate Change 2015 (NST, 2017) to as a means to translate the national carbon emissions reduction target into action at the city level. LCCF is a national framework and assessment system to guide and assess the development of low carbon cities and to support holistic sustainable development in Malaysia. It is a performance-based assessment system that captures the environmental impact of a city in terms of actual operational carbon emissions (LCCF, 2011). This framework is following the Carbon Trust's five-step process which has been tailored to the needs of the Local Authorities of Malaysia in committing to reduce carbon intensity by 45 percent in carbon emission intensity as compared with the 2005 level. The approach of GHG reduction used in LCCF is focused on four identified elements which are the urban environment, urban transport, urban infrastructure and building (LCCF, 2011). As of 2018, 52 Local Authorities have been introduced to LCCF. One of Local Authorities is Shah Alam City Council has participated in organize various activities to achieved the mission of Shah Alam Towards a Low Carbon City 2030 by choosing Seksyen 14 City Centre as the pilot area to implement LCCF in 2015 (Saiful, n.d).
Underlying urban transportation, there are four elements LCCF highlighted which are the shift of transport modes, green transport infrastructure, clean vehicles, and traffic management. This paper will be focusing on the main elements of urban transport in the context of Shah Alam City Council based on guidance in LCCF to fill the gap of studies in the area of low carbon transportation in Shah Alam, Malaysia.

2. PERFORMANCE PARAMETERS OF LOW CARBON CITY FRAMEWORK

Concerning the performance of LCCF, Shah Alam City Council guided by the framework of LCCF to achieve the target to reduce carbon emission under urban transport including the shift of transport mode, green transport infrastructure, clean vehicles, and traffic management.

2.1 Shift of transport mode

The shift of transport modes aims to reduce the overall number of single-occupancy vehicle trips and regularly increase the number of passengers in a vehicle to lower the average passenger per capita carbon footprint. Single Occupancy Vehicle Dependency (SOV) refers to a privately-operated vehicle where the only occupant is the driver for example personal travel, daily commuting and running daily errands. The increasing trend in SOV dependency, especially in urban areas, contributes greatly to carbon emission into the atmosphere, thus leading to global environmental problems such as global warming. Based on this scenario, there is a need to lessen dependency on SOV to reduce the carbon generated into the atmosphere.

Hence, the alternatives to the car should be provided, for instance, ensuring the availability of an efficient public transport system in selected areas, increase 'park and ride' areas and promoting change through better information such as e-hailing which very popular and convenient at this time. The introduction of the services had revolutionized the local public transport industry and created economic opportunities for Malaysians. This can achieve the targets of reducing private car dependency while at the same able contributing to CO2 reduction. Therefore, Shah Alam expanding public transportation by 30 percent (Saiful, n.d), such as light rail system and public buses to make it accessible to every Shah Alam resident. According to Greentech (2019), the vehicles in Shah Alam on 2017 has reduced to 12,713 vehicles. It shown that good green transportation plan can attract people to use and reduce carbon emission.

2.2 Green transport infrastructure

Green transport infrastructure emphasized on reduction in the number of daily commuters from using private vehicles to public transport, and lower each passenger’s per capita carbon footprint that stressed on two sub-criteria which are walking and cycling and public transport. The government has many choices to set for the people such as promoting the idea of walking and cycling is a viable alternative to car journeys especially for short trips that could also be implemented to improve the system. As well as reducing emissions, cycling can bring additional benefits for health, reduced congestion on the roads and improved local air quality whereby 1 km round trip walking and cycling can save 6 kg/day (UN Environment, 2019) that make the cities more pleasant places to live. Shah Alam has specially designated lanes for cyclists and joggers, such as sections 4,5 and, 14 (Foo, 2015).

If the transport choices are wider, they will give better access to the people. Not only that, encouraging people to use public transport where it can accommodate a large number of passengers at one time and
offer a wide coverage of destinations. For instance, public transport is a primary mode of transport in cities like Singapore, Hong Kong, Australia, and Curitiba. In Hong Kong, more than 90% of the population uses public transport and that excludes walking. This shows that public transport can be the preferred choice if the system works efficiently (Pienaar, et al., 2005). In 2017 Shah Alam City Council has provided 2 units of electric buses free of charge for public use (Idris, 2017) that can accommodate 67 passengers which can boost people's motivation to use public transportation.

2.3 Clean vehicles

Clean vehicles divided into sub-criteria that target to reduce fossil fuel utilized to power public transport modes and this fuel is gradually replaced with clean fuels produced from renewable sources (LCCF, 2011). Public transport comprises the bus, train, ferry, and several more modes. Though the use of public transport can help the environment and ease congestion, it may still be harmful for instance, bus fuel will affect the quality of air (Pojani and Stead, 2015). The statement supported by Sims, et al. (2014) study where he mentioned that the government needs to improvise by using electricity or biofuel or biodiesel which emit less CO2.

Besides that, clean vehicles aims to shift conventional private vehicle to low carbon vehicle which one of the effective ways to reduce CO2 emission (LCCF, 2011) for example, a hybrid vehicle is a common automotive in Malaysia (Ang and Yee, 2008) such as Honda Jazz Hybrid is low carbon vehicle emitting less CO2 is a hybrid vehicle merging the features of a conventional engine and electric vehicle (Don and Amine, 2012). The combination allows the electric motor and batteries to operate the combustion engine more efficiently, thus cutting down on fuel use. As a result, European Federation for Transport and Environment AISBL (2018) highlighted that this type of vehicle will produce less combustion, thus significantly reducing the CO2 emission. With the increasing number of electric vehicles, according to Pelan Tindakan Teknologi Hijau Negeri Selangor 2016-2018 (n.d), Selangor will become the largest vehicle charger electricity in Malaysia by 2020 to enhance the initiatives of low carbon city.

2.4 Traffic management

Traffic management purpose to ensure a smooth flow of traffic throughout the development (LCCF, 2011) because traffic congestion is a growing problem globally (Brabanti, 2017). According to Rodrigue (n.d), congestion happens due to increasing car ownership, as people prefer to use cars to get to their destination even a short distance away. Yet, building more roads is no longer a solution to this problem and cannot be implemented any more as it leads to the increasing number of vehicles while at the same time generating more CO2 into the atmosphere (European Federation for Transport and Environment AISBL, 2018). The more time vehicles spend on the road, the higher the fuel consumption and CO2 emissions. For instance, more CO2 will be generated by vehicles when the engines are idling during traffic congestion. Stockholm, for example, managed to cut traffic congestion by 20%, reduce emissions by 12% and increase public transport use dramatically through the Smart Traffic System (Sims, et al, 2014). This shows that with appropriate traffic flow management, traffic congestion can be prevented and the amount of CO2 generated into the atmosphere will be lessened. However, so far there are no specific program in terms of traffic management in Shah Alam. Soon, Shah Alam City Council may include the example from Stockholm to be implemented based on suitability.
3. CHALLENGES OF IMPLEMENTING LCCF FRAMEWORK

3.1. Low-carbon behavior-awareness gap

According to Barr, et. al, (2005) previously the argument of whether environmental awareness is necessarily linked to behaviors continues to arise. However, most of the studies related to environmental awareness and behavior will consistently demonstrate that the level of awareness higher than behavior. Based on Van & Verhallen (1983), this situation led to the value-action gap mainly because of the absence of information and trust in utilizing green efforts (Young, et.al, 2010). Not only that, the reason why some people do not practice low carbon conduct in their everyday life due to lack of skills or expertise, inconvenience and lack of time (Nieyemer, 2010). Other than that, according to Oliver (2012), personal motivation and political will to achieve collective action are associated in many ways. Individuals tend to be driven by rational behavior and therefore favor the most cost-effective choice, even though it may be morally objectionable especially if there is no policy framework influencing individual behavior (Oliver, 2012). This represents the typical social dilemma situation, which discourages individuals from cooperating, as they can free-ride on the contributions of others.

Based on Nasrudin et al, (2015) study on public awareness and readiness on sustainable transportation in Shah Alam, majority of the respondents do aware the impact of motor vehicles led to environmental issues such as greenhouse effect, air pollution, ozone depletion, acid rain, oil spills, and noise pollution. However, they still refuse to use more sustainable modes, such as walking or cycling due to hot weather, not safe and no proper pedestrian walkaways meanwhile willingness to switch to public transportation provide negative feedback because they are not ready as car more convenience, reliability, and capability to provide access to more destinations than public transport. Therefore, this result suggested although people aware with negative effects of car usage, yet the awareness insufficient to change behavior. However, some evidence shows that the enclosure of environmental concern measures provides additional beliefs that can be targeted to change behavior (Anable, 2005). For instance, in targeting the needs of different population groups, policy-makers should also consider how to make public transport provide similar benefits as using a car, in order to make public transport more attractive such as advertising campaigns with the intent of increasing more sustainable transport usage and focus on the environmental benefits of using sustainable transport.

4. CONCLUSION

Reducing greenhouse gas emissions in the transport sector is a significant challenge. Progress in this area is very disparate from country to country. Policy packaging and integration is a vital element of the successes by designed the policy to be part of a consistent framework, with the aim encouraging shifts and low-carbon transport modes and reduce the overall travel demand.

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Climate Analysis Indicators Tool (World Resources Institute, 2017).


UNDERSTANDING SERVICE DELIVERY FOR ONE STOP CENTRE

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ABSTRACT

Citizen satisfaction is one of the element for service provider to check whether their service delivery fulfil the citizen needs. They need to understand the citizen need to ensure the service delivered to the citizen fulfil the customer requirement. However, citizen requirements is a bit difficult to be translate as each citizen might have different requirements and need. A study was undertaken at Mini Urban Transformation Centre Sentul, Kuala Lumpur to examine customer's perceptions and satisfaction, focusing on various aspects of customer satisfaction like service quality, social media, and service delivery. Two objectives were observed, one, to determine the relationship between service delivery and customer satisfaction and two, to analyse the most important factor leading to customer satisfaction. The result highlighted quality of service play an important role in influencing customers’ satisfaction.

Keyword: citizen satisfaction, one stop centre, service quality, social media, service delivery

1. INTRODUCTION

The biggest challenge and issue in any government is to ensure that service can be delivered smoothly to the citizen. Improving service delivery in the public sector organizations, in many ways, is a dilemma. The service sector is keep changing rapidly, thus making it difficult to design and implement an efficient service delivery process especially in one stop centre. Ever since independence, the Malaysian government has put various effort in improving the public service delivery. Efforts can be seen in the various Malaysia Plan and the introduction of National Key Result Area (NKRA) and Government Transformation Plan (GTP) before.

One of the projects under the GTP is the establishment of one stop centre which had been known as Urban Transformation Centre (UTC) and the Rural Transformation Centre (RTC) (W. C. Kim & Mauborgne, 2017). It is one of the place that provide multi or several of service for the citizen. The UTC website (2016) reports three objectives of UTC, one is to enable the public to settle various matters with government body without need to going many places and at one time “one centre for various services”. Second, it is to have easy access to the service from government body and non-governmental organization under one roof. Thirdly, it is to ensure the sustainability and development of
the economic growth and improve the citizen standard of living better with more local economic networks. All of the objectives of UTC focused on public needs and prioritize the public right as a citizen to receive the best service delivery in dealing with any matter especially public service.

The key elements citizen looks for in a one stop centre are speed, engagement, responsive, value, integration, choice and experience. Therefore, as a service provider, they need to know what citizen need and what they should provide for their citizen in ensure that UTC become the best one stop centre in providing the service to citizen in effective and efficient way. However, although one stop centre was introduced in Malaysia since 2012 (Malaysian Administrative Modernisation and Management Planning Unit, 2019), there is limited number of study on one stop centre especially in aspect of service delivery.

The study will focus on one of the one stop centre in Kuala Lumpur known Mini UTC Sentul. The UTC chosen is among one of the UTC with high number of visitors. Service delivery included three factors which contributes to the citizen satisfaction which are service quality (reliability, assurance, tangibility, empathy, and responsiveness), social media (website, face book, twitter ant others that related to the social media which provide information and as a medium for the service provider and customer to interact between each other), and service offerings (service provided or offered by the service provider to the customer). The citizen satisfaction is defined as what the people experiencing surrounding them, which can influence their perception toward the positive or negative value.

2. RESEARCH METHODS

This study embarked on quantitative method and data were collected through questionnaire. A total 50 of questionnaires were distributed among the visitor to the centre. The questionnaire was designed using both language, English and Bahasa Malaysia. This to ensure that the respondents are able to comprehend questionnaire as the visitors are from various race and education background. There are five sections of the questionnaire. Section A covered demographic profile of the respondent, it consist of gender, age, race, marital status, academic qualification, monthly income, occupation, and also frequency of using one stop centre. Section B focused on citizen satisfaction, section C captured quality of service, section D was on social media, and last but not least section E reflected on the services offered. Questions were based on a five-point Likert scale except for the demographic profiles. Questionnaires were analysed using Pearson correlation and multiple regression.

3. FINDINGS AND DISCUSSION

3.1 Demographic Profile

The 50 respondents were slightly equal in gender, the male respondents more than 51% and the female respondents is nearest to 49%. In the aspect of age profile, majority of the respondent is between 26-35 years old (32%) and minority of the respondent that in age of 56 years (6%). In terms of race, 56% are Malay while the lowest percentage is 20% are Indian. Other than that, in aspect of academic qualification, most of the respondents are a diploma holder (32%) and the lowest percentage in academic qualification is a PhD holder (2%). In aspect of monthly income, 56% gets a monthly income between RM 1001-RM 5000 and 14% get a monthly income of RM 5000-RM 10 000. Furthermore, most of the respondent are working in the public sector contributing about 38%, and only 6% are from private business. Last but not least, most of the respondent which is 32% of them uses the one stop
centre more than three times since the one stop centre had been introduce to the public and only minority of them which is 8% still new and categorize as a first time user at one stop centre.

3.2 Pearson Correlation

The first objective of the research is to determine the relationship of service delivery and the citizen satisfaction among one stop centre user at the Mini UTC Sentul Kuala Lumpur. The objective was analyse using Pearson Correlation. Based on rule of thumb, any size of correlation between $r=0.3$ to $0.5$ considers low positive correlation and P value that below than 0.05 consider as highly correlated. Based on the result in Table 1, all the independent variable do have relationship with citizen satisfaction. Among the three variable there is a significant relationship between citizen satisfaction and quality of service since ($r=0.498$, $p<0.05$) and significant relationship between citizen satisfaction and service offered ($r=0.392$, $p<0.05$).

Table 1. Pearson Correlation Relationship

<table>
<thead>
<tr>
<th>Independent Variable (IV)</th>
<th>$r$</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of Service</td>
<td>0.498</td>
<td>0.000</td>
</tr>
<tr>
<td>Social Media</td>
<td>0.360</td>
<td>0.010</td>
</tr>
<tr>
<td>Service Offered</td>
<td>0.392</td>
<td>0.004</td>
</tr>
</tbody>
</table>

The background of the respondents in the study comprises of various age levels and most of them are in the public sector. As citizens who are giving services to others and are aware of customer’s requirement, the group of respondents showed that they observed quality of service, social media and services offered as having influenced in their satisfaction towards the services. It is noted a high number of the respondents are repetitive users of UTC, therefore are more observant and would have high expectation from the quality of service. One would be a repeat customer if services rendered are of quality.

3.3 Multiple Regression

The second objective of the research is to analyse the most important factor leading to customer satisfaction. Multiple regression was utilised to analyse this objective. Table 2 presents the findings, where the most significant factor of service delivery to gain a citizen satisfaction among the one stop centre user is quality of service, beta value 0.509, $t=2.012$, $p=0.05$ which is significant.

Table 2. Key Values of Independent Variables

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Standardised Coefficient (Beta)</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of Service</td>
<td>0.509</td>
<td>2.012</td>
<td>0.050</td>
</tr>
<tr>
<td>Social Media</td>
<td>0.109</td>
<td>0.939</td>
<td>0.353</td>
</tr>
<tr>
<td>Service Offered</td>
<td>-0.035</td>
<td>-0.182</td>
<td>0.856</td>
</tr>
</tbody>
</table>
The result highlights that the quality of service plays an important role in ensuring citizen satisfaction. Citizen plays an important focus on reliability, assurance, tangibility, empathy, and responsiveness in addressing their need and requirements. These are the elements citizens can see and feel as they go through the process of obtaining the services rendered by the one stop centre. The tangible elements as well as the soft elements together make up to the satisfaction.

4. CONCLUSION

UTC is the Government’s initiative in the development of urban community to ensure seamless public and private services that are efficient, fast and easily accessible. The result of the study showed quality of service, social media and services offered are important in looking into citizen satisfaction. Among the three variable notably quality of service is the first thing that the citizen believe determines that the service delivery fulfil their requirement and need, thus the satisfaction towards service. The findings reiterate the importance of knowing what to improve in public organization in terms of reliability, assurance, tangibility, empathy and responsiveness in order to keep up with customers’ expectation of efficient and effective service. Through the findings, the service provider will be aware of their weaknesses and strength that can influence the public perception toward their service performance.

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REFERENCES


AN ANALYSIS ON STRATEGIES FOR EFFECTIVE IMPLEMENTATION OF FEDERAL CHARACTER POLICY IN NIGERIA

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ABSTRACT

The Nigerian Federal Character Policy was enacted to ensure equal employment distribution in the country’s public service. However, studies have shown that disparity still characterized employment distribution in Nigerian civil service despite the enactment of the Federal Character Policy. The implementation of the policy appears to be ineffective because of disparity in employment distribution across the state and geopolitical zones of remains inherent in the civil service. The paper attempts to explore strategies that would ensure effective implementation of the Federal Character Policy in Nigeria’s civil service. The paper used case study research design, as well as a purposive sampling technique, to select key informants from the stakeholders across the board. Interviews were conducted and analyzed using thematic analysis which was supported with content analysis of relevant documentation to meet the research objective. The paper found that are few strategies that would ensure effective implementation of the Federal Character Policy namely by establishing of Federal Character Tribunal, the involvement of civil society in the implementation process, the non-partisan appointment of officers into the commission and the use of sanction for policy defaulters.

Keywords: Federal Character Policy; Federal Character Tribunal; Nigeria

1. INTRODUCTION

Recently, studies on Federal Character Policy by Ibor, Peterside, and Egolikuma, (2015) and Ibor, Egolikuma, and Isa, (2015) tend to focus on providing statistic to show the ever-growing disparity in employment distribution across public sector in Nigeria despite the enactment of the Federal Character Policy which is to ensure equal employment distribution in the country. Other studies such as Mustapha, (2006), Okolo, (2014), Olaniyan & Alao, (2003) were mainly concerned about inclusive governance, ethnicity as it effects on Federal Character Policy, the procedure of operation, policy evaluation generally. These studies conclude that disparity does exist in the employment distribution in Nigeria signaling effective implementation of the policy. However, these previous studies did not provide fundamental strategies that could ensure the implementation of Federal Character Policy in the employment distribution in Nigeria. Hence this paper provide concrete strategies that could ensure the effective implementation of the Federal Character Policy in Nigeria.
2. **RESEARCH METHODS**

The paper embraced the case study approach since it permits accentuation on exploring contemporary issues within real-life context and emphasizes accentuation and comprehension and appreciating issues from the individuals engaged with its normal genuine setting (Creswell, 2013). The case study investigation approach was additionally chosen since it gives a chance to a top to bottom investigation of an individual, program, procedure or action utilizing numerous strategies for information accumulation (Creswell, 2013; Creswell, 1998; Leedy and Ormrod, 2001). Utilizing the purpose sampling techniques, the researchers chose 24 key witnesses to depict their different encounters with the substance of the ebb and flow look into. The study area was Federal Capital Territory Abuja, Nigeria which is the regulatory headquarter of Federal Character Commission and Nigerian Civil Service Commission whereby the investigation under scrutiny rest there. Information were gathered through a meeting of key sources from related field of research. Besides that, pertinent records were similarly used to obtain further information from the informant. The paper also used significant archives materials, such as the yearly reports of the institutions concern, manuals, academic diary articles, books, and handouts were used in examination (Braun and Clarke, 2006).

3. **FINDINGS AND DISCUSSIONS**

![Figure 1: Strategies for Effective Implementation of Federal Character Policy](image)

The finding of the studies as illustrated as the above table shows that for effective and prompt implementation of the Federal Character Policy in Nigeria there is the need to carry an implementation drive of the policy. The research findings centered on the need for inclusion of the all the key stakeholders to ensure the implementation of the Federal Character Policy in the Nigerian civil service is comprehensive and inclusive. Among the key stakeholders are civil societies and labor unions. Moreover, appointment of non-partisan leaders and involvement of community leaders can ensure the success of policy implementation. The inclusion of labour union serves as corrective measure and
guardian towards effective implementation of the policy. This research finding shows that the involvement of community leaders in the implementation process of policy. To ensure the implementation of the Federal Character Policy in Nigeria civil service the use of sanction for the defaulter and the use of Federal Character Tribunal could guarantee the implementation of the policy. The use of legal sanctions against the defaulter can serve as an effective strategy that would ensure the implementation of the Federal Character Policy in the Nigerian civil service. The data collected showed that publicity and enlightenment could serve as a useful strategy in the quest for the implementation of the Federal Character Policy in the Nigerian civil service.

4. CONCLUSION

This paper emphasized the need for the establishment of Federal Character Tribunal to deal with the issue relating to the implementation of the Federal Character Policy as well as the involvement of society organization/labor union that would serve as an important strategy for effective implementation of Federal Character Policy in Nigeria.

REFERENCE

THEME: EDUCATION & SOCIOLOGY
ABSTRACT

The study has investigated the role played by education in the process of intergenerational social mobility as impacted by UiTM. It benefited from the use of new data on social mobility (more specifically through the trend of UiTM graduates over 1980s, 1990s and 2000) mainly generated from UiTM’s Centre for Strategic Planning (CSPI) database. We analysed first the association between social class of origin and education; secondly the association between education and job mobility; and finally the mediating role of education in reducing class inequalities. The results have shown a large amount of stability over time. We found, educational attainment has increased overall. However, the association between social origin and educational attainment among recent graduates has not significantly changed over time. The only changes were found in the case of early alumnus and in relation to different types of tertiary qualification (diploma and degree). We suggested that the different phases through which the multiple-university sector passed (expansion and increasing the proportions of degrees awarded) were likely to have affected alumnus to a larger extent. This is because graduates (especially from disadvantage class origin) were more likely to benefit more from the UiTM’s roles in education. It may also have been because graduates of all classes benefited from the introduction of comprehensive tertiary and technical education, and so that disadvantages families benefited more from this agenda than elite families. There was an important class difference in the change over time in the association between education and destination; the association was found to be generally weaker for better than for poor family background, but to vary across cohorts more for past than for recent graduates.

Keywords: UiTM; mobility; education; graduates, destination

1. INTRODUCTION

The extent to which the social structure is fluid and whether education offers opportunities to move through it are among the central issues in contemporary sociological and political debate. In the 1960s and 1970s much of the American sociological literature was dominated by the belief that modern
economies would have led to more meritocratic societies (Kerr, Dunlop, Harbison and Myers 1960/73; Treiman 1970; Parsons in Grusky 1994). In Malaysia, young generations are demanding meritocracy and equal opportunities; otherwise, there are fears that social cohesion will continue to suffer, furthering the impetus to leave the country (Tyson, et al., 2011). In this context educational credentials become a very powerful indicator in the choice of a good worker. Ewan & Hugo (2018) found that, as more countries around the world expand to universal stages of higher education participation, there is likely to greater competition among graduates in the labour market.

There is, however, some concern in Malaysia that economic growth has stalled and that in order to take the next step to become an advanced economy there is an urgent need to increase productivity (Schuman 2010). This belief in an equalisation process led by modern economic developments has been put in doubt by numerous empirical studies which showed no evidence of this happening. In their well-known study, The Constant Flux, Erikson and Goldthorpe (1992) showed that relative differences among social classes have not substantially changed over time in nine industrialised countries (among them Great Britain and the US). The authors, however, pointed out that these findings have to be read in a context of substantial commonality across time and countries in men’s and women’s fluidity.

2. LITERATURE REVIEW

A weakness of modernisation theories lies in the inadequate attention paid to the association between social origin and educational attainment that ultimately affects the relation between social origin and occupational destination. Since Malaysia already has an intricate and comprehensive system of screening for university entrance, ACN Newswire (2015) propose an equally comprehensive system for screening work-related capabilities before students graduate. All these induced to the fact that “ascriptive forces find ways of expressing themselves as achievement”. More recently, in a community perspective, some warn that social mobility is the wrong goal, as it does not necessarily imply more equality. They argue that social mobility could just mean that different people are poor and that individual success can never be the answer to the wider social problem of growing class inequalities, as many are left behind (Ana & Pedro, 2018). They found that, even when controlling for the effect of education, class differences in the chances of gaining higher occupational status persist. Moreover, over time, class effects have been increasingly mediated by educational attainment. A high rate of educational involvement among a population may be encouraging in terms of human capital development, which in turn should have a positive contribution to long-term economic development (Kamalbek & Burulcha, 2019).

2.1 Social Mobility and Malaysia’s Higher Education

Since the financial crisis of 1997, the Malaysian economy has experiencing a persistent and increasing problem of graduate unemployment. The study by Kamalbek & Burulcha (2019) is of particular interesting, especially for Malaysia - evaluate the relationship between school-to-work transition (STWT) and the education-job mismatch, and the mismatch effect on the wages of young individuals in Kyrgyzstan, as Malaysia. They concluded that higher education does not guarantee a corresponding job. On the contrary, young individuals without tertiary education are more likely to be employed with a right match (ibid., 2019). This finding is robust to different job classification of university and non-university jobs. Another study by Sumer et al. (2008) examined gender, age, race/ethnicity, social support, English proficiency, and length of stay, and their relationships to depression and anxiety among international students. They found that students with lower levels of social support reported higher
levels of depression and anxiety. However, the comprehensive reorganisation of both primary and secondary education system has just started with the reform the Government initiated under Education Blueprint, 2013-2025. For higher education, the issue of employability takes a centre stage through the Higher Malaysia Education Blueprint 2015-2025, in which the Graduate Employability Skills Model (GEMS), was launched to address employability issues that currently plague Malaysian higher education. According to the researchers, the current Malaysian education system were primarily criticised for rewarding rote learning rather than skills better suited to a modern workplace (ACNewswire, 2015). If graduates fail to display the requisite skills, the GEM would help identify and isolate specific areas of weakness that they can target for improvement or enhancement before they seek employment (Ibid). In the context of higher education institution, image has been used to develop positioning or repositioning strategy for reasons such as to be recognized as a world-class university, being reputable for its quality, prestige and the like. Image of a higher education institution covers a broad range of elements or dimensions and there has been no universal agreement (Yusof, et al., 2012).

2.2  **UiTM’s : Reengineering the Destiny**

Affirmative action was introduced in 1971 when it became clear that the Malays, the majority in the population, held only 2 per cent of the country's wealth. The New Economic Policy was thus aimed at eradicating poverty and at closing the wealth gap between the Malays and the other races. However, there is evidence that a shortage of high productivity, high skilled workers is a barrier to Malaysia's further development and that this is not being fully satisfied by internal training or migration initiatives which are predominantly of low skilled workers. In this context the substantial outflow of highly skilled, productive native Malaysians must be an issue of concern (Hugo, 2011). Affirmative policies by allowing only Bumiputera students to UiTM are nothing new as it has been stipulated in UiTM Act 1976. Unfortunately, this become a limitation for UiTM to stand at par according with other universities following the global standard for ranking or rating purposes. It is particularly delicate subject to deal with when class inequalities are still persist today. Moreover, even though upward mobility has always been greater than downward mobility, upward mobility has declined in the youngest cohorts. We argued that two processes have been underway. From at least the middle of the last century, labour market changes characterised by a contraction in manual jobs and an expansion of the service sector have offered higher opportunity for people who come from various social backgrounds to enter non-manual occupations.

3.  **CONCEPTUAL FRAMEWORK**

As it is claimed by human capital theory, achieving graduation in higher education leads to important benefits both for the graduated individuals and for the economy as a whole and as such it is regarded as playing a significant role in influencing the process of social stratification (Doppelt, 2019; Andrietti, 2019, Becker, 1962). Of course, the role of the educational system as a “sorting machine” while widely recognized and appreciated does not always work in the same way across different societies. According to Antonella et al., (2019), in many countries, the more developed regions attract students not only because they offer adequate services and infrastructure and greater social well-being but also because they provide appropriate labour market conditions that, in turn, ensure more employment opportunities after graduation. In much of the sociological literature on social mobility, the role of social class background as a significant factor of social success (upward social mobility, protection against downward social mobility and securing privileged positions) has been considered in a number of studies (Krishna & Nolan, 2019; Jørgensen et al., 2019; Mok & Jiang, 2018; Bathmaker et al., 2016).
According to Nash (1999) the generative power of social class, conceptualized as a set of structures of social relationships constitutes the major cause of socially differentiated educational attainments. The economic, cultural and political structures affect families, students and schools and shape strategic responses of families to maintain or advance their economic, cultural and social position of their offspring. Hence, from the individuals’ point of view education, also becomes an instrument for social mobility rather than for the maintenance of status over generations, in which people can exercise their choice-making and boost their educational attainment. This has been extensively analyzed by sociologists of education such as Shavit & Blossfeld 1993 in their comparative research on the effect of family background on children’s educational outcomes in which that in many countries the association between social origins and educational opportunity is still strong: people from more advantaged social classes have higher chances of embarking on a long educational career than those from less advantaged classes.

4. METHOD

The study adopts qualitative methods utilizing interview and the data sourced from UiTM’s Centre for Strategic Planning & Information (CSPI). For interview, purposive sampling is used, utilising snowballing technique through personal networks involving UiTM graduates of different decades. From an academic perspective, being UiTM’s graduate themselves, the researcher’s “insider” role represent a potential source of bias interpretation of findings but can also be regarded as “useful and positive” (Dawson, 2019). Informal discussions with fellow graduates as ‘peer debriefing to enhance the accuracy of the account’ (Ibid, 2019). We analyzed the information using spiral steps for data analysis as proposed by Dawson (2019). First, we organized the collected data into several forms (i.e. database, sentences, or individual word). Second, we scrutinized the collected data sets several times to obtain a complete picture or overview of what it contains as a whole by taking notes and summarizing the key points that suggested categories or themes related to the research. Third, the researchers identified and classified the general categories or themes accordingly. The themes that are applicable to this study are social origin, education attainment, destination and job mobility and class inequalities, among others. Finally, we integrated and summarized the data to describe the relationship between the categories or themes.

5. RESULTS AND DISCUSSION

The above mentioned studies point towards an equalisation process in educational outcomes but they do not go further in investigating individuals’ subsequent occupational outcomes. The results presented by the study by Yusof et al., (2012) indicate that UiTM management must take immediate actions to improve these aspects: which are 'academic reputation', 'competency of the graduates', 'graduates successful in their careers', 'graduates who are highly employable', 'potential to become a world class university' and 'well-managed university'. It is important to point out that the statement bearing 'has strong academic reputation' is the most important attribute to be a world class university. However, it was unveiled that the gap between the importance and performance means is the biggest. Yet the link among social class of origin, educational attainment and class of destination is of central concern to social mobility studies. This paper investigates this link by consolidating the views of the respondents during the interviews through the following hypotheses:
Hypotheses: Social origin will increase education attainment

The deliberate choice of social origin opens access to tertiary education thereby lead to better education attainment thereafter. Access to higher education is happened when the basic certification from UiTM is recognized elsewhere including by foreign universities that lead to upward mobility. Apart from certification of their technical knowledge, graduates would be evaluated for generic skills such as communication, problem solving, critical thinking and other key elements that determine their employability. Progressing across time, as more and more students are coming from middle to upper income family now, respondents during interviews, suggesting that access to higher education at UiTM now has not happened by forced, but rather by choice. This mean that some parents from wealthy family prefer their children to study in UiTM due to its reputation and quality education, rather than due to its relatively low academic fees. In anticipation, there are large amounts of data pertaining absolute mobility, especially upward mobility, which also benefited non-manual classes. To overcome this problem, most respondents suggests several strategies that include, amongst others conducting tracer studies, development of generic skills, adjusting and upgrading curricula and activities to enhance their graduates' employment prospects, increasing the number of science and technology graduates, industrial attachments, improving proficiency in English, and benchmarking with established universities. More recently, however, the rate of expansion of non-manual employment has slowed down, and so the children of parents who had been upwardly mobile between the 1960s and the 1970s now have less chance to be upwardly mobile or even to maintain their middleclass status than their parents had. But neither of these two processes involved a change in patterns of inequality. However, some respondents believe that based on the trend of social fluidity, the association between social class of origin and social class of destination has not changed in the last fifty years.

Hypotheses: Education will foster job mobility

Education has been traditionally regarded as a noble solution to overcome poverty. The evolution of UiTM from just a modest training unit back in 1956 has brought a tremendous impact to the Bumiputera society. However, the education liberation and reform has created stiff competition among universities, both public and privately owned. The ability of a new university with aggressive marketing has slowly taken away the once recognized graduates of UiTM in selected programmes such as mass communication, architecture and hotel management. At the outset, job markets are evolving constantly as a result of new development in the economy brought about by forces such as globalisation. As such, there is a need to study the requirements of the market and adjust education to tailor to the needs of the market. Respondents contended that all parties - government, industries and higher learning institutions need to join forces and work together in an effort to develop qualified graduates. Another issue that needs to be highlighted is mismatch between the skill mix of the human capital stock and the requirements of the industries in the country. Respondents opined that the decline in social inequalities in education has been mainly attributed to the transformation of the Malaysian education system along comprehensive lines. These facts, however, does not address the issue of whether in Malaysia the equalisation process in education has also promoted an equalisation process in the occupational distribution of people from different social classes. Interestingly, some respondents concur with Mandler’s work (2019), that upward mobility of sons from manual social classes towards non-manual occupations was found to be largely independent of the acquisition of high levels of education.
Hypotheses: Education can reduce class inequalities

Class inequalities in educational attainment have remained substantially unchanged over time in many countries including Malaysia. In response, “education is a crucial intervening link between the social background of individuals and their later class destination” (Müller and Shavit 1998: 1). Nonetheless, this may reinforce social inequalities and reduce social mobility. For many respondents, it makes sense for UiTM to understand that support given in the form of providing functional learning facilities and industrial linkage experience, as well as empathy from the management, foster strong emotional attachment in the student’s heart. In accordance with the view of many respondents, we found that changing patterns of social mobility were due to changes in the occupational structure and not to changing patterns of social inequalities. These results cast doubts among some respondents, on an equalisation process which would have occurred as a consequence of recent developments in education in Malaysia. They argue that if educational expansion and the introduction of a more comprehensive system in Malaysia have had a positive effect in reducing inequalities in reaching different social classes of destination we would have found increased social fluidity, which is not the case. Does it mean that educational expansion has equally benefited middle class children and working class children (ie class inequalities in education have not reduced), or possibly even mainly benefited the middle class (so that inequalities would have widened)? How could we reconcile such a conclusion with the findings noted above that inequalities in attainment at school had declined? An alternative explanation of stability in social fluidity among UiTM graduates may derive from the analysis of the association between education and class of destination. It may be possible that even though there has been an increase in educational opportunities, the importance of educational credentials in the labour market has reduced over time. As argued by respondents, if an increasing proportion of people acquire higher educational qualifications but job opportunities do not increase at the same pace, credential inflation may occur. Thus, a possible explanation of stability in social fluidity may be related to a weakening in the association between education and class of destination. A third explanation of the stability in social fluidity in Malaysia could be that both the association between class of origin and education and the association between education and class of destination have remained unchanged. This would be a scenario of complete stability. This scenario would be equally interesting since it would testify that the educational changes of the last decades have had little or no effect in reducing social class inequalities.

6. CONCLUSION

This study analysed the impact of the role played by UiTM though its education offering in the process of intergenerational social mobility in Malaysia. This is mostly relevant by studying populations that have been given privileged in a country where higher education is arguably the solution to inter-ethnic malaise. Educational impact research concerning Bumiputera has centered mostly on the affirmative policies for higher education. Examining how UiTM’s education policies and the social context of reception affect the survival of the Bumiputeras, and indirectly their socio-economic activities, also has applied implications. This of course could not have been addressed in this study but this issue points to the direction where future studies should look into to study contemporary inequalities. This is the most difficult area to intervene with policies as often mechanisms of education attainment, class inequalities and job mobility produce stratification in the educational system due to factors that may not necessarily educationally related. One such group of factors for example relate to familial social capital resources which are mobilized to materialize educational credentials.
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DIMENSION OF ORGANIZATIONAL STRUCTURE IN CAPACITY BUILDING OF POVERTY REDUCTION PROGRAM IN KULON PROGO REGENCY

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ABSTRACT

This study examines the capacity building of regional poverty reduction programs in Kulon Progo Regency through the Regional Poverty Reduction Coordination Team (TKPKD). A method of research used qualitative method. To obtain data being valid and reliable used method of in depth interview, documentation, and observation. The interview was conducted for key persons of several institutions, i.e the vice-regent, head of the Regional Planning Board, Head of the Village Community Development, Head of the Central Bureau of Statistics, Head of the Department of Population, the staff of the Office of Communications and Information, the staff of the Office Manpower and Transmigration, key informan from private sector, academicians, and beneficiaries. Researcher also use secondary data from data documentation of the relevant office, mass media, and source of other literature such as books and journals. Data was analyzed using qualitative method. The results of the study indicate that the organizational structure of TKPK up to the sub-district and village levels is characterized by work patterns and division of tasks that have not been clearly described so that they have not functioned optimally.

Keywords: Organizational structure, capacity building, poverty reduction.

1. INTRODUCTION

Development of institutional capacity in poverty reduction programs is crucial. Poverty reduction is the ultimate goal of institutional development projects (Ika & Donelly, 2016). The evaluation report of the International Monetary Fund and the World Bank's Poverty Reduction Strategy Paper (PRSPs) highlights the need to strengthen capacity building for successful implementation of pro-poor policies (Jütting, et al., 2005). Poverty reduction requires a number of strategies and capacities, such as human resources, infrastructure, funds, and institutions / organizations. However, changes in strategic environments such as economic globalization and decentralization require changes in the way in which various institutions operate, including poverty reduction institutions (Saptana and Darwis, 2004). In reality in Indonesia the performance of poverty alleviation programs at the district-city level up to the rural level tends to be weak, indicated by low institutional capacity, so that SMERU (2005) suggests the need for strong poverty reduction institutions through strengthening their institutional capacity. Therefore a study of institutional capacity building for regional poverty reduction programs including in Kulon Progo Regency is something that is important both theoretically and practically.
The transition of a centralized policy to decentralization, it turns out, does not guarantee that poverty reduction programs run optimally. This is mainly due to the weak capacity of implementing organizations at the regional level (Jayaputra, 2008; Kusumaatmadja, 2007), and programs that tend to be charitable (Jayaputra, 2008). In addition to other causes, namely: commitment of policy makers, human resources, poverty data and information, and monitoring systems for evaluating poverty reduction policies and programs (Kusumaatmadja, 2007). Ariyani, et al. (2015) also stated that the poverty alleviation system that has not been integrated has resulted in uncoordinated implementation, overlapping, sectoral ego, uneven, not integrative in the rules, references, criteria for beneficiaries, and management. Some government programs are even considered to have triggered structural conflicts and horizontal conflicts among the people (Saptana & Darwis, 2004).

Several studies on capacity building in poverty reduction have highlighted the role of NGOs in developing the capacity of local organizations and communities (Moikowa, 2004; Sanyal, 2006; Eade, 2007; Gupta, 2011). While the research of Cornforth & Mordaunt (2011) in the effectiveness of poverty reduction highlights the role of the foundation in developing the capacity of organizations and communities. In other studies, the focus of capacity building in poverty alleviation was carried out by community initiatives (Hannah, 2006; Giagnocavo, 2012), local communities (Nguyen, 2003; Fultanegara, 2014), and community organizations (Donelly-Roark, et al., 2001). Research related to the role of government in developing institutional capacity for poverty reduction programs is still limited (Soeun, 2005; Eskak, 2009). For this reason, this study seeks to fill the existing research vacuum by focusing on the role of government in institutional capacity building for poverty reduction programs. This is the thesis offered in this research as novelty from research on institutional capacity building for poverty reduction programs.

2. RESEARCH METHODS

A qualitative approach is used by researchers because researchers try to understand various issues and seek answers to various questions related to institutional capacity building in the regional poverty reduction programs in Kulon Progo Regency by testing various social settings and individuals. Qualitative methods are used by researchers to uncover and understand something behind the phenomenon of institutional capacity building in regional poverty reduction programs in Kulon Progo Regency. Qualitative research methods are used by researchers because in this study the object is natural or natural settings. In this study the researcher is a key instrument, the researcher is the main tool in collecting data through interviews. The data collection technique in this study uses triangulation (combined) data collection techniques. Data analysis is inductive, besides the results of this study emphasize more meaning than generalization.

3. FINDINGS AND DISCUSSION

The organizational structure of the TKPKD of Kulon Progo Regency was established in accordance with the mandate of Presidential Regulation Number 15 of 2010 concerning the Acceleration of Poverty Reduction and was guided by Minister of Internal Affairs Regulation Number 42 of 2010 concerning the Poverty Reduction Coordination Team. Based on these rules, the head of the TKPKD is the deputy head of the region, in this case the Deputy Regent, the chief executive of the Regional Secretary, the secretary of the Head of Bappeda, and the head of the secretariat is the secretary of Bappeda.
Coordination of efforts to accelerate poverty reduction in TKPKD is carried out through seven Working Groups (Pokja) and program groups.

In addition to the position of chairperson of the working group and program group, in the TKPKD structure there are also vice presidents, program implementing staff and members from various OPDs such as BPMPDPKB, Public Works Agency, Population and Civil Registry Service, P3A Social Service, Bappeda, and Manpower Offices and Transmigration. In addition to the District TKPK, Subdistrict and Village TKPKs have also been established in accordance with the Regent's Decree Number 80 of 2011 concerning Guidelines for Establishment of Sub-District and Village / Village TKPKs. The TKPK Kecamatan organizational structure is chaired by the Camat with the District Secretary Secretariat Head. The coordination of poverty reduction activities in the Kecamatan TKPK is carried out based on the four program groups.

To support the work of the sub-district level TKPK organizations, several members were established consisting of OPD task force elements in the sub-district, sub-district community elements, community leaders, and the business world. The Regent Decree No. 325 of 2010 also mandated the establishment of TKPKs up to the village level. The village level TKPK organizational structure is chaired by the village head or village head with the head of the Secretariat of the Village Secretary or Carik. The coordination of poverty reduction activities at the village level TKPK is carried out based on the three program groups. In addition to the establishment of TKPKs up to the District and village levels, in the District of Kulon Progo a Poverty Reduction Cadre (KPK) has been formed since 2013. The establishment of the KPK is intended as an effort to improve poor people's access to basic government services in various fields such as education, health this is health insurance and other fields. Although TKPK has been established to the sub-district and village level, in carrying out its duties and functions to integrate poverty alleviation programs it has not been optimal. This is due to the lack of division of tasks at each level in the poverty reduction institutions which are clearly described. On the ground it was found that the existence of a team at every level of the village up to the district level on a regular basis only served to receive reports from the level team below. From the results of interviews conducted, some team members even felt confused to place positions on the team because of the many team members.

To further integrate poverty reduction programs starting from the planning and synchronization stages of the program at the implementation stage as well as the synergy between actors (government, private sector, and the community), Kulon Progo district government has built a monitoring and evaluation system for the performance of poverty reduction programs. Efforts to assess the performance of poverty reduction programs and provide feedback have been carried out through an integrated system of supervision, monitoring and evaluation. In accordance with the existing guidelines, in order to implement the system TKPKD must report the results of supervision, monitoring and evaluation to the Bupati at least two times in one year. The District TKPK must also report the results of supervision, monitoring and evaluation to the District Head and TKPK at least two times in one year. Whereas the Village / Kelurahan TKPK must report the results of the supervision, monitoring and evaluation implementation to the Village Head / Village Head and District TKPK at least two times in one year. In Kulon Progo Regency the reporting mechanism has been carried out in accordance with the provisions contained in Local regulation Number 19 concerning TKPK. However, the overall monitoring and evaluation activities carried out for the assessment of poverty reduction programs have not been implemented specifically. This causes the district government has not found accurate information regarding the effectiveness of a poverty alleviation program that has been held, including information
about the success or failure of a program, as stated by Dr. Lestariyono, M. Kes., Expert Staff for the People's Welfare and Human Resources Kulon Progo Regional Secretariat.

The formation of TKPKs to the sub-district and village level is a step taken by TKPK to further optimize the implementation of poverty alleviation programs with more comprehensive, directed and integrated planning. However, the implementation of poverty alleviation programs at the regional level is still sectoral, the pattern of cooperation between the DPOs involved and other stakeholders has not yet been institutionalized. This is because each OPD is still bound by sectoral rules set by the regional organization of the device. In addition, there are also no rules that explicitly regulate the mechanism of cooperation that must be carried out by team members in exercising authority over the task of poverty alleviation in an integrated manner. From the findings in the field, it was also found that not all of the 88 members of the KPK were actively involved in poverty reduction activities. Based on interviews with several KPK members conducted, not all members became members of the KPK because of their willingness to take part and actively participate in poverty alleviation programs. Based on the monitoring and evaluation that is thoroughly carried out for the assessment of poverty reduction programs, it has not been implemented specifically. So that the district government has not found accurate information regarding the effectiveness of a poverty alleviation program that has been implemented, including information about the success or failure of poverty alleviation.

4. CONCLUSIONS
The TKPKD organizational structure has not been effective in supporting the implementation of regional poverty reduction tasks in Kulon Progo Regency. From the aspect of formalization of the implementation of the duties and functions of each member in poverty alleviation it is still constrained by the implementation of routine tasks in the OPDs.

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CAPACITY BUILDING OF PAUD TEACHERS ON E-PARENTING PROGRAM MATERIALS TO PROMOTE CHILDREN’S PARTICIPATION

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ABSTRACT

Parenting practices were associated with child development, as well. Specifically, higher parenting scores correlated with lower child behavior problems and emotional problems, and with higher scores in all five domains of the Early Development Instrument (that is, physical health and well-being; social competence; emotional maturity; language and cognitive development; and communication skills and general knowledge). The results were statistically significant: The difference in children’s language and cognitive development, for example, was one half standard deviations between the least good and the best parents. Language and cognitive development are areas of particular concern for Indonesia, and although parenting practices were associated with child outcomes in these areas, the effects of early childhood development participation were stronger. However, parenting behaviors were more important than any other factor examined for impacting children’s physical health. Moreover, these positive associations remained even after researchers controlled for parents’ education and wealth; they found that positive parenting behaviors played a strong role in children’s development above and beyond education and wealth. Furthermore, even after researchers controlled for children’s enrollment in early childhood development services, parenting still played a unique and powerful role in children’s well-being. In other words, parenting skills mattered.

Keywords: E-parenting, Interpersonal Communication, Early Childhood, Teacher, Upbringing

1. INTRODUCTION
1.1 Overview of Parenting Education

Parenting education is important because parents, more than teachers, friends, or other caregivers, typically have the most direct and powerful influence on children’s well-being. —While it is recognized that not all children are raised by their parents, nonetheless, all children require quality parenting, as UNESCO author Judith Evans (2006) noted. For optimal development, children need at least one invested, caring adult who cares about and values the child, a primary caregiver the child is close to and can count on and trust to provide for their physical, emotional, and developmental needs. Caring certainly means keeping a child safe and protected from harm, but that is not sufficient. Caring also means interacting with children so they stay in good physical and emotional health; have chances to listen and be listened to; experience physical and emotional affection; have opportunities to explore the
world, be curious, and problem solve; and develop their physical skills, social-emotional abilities, language and cognitive skills, and moral capacities and spirituality with the guidance of someone who enjoys interacting with them. Recognizing that a variety of people within a family or community can be essential caregivers to children, the term parent in our study refers to mothers, fathers, grandmothers, or other caregivers who have a primary caregiving relationship with children.

Parenting practices were associated with child development, as well. Specifically, higher parenting scores correlated with lower child behavior problems and emotional problems, and with higher scores in all five domains of the Early Development Instrument (that is, physical health and well-being; social competence; emotional maturity; language and cognitive development; and communication skills and general knowledge). The results were statistically significant: The difference in children’s language and cognitive development, for example, was one half standard deviations between the least good and the best parents. To put this in perspective consider that the difference in children’s language and cognitive development between a stunted child (one who is severely malnourished) and one that is not is also one half standard deviation. Thus better parenting practices are as powerful in a positive direction as stunting is in a negative direction. It also compares with the strength of the relationship between children’s participation in early childhood development services and positive outcomes.

Language and cognitive development are areas of particular concern for Indonesia, and although parenting practices were associated with child outcomes in these areas, the effects of early childhood development participation were stronger. However, parenting behaviors were more important than any other factor examined for impacting children’s physical health. Moreover, these positive associations remained even after researchers controlled for parents’ education and wealth; they found that positive parenting behaviors played a strong role in children’s development above and beyond education and wealth. Furthermore, even after researchers controlled for children’s enrollment in early childhood development services, parenting still played a unique and powerful role in children’s well-being. In other words, parenting skills mattered.

1.2 Parenting Education in Indonesia

Parents are not alone in having the responsibility to take of children. Countries and communities also play important roles, per the 1990 United Nations’ Convention on the Rights of the Child and the 2013 decree on early childhood development by the President of Indonesia (President of the Republic of Indonesia 2013). In recognition of the humanitarian mandate and economic wisdom of investing in families with young children, the Government of Indonesia is looking for ways to strengthen its existing parenting education programs. The government oversees parenting education programs through the Ministry of Health (MoH), the Ministry of Education and Culture (MoEC), the Ministry of Social Affairs (MoSA) and the National Board on Family Planning (Badan Kependudukan dan Keluarga Berencana Nasional or BKKBN). Several non-governmental organizations also play a role in parenting education programs in Indonesia, such as Plan Indonesia, Save the Children, and World Vision. This study summarizes the programs overseen by these seven agencies. Even though they use different approaches, materials, training frameworks, and messages, all of these organizations use parenting education as a means to improving the lives of children across the country. While the goal of improving the lives of children is central, it is equally critical to consider parents not merely as a means to an end (that is, to support children), but as people deeply deserving of the country’s attention in and of themselves. Parents are often vulnerable, unsure, and in need of help regardless of geography, education, or wealth—although the most disadvantaged populations are especially in need of help. Parents and early child educators are worthy of the nation’s financial investment, intellectual talent, and
moral and emotional support simply because they will benefit and prosper from it themselves. As parents deepen relationships, gain confidence, and improve their knowledge and skills, they will enrich the lives of their children, empower their families, and improve their communities now and into the future (Eather Biggar Tomlinson & Syifa Andina, 2015).

Indonesia strongly promotes and upholds by decree the importance of a holistic and integrated approach to early childhood development, referred to as Holistic, Integrated Early Childhood Development (HI-ECD). That is, based on the research showing that children need to develop well across domains in order to thrive, several ministries provide services to improve child and family well-being in children’s early years. Stakeholders in various fields including health, education, psychology, child protection, family welfare, parenting programs, community programs, and so forth, serve children and families and coordinate some aspects of service but not all. As a result, early childhood has many stakeholders—but not a clear champion. Indonesia is not alone in this conundrum; many countries have several stakeholders but no clear champion. In Indonesia, stakeholders have worked well together to build a respectable system of early childhood education services, in spite of the challenges. Challenges include less access to programs for children in poorer areas; lack of awareness among parents; and unqualified teachers, to name a few. Nonetheless, programs offered for young children such as playgroups, preschools (PAUD) and kindergartens (TK) have steadily risen in number and quality over the last decade due to government investments in early childhood education. However, a system to provide programs for parents to improve their parenting skills and abilities to provide a steady, safe, and stimulating environment for their children is still in early days. Many of the same challenges apply to parenting education programs as to early childhood education programs: less service provision in poor areas, very few training and professional development opportunities for facilitators, low awareness and therefore low demand among parents, and financial constraints. Additional challenges include virtually no data collection on parenting education programs, no parenting education program standards exist, and nobody has yet been given coordinating responsibilities for parenting education - although MoEC in January 2015 is exploring the establishment of a Directorate General for Parenting Education related to improving children’s educational success.

The World Bank has completed a rigorously designed impact evaluation of an early childhood project in generally poor and rural districts across Indonesia. Focused on the impact of early childhood education programs, the project was not specifically designed to look at parenting per se, but it nonetheless sheds some light on the impact of parenting on children’s well-being and success (Hasan, Hyson, and Chang 2013). The Indonesia Early Childhood Education and Development Project included over 500,000 children in 50 villages. The study designed to evaluate the project followed 6,000 of those children living in 310 villages in 9 districts of Indonesia between 2009 and 2013 (Eather Biggar Tomlinson & Syifa Andina, 2015). The study showed that most parents show their warmth and consistency with minor hostility within their parenting duties. However, lack of proper, easy to access, and well-socialized parenting guidance have prevent better parenting practices refer to world standard being broadly adapted. Therefore, to follow up the finding, related government agencies produced parenting guidelines detailed for the mass audience of parents and facilitators (for example, Ministry of Education and Culture [MoEC]’s provided 37 booklets), and some content guidelines for example, regarding Taman Anak Sejahtera (TAS), the majority of programs have reasonable, comprehensive content guidelines.

Hence, there is no shortage of good information on feeding practices, discipline approaches, stimulating children’s social and cognitive development, and so forth. However, existing programs tend to make one of the following errors: They provide no guidance on what key messages to convey, too many
messages from which to choose without any focus on a particular goal or set of goals, or no information about how to convey selected messages. Program owners would do well to decide on a narrow set of key messages to convey and state them explicitly for facilitators and parents. What is missing, however, is not general content for parents in general—from which there is abundant information to choose—but specific content for families with specific needs and special problems. These are all families whose children are at risk for not reaching their potential in terms of health and longevity, cognitive capacities and success, and psychosocial well-being. There are interventions or relevant content messages available in other countries that could adapted to the Indonesian context. From so many parenting guidance for different situations and circumstances provided by government agencies, donors, and NGOs, mostly still focus on parents control and supervision without given proper attention to promote children’s participations. On the other hand, the fast and massive revolutions of family aspect due to digitalize lifestyle (gadget and internet) has provided children with channels and media to express their aspirations loosely that no longer need only to their parents, relatives or teachers in persons. Their willingness to participate on family and social matters are more easily being spoken-up via online media. This condition is no longer able to deal with traditional approaches of currently available parenting guidelines.

1.3 Parenting Education in Digital Era

Children need warmth, responsiveness, attention, conversation, consistency, and predictability from their parents and other caregivers. Parenting education programs are an excellent avenue to teach or remind parents to foster these attributes and activities and to use positive strategies to interact with children. They can encourage change in parents’ attitudes and behaviors to better promote children’s participation in designing parenting programs on social skills, confidence, joy, and achievement in school and life. Moreover, in this fast-revolution of digital era (industrial revolution 4.0), many children from their early ages have been exposed by negative digital contents both produced by digital media (TV, Video, Games) and online media (internet and social media). Recent study of Global Digital Study 2019, revealed that internet penetration in Indonesia is 56% of total population, with average time using internet is 6.42 hours per day, about half of that time being accessed via mobile phone, and the median age of the internet users are 29.3 years old, an early parenting age (We Are Social, 2019). The effect of the digital trend towards children, they become indirect objects of improper digital habits of their parents or because lack of parents/teachers guidance and supervision made them helpless when deal with online/social media bullying, abusing manner, or even in many cases child predator trap/persuasion.

Therefore, this study is aimed to enable the early-age children educator/teachers in PAUD or kindergarten in facilitating parents with parenting programs in promoting children’s participations that easily being accessed, practiced, reviewed in peer, and revised refer to its effectiveness in forms of e-parenting programs. Refer to recent success in other countries to implement e-parenting models and applications, this study will focus on type of parenting programs that significant to promote children’s participations and it will be applied to facilitate of PAUD teachers in developing materials for e-parenting programs. The PAUD teachers will be trained how to search, select, and adopt e-parenting materials from the existing guidance and books produced by the government, donors, and NGO institutions that relevant to promote children’s participations, both by enabling the parents for family environment approach and strengthening the school program for habituation of participation among their friends in the school.
2. LITERATURE REVIEW

The literature review focused on references related with parenting educations to promote children’s participation, impacts of digital and internet environment towards children, and approaches to develop good e-parenting programs.

2.1 Parenting Education to Promote Children’s Participation

Sam Vaknin (2009), defines the parenting as — *Parenting is interaction between parents and children during their care*\(^1\). Parenting is a pattern of child care that applies in the family, namely how families shape the behavior of the next generation in accordance with the norms and values that are good and in accordance with people's lives. Parenting in society is generally nuanced from the very permissive to the authoritarian. In general, parenting is divided into 3 categories, namely:

1. Authoritarian
2. Democratic
3. Permissive \(^2\)

Authoritarian uses harsh arrangements for child behavior. The parenting style has the following characteristics:

1. Forcing behavior.
2. Giving body punishment.
3. Children are not encouraged independently in making decisions.
4. There is no explanation for the prohibition.
5. Decisions depend on parents. \(^3\)

Authoritarian parents tend to force their children to follow their rules rigidly without being accompanied by detailed explanations. They are hard and punishing in applying discipline, they are easily angry and unhappy when children challenge them. Authoritarian parents on their basis form the behavior of children who are confused, irritable, with characteristics such as fear, anxiety, aggression, and solitude, moodiness and sadness.

Children who are in authoritarian parenting are unsympathetic, dissatisfied and easily suspicious of others. Parents who apply authoritarian parenting cause children to become less initiative, easy to be nervous, hesitant, disobedient, like to oppose the authority of parents, possibly be timid or too obedient.

Democratic parenting according to Baermind & Black in Hanna Widjaya (1986) features of democratic parenting includes:

1. Growing confidence and self-confidence by demanding that children be able to control themselves, as well as by encouraging independent actions.
2. Make your own decision.
3. Encourage the emergence of independent behavior that is responsible.
4. Rights and obligations between parents and children alike.
5. Gradually parents give responsibility for their children.
6. Give and receive each other.
7. Listen to each other's complaints and opinions.
8. Parents in acting always give reasons to their children.
9. Encouraging children to help each other and act objectively.
10. Firm but warm and understanding.

People who use democratic parenting are warm and close to children, state clear standards with their children, apply and communicate rules strictly and clearly, do not like their children badly, do not hesitate to apply physical punishment to a certain extent consistently, if children do repetitive mistakes and giving rewards if the child gets an achievement and provides support if the child does constructive activities. Parents who apply democratic parenting generally shape energetic and friendly children's behavior with the following characteristics: independent, have high energy, are able to control themselves, are cheerful, friendly, easy to work with others, and have the ability to deal with and overcome the possibility of pressures.

Permissive parenting has characteristics, mainly:
1. Domination in children.
2. Loose attitude or freedom from parents.
3. There is no guidance and direction from parents.
4. Control and attention of parents is very lacking.

Parents who apply permissive parenting usually try to behave acceptively and positively towards impulses (emotional impulses), desires, and behaviors of their children, only use a little punishment, consult children, only give household responsibilities, allow children to regulate own activities and do not control, try to achieve certain goals by giving reasons, but without showing power.

The results of Rohner's research show that a person's childhood experiences greatly affect his personality development (character or emotional intelligence). The research shows that parenting parents, both those who can accept or who reject their children's participation will influence their emotional, behavioral, social-cognitive, and health development and psychological functions as adults. Through parenting done by parents, children will learn to learn about many things, including positive personalities and the courage to participate since expressing their wishes and opinions well and responsibly. Conducive parenting and supporting participation will form a personality that is pro-social, confident, and independent but is very concerned about the environment. Meanwhile, parenting who dominated by refuses can make them feel unacceptable, not loved, diminished, even hated by their parents. Children who experience rejection from their parents will become individuals who are not independent and tend to become anti-social.

2.2 Impacts of Digital/Internet Environment towards Children

Impacts of digital/internet environment have been studied comprehensively in many countries, how children getting involve in digitalize habits, their tendency utilize gadget, and social interactions as results of their digital perception in particular related with social media are described in the following. In large the impacts can be identified on the following circumstances.

2.3 Uses of digital devices among children

Children use home computers for various purposes (e.g., game playing and web surfing) and school work (Pew Internet and American Life Project 2002; Shields and Behrman 2000; Subrahmanyam et al. 2000). De Bell and Chapman (2003) from the National Center for Education Statistics found that 23 % of children in nursery school use the Internet, where the most popular uses belonged to children 5–9
years old. Results showed that about 20.5% spent their time playing games, while 11.7% of their time was spent on homework. Roberts et al. (2005) highlighted that 8–10 year olds are the most likely of all age groups to have a video gaming device in the bedroom, spending about 1 h/day playing games. On the other hand, young children under the age of 3 or 4 years old are more likely to use the Internet to watch video clips (Childwise 2012; Findahl 2012; Teuwen et al. 2012).

2.4 Children time and uses of social networks and their academic performance

There are many surveys that studied the impact of time spent on social media on academic performance. Paul et al. (2012) used structural equation modeling to show statistically significant negative relationship between time spent by students on online social networks and their academic performance. Kirschner and Karpinski (2010) concluded that use of Facebook negatively affects GPA and study time spent per week. Karpinski et al. (2013) used regression analysis to show that time spent on social media (minutes/day) was negatively predictive of overall GPA.

2.5 Children’s perceived effects of using digital devices

Yan (2005) revealed that 5–8 year olds had only minimal or partial technical and social understanding of the Internet as compared to older children. Children thought that the Internet helped them in learning and did not have a negative influence. In contrast, older children in the 9–11 age group knew that the Internet can help in school work but that it can also give rise to bad ideas. According to the Australian Bureau of Statistics (2012), 79% of Australian children aged between 5 and 8 years old go online daily. Young children make up a substantially large user group for mobile technologies, using the Internet from a variety of devices such as touchscreen computer tablets, e-readers, laptops and smart toys (Ofcom 2012).

2.6 Children’s use of social networking

Children may not fully understand the possible repercussions of Internet use and are at some risk as they navigate and experiment with social media (O’Keeffe and Clarke-Pearson 2011). Concerns have been expressed about the amount of time teens spend online (Gross 2004), and lack of parental control over their Internet use (Wang et al. 2005).

2.7 Parental involvement and attitudes towards young children’s usage

Wang et al. (2005) suggest that parental awareness of and involvement in their children’s Internet use is increasing; and given the risks, teens derive many benefits and gratifications from Internet use. Children usually use social networking without guidance or effective control, and this in turn reflects the challenges that have negative effects on family stability (Haythornthwaite 2005). Dodge et al. (2011) found that increasing numbers of young children are using the Internet without adult supervision at least some of the time. However, there is some evidence that indicates that Dutch parents have reported being actively involved in supervising their young children’s Internet use, with children from higher socioeconomic backgrounds receiving slightly more supervision than those from poorer families (Nikken and Jansz 2011). Davies and Gentle (2012) noted that changes in media choices of school-age children seem to indicate a greater autonomy granted by parents indecision-making.
2.8 Perceived differences among children

The sites most popular with teenagers and young adults of both genders (as of 2014) are Facebook and Twitter, which constitute social network sites according to the three criteria articulated by Boyd and Ellison (2007) and Lenhart et al. (2015). However, girls on average spend more time on social network sites and use them more actively than boys (Brenner 2012; Rideout et al. 2010). This includes more girls than boys using Facebook and Twitter. Gender differences are also present in the ways teens use the Internet and social media, although usage patterns have shifted over time. Gross (2004) found that the most common activity among American middle- and high-school students was chatting via instant messaging. In 2007, teenage girls in the US were more active bloggers than boys. Boys, meanwhile, were more likely to upload online videos and use video sharing applications (Lenhart et al. 2007). Boys spend more time using computers, especially playing video games and visiting video websites such as YouTube (Rideout et al. 2010). However, girls create and share more video links (Lenhart 2012), and also are more likely to video chat, in keeping with their more active texting and mobile communication behaviors (Lenhart et al. 2010). Regardless of gender, most teens in the US today spend part of their leisure time online visiting social media sites (Pew Internet and American Life Project 2011).

Some studies indicated that gender has little impact on these interactions. Bergin (1993) found almost no gender differences among kindergarten children in computer use. Yelland (1994) concluded that, although initially boys were able to work faster and more efficiently than the girls, after a period of time, the girls did appear to perform better than boys. A study by Heft and Swaminathan (2002) found that there were gender variations in terms of the frequency of computer use, with boys using the computer more often than girls. According to Holloway et al. (2013), the large increase in Internet and technology usage by very young children has not yet been matched by sufficient studies exploring the risks and benefits of their online interactions and use of devices.

Cranmer et al. (2009) drew similar conclusions as Dodge et al. (2011) in that Internet safety in the minds of their sample of children aged between 7 and 11 years old was an abstract and poorly understood concept. The issue of age needs to be recognized as a critical influence on the technological needs, uses and interests of children and young people (Holloway et al. 2013). In Singapore, while there were studies of children’s Internet use, these studies focused on children between the ages of 12 and 18 years (Liau et al. 2005; Mythily et al. 2008). About 85 % of households in Singapore had Internet access (InfoComm Development Authority of Singapore 2010).

2.9 Approaches to Develop Good e-Parenting Programs

Measuring children’s Internet skills is complex and has evolved over time as the technology has changed and measurements of Internet skills have become more nuanced (Litt, 2013). Capability in the use of technology is developed through informal learning and starts at a young age. Bird and Edwards (2015) developed The Digital Play Framework from their study of how young children learn to use digital technologies through play. An increasing number of young people are coding, predominantly as part of the school curriculum, and a few (7%) had explored hacking (Logicalis UK, 2016). This same study found that boys were more likely to be coding beyond school than girls. Coding clubs are a current feature of the drive to develop children’s skills in computer programming. In Norway a coding club for girls is one such initiative (Corneliussen & Proitz, 2015). Digital competence of students varies. Research from Norway found that young people are not a homogenous group and the differences in digital competence have been positively correlated to cultural capital and negatively correlated to language integration (Hatlevik & Christophersen, 2013). However, a study of Chilean secondary school
students with access to computers at home found that the students had a homogenous computer-use profile with some variation in frequency of activities across socio-economic groups (Hinostroza, Matamala, Labbé, Claro, & Cabello, 2014). Boyd’s (2014) large ethnographic study, as mentioned above, concluded that young people who did not own their own devices were less competent and sophisticated in their consumption and creation of digital content. Parental beliefs or actions and access together may influence children’s digital capability. Home Internet access and parental support were significantly positively associated with Chinese middle school children’s technology self-efficacy, interest in technology, perceived importance of the Internet, and perceived impact of the Internet on learning (Lei & Zhou, 2012). Children’s access and use of computers at home in New Zealand may influence their digital capability and thus their ability to participate in the digital world in the future.

Considering the finding as mentioned above on how the children at the now age capability in accessing and using internet cannot be separated from the influence and habits of his parents in using the internet or accessing digital media. Therefore, to facilitate the children to access digital media and internet positively and able to promote positive attitude, in particular their ability to express their aspirations and willingness to participate on their social interaction, the parents need supports and guidance that readily and easily access any time without disturbing their main business. The e-parenting programs that can access via internet or mobile gadget are solutions that currently possible to develop. To ensure the relevance and effectiveness of the guidance, e- material prepared by school and prepared by the teachers/educators that directly interacted with the children is a suitable approach.

On the basis of the U.S. Centers for Disease Control and Prevention (CDC) meta-analysis, two content messages that could be enhanced to improve parenting skills might be (1) how to develop good communication skills around emotional development and (2) how to enact effective, nonviolent disciplinary techniques. At present, most programs may touch on but are not strong on emotional communication—teaching parents to name and validate children’s emotions and self-regulate (for example, control negative emotions) in safe and constructive ways. This is important because it strengthens children’s attachment to parents, increases compliance, and improves both children’s and parents’ well-being. What content facilitators deliver is only half of the story; program designers also need to consider how to strengthen the way they deliver that content, to strengthening program design and delivery. The majority of programs in Indonesia occur for a couple of hours once per month facilitated by an unpaid paraprofessional who may have little more education or experience than the parent participants and typically lacks substantive training or ongoing professional development opportunities. Although there are practical reasons for this type of approach, the evidence suggests it is not a particularly effective way to change parents’ attitudes and behaviors, much less to affect children. Behavior change theorists and researchers tell us that some of the important steps to realizing changes include the following:

- Increasing the sense of self-efficacy so parents believe in themselves and think they can apply a new approach using their digital capability;
- Providing rewards and incentives when necessary to encourage children;
- Helping parents determine and remember why they are motivated to make behavioral changes;
- Match interventions to parents’ stages of awareness when the children tend to over-reacting;
- Raising awareness through educational materials, confrontation, media campaigns, and individual feedback;
- Include messages that include multiple methods of delivery, are high in emotional content and connect to past experiences;

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Incorporating these types of behavioral change agents would likely support the success of program implementation in terms of sustained changes in parents’ attitudes and practices.

3. **RESEARCH IMPLEMENTATION METHODOLOGY**

The designed e-parenting programs must establish children readiness goals that are appropriate for the ages and development of the children to become more participating in the following domains:

- Approaches to Learning
- Social and Emotional Development
- Language and Literacy
- Cognition
- Perceptual, Motor, and Physical Development

Implementing and measuring progress toward school readiness goals helps programs individualize for each child and ensure that children know and can do what is needed to be ready for PAUD and kindergarten. The facilitator should respect all related stakeholders, such as parents as their children’s primary nurturers, teachers, and other related parties (government, NGO, etc.). Program facilitators are required to closely and intensively consult with parents and school teachers in establishing the e-parenting program goals. The prepared programs will ensure the approach focus on equity, inclusiveness, cultural, and linguistic responsiveness of the planned implementation locations. Applied method to develop the e-parenting programs is following the scheme below.

**Table 3.1**

<table>
<thead>
<tr>
<th>Program Structure Methodology</th>
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<tbody>
<tr>
<td><strong>Positive &amp; Goal-Oriented Relationships</strong></td>
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<tr>
<td><strong>Equity, Inclusiveness, Cultural and Linguistic Responsiveness</strong></td>
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<tr>
<th>PROGRAM FOUNDATIONS</th>
<th>PROGRAM IMPACT AREAS</th>
<th>FAMILY OUTCOMES</th>
<th>CHILD OUTCOMES</th>
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<tr>
<td>Program Leadership</td>
<td>Program Environment</td>
<td>Family Well-being</td>
<td>Children are:</td>
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<tr>
<td>Professional</td>
<td>Family Partnerships</td>
<td>Positive</td>
<td>Safe</td>
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<td>Development</td>
<td>Teaching and Learning</td>
<td>Parent-Child</td>
<td>Healthy and</td>
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<td>Continuous</td>
<td>Community Partnerships</td>
<td>Relationships</td>
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<td>Learning and</td>
<td>Access and Continuity</td>
<td>Families as</td>
<td>Learning and</td>
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<td>Quality Improvement</td>
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<td>Lifelong</td>
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<td>Educators</td>
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<td></td>
<td>Families as</td>
<td>Engaged in</td>
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<td></td>
<td></td>
<td>Learners</td>
<td>positive</td>
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<tr>
<td></td>
<td></td>
<td>Family Engagement</td>
<td>relationships</td>
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<td>in Transitions</td>
<td>with family</td>
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<td>Family Connections</td>
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<td>to Peers and</td>
<td>caregivers,</td>
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<td>Community</td>
<td>other children</td>
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<td>Families as</td>
<td>Ready for</td>
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<td>Advocates and</td>
<td>school</td>
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<td></td>
<td></td>
<td>Leaders</td>
<td>and life</td>
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</table>

*References: Processing Researcher*
4. FINDING AND DISCUSSIONS

In reality, in early childhood education institutions, teachers are often faced with the problem of choosing appropriate media to foster the courage of children in expression and participation. Difficulty in choosing the media is not caused by the teacher's inability to choose the media but because the media needed and appropriate is not available. To solve this problem the teacher is expected to be able to hold the media by designing, developing and creating the media that is needed especially for simple learning media.

The sincerity and imagination of the teacher in creating media and learning resources by using materials that exist in the environment around the child is very necessary so that limited funds are no longer an obstacle in creating materials for e-parenting program. The research will focus on facilitating the PAUD/Kindergarten teachers to build their capacity to prepare materials do develop e-parenting program. The capacity building will consist of main activities such as:

1. Lecture
2. Discussion
3. Demonstrations
4. Direct Practices

Media and learning sources are using:
1. LCD projector
2. Laptop or personal computer for presentations
3. LCD projector screen
4. Picture/ Images
5. Worksheets for each participant so that in the group discussion all participants understand the scope and purpose of the discussion
6. Handouts to enrich participants' insights
7. Paper stationery and markers
8. Tools and materials for the practice of making simple learning media
9. The facilitator must be prepared for alternative preparation if the expected equipment is not available

The capacity building processes are following ICARE method:

<table>
<thead>
<tr>
<th>Introduction</th>
<th>Discuss how to search, select and adopt media from various digital/ online resources, in particular available open resources.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connection</td>
<td>Identify media from various digital/ online resources that match with the need to develop materials for fostering the courage of children in expression and participation</td>
</tr>
</tbody>
</table>
Application  
2 Days  
Program Designing and activity planning to develop e-parenting materials focus on equity, inclusiveness, cultural, and linguistic responsiveness.

Reflection  
1 Day  
Review and reevaluate developed materials to ensure match with the Purposes and goals of this research

Extension  
4 Days  
Enable the PAUD teachers to store, manage, and display their material in digital media or online (blog and website), as well as capable to distribute it through social media such as facebook, Instagram, WA, tweeter, and so on.

After participating in this facilitation session, participants (PAUD teachers) were able to:

1. Identify various learning media and learning resources needed in their institutions;
2. Choosing the right media and learning resources according to the topic and learning objectives for e-parenting program to promote children’s participation;
3. Understand the principles of using media and learning resources both from digital and internet resources;
4. Plan the making of simple learning media for e-parenting program to promote children’s participation;
5. Make a variety of simple learning media using materials from the surrounding environment in their institutions.
The research program are planned to be able being completed within 4 months period from June to September 2019, since the research development, capacity building activities, monitoring, and evaluation.

The PAUD teacher participants will be selected from all PAUD School and kindergarten in Subang regency as training for trainer program. To ensure the research outputs/outcomes are repetitive and become pilot or good practices, the Communication Science Department of Subang University will closely coordinate and join program with the Government (West Java Province and Subang Regency) and related Parenting NGO (West Java regions), with objective to ensure the benefit from SEAMEO-CECCEP research grant can be shared to many related parties in promoting parenting education, in particular related with children’s participation.

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ABSTRACT

Today, the challenge of poverty has moved towards the urban context. Poverty is no longer a rural problem, but in context of development, it is now a serious urban issue that many developing countries have to address. The consequence of rapid urbanization on urban poor livelihoods is currently felt in many countries. Many previous studies have focused on the trends and various dimensions of poverty within the rural community context; however, there is minimal of research on assessing the impacts of growing vulnerability among the urban poor households. This paper conducts a systematic literature review on determining the factors contribute to vulnerabilities among urban poor households. The review of literature has adopted PRIMSA method to retrieve relevant online databases from Web of Science and Scopus. Data was analyzed using a thematic analysis. The findings have revealed significant main themes; financial capital, human capital, social capital, physical capital and political capital are among the determinants of vulnerability among the urban poor household. Hence, it is significant for government to take proactive steps for protecting the vulnerable urban poor household. Further study is also proposed to fill the knowledge gap for analyzing the vulnerability among urban poor households.

Keywords: Vulnerability; Urban Poor; Urban Livelihoods; Sustainable Livelihoods Approach
1. INTRODUCTION

Urbanization in the developing world is an explosive phenomenon and it has a strong impact on the problem of urban poverty. The process of urbanization has accelerated mainly in developing economies through rural-urban migration. Today, the poverty in the city is a worst phenomenon that needs serious attention. Worst scenario, for coming future, it is estimated more than half of the world population live in the cities. UN’s Department of Economic and Social Affairs (2018) forecasted a rising number of world’s urban population to 68.4% by 2050. Definitely, this has contributed to the rising numbers of economic and social costs namely increasing urban poverty, higher cost of livings, unemployment, environmental deteriorations, higher crimes, homelessness, drugs and social problems (Gottdiener & Hutchison, 2011). Rakodi & Lyold-Jones (2002) argued that the urban residents are susceptible to a variety of pressure associated more with urban than rural life. The issue of poverty in rural and urban area is still a critical issue to wrestle and a vital problem needs to be fixed (Samat et al., 2016). As a consequence, urban poor households, who made up the majority of urban’s population will face greater challenges in coping with the opportunities and challenges living in the urban area. Rakodi & Llyod-Jones (2002) have also stressed that the urban residents are susceptible to a variety of pressures associated more with urban than rural life.

2. METHODOLOGY

In this section, the methods used in retrieving articles related to the vulnerabilities of the urban poor are discussed. The utilization of the PRISMA method includes reviewing sources (Scopus and Web of Science) using key terms then filtered using eligibility criteria through the steps of the review process as well as data abstraction and analysis.

2.1 PRISMA

This reviewed employed the Preferred Reporting Items for Systematic Reviews (PRISMA) and Meta- Analyses to guide the search, filtering, selection and the analysis of the vulnerabilities of the urban poor. PRISMA offers systematic and rigour steps to analyse past studies by providing a checklist of the investigation (Moher et al., 2009). Often time, such systematic review and meta-analysis are popular among science and technology scholars, especially in medicine. Nowadays, the trend had expanded to social scientist to systematically reviews the literature under investigations using PRISMA method (Haider et al., 2018; Shaffril et al., 2018; Shaffril et al., 2019). The PRISMA guideline is comprising four vital steps, namely identification, screening, eligibility and inclusion (PRISMA, 2015).
3. FINDINGS

The articles at the end of the included stage are assessed and analysed through categorising the findings of empirical studies into themes of vulnerabilities of urban poor. The articles are identified as below:

**Table 1.** The main themes of factors to vulnerability among urban poor households

<table>
<thead>
<tr>
<th>NO</th>
<th>COUNTRY</th>
<th>AUTHOR</th>
<th>METHOD</th>
<th>FINANCIAL CAPITAL</th>
<th>HUMAN CAPITAL</th>
<th>SOCIAL CAPITAL</th>
<th>PHYSICAL CAPITAL</th>
<th>POLITICAL CAPITAL</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>BANGLADESH</td>
<td>(Begum &amp; Moinuddin 2018)</td>
<td>QN</td>
<td>✓</td>
<td>✓</td>
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<td>2</td>
<td>SOUTH AFRICA</td>
<td>(Dalu &amp; Shackleton 2018)</td>
<td>QN</td>
<td>✓</td>
<td>✓</td>
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<td>3</td>
<td>SOUTH AFRICA</td>
<td>(Hlahla &amp; Hill 2018)</td>
<td>MM</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>4</td>
<td>INDIA</td>
<td>(Pandey et al. 2018)</td>
<td>QL</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>5</td>
<td>BANGLADESH</td>
<td>(Khan et al. 2015)</td>
<td>MM</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>6</td>
<td>SENEGAL</td>
<td>(Schaer 2015)</td>
<td>QL</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>7</td>
<td>KENYA</td>
<td>(Kimani-Murage et al. 2014)</td>
<td>MM</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>8</td>
<td>GHANA</td>
<td>(Oteng-Ababio &amp; Arguello 2014)</td>
<td>QL</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>9</td>
<td>BOLIVIA, ECUADOR, PHILIPPINES AND THAILAND</td>
<td>(Floro &amp; Swain 2013)</td>
<td>QN</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>10</td>
<td>INDIA</td>
<td>(Chaudhuri 2013)</td>
<td>QN</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>11</td>
<td>ETHIOPIA</td>
<td>(Hadley et al. 2012)</td>
<td>QL</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>12</td>
<td>BANGLADESH</td>
<td>(Jabeen et al. 2010)</td>
<td>QL</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>13</td>
<td>ZIMBABWE</td>
<td>(Grant 2007)</td>
<td>QN</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>14</td>
<td>SRI LANKA</td>
<td>(Russell &amp; Gilson 2006)</td>
<td>MM</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>15</td>
<td>PHILIPPINES</td>
<td>(Zoleta-Nantes 2002)</td>
<td>QL</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>16</td>
<td>BANGLADESH</td>
<td>(Rashid 2000)</td>
<td>QL</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>FREQUENCY</td>
<td></td>
<td></td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>12</td>
<td>16</td>
</tr>
</tbody>
</table>

*MM means mixed methods, QL means qualitative methods and QN means quantitative methods.*
This systematic literature review has revealed into five main themes; i) Financial Capital ii) Human Capital, iii) Social Capital, iv) Physical Capital and v) Political Capital based on the 16 articles reviewed. These main themes are factors contributing to vulnerabilities of the urban poor.

4. DISCUSSIONS AND CONCLUSION

Given the findings above, the financial capital revealed as a significant risk contributing to vulnerability among the urban poor household. The most common financial vulnerability experienced by the due loss of income, loss of job, high debts and food insecurity. Hence, the stronger financial asset seemed to be significant to sustain their livelihood among the urban poor (Moser, 1998 & Rakodi & Llyods-Jones, 2002). Thus, it is important the urban poor are supported to increase incomes raising, joining saving schemes and provide education and training to ensure their sustainable employment.

Second, social capital contributing to vulnerability among the urban poor. Social capital are “institutions, relationships, and norms that shape the quality and quantity of a society’s social interactions” which includes collective efficacy, sense of community, neighbourhood cohesion and parental investment on children (Rakodi & Llyods-Jones 2002). The literature reviewed revealed the social network that includes neighborhood, relatives and community and NGO support affected the urban poor livelihood. Indeed, the Urban poor are dependent on the neighborhood support and help at times of crisis.

Third, physical capital includes the housing, sanitation and physical infrastructures affect the vulnerability of the urban poor. If the physical capital are not well managed, the urban poor are battling with limited access to urban services (Rakodi & Lylod-Jones 2002).

Fourth, the human capital affects vulnerability among the urban poor households due to bad illnesses, lack of skills and educational qualification. The poor could not survive to maintain their livelihood due to the fact they face higher risks of being sick and retrenched at times of economic shock and stress. The risks poses challenge to the urban poor livelihoods.

Finally, the political capital affects the urban poor due to poor governance and trust to government. The urban poor community lack of their political influence on the policy and the government decision making. These do affect the vulnerability of the urban poor households to solve their problems.

In conclusion, it was found in the systematic review of literature, the main determinants of vulnerability among the urban poor households are financial capital, social capital, human capital, physical and political capital. Vulnerability poses have lead the urban poor households facing multiple risks to sustain their livelihood in the city. As a consequence, the poor households have resorted to managing these assets in order to sustain their livelihood.
ACKNOWLEDGEMENT

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REFERENCES

HEALTH SERVICE INNOVATION AS AN EFFORT TO REDUCE THE DISEASE NUMBER IN DKI JAKARTA PROVINCE: A STUDY OF KETUK PINTU LAYANI DENGAN HATI PROGRAM

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ABSTRACT

This study aims to describe the service innovation strategy implemented by all health service centers in DKI Jakarta Province. The increasing number of sufferers has made the Government of DKI Jakarta Province innovate services in the health sector. The results of this study indicate that the service innovation strategy implemented in all health service centers in DKI Jakarta Province as stated by Mulgan & Albury (2003), which are service process innovation, service methods, and service policies. The results are in Ketuk Pintu Layani Dengan Hati Program service product innovation by proactively implementing the program or picking up the ball, process innovation with door-to-door health services, service method innovation with the presence of health service center staff coming to the community's house, service strategy innovation with the strategy of adjusting the health service center to the culture of the people of DKI Jakarta Province whose awareness is lacking, and service system innovation with the addition of basic tasks and functions of the health service center officers in charge.

Keywords: Service Innovation Strategy, Health Service, Ketuk Pintu Layani Dengan Hati Program.

1. INTRODUCTION

In the 2014 election, President Ir. H. Joko Widodo and Vice President Drs. H. Muhammad Jusuf Kalla was elected as a pair of a president and vice president. With the vision and mission offered named Nawacita which are the nine main agendas that will be implemented in the government. Then, one of Nawacita’s agenda which is agenda number five that Government of Indonesia has launched a national health development program that aimed to increase the willingness, awareness, and ability to live a healthy life for everyone so there will be an increase in the degree of public health can be realized. The program is called Program Indonesia Sehat which is one of the programs from the manifestation of the 5th Nawa Cita agenda, which is "Improving the Quality of Life of Indonesian People".

Then, The Government of Indonesia through the Ministry of Health of the Republic of Indonesia launched the Program Indonesia Sehat with Family Approach on the legal basis of the Ministry of Health Regulation of the Republic of Indonesia Number 39 Year 2016 as the main program for the development of health aspects which was then planned to be achieved through the 2015-2019
Ministry of Health Strategic Plan. This plan was determined through the Decree of the Minister of Health of the Republic of Indonesia number HK.02.02/Menkes/52/2015. The aim of the Program Indonesia Sehat with Family Approach is to improve the health status and nutritional status of the community through health efforts and community empowerment supported by financial protection and equitable health services.

The Government of DKI Jakarta Province as the capital city of Indonesia then responded to Program Indonesia Sehat with Family Approach issued by the Ministry of Health of the Republic of Indonesia by conducting an affirmative action by issuing DKI Jakarta Governor Regulation number 115 Year 2016 concerning the Ketuk Pintu Layani Dengan Hati (KPLDH) program. This program is an approach to health services that prioritize promotive and preventive by a team that consists of 1 doctor, 1 nurse, and 1 midwife from the respective district health centers to handle health and environmental problems in the community's residents. The target of this program is all residents in the DKI Jakarta province area, including those who live in the location of low-cost flats, row, slum and poor villages by health workers team that have been formed. According to the Department of Communication, Information, and Statistics of the Government of DKI Jakarta Province (2017), this program is intended to meet the needs of the lower-middle-class people who do not have their own homes and the people affected by the city structuring program with relatively low rental costs.

Ketuk Pintu Layani Dengan Hati program was implemented in 2016, to assess the achievement of the program requires some data on the number of cases, ratios, sufferers, and the percentage of infectious diseases in DKI Jakarta Province. This can be seen from table 1. below:

<table>
<thead>
<tr>
<th>Year</th>
<th>TBC</th>
<th>Diarrhea (*)</th>
<th>HIV/AIDS</th>
<th>Dengue Fever (**)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>794,897 cases</td>
<td>68,23%</td>
<td>1,230 cases</td>
<td>81,71</td>
</tr>
<tr>
<td>2016</td>
<td>44,728 cases</td>
<td>88,70%</td>
<td>6,872 cases</td>
<td>199,80</td>
</tr>
<tr>
<td>2017</td>
<td>36,998 cases</td>
<td>79,96%</td>
<td>7,210 cases</td>
<td>32,13</td>
</tr>
</tbody>
</table>

Source: Ministry of Health, the Republic of Indonesia (2017)  
(*) Percentage of Sufferers, (**) Ratio/100,000 Population

In Table 1, it seems like the Ketuk Pintu Layani Dengan Hati program is success even though it appears that tuberculosis has decreased dramatically. Then, diarrhea and dengue fever experienced an increase in cases in 2016 and dropped again in 2017. While for cases of HIV / AIDS, it increased due to the lifestyle of the metropolitan DKI Jakarta province citizens causing this to occur.

Research conducted by Akenroye (2012) entitled "Factors Influencing Innovation in Healthcare: A conceptual synthesis" which examines the factors driving innovation in the health sector. The findings show that there are several driving factors for innovation in the health sector. Then, research conducted by Weintraub et al. (2019) entitled "Leadership for Innovation in Healthcare: An Exploration" which explores leadership to carry out innovation in health centers. The finding shows that the writers have identified eight theories and concepts that may be applied by health leaders/managers to drive innovation through the four phases of the innovation process.

Furthermore, this research aim is to describe the service innovation strategy implemented by all health service centers in DKI Jakarta Province which is Ketuk Pintu Layani Dengan Hati program by using the theory of service innovation strategy by stated by Mulgan & Albury (2003), which are service process innovation, service products, service systems, service methods, and service policies.
2. RESEARCH METHODS

This research uses a descriptive qualitative method. Data collection was carried out in three ways which are interviews, secondary data and field observations. Data analysis uses the interactive circle by Miles, Huberman, and Saldaaña (2014) through data reduction, data presentation, conclusion drawing, and verification.

3. FINDINGS AND DISCUSSIONS

As mentioned by Rogers (2003) that “An innovation is an idea, practice, or object that is perceived as new by an individual or another unit of adoption”. Albury (2005) explains that public sector innovation is a new creation and implementation in aspects of processes, products, services and delivery methods that have a significant impact implication on effectiveness, efficiency, and quality. Then, Mulgan & Albury (2003) said that a public service innovation will be successful if there is a result from the creation and implementation of service product innovation, service process innovation, service method innovation, policy innovation, and system innovation.

3.1 Service Product Innovation

Service product innovation is a change in the shape and design of a product or service. In this research, the Ketuk Pintu Layani Dengan Hati program is a typology of product innovation. The Puskesmas here provides pro-active or pick-up service products by trying to reach the citizen in the DKI Jakarta Province as a way to be able to increase awareness of the health and environmental conditions in their neighborhood.

3.2 Service Process Innovation

Process innovation is a continuous quality update and refers to a combination of organizational changes, procedures, and policies needed to innovate Ketuk Pintu Layani Dengan Hati program is a typology of process innovation. Here, the health service center runs the Ketuk Pintu Layani Dengan Hati program by coming to people's neighborhoods or using the door to door method to carry out health activities in a promotional, preventive, curative and rehabilitative manner to the people of DKI Jakarta province.
3.3 Service Method Innovation

Service method innovation is a new change in terms of interacting with service users or new ways in terms of interacting with service users or new ways of providing services. The *Ketuk Pintu Layani Dengan Hati* program is a typology of method innovation. This was explained that when before the *Ketuk Pintu Layani Dengan Hati* program was launched, the community went to the health service center if they had health problems to get further treatment. Today, the health service center began to reach out the community through the *Ketuk Pintu Layani Dengan Hati* team by conducting a home visit to carry out promotive, preventive, curative and rehabilitative health activities to the people of DKI Jakarta province.

3.4 Service Policy Innovation

Innovation in strategy or policy is a change in the vision, mission, goals and new strategies and the reasons for those who depart from the existing reality. The *Ketuk Pintu Layani Dengan Hati* program is also included in the typology of strategy or policy innovation. The district health service center as the nearest health service center of the community adjusts to the culture of the people in DKI Jakarta Province. The culture is the lack of awareness for the people of DKI Jakarta Province in their health and environmental conditions in the neighborhood. This reality changes the way the district health service center works as the nearest health center to the community to reach or approach the community to encourage them to maintain and improve the quality of health and the environment around their neighborhood.

3.5 Service System Innovation

System innovation is a system interaction that includes new or updated ways to interact with other actors or in other words there are changes in governance. The *Ketuk Pintu Layani Dengan Hati* program is a system typology. Here, it can be seen that the officers in charge at the health service centers that are spread in DKI Jakarta Province have experienced additional basic tasks and functions which are adjusted to the *Ketuk Pintu Layani Dengan Hati* program. This addition is due to the formation of the *Ketuk Pintu Layani Dengan Hati* team whose task is to go directly to the community consisting of 1 doctor, 1 nurse, and 1 midwife.

4. CONCLUSION

Referring to the theory of Public Service Innovation Strategies proposed by Mulgan and Albury (2003), that the *Ketuk Pintu Layani Dengan Hati* program applies the entire typology of service innovation strategies. Which are product innovation by proactively implementing the program or
picking up the ball, process innovation with door-to-door health services, service method innovation with the presence of community health center staff coming to the community's house, service strategy innovation with the strategy of adjusting community health centers to the culture of DKI Jakarta Province whose awareness less, and service system innovation with the addition of basic tasks and functions of the health service center officials in charge.

REFERENCES


YOUTH AWARENESS ON ‘3D’ INDUSTRIES

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ABSTRACT

‘3D’ is acronyms for dirty, dangerous and difficult. Also perceived as labour intensive, excessive physical work, hazardous work environment, low wages and little security, ‘3D’ industries today have significant contribution to the Malaysian economy and potential to create vast employment opportunities. Unfortunately, ‘3D’ industries are shunned away by Malaysian particular among the Generation Y (Gen Y) youth. Lack of awareness among Malaysian about ‘3D’ industries is reflected from the high numbers of the foreign workforce and this is among the reasons for the employers to hire them. It is important to know how well Malaysian understands about these industries. Therefore, this paper intends to gauge the level of understanding and perception of Malaysian ‘3D’ industries through an instrument named ‘3D’ Info System. This survey was conducted on 33 visitors in IIDEX 2019 at Mara University of Technology, Shah Alam. The result shows that 55% of Malaysian visitors have neutral understanding on 3D industries, 33% have poor understanding and only 12% have good understanding about ‘3D’ industries in Malaysia. Thus, it is recommended that it is vital to create awareness and attract Malaysian job seekers especially Gen Y youth to gain knowledge about ‘3D’ industries in Malaysia.

Keywords: ‘3D’ sectors, Generation Y, foreign workers, employment, unemployment

1. INTRODUCTION

In Malaysia, services, manufacturing, construction and agriculture industries are registered as the largest contributors for Malaysia’s economy growth up to the year 2019 (Department of Statistic Malaysia, 2019). Based on the statistical report by Department of Statistics Malaysia (DOSM) (2018,2019) Malaysia’s economy grew at 4.5% in the first quarter of 2019 with 341.7 billion of Gross Domestic Product (GDP), while 4.7% in the fourth quarter of 2018 with 322.6 billion of GDP. Thus, being the major contributors to the world’s economies indicate these sectors or industries are mainly categorized as ‘3D’ (dirty, dangerous and difficult) industries. As defined by Ahmad, Supaat, Wook, Tagoranao and Rahman (2018), ‘3D’ is the acronym for the infamous ‘dirty, dangerous and difficult’ jobs that cover various informal industries such as manufacturing, construction, cleaning services, agriculture, plantation and automotive maintenance. According to Lee, McGuinness and Kawakami (2011), ‘3D’ industries encourage labour intensive, hazardous work environment and low wages.
Undeniable, ‘3D’ industries in Malaysia have to face the greatest challenge issues and gaps. First, lack of awareness and understanding of the ‘3D’ industries in Malaysia is reflected from the high numbers of foreign workforce today. It was found that there is no standard or consistency in terms of ‘3D’ definitions across countries including Malaysia. The definitions of ‘3D’ industries by countries such as the United States, Japan, Australia, Korea, Singapore, Thailand and Malaysia were found to be too general, inconsistent and non-specific (Fortuna, Morris, & Tacci, 2012; K. Lee, McGuinness, & Kawakami, 2011; McCormac & Zhang, 2016; Munz, Straubhaar, Vadean, & Vadean, 2007; Rahim et al., 2016). Many authors have attempted to explain the ‘3D’ industries from different perspectives. Second, it is notably found that ‘3D’s today are excessively dependent on the millions of foreign workforce. Currently, there are 2,026,204 legal foreign workforce were heavily employed in ‘3D’ industries, especially in manufacturing, construction and services industries (Ministry of Human Resources (MOHR), 2019). These foreign workforces came from 13 countries such as Indonesia, Bangladesh, Nepal, India, Myanmar, Pakistan, Philippines, Vietnam, Thailand, China, Sri Lanka, Cambodia and Laos (Mazlan, Manaf, Rahman, & Saad, 2017; Ministry of Human Resources (MOHR), 2019). The numbers keep increasing from 2017 (1,732,944) to 2019 (2,026,204) and this situation will indirectly diminish the jobs available that can actually be offered to our Malaysian workforce (Ministry of Human Resources (MOHR), 2019). Given the importance of the ‘3D’ industries, this study point out the gaps which there are knowledge gap, misconceptions about ‘3D’ industries and still a lack of in-depth study particularly from the Gen Y youth’s perspective in the Malaysian context that gauge their views and opinions about ‘3D’ industries. The proceeding discussions among different authors demonstrate that most of the studies are towards individual ‘3D’ industries.

Hence, one of the main challenges for Malaysia today is how to manage and place the dynamic Generation Y (Gen Y) youth into the ‘3D’ industries in Malaysia. This study focuses on Gen Y youth between the ages of 18 to 35 years old. Among all the generations in the workplace, Gen Y youth is the newest and largest generation entering the workforce (Luscombe, Lewis, & Biggs, 2013; Naim & Lenka, 2018). Nevertheless, Ahmad et al. (2018) stated that most of our Malaysian are reluctant to work in ‘3D’ industries, thus employing foreign workforce from many countries becoming an alternative solution to employers. This has become a great challenge for Malaysia due to the poor involvement of Malaysian workforce, especially our Gen Y youth in ‘3D’ industries. As stated by Annuar (2019); Malay Mail (2016); New Straits Times (2019), the low involvement of youth in ‘3D’ industries is due to misconceptions about the industry itself.

Recognising the fact that Malaysia’s ‘3D’ industries able to provide ample job opportunities for our Malaysian workforce (Ahmad, Supaat, Wook, Tagoranao, & Rahman, 2018; Department of Statistics Malaysia (DOSM), 2018). There are many job opportunities created in every ‘3D’ industry as mentioned above for examples services is 987,500, manufacturing is 111,000 and construction is 72,10. However, the total numbers of unemployed persons in ‘3D’ are still increasing from 450,300 persons to 502,600 in the year 2015 to the year 2017 and expected an increase to 523,800 in the year 2020 (Ministry of Human Resources (MOHR), 2019). In the latest report by the Department of Statistics Malaysia (2019), Malaysia’s unemployment rate was found to have increased from 3.30% to 3.40% between March 2018 to March 2019, respectively. However, as reported by the Department Of Statistics Malaysia (2019), the current Malaysian unemployment rate is 3.30%, while youth unemployment is 10.6%, which indicates that 293,700 of Malaysian youth are jobless. It shows that ‘3D’ industries are among the industries that also contributing to the changing unemployment rate in Malaysia. The high numbers of Malaysian workforce are not matched with the job opportunities created under ‘3D’ industries. Thus, this is important to create awareness and provide sufficient knowledge about the jobs and general information related to ‘3D’ industries. Better understanding of Gen Y youth would encourage them to search for the right skills and help them stay employable in the future ‘3D’ job prospects.
Currently, Malaysian ‘3D’ industries are being monopolized by the foreign workforce. Special attention should be given to these industries due to their huge and significant contributions to our economy as well as the importance of enhancing the quality of youth talents for ‘3D’ industries (Sivanandam, Rahim, & Carvalho, 2018). The growing questions such as ‘do we need so many foreign workers in all industries in Malaysia?’ should be answered and give more attention in order to develop a better country in the future (Lee & Idris, 2018). As aligned with government current stands, the Prime Minister of Malaysia, Tun Dr Mahathir Mohamad during the 2019 Workers Day’s Celebration, urged the government to give priority to Malaysian workforce compared to the foreign workforce in ‘3D’ industries (Hamzah, 2019). Therefore, this study would acknowledge the importance of attracting the young generation, especially Gen Y youth into ‘3D’ industries.

2. RESEARCH METHODS

A preliminary survey was conducted to further confirm on the involvement of Gen Y youth in Malaysian ‘3D’ industries. A system was developed to probe on various issues regarding the industry. This paper discusses the development of the system to gauge the level of understanding and perception of ‘3D’ industries among Malaysian people especially Gen Y youth who are attending an International Exhibition and Competition organized at Mara University of Technology, Shah Alam, (IIDEX). The survey was conducted in September 2019, among 33 visitors from age 15 to 40 years old. This system named “The ‘3D’ Info System” which acts as an instrument to gauge and evaluate the necessary information related to ‘3D’. It comprises of five (5) demographic questions that employs the use of nominal and ordinal scales to obtain valuable information from the respondents. Meanwhile, there are twenty (20) general information questions pertaining to ‘3D’ industries in Malaysia that employs interval scale, Likert 5-points scales to examine how strong the respondents are in the statements. The items in the instrument were based on literature reviews, consisting of articles from newspaper, reports and journals. This system also provides a bridge between Malaysian people and other respective parties such as government agencies and private sectors to have a communication towards ‘3D’ industries.

3. FINDINGS AND DISCUSSIONS

The idea of conducting the survey through ‘3D’ Info Survey is quite effective and able to find out some meaningful findings of Malaysian perception about ‘3D’ industries. How do the Malaysian people especially Gen Y youth perceive the ‘3D’ industries? Is it true that they have different understanding and perception towards these industries? Thus, in line with the first objective of the study, the aim is to gauge the level of understanding of Malaysian towards ‘3D’ industries in Malaysia. The results obtained from the ‘3D’ Info Survey are presented in percentage (%) as shows in Figure 1 below.
The results from the ‘3D’ information system indicate that the majority of visitors who responded to this system are female Gen Y youth, with 87% of them aged from 15 to 35 years old. They are considered as Gen Y youth respondents. From the results, 55% of the visitors have a neutral understanding of ‘3D’ industries, while 33% of them have a poor understanding and 12% of them have a good understanding of the ‘3D’ industries in Malaysia. This figure depicts that Malaysian Gen Y youth have an average understanding about these industries. The results also show that 63% of the visitors have a low awareness about ‘3D’ works, while only 36% are aware about ‘3D’ works. The lack of awareness among Malaysians about the ‘3D’ industries is reflected from the high number of foreign workforce and this is why employers are hiring them. They also agreed 45% that are Gen Y youth stay away from Malaysian ‘3D’ due to the employer’s preference. Furthermore, according to Achim, Rusdi, and Amin (2017); Ahmad et al., (2018); Malay Mail (2016), it was found that Malaysians were reluctant to work in ‘3D’ industries. 39% of visitors are moderate would feel safe, secure, respected and motivated if working in Malaysian ‘3D’ industries. The ‘3D’ information system also indicates that 69% of visitors will not consider working in ‘3D’ industries and only 30% of visitors will consider working in ‘3D’ industries. Nevertheless, most of the visitors agreed that Malaysian local talents should replace the foreign workforce in ‘3D’ industries in Malaysia.

4. CONCLUSION

The findings leads to the fact that Generation Y youth is less aware and do not see a career in ‘3D’ industries as their top choice of workplace. The government, employers and education institutions should consider developing programme and policies to encourage the training of unskilled to the semi-skilled and skilled workforce in ‘3D’ industries for instance manufacturing, construction and services industries. Malaysian young talents must be ready for ‘self-marketing’ and capable to do more sophisticated works in order to keep update with the advanced technological and economic development needs. One immediate initiative is to provide necessary information about ‘3D’ industries to Malaysian particularly to job seekers at every level of age. Special attention should be given to ‘3D’ industries since these industries are main contributors to Malaysia’s economy and can be improved in many perspectives (Azer, Hamzah, Mohamad, & Abdullah, 2016). In conclusion, raising their awareness about ‘3D’ industries can be as an important part of employability development among Malaysian young talents.
ACKNOWLEDGEMENT

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from https://www.dosm.gov.my.

S.A.D APP: BREAKING SOCIETY’S MENTAL HEALTH STIGMA WITH JUST A CLICK

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1. INTRODUCTION: THE NEED TO REDUCE MENTAL HEALTH PROBLEM

Mental health is a state of well-being in which a person realises their own ability to handle stress, ability to work efficiently, and have the ability to contribute to their community (WHO, 2017). Poor mental health on the contrary, often due to untreated stress, anxiety and depression; where depression and anxiety are the two most common mental health problems in the community (WHO, 2017). Although the right amount of stress is needed to boost up a person’s adrenalin, too much of stress could lead to distress. If this continues, it could create unhealthy problems such as headaches, high blood pressure, migraines, diabetes, heart problems, insomnia, anxiety and depression (WHO, 2015). The consequences of untreated stress are serious, as it contributes to anxiety and depression.

In Britain, mixed anxiety and depression is the most common mental health problem where almost 9% of its population is affected (NHS, 2015). Reports show that antidepressant prescription is increasing in the western countries (NCHS, 2015), (NHS, 2016), (OECD, 2017). Labour Force Survey in 2018 conducted in Great Britain stated that 595,000 workers are suffering from work-related stress, anxiety or depression. The report that has been published in Health and Safety Executive (HSE, 2018) recorded that 15.4 million working days were lost due to the mental health problem. Mental health problem is not only affecting the western countries but also other parts of the world. Studies has pointed out that Singapore suffers the highest rate of depression in Asia (WHO, 2015). The Philippines has declared that mental health problem is its third most common form of morbidity for Filipinos (NSO, 2017). The land of smiles has 1 million Thailand teenagers suffering from depression and 2 million more are at risk (DMHT, 2017).

As one of the epidemic diseases in the modern world, it is affecting Malaysian population as well. Studies shows that mental health problem will be the second biggest problem affecting Malaysians after heart disease by 2020 (NHMS, 2015). Prevalence of psychiatric morbidity for age 16 and abovehas increased from 10.6% in 1996 to 29.2% in 2015 (NHMS, 2015). Malaysia’s Health Minister Dr. Zulkefly Ahmad (2018), confirmed 4.2 million Malaysians are suffering from some form of mental health problems. However, the 4.2 million is referring to mental health problem and not mental illness.

2. S.A.D APP: AN APPLICATION WITH A NOBLE CAUSE

As discussed earlier, this initiative is specifically intended for individuals who are potentially suffering from common mental health problem primarily Stress, Anxiety and Depression. With the rise of mental health problem statistics worldwide, studies show 50% of the affected population did not seek treatment primarily due to stigma and misconceptions on mental health problems.
“S.A.D App” focuses to reduce and subsequently break this stigma by encouraging society to understand their mental health status. The immediate result from the online test will be the first step in an attempt to increase mental health awareness and to promote healthy lifestyle, work life balance and general well-being. Inspired by a psychologist’s website – ramlimusa.com, the application also adapts the Depression, Anxiety, Stress Scale (DASS21) that is widely used by Malaysia’s Ministry of Health to run their surveys on mental health problem in the country. The application also equipped with special features such as the sounds of nature that is familiar to Malaysians and also other similar features to help to ease stress, anxiety and depression. Through this application, the researchers aim to reduce the stigma on mental health problem in the society and to encourage the S.A.D Potentials to come out and seek help. “S.A.D. App” was presented in IIDEX 2019 and was awarded Gold Award for the Invention/Innovation/Design under the Postgraduate segment.

“S.A.D App” is specifically intended for individuals who are potentially suffering from common mental health problem primarily Stress, Anxiety and Depression but often delay or withhold from seeking treatments due to stigma and misconceptions on mental ill health. This initiative encourages the S.A.D Potentials to take the first step in understanding their mental health problem. Although it is adapted from DASS 21 that is widely used by Malaysia’s Ministry of Health to run their surveys on mental health problem in the country and is inspired by a psychologist’s website – ramlimusa.com,

S.A.D Potential Test Application is supplemented with Meditation Techniques for Sleep and Stress Reduction to help to ease stress, anxiety and depression of the users. “S.A.D Potential Test Application” was presented at the Invention, Innovation and Design Exposition 2019 (IIDEX 2019) on 10-15th September 2019 at Dewan Agung Tuanku Canselor and was awarded Gold Award under the Postgraduate segment. It aims to reduce the stigma on mental health problem in the society and to encourage the S.A.D Potentials to come out and seek help as presented in Figure 1.

As indicated earlier, there are 5 main features of the S.A.D App with different functions: (1) S.A.D Product Video; (2) S.A.D. App Teasers; (3) S.A.D. App Triggers; (4) S.A.D. App Interface; and (5) Sounds of Malaysia. The main focus of this innovative idea is to entice users’ minds using visuals on the technology most modern people could not live without – the mobile phones. By continual appearances on social media platforms, S.A.D. App Teasers, Triggers and Product Video will connect with its target audience by prompting short personal questions. Questions such as “Are you feeling too lonely lately?”, or, “Feeling under the weather lately?” with attractive visuals is designed to attract users’ attention. On S.A.D App Interface, users will be prompted to answer 21 questions by clicking on the DASS21 test button. Upon completion, the answers will be automatically calculated, and the results will be presented to the users instantaneously. To increase user engagement, the application provides many other features to be explored. Other than listening to relaxing sounds from Malaysian sceneries, visiting S.A.D Instagram page and watching S.A.D YouTube channel, the S.A.D App also has extensive lists of important phone numbers that will benefit its target audience such as Befrienders and Mentari. For frequently asked questions that have been answered previously, users could benefit from the F.A.Q. page from the application directory.
**Figure 1: S.A.D App Features**

<table>
<thead>
<tr>
<th>No.</th>
<th>Forms</th>
<th>Picture</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>S.A.D. Product Video</td>
<td><img src="image1.jpg" alt="S.A.D. Product Video" /></td>
</tr>
<tr>
<td>2.</td>
<td>S.A.D. App Teasers</td>
<td><img src="image2.jpg" alt="S.A.D. App Teasers" /></td>
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<td>3.</td>
<td>S.A.D. App Triggers</td>
<td><img src="image3.jpg" alt="S.A.D. App Triggers" /></td>
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<tr>
<td>4.</td>
<td>S.A.D. App Interface and test page</td>
<td><img src="image4.jpg" alt="S.A.D. App Interface" /></td>
</tr>
<tr>
<td>5.</td>
<td>Sounds of Malaysia</td>
<td><img src="image5.jpg" alt="Sounds of Malaysia" /></td>
</tr>
</tbody>
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NEXT STEP: ENHANCING THE APPLICATION

As discussed above, S.A.D. Potential Test Application aimed to encourage the S.A.D. Potentials to understand their mental health statuses by taking provided online test. By its nature, the test is convenient and user-friendly. Discussion on the next step of enhancing the application is divided into two phases.

THE FIRST PHASE: INTRODUCTION OF S.A.D. POTENTIAL TEST APPLICATION 1.0

S.A.D. Potential Test Application was firstly introduced in the Invention, Innovation and Design Exposition (IIDEX 2019) and was awarded Gold Award under the Postgraduate segment. During the presentation, all the four features of S.A.D. Application were presented in the exhibition including the S.A.D. product video.

THE SECOND PHASE: IMPLEMENTATION OF S.A.D. POTENTIAL TEST APPLICATION 2.0

The second phase covers the implementation of S.A.D. App online. Following to this, social media platforms will be used to reach its target audience. In the same time, the Sounds of Malaysia as stated in Figure 5 is specifically designed with Meditation Techniques for Sleep and Stress Reduction. More sounds from Malaysian sceneries are added to give fresh feelings and to rejuvenate the spirit of belonging in the users. The sound of rain in Kuala Lumpur, or the sound of the river in Lata Berkoh, Pahang will help to bring nostalgic feelings and also calming effects to the listeners. Experience segment is also added in this second phase. In this segment, S.A.D Potentials are encouraged to share their experience in having mental health problem and how they overcome the problem.

3. CONCLUSION

With the increasing statistics of mental health problem every year, S.A.D. App focuses to encourage the society to understand their mental health status by utilizing its features such as S.A.D. Potential Test. S.A.D. app is hoped to be a great assistance to the users as it is convenient, cost-saving and user-friendly. Potential mental health problem sufferers also could appreciate the benefits without having the need to meet authorities before they feel truly ready. The main focus of S.A.D. App is to spread awareness on mental health and how the stigma in the society is delaying or even withhold S.A.D Potentials from seeking treatments. Thus, the application is hoped to educate the society about mental health and to become a bridge for the S.A.D Potentials to seek treatment without fearing the stigma that revolves around mental health.

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SOCLAL WELFARE AND POLICIES FOR THE ELDERLY IN INDONESIA

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ABSTRACT

Future challenges for all Asian countries due to the proportion of the population aged 60 and above are projected to increase rapidly. In the Indonesian context, the projected population over 60 years and above continues to increase in 2035 reaching 48.2 million people or 15.8 percent of the population. Stakeholders and decision makers face complex policy challenges because of the diverse welfare of the elderly. This study uses a qualitative approach. Data is obtained from the Central Statistics Agency and official ministry documents that have policies for the elderly. The findings show that the elderly who live in poverty are quite high. This is because there is no social protection such as pension or social security. These conditions also encourage the elderly to work. In fact, most of the elderly have low education and health vulnerabilities. Policies that have been carried out by the government in the form of social protection through cash transfers. In addition, there are several social and health services that can be accessed. However, the policy has not been able to reach the elderly who have limited access and less varied to meet all the needs of the elderly.

Keywords: Social Welfare, Policy, Elderly

1. INTRODUCTION

Future challenges for all Asian countries due to the proportion of the population aged 60 and above are projected to increase rapidly. The population of Japan and South Korea is aging faster than other countries, while Laos is the youngest country in Asia (Global Age Index, 2015). Japan has the oldest population of 33.1 percent, it is projected that in the next decade it will increase by 37.3 percent. South Korea is projected to increase from 18.5 percent to 31.4 percent in 2030. Thailand is the third fastest growing country in Asia, which also places it first in Southeast Asia. Thailand is projected to increase / grow 26.9 percent in 2030 which means one in four Thais are elderly. While Laos is the youngest in Asia with only 8.1 percent of the elderly. The data is actually interesting when looking at old age projections in China (25.3 percent), Indonesia (13.2), and India (12.5), all of them have the
largest number of elderly people in Asia because of the large population. Moreover, as a developing
country, problems are increasingly complex as policy interventions and access are limited.

In the Indonesian context, the projection carried out by UNFPA (2014) shows that the population
over 60 years and above in 2025 reaches 33.7 million people or 11.8 percent of the population, and
continues to increase in 2035 reaching 48.2 million people, or 15.8 percent of the population. On the
other hand, the Potential Support Ratio or the average number of workers who have the potential to
support the elderly, is expected to fall from 13 workers per one elderly in the 2010 census (Central
Statistics Agency (BPS), 2010), to only 6.4 workers per one elderly year 2035. The major
consequence is mainly the increasing dependency ratio (Dependency Ratio) (National Population and
Family Planning Agency (BKKBN), 2012).

Demographic transition becomes a challenge for stakeholders in caring for the elderly to continue to
get a good quality of life. What's more, World Bank survey results (2015) show that the majority of
people in Indonesia feel unequal both socially, economically and politically. Services for the elderly
as vulnerable groups are in the treatment that reflects these inequalities (Mohammad, Dom, and
Ahmad, 2016; Freistein and Mahlert, 2016).

Government policies need to be directed towards creating inclusive and social protection for the
elderly. Policy is based on efforts to realize human rights, equality, redistribution and the concept of
capability (Sen, 1999; Gupta and Thomson, 2010). Integration of all stakeholders is needed both the
government, the private sector and society in general in creating inclusiveness (Sachs, 2012). The
demand for the state to encourage the welfare of the elderly increases with the Sustainable
Development Goals. The SDGs principle "no one is left out" emphasizes the creation of equality
between people, within a country and between countries (Gupta, Pouw and Ros-Tonen, 2015), in this
context including the elderly.

2. RESEARCH METHODS

This research uses a qualitative approach. Data was obtained from the 2018 Central Statistics
Agency, National Planning Agency policy documents, the National Team for the Acceleration of
Poverty Reduction (TNP2K), the Ministry of Social Affairs and the Ministry of Health. Data were
analyzed descriptively to explain the welfare conditions of the elderly and the challenges of social
policy for the elderly in Indonesia.

3. FINDINGS AND DISCUSSIONS

3.1 Elderly Welfare in Indonesia

Over a period of nearly 50 years (1971-2018), the percentage of Indonesia's elderly population has
doubled. In 2018, the percentage of the elderly will reach 9.27 percent or around 24.49 million
people. The percentage of elderly people in Indonesia is dominated by young elderly (age group 60-
69 years) with a percentage reaching 63.39 percent, the rest are middle aged people (age group 70-79
years) by 27.92 percent, and elderly elderly (age group 80 +) by 8.69 percent. In 2018, every 100
people of productive age must support 15 elderly people.
The welfare of the elderly in terms of education, the elderly literacy rate (AMH) tends to stagnate in the last five years at 78 percent. In fact, only about 35 percent of the elderly, especially in villages, do not have the ability to read (Adioetomo, et. Al, 2013). Based on the 2018 Susenas results, one third of the elderly with disabilities are unable to read and write. The pattern of the relationship of demographic characteristics with the level of education is still visible in the elderly population. Education disparity between types of regions, gender, and expenditure groups is in accordance with the classical pattern where higher education is more in cities with high economic status. In terms of gender, older men attend school two years longer than older women. The elderly from the highest expenditure group averagely go to school to grade 8 (equivalent to grade 2 junior high school / equivalent), while the elderly from the middle and lowest expenditure group do not on average graduate from elementary school / equivalent. In the indicator of increasing access to information technology, one of the Sustainable Development Goals (SDGs) targets, 4 out of 10 elderly people use cell phones, computers, or the internet and the ratio of users is higher in cities than in rural areas.

The welfare of the elderly from the aspect of health can be seen from the long life span of the elderly, although it is accompanied by health and productivity problems. Susenas data for 2018 shows that half of the elderly have experienced health complaints in the past month. Elderly morbidity rates tend to decrease every year. In 2018, one in four elderly people has been sick in the past month. Even so, 9 out of 10 elderly Indonesians already have an active response in dealing with health complaints experienced, either by self-medication, outpatient treatment or a combination of the two active responses. The place of choice of elderly in outpatient treatment is quite varied, but the majority of elderly people choose the practice of doctor / midwife for outpatient treatment (35.30 percent). The deterioration of bodily functions accompanied by a decrease in endurance causes hospitalization in the elderly is often unavoidable. The average length of time for the elderly to stay in less than a week (around 6 days) and around 47.55 percent of the elderly choose government hospitals as a place to restore their health condition.

In terms of employment, the elderly work is a phenomenon that often occurs. The motivation behind the work of the elderly is divided into two, namely economic needs or the desire to remain active in old age. In fact, around 49.79 percent of the elderly in Indonesia still work. Elderly workers are dominated by those who have not graduated from elementary school and completed primary school by 47.59 percent and 33.50 percent. The business field that dominates the work of the elderly is agriculture, which is 54.23 percent. The agricultural sector is synonymous with low wages, so this can affect the welfare of the elderly. In terms of job stability, 9.97 percent of the elderly are precarious workers, namely free agricultural and non-agricultural workers. Precarious workers tend to be unstable in terms of wages and working hours. Meanwhile, workers who are included in vulnerable employment amounted to 50.39 percent. The elderly who are absorbed in vulnerable employment are more likely to fall into poverty when demand decreases. From the aspect of working hours, around 17.96 percent of the elderly work beyond decent working hours and 33.80 percent of the elderly workers earn low wages. From the employment data, it can be concluded that the condition of the elderly workforce is still concerning when viewed from the aspect of decent work.

To support the life of the elderly, a safe and comfortable place to live is needed. Housing ownership is also one illustration of the well-being of the elderly population. About 9 out of 10 elderly people live in houses with their own status. When viewed based on eligibility criteria, the percentage of urban elderly who live in habitable homes is higher than that of rural elderly. Economically, the
majority of the elderly live in households with the lowest 40 percent expenditure group. The diverse welfare conditions of the elderly as explained earlier are a major challenge for all stakeholders.

3.2 Policy challenges in promoting social protection for the elderly in Indonesia

Generally social protection schemes in some countries are carried out through cash transfers. This program is implemented to reduce poverty and inequality. Giving money to elderly people in several countries has supported the elderly to get involved in the workforce, encourage economic growth in the local economy, and increase economic dignity and independence for the elderly themselves (TNP2k.go.id, 2018). In Indonesia, social protection schemes for the elderly are still very limited. Moreover, most of the elderly do not have pensions, are vulnerable to poverty and are not covered by social protection schemes such as the elderly who receive pensions.

Some social assistance implemented in Indonesia are Social Literature, Family Hope Program Card (PKH), KPS / KKS, and Business Development Credit. 42.06 percent of elderly households receive Bansos Rastra in 2018. Unfortunately, the distribution of Bansos Rastra has not proceeded in accordance with the government's stipulation. Then, it was recorded that around 7 out of 100 elderly households in Indonesia had PKH cards and were still registered / become PKH recipients, with a higher percentage in rural areas than in urban areas. The percentage of elderly households that have KPS / KKS has decreased compared to 2017 (17.38 percent to 15.85 percent). KPS / KKS that should be aimed at poor families are in fact still not fully on target because there are around 4.53 percent of elderly households in the top 20% group who actually have a KPS / KKS. The government is also trying to empower the elderly through providing Business Development Credit assistance. 22.29 percent of elderly households receive business development loans, of which the most widely accepted credit is the People's Business Credit (KUR). Based on the welfare conditions of the elderly, breakthroughs are needed to formulate social policies and social protection programs for the elderly. Elderly people in Indonesia have a special risk of falling into poverty, especially those who are economically unstable. Their chances of becoming physically and mentally disabled are also very large, and this can affect their capacity to work.

Law Number 13 of 1998 concerning Elderly Welfare is one of the laws and regulations that the government refers to in compiling the elderly program. The substance of this law is not able to keep up with the times or is considered unable to answer a number of problems of the elderly, one of which is related to social protection. For example, social protection programs are only for non-potential elderly people, but this is no longer relevant if using the rights approach. The future policy challenge is the need for innovation from all stakeholders to clarify the types of social protection that must be accepted by the elderly population. In addition, the central government encourages regional governments to have local regulations related to the social protection of the elderly. The government needs to immediately develop and reform social protection programs and policies in order to reach all the elderly.

4. CONCLUSION

The proportion of the elderly that is rapidly increasing is a challenge in all Asian countries. In the context of Indonesia, welfare conditions can be seen from the aspects of education, health and productivity. The welfare of the elderly is seen from the aspect of education, the pattern of the relationship of demographic characteristics with the level of education is still visible in the elderly
population. Education disparity between types of regions, gender, and expenditure groups is in accordance with the classical pattern where higher education is more in cities with high economic status. The welfare of the elderly from the aspect of health can be seen from the long life span of the elderly, although it is accompanied by health and productivity problems. In terms of employment, the elderly work is a phenomenon that often occurs. The motivation behind the work of the elderly is divided into two, namely economic needs or the desire to remain active in old age. Some social assistance implemented in Indonesia are Social Literature, Family Hope Program Card (PKH), KPS / KKS, and Business Development Credit. Based on the welfare of the elderly, breakthroughs need to be made to formulate social policies and social protection programs for the elderly. In addition, the decentralization of policies for the elderly must be encouraged to be immediately implemented in all regions in various levels of government.

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A REVIEW ON THE PREVALENCE OF WOMEN POVERTY IN
ABSTRACT

Government are at work in trying to put in place poverty alleviation plans and policies to develop women in various sectors. Women’s poverty have been placed as the centre of the national political discussion and it remain unsolved. This article compiling the previous studies that have been conducted by the leading scholars on the issue based on the perspective of feminisation of poverty. There are few themes that have been developed based on the literature mainly the labour force participation rate, diversification and intensification issue on women’s household. Besides this article also highlighted a review on poverty discourse. Based on various definitions. Therefore, the main aim of this article is to identify the gap from the literature review of the poor women household in Malaysia. This literature review strive not only to educate but advocate of different avenues regarding women household poverty. A systematic literature review has been adopted in this article to find the gap of the study.

Keywords: Feminisation of Poverty; women prevalence; female headed household; poor women household

1. INTRODUCTION

According to Richard Lette, the UNDP Resident Representative for Malaysia, Singapore and Brunei Darussalam in 2007 stated that, the fundamental to human development are gender equality, equity as well as the empowerment of women. This fundamental is important ends for themselves as it was the basic human rights. Through affirmative multi-sectoral policies and programmes, successive Malaysian development plans have places greater prominence on mainstreaming women in national development reflecting to the increasing of political will. Thus, through active advocacy and campaigns of women’s non-governmental organisation (NGOs) complemented the effort of government (Measuring and Monitoring Gender Equality "Malaysia's Gender Gap Index", 2007). In the Article 13 in the Status of Women Human Rights: 24 Years of CEDAW in Malaysia, as mentioned by Devaraj (2010), based on the current unrealistic poverty line income levels, although the government spends inadequately on welfare benefits 137,138 and disadvantage women often cannot access to welfare assistance from the state as they are unaware of such aid or they are deemed
ineligible. These women vast to enter the workforce when they are young and before their children are born so they tend to receive the same pension plans as all Malaysian citizens received. Their pension tends to foregone when these women are leaving the workforce early after their children are born. From January to October 2017, the number of declared women bankruptcies almost 5,000 and this amounted more than 30,000 women from 2013 to October 2017. This thing happen due to factor of procedures lacking safe-guards and low female participation rates in the workforces as well as the inability to repay debt. Over the years, gender gap remains evident in Malaysia pertaining to labour force participation, unemployment, pay and position held by men and women. Since 2010, participation of women in the labour force has improved but according to Khazanah Research Institute (2018), the gap of labour force participation rate (LFPR) among men and women remains large compared to other countries. As mentioned by Khazanah Research Institute (2018), the women participation in the labour force hindered due to the issue women shoulder as a disparate share of housework. In 2017, there are 3.2 per cent or 69 800 men participate in the labour force compared to 58.0 per cent or 2.6 million women stayed out for labour force for housework. Instead of that, most of the women labour force that stayed out of labour force are mostly educated and of prime-working age which is between 25 to 54 years old and between 2010 and 2017 the increasing of women in labour force was due to self-employment (Khazanah Research Institute, 2018). In 2016, nearly 16.3 million or more than one in eight women lived in poverty. Over 45.6 percent or more than 2 in 5 women lived in extreme poverty which is income at or below 50 percent of the federal poverty level. This shows that in 2016, nearly 1 in 17 women lived in extreme poverty. In addition, 12.8 percent of women which is 38 percent more likely than men which is 9.3 per cent live in poverty. 5: 8 percent of women compared with 4.2 percent of men lived in extreme poverty and this shows that the tendency for women to live in extreme slightly higher (Patrick, 2017).

2. METHOD

The systematic literature review had been used in this article in order to get the gap of the study on the issue of women household poverty. The review conducted using search google engine. This database comprises more than 1170,000 of articles including feminisms of poverty and women poverty from all over countries. In order to get accurate article of past research for this study, the researcher had make the scope smaller by focusing more on Malaysia’s study. The most significant study had been used in this article and the researcher had found that 9 main past research article had been study to complete this article. Therefore, the next section of this article discussing about the feminisms of poverty and the causes of women poverty in Malaysia and as a whole.

3. FEMINISMS OF POVERTY

A phenomenon of ‘feminization of poverty’ referred to the situation whereby majority of the 1.5 billion people living on 1 dollar a day or less are women. This shows that the gap between women and men caught in the cycle of poverty continuously happen since the past decade. Globally, women that earn more than 50 per cent average slightly what men earn (Moghadam, 2005). Credit, land and inheritance is the denied access to critical resources among women that living in poverty circumstances. This is because their labour are unrewarded and unrecognized. Due to caught in the cycle of poverty women lack access to resources and services to change their condition. The
eradication of the persistent and increasing burden of poverty on women as one of the 12 critical areas of concern requiring special rassemblement and action by the international community, governments and civil society had been identified by The Platform for Action adopted by the Fourth World Conference on Women that was held in Beijing in 1995 (United Nations Entity for Gender Equality and the Empowerment of Women, 2000). During 1950s and 1970s in the United States, the coinage of the ‘feminisation of poverty traced to the work undertaken by Pearce (1978) relating with gender and poverty. Nevertheless, at the Fourth United Nations Conference on Women, the term catapulted to global status in 1995. The main policy impact taking the form of a ‘feminisation’ of anti-poverty intervention which is stress on ‘women empowerment’, fomented unprecedented attention to women in international fora on poverty reduction. Promoting greater engagement in rumenerative activity via wage employment or own account business ventures, have added to a longer standing strategy in which microfinance plays a crucial role. According to World Bank (2011), in its ‘flagship’ World Development Report on Gender Equality and Development highlighted the importance of women earning income in their own right was reaffirmed (Chant, 2014). An important obstacle to poverty eradication would be overcome when women being provided with access to economic and educational opportunities. Freeing the millions of people who are caught in the cycle of poverty and hunger can be done through empowering women as this is the critical factor in the combating poverty among women household (United Nations Entity for Gender Equality and the Empowerment of Women, 2000). The next section of this article will discuss about the feminisms poverty and causes of prevalence women poverty. The next discussion will highlight the scholars view on causes of prevalence and severity of poor women household that consists of labour force participation rate, diversification and intensification of women’s inputs to household survival as well as female headed household.

4. CAUSES OF POOR WOMEN HOUSEHOLD

i. Labour Force Participation Rate Gender gap begins with women’s higher barrier to entry compared to men in the labour force. Working-age among women are less likely than men that participate in the labour force in Malaysia by means of different group of women undergoing different level of participation. In recent years, roughly there is equal proportion of working-age population among men and women but LFPR for both gender differ significantly. Malaysian working age population comprises 9.5 million and 9.8 million for women and men respectively during 2017 (Khazanah Research Institute, 2018). In conjunction to this issue, 77.7% of men participated in the labour force whilst only 53.5% women participated in the labour force. Gender gap in LFPR a longstanding issue in Malaysia since women’s LFPR has historically been lower than men’s. On the other hand, progress has taken place over the time because within the past two decades, almost 38% from 38.9 percentage points in 1995 to 24.2% percentage points in 2017 gender gap in LFPR has narrowed. Based on the progress in a long time period shows that upward trend for women participation rates and corresponding downward trend for men (Khazanah Research Institute, 2018). In the past seven years, the improvement and the narrowing of the gender gap was impressive. From 2010 until 2017, women’s LFPR increased by 8.0 percentage points from 45.5% to 53.5% which is the increasing shows nine times more than 0.9 percentage points recorded from 1995 until 2010 but men’s LFPR has remained stable. Conversely, through international comparisons shows that this gap remains relatively large. Malaysia’s gender participation gap is second largest among selected country after India (Khazanah Research Institute, 2018).
ii. Diversification And Intensification of Women’s Inputs To Household Survival

In conjunction with the issue of force participation rate, there are increasing of numbers of women that working for income and at the same time hold the responsibility for unpaid reproductive tasks for their spouse or male household members. According to recent analysis by UNRISD (2010), women work more hours in total in order and they spend few hours in work which is paid or deemed enough “productive” to be included in the System National Accounts. Into the bargain, as mentioned by Pineda-Ofreno and Acosta (2001:3), poorer the household, the longer women work’. This is because in all six countries such as Argentina, Nicaragua, the Republic of Korea, Tanzania, South Africa and India was found that women spend more than twice as much as time men in unpaid care work and the situation in India was ten times more. From this situation it shows that, the inequality hours between men’s and women’s is most noticeable among low income groups (Chant, 2014).

From the statistic shows that women have to be multitasking in handling job as they have to take the responsibility as a worker at the workplace as well as they have to play their role as a wife or mother at home. This shows that women have to do double work or working ‘overtime’ to play her responsibility as a women. As mentioned by INRISD (2010), women work more hours and they have to spend more time to do something that productive to get the appreciation. Although women have to do more works, the rate of poverty among women still high as mentioned by Chant (2014) since the gender that lies among low income group is dominated by women and Malaysian women rated at the second place after India that have large community of poor women household.

iii. Female Headed Household

The number of female headed household keep increasing all over the world. For example, the number of female headed household in Latin America keep increasing since forty years in that region (Liu et.al, 2016). According to Chant (2003), the growing number of female headed household is a good sign as female leadership has its own strength and positive. Happen to be, many report and past studies shows that the increasing number of female headed household closely related to poverty. Women have their own limitation in terms of access to assets and skills training so women cannot get appropriate income (Krishnan, 2007; Rajaram, 2009; Javed, Hussain, & Asif, 2011) Due to the discrimination against women, gender of the households play an important role because household headed by women are poorer than those headed by men. According to Javed, Hussain and Asif (2011), women have low literacy rates low wages and have less access to land or equal work. Marital status also affect poverty. According to Anyanwu and John (2011), monogamous marriage, divorce and widow are negatively correlated and significant to the probability of becoming poor households. But monogamy marriage has the largest tendency to reduce poverty. In addition, the probability of household also can be affected through household size. The probability of poverty can be reduce when the household have only one household member and vice versa. The probability to poverty will increase with the increasing number of household members. This statement supported by the World Bank by saying that the poor tend to live in larger household members (Chant, 2014). Therefore, the gap of study that has been found through the perspective of various scholars who most of them related the feminisms poverty theory with single-female-headed household or single mother and women as a whole. So this study will ignites the causes that makes the existence of feminisms of poverty among minority group which is fishermen’s wife that live in rural area.
5. CONCLUSION

This article has compiled the prevalence of poverty among women as poverty thought to be foreseeable consequences for women through a previous literature. In order to provide essential information for holistic understanding, placing the underpinning feminisation of poverty and where the phenomenon has grown from really allowed for the rest of the review to build up. The feminisation of poverty still can be applied to the women against all effort to avoid this phenomenon of poverty although this feminisms of poverty is old but yet not outdated. Most of the scholars highlight the same causes and prevalence that lead to poor women household so it is hope that through this article can help the government or policy maker to reduce the rate of women poverty as a whole specifically for minority group like fishermen’s wife.

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PROGRAM KEMAHIRAN INSANIAH (PRO-KI): THE RELATIONSHIP BETWEEN STUDENTS’ AWARENESS AND THEIR RESPONSIBILITY AT FSPU, UiTM SHAH ALAM

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ABSTRACT

The study examines the relationship between the students’ awareness and their responsibilities in the implementation of Kemahiran Insaniah Programme (Pro-KI) in FSPU, UiTM Shah Alam due to the students’ attendance considered unsatisfactory because 81.5% absent from the programme. A quantitative methodology was used to assess the students’ awareness and their responsibilities. The instruments used to gather the data was questionnaires. The structure of the questionnaires was closed ended ranking scale of 1-5 and distributed to 278 respondents using quota sampling. Its allow researcher to study on all 32 LDK group during the Module Six in HEP Programme, Pro-KI was held. From the results of 71.9% rate of return questionnaires, it shows that there is high level of students’ responsibility in Pro-KI. Besides that, the dimensions of students’ awareness highly correlated with their responsibility. All four independent variables have significant effect on students’ responsibility. The most influential is awareness to the system. Therefore, University supposed to improve the less influence factor and strengthen the most influential since it will influence the students’ responsibility to attend Pro-KI for their future use. This study could be a basis for future studies and would help students and University to ensure that the students will acquire, nurture and develop their own soft-skill to prepare for employment. Moreover, the study indicates the gap whether the University has deliver the appropriate initiatives in developing the soft-skills efficiently and effectively. Moreover, the study opens an avenue for further research in this field focusing on the perspectives of the new media usage.

Keyword: Students’ awareness, responsibility, soft-skill, Pro-KI, FSPU, UiTM

1. INTRODUCTION

The issue of unemployment and employability of the graduates in Malaysia is not something new. At least 20% of the graduating students from year 2006 to 2019 failed to secure employment within six months after graduation (Teng, Ma, Pahlevansharif, & Turner, 2019; Karim, 2012). The problem is getting serious and the most unemployment graduating student come from the public universities which then to be said have low ‘product quality’. In view of the importance of soft skills, the Higher Education Minister has given the directives that all undergraduates, especially those in public
universities, be taught ‘soft skills’ (the polite and pleasing way of presenting to others (Yao & Tuliao, 2019; Teng et al., 2019; Rao, 2012) beginning July 2006 (Karim et al., 2012). This initiative called ‘Program Kemahiran Insaniah’ (Pro-KI) which most are generic skills directed by the University Board of Director (LPU) in LPU meeting Bil. 103 Year 2009 dated on 15 September 2009 to be exercise to all new students for intake January-Jun 2010 session (Universiti Teknologi MARA, 2010). Unfortunately, the number of students attending the programme is considered unsatisfactory because 81.5% absent from the programme (Report on Student Affairs Programme, Pro-KI, 2012). The report indicates percentage of absenteeism although any absent without reason can be taken to University’s disciplinary board (Universiti Teknologi Mara, 2010). For that, determining the level of responsibility (the “feeling of responsibility” as an answer to a perceived appeal in accordance with moral norms, making it possible for us to do the right action needed (Severo, Guimarães, Dellarmelin, & Ribeiro, 2019; Widell, 2012) among the students, examine the relationship between students’ awareness (the ability to monitor one’s own mental state, enabling one to attend to one’s own cognitions from a third-person perspective (Severo et al., 2019; Caldwell, 2009; and Guise, 2007) and students’ responsibility and also examine of the most influential factor on students’ responsibility are the objectives of this research. The dynamic force of the programme has to be installed in order to get a fully support by the student. They will voluntarily come to the programme which this study believes that if the students have free mind and positive thinking to acquire as much knowledge as they can as part of preparing the student with first class mind setting. It is hope that this study will act as solution to current problem of wastage of money due to absenteeism and rejection among students when the resources can be channel to other needs.

2. RESEARCH METHODS

This quantitative methodology of cross-sectional study to look the factors that affect the relationship between the students’ awareness and responsibility in the implementation of Pro-KI. The research limited to 1015 populations who are the candidates of Module Six (Pembinaan Bumiputera Glokal) in the Faculty of Architecture, Planning and Surveying, Shah Alam (http://fspu.uitm.edu.my/v1/home/administrator/history.html/ on 3 July 2012). This study also only applied to candidates in Mac-July 2012 academic session in Architecture, Planning and Surveying Faculty which the name lists was received from UiTM Strategic Planning Centre (Drus, 2011; Drus 2012). The sample size of 278 respondents is adequate and appropriate to evaluate and support the analysis of assumption namely the test of normality and the test of linearity and researcher used the table which simplified size decision that ensures a good decision model (Sekaran, 2003). The most appropriate sampling technique to this research is the quota sampling which allows for the inclusion of all groups in the system researched (Sekaran, 2003). The instruments used to gather the data was through questionnaires. There are three sections for the measurement namely demographic profile for respondent; section A, the measurement for independent variables (students’ awareness); section B and the measurement for dependent variable; section C (students’ responsibility). The questionnaires were given at the end of the LDK session in order to get real and applicable feedback according to overall judgment of respondents who follow Pro-KI from the beginning until the end. The SPSS 19.0 software is used to analyse the data for the pilot test and for the study. The data analysis is important to answer the research objectives or goals of this study and in completing the research report. First, the pilot test is carried out to ensure the appropriateness and the reliability of the questions in the questionnaire. Then, analysis according to the three objectives of the study. For the first objective to determine the level of students’ responsibility in the implementation of Pro-KI, the mean and standard deviation of all items in students’ responsibility including average of students’ responsibility
is generated. For the second objective to examine the correlation between students’ awareness and responsibility, the analysis of correlation between independent variables is performed using bivariate correlation function to see the significant correlation between independent variables and dependent variable. For the last objective to examine the most influential factor on students’ responsibility, the regression analysis is performed.

3. FINDINGS AND DISCUSSIONS

Table 1: The results for the level of students’ responsibility towards Pro-KI

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Mean</th>
<th>Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>• I am responsible in abiding university policy and regulation</td>
<td>200</td>
<td>4.03</td>
<td>.740</td>
</tr>
<tr>
<td>• I am responsible in assisting university and Student Affair Division (HEP) to achieve organization goal</td>
<td>199</td>
<td>4.05</td>
<td>.741</td>
</tr>
<tr>
<td>• I am responsible in ensuring the management of this program on the right track</td>
<td>199</td>
<td>3.96</td>
<td>.741</td>
</tr>
<tr>
<td>• I am responsible to tell more about this program to others</td>
<td>199</td>
<td>3.92</td>
<td>.765</td>
</tr>
<tr>
<td>• I am responsible with the end-result to myself</td>
<td>199</td>
<td>4.07</td>
<td>.728</td>
</tr>
<tr>
<td>• I am responsible to equip myself with high quality of soft-skill</td>
<td>197</td>
<td>4.07</td>
<td>.722</td>
</tr>
<tr>
<td>• In my opinion, I have high responsibility in attending and supporting this program</td>
<td>200</td>
<td>4.09</td>
<td>.765</td>
</tr>
<tr>
<td>• Average of Students’ Responsibility</td>
<td>195</td>
<td>4.02</td>
<td>.648</td>
</tr>
</tbody>
</table>

Table 1 shows that the respondents know that they have high level responsibility towards Pro-KI because five out of seven attributes indicate that they agree with the attributes and moderate answer for remaining two attributes. The average results for seven attributes for respondents’ responsibility variable (dependent variable) shows for the Means of 195 respondents, M=4.02; SD=.648. From that it shows that overall respondents agree that they have responsibility toward Pro-KI in UiTM. This high sense of responsibility has been developed and embedded over the time starting on the first day that students enrolled especially during the orientation week and the process keep on continuing in-the-classroom as well as off-the-classroom programmes and development initiatives.

Table 2: The results of correlation between students’ awareness dimensions and their responsibility

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>N</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Awareness of the objective</td>
<td>198</td>
<td>3.914</td>
<td>.60573</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Awareness of the policy</td>
<td>200</td>
<td>3.9770</td>
<td>.68646</td>
<td>.639**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Awareness of the outcome</td>
<td>197</td>
<td>4.1239</td>
<td>.63285</td>
<td>.728**</td>
<td>.673**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Awareness of the system</td>
<td>196</td>
<td>3.7954</td>
<td>.64124</td>
<td>.696**</td>
<td>.546**</td>
<td>.692**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Students’ Responsibility</td>
<td>195</td>
<td>4.0190</td>
<td>.64759</td>
<td>.630**</td>
<td>.605**</td>
<td>.637**</td>
<td>.636**</td>
<td></td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level (2-tailed)

Table 2 indicates that there is significant good correlation between awareness dimensions and respondents’ responsibility. As awareness of the objective, awareness of the policy, awareness of the outcome and awareness of the system (awareness dimensions) increases, the respondents’
responsibility of the students towards Pro-KI also increases which is a positive correlation. It is safe to say that the responsibility of the student in Pro-KI determine directly by their awareness towards the program. If they aware with the elements asked in awareness dimension, they portrayed the positive responsibility towards Pro-KI and likewise. Its is a prove that the delivery system on the information and communication aspects in making the students aware of the existence of Pro-KI or any other University is crucial and vital to determine its successful. The responsibility the students will increase eventually.

### Table 3: The results for the influential impact on students’ responsibility

<table>
<thead>
<tr>
<th>Variable</th>
<th>Beta (β)</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness of the system</td>
<td>.281</td>
<td>.000</td>
</tr>
<tr>
<td>Awareness of the policy</td>
<td>.237</td>
<td>.001</td>
</tr>
<tr>
<td>Awareness of the outcome</td>
<td>.183</td>
<td>.032</td>
</tr>
<tr>
<td>Awareness of the objective</td>
<td>.147</td>
<td>.081</td>
</tr>
</tbody>
</table>

Table 3 shows that from model summary result of regression analysis, the awareness dimensions (independent variable) together account for 53.2 per cent ($R^2=.532 \times 100 = 53.2$) of variance in respondents’ responsibility. Meanwhile in Anova result shows that Sig. (p value) = 0.000. As $p<0.05$, it shows that the regression line predicted by the independent variables explains a significant amount of the variance in the dependent variable of $F(4,183)=51.902$, $p<0.05$. Both results show that awareness dimensions (independent variables) contributed significantly to respondents’ responsibility of the student towards Pro-KI. Based on table also, the most influential impact in awareness dimensions on respondents’ responsibility is awareness of the system ((β)=.281, sig.=.000) follow by awareness of the policy ((β)=.237, sig.=.001), awareness of the outcome ((β)=.183, sig.=.032), and awareness of the objective ((β)=0.147, sig. .081). It means that the awareness of the system is the most important dimension in determining whether the student responsible or not in Pro-KI and then follow by other dimensions. By taking this result consideration, University need to pay more attention on increasing the awareness of the objective and the outcome through aggressive promotion, advertisement, announcements and reminder to the students via effective methods.

4. CONCLUSION

To conclude, we can see that the level of students’ responsibility in the implementation of Pro-KI is in the high level. It shows that overall students agree that they have high responsibility to acquire and sharpen their soft-skill. There are a positive marked degree of correlation between the students’ awareness and responsibility It is a positive results to show that there are good relationship between the students’ awareness and responsibility whereby if the awareness of the students can be increase, automatically the responsibility of them also can be increase and likewise. Its support that the students have and portrays their responsibility but due to their unawareness regarding the Pro-KI it makes them less participate. The awareness of the system is to be said the most influential factor to the students’ awareness and responsibility in the implementation of Pro-KI in FSPU, UiTM Shah Alam because by having the excellent system, student will not have problem to be responsible in preparing themselves with soft-skill. That is why the good objective or goal, policy and outcome alone do not bring high
impact to the Pro-KI if the students did not familiar and aware with the system where the implementation parts come in. It is hope that more research and development will be conducted in the future for improvement. For that, this study could be a basis for future studies and would help students and University to ensure that the students will acquire, nurture and develop their own soft-skill to prepare for employment. The study indicates the gap whether the University has deliver the appropriate initiatives in developing the soft-skills efficiently and effectively. Moreover, the study opens an avenue for further research in this field focusing on the perspectives of the new media usage. The soft-skill programme is vital in assisting students (Yao & Tuliao, 2019) and fellow citizen to prepare themselves to face the status of develop nation in 2020. At that time not only Malaysia will be develop nation but the most important the citizen also having the first-class mentality and soft-skills.

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ASSESSING MENTAL HEALTH IN MALAYSIA: AN ISSUE OF CONCERN

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ABSTRACT

Mental health is becoming very significant issues throughout the world. According to WHO, one in four people in the world will be affected by mental or neurological disorders at some point in their lives. Around 450 million people currently suffer from such conditions, placing mental disorders among the leading causes of ill-health and disability worldwide. Whereas in Malaysia, according to the National Health and Morbidity Survey 2015 study by the Ministry of Health, the prevalence of mental health issues among adults above 16 years old is 29.2% or 4.2 million from the total populations. Therefore, the study is interested in investigating the experience of persons with mental health issues in pursuing their daily lives; and of how to empower them to gain social mobility. This current research is build based on three main objectives, namely 1) To identify the types of discrimination faced by persons with mental health issues; 2) To examine the empowerment elements that aid their social mobility; and 3) To come out with an appropriate model of empowerment that suit best for persons with mental health issues. A qualitative study will be employed, and the data analysed using thematic analysis. The expected outcome for the study is a production of a workable model of empowerment specifically for persons with mental health issues to live with their illness and at the same time able to be inclusive the community at large.

Keywords: Mental health; Health Morbidity; Empowerment; Malaysia; Issues & Concern.
1. INTRODUCTION

The augment of non-communicable diseases, particularly psychiatry morbidity, is alarming. In 2002, five per cent of the total population in Malaysia had diagnosed with mental illness; while the report of the National Health and Morbidity (2015) indicated 17 folds of increment. A person with a mental health issue is exposed to the societal stigma that leads to self-stigma. They usually subjected to a misunderstanding of the disease. This deviance labelling of stigma curtailed the opportunity to be independent, involving the loss of employment and housing opportunity. Besides, their voices are unheard and powerless to change the situation that strikes their life. Simultaneously, there is a dearth study undertaken to ascertain this vulnerable group, especially on their social well-being. Scholars also had identified that the experience and concept of mental health issues in the Eastern setting are not well documented and researched. Hence, the understanding of patients’ everyday life in a context is relatively low.

2. RESEARCH METHODS

This study will employ a qualitative orientation to fulfil the purpose of this study. Qualitative research is applied when the investigation requires exploration, whereby the issue is hardly measured by the existing variables in the literature (Creswell, 2013). The approach can assist the researchers to comprehend the explanation on the subjects’ experiences, their life-world, the interpretation of their subjectivity, or shared understanding (Merriam, 2009). In terms of the unit of analysis of this study, the data will be collected from persons with mental health issues and key persons from the Ministry of Women, Family and Community (MWFC), and local support groups such as Befrienders and Mental Health Association.

As for the data collection and analysis, the research would take a few phases to tackle the issue, as follows:

Phase 1: Expert Interview

For this phase, a focus group would be undertaken with the representative of the ministry and local support group that is focuses on the wellbeing of the persons with a mental health issue. A semi-structured interview will be undertaken to address the issues that pressing this vulnerable group and efforts undertaken by both the government and the NGOs. This method allows the researchers to explore and gain fast access to developing issues for the subjects.

Phase 2: Recruitment of potential informants (persons with a mental health issue)

The recruitment for the informants will be undertaken based on four inclusive criteria, 1) aged 18 years and above, 2) medically diagnosed with any mental health issue, 3) had been following up with psychiatric service for at least a year; and 4) on remissive stage. An advertisement will be placed at the information board at the hospitals to invite participation from potential informants. The interview will be undertaken for each of the informants. Data collected will be analysed using thematic analysis with the aid of qualitative Software, Nvivo to assist in organising and clustering the data.

The sampling techniques employed in this study are purposive and snowballing sampling. Purposive sampling fit the intent of this study by selecting only informants that meet the inclusion criteria for
the in-depth investigations (Blaikie, 2010). Moreover, the virtue of employing purposive sampling is to select information-rich cases, which opens the opportunity to conduct an in-depth study which could help clarify the research questions (Patton, 2002). Hence, patients who possess the inclusive criteria were likely to be chosen. The second method chosen for the sampling technique is snowballing. The technique is adopted in order to get access to a broader population that was suitable for the interview based on the recommendation provided by the previous informants (Bryman & Bell, 2007). The justification in employing this sampling technique is to ensure the recruitment of the informants would meet the saturation point.

3. DISCUSSIONS

Living with a mental health problem is difficult, especially in stigmatise social environment. Often time, persons with mental health issues perceived as dangerous, violent, and unpredictable (Dickerson, 1998; Corrigan et al., 2014). The diagnosis of mental illness given by doctors contained negative moral connotation that affects the patient’s life. Once diagnosed and treated, it hampers the patients from being productive, having better employment, receiving higher education, and improving health status and quality of life (WHO, 2010). Rapid industrialisation and urbanisation have been part of the impetus of the current trend for mental illness morbidity and mortality (Curtis, 2004). Although many countries embraced the development brought by modernisation, many of the programs are only advantageous to certain social classes and usually exclude persons with mental health issues.

Kangas (2004) identifies the power of mass media as a tool to disseminate the health information and bring medical knowledge to attention for public discussion. These exercises had changed the negative perception towards the landscape of mental illness that is acceptable to be part of the individual’s life. The media portrayal plays a crucial point in shaping public perception and evaluation of mental illness. The normalising process and stereotyping are rendered as a usual occurrence, which can happen to anybody. Therefore, illness has become individuals’ moral duty to know, identify, and submit themselves to health care (Parsons, 1991). The availability of digitised knowledge, as well as the enhancement of internet connection, has made it possible for the public to gain access to medical information. Social support from the government and the community play a critical role to enable persons with mental health issues enjoyed their citizenship (Ashencaen Crabtree, 2012).

For example, in Malaysia, the New Economic Model (NEM) had emphasized the treatment in the community through health promotions (Koyanagi & Bazelon, 2007; MOH, 2011) and the magnitude of coverage for the underprivileged community to be part of the development in the country (National Economic Advisory Council, 2009). The welfare department in Malaysia has started giving attention and acknowledging mental illness spectrum (a collection of symptoms could lead to different disorders), which could be harmful and damaging (Malaysia Ministry of Women Family and Community Development, 2012). However, only selected patients with acute symptoms are validated to receive financial aids from the government, while others must survive as usual on their own. The question is how many of them could get balance support from family and the government to live with their illness? As to-date, there is no comprehensive model to help persons with mental health issues that free them from discrimination.

Empowerment helps to improve the acceptance of oneself, treatment adherence, and better quality of life (Asia-Australia Mental Health, 2008). In organisational empowerment process, Zimmerman
Zimmerman (1995) postulates that it involves a process of mastery for each member, which provides mutual support and inflict positive change. At the community level, empowerment could improve the collective lives and bridge individuals with the agencies that helped to preserve their quality of life. The term empowerment has been the focal point in developing strategies for health care (WHO, 1997), whereby patients who can make significant decisions and take over their life domains are considered empowered. This situation occurs as a result of the structure that allows them to make decisions, especially a significant one. On the other hand, self-determination also drives patients towards the making of meaningful decisions.

Civic engagement potentially contributes to the better health of mentally challenged persons. In a survey conducted on 18,000 urban Russians, Javeline and Brooks (2012) postulates that civic engagement provides high self-efficacy, which can be observed through the control over one’s life and the practice of healthier lifestyle that is supported by several coping mechanisms such as medical advice, social supports, and the feeling of empowerment. Advocacy is another aspect that could withhold social inclusion for promoting community assimilation. Apart from empowerment, active participation in the advocacy process, such as determining the medication and the treatment process could elevate patients’ integration within the community. Affirming attitudes such as making meaningful choices and treatment goals, as well as the ability to govern one’s life, are necessary to create a sense of ownership towards the recovery process of the patients (Dickerson, 1998; WHO, 2003; Corrigan et al., 2014). Often, patients with affirming attitudes tend to be less antagonistic, more pragmatic, and have more job opportunities, especially in psychiatric offices and public mental health (Dickerson, 1998).

4. CONCLUSION

Mental health is becoming one of the crucial issues in our country. The government is underway to strengthen the program and policy in order to address the problem. However, it is worth to note that it is not an individual or a single agency responsibility to tackle the issue.

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PEMASARAN SOSIAL: MEMBERI MAHKNA TERHADAP KESUKARELAWANAN DAN MANUSIAWI

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ABSTRACT


Keywords: Pemasaran sosial; Kesukarelawanan, Manusiawi, Makna; Pelajar.

1. PENGENALAN

Fakulti Sains Pentadbiran dan Pengajian Polisi (FSPPP) menawarkan pelbagai kursus yang sesuai dan relevan kepada pelajarnya. Antara kursus tersebut adalah Pemasaran Sosial. Kursus ini yang juga lebih dikenali sebagai Social Marketing bermula sebagai satu disiplin secara ketara sejak tahun 1970an dan berkembang sehingga kini. Matlamat utamanya adalah untuk memberi penekanan terhadap keperluan mengubah sikap, tingkah laku dan kepercayaan seseorang individu dan masyarakat secara sukarela. Menurut Kotler dan Zaltman (1971), pemasaran sosial adalah “Social marketing is the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving consideration of product planning, pricing, communication, and marketing research”. Manakala Lee dan Kotler (2011) pula mendefinisikan pemasaran social sebagai “Social marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behaviour for the benefit of individuals, groups, or behaviour for the benefit of individuals, groups, or society as a whole”.

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2. METODOLOGI

Metodologi yang digunakan adalah dengan meneliti data-data sekunder berdasarkan kepada pelaksanaan program-program dan acara berkaitan fundraising dibawah kursus Pemasaran Sosial sejak tahun 2017 hingga kini.

3. PERBINCANGAN

Pembelajaran boleh dilakukan menerusi pelbagai metode. Antara yang lazim dilakukan bagi memenuhi objektif sesuatu kursus adalah menerusi tugasan bertulis, pembentangan dan sebagainya. Sungguhpun ini merupakan antara pendekatan yang diambil oleh kursus Pemasaran Sosial sejak beberapa tahun yang lalu, namun ianya telah melalui suatu transformasi dan perubahan apabila pendekatan secara “hands on” mula dilaksanakan mulai tahun 2012. Pendekatan ini antara lain menetapkan para pelajar menerusi kerja berkumpulan untuk menganjurkan suatu acara yang dikenali sebagai Social Marketing Exhibition (SOMAX). Tuju objektif dikenalpasti di sebalik penganjuran SOMAX iaitu, (1) Memberi pendedahan kepada pelajar bagi menjalankan promosi “social marketing” kampen/aktiviti kepada kumpulan sasaran; (2) Meningkatkan kesedaran berkenaan matlamat sebenar subjek ini, “to promote social goods for the benefits of the society”; (3) Memupuk semangat kerja berpasukan, bekerjasama dan melatih pelajar mengkoordinasi dan merancang program dengan berkesan; (4) Mengaplikasikan prinsip pemasaran promosi yang berkesan bagi menarik lebih ramai kumpulan sasaran untuk mengalakkan tanggungjawab sosial di kalangan masyarakat; (5) Meningkatkan pengetahuan para pelajar terhadap teori, prinsip, konsep dan pendekatan “social marketing”; (6) Meningkatkan semangat kesukarelawanan (volunteerism) dicalangan pelajar; dan (7) Menyampaikan bantuan samada dalam bentuk kewangan atau bukan kewangan secara langsung kepada pihak yang memerlukan. Hasilnya menyaksikan puluhan kampen telah ditonjolkan oleh pelajar dan sedikit sebanyak ianya telah menyaksikan impak kepada kumpulan sasaran.

Setelah hanya memberikan penekanan terhadap penganjuran kempen kesedaran semata-mata, suatu penambahbaikan terhadap aspek penilaian kursus ini telah dilakukan mulai tahun 2017. Atas saranan Dekan Fakulti Sains Pentadbiran dan Pengajian Polisi pada masa tersebut, Prof. Dr Posiah Md Isa, serta turut mendapat sokongan kuat mantan Timbalan Dekan (ICAN), Prof Madya Dr Yarina Ahmad, elemen fundraising dengan mensasarkan rumah kebajikan dan pelbagai kelompok masyarakat yang memerlukan mula dilaksanakan. Objektif utama komponen penilaian ini adalah, (1) Untuk melahirkan kumpulan pelajar yang mempunyai empati yang tinggi; (2) Untuk menyemai semangat kesukarelawanan di kalangan pelajar; (3) Untuk memberi pendedahan kepada pelajar tentang melibatkan usaha-usaha mengumpulkan dana (samada dalam bentuk kewangan atau bukan kewangan) untuk tujuan membantu mereka yang memerlukan; (4) Untuk menerapkan budaya tolong-menolong di dalam diri pelajar tanpa mengira bangsa, agama dan negara; (5) Melatih dan memberi peluang kepada pelajar kemahiran menguruskan pelbagai aspek kemahiran insaniah seperti kepimpinan, semangat kerja berpasukan, kebolehan menyelesaikan masalah dan sebagainya menerusi projek ini dan (6) meningkatkan profil khidmat kemasyarakatan di Fakulti sekaligus juga menonjolkan ketampakan Fakulti menerusi networking dengan pihak luar.

Beberapa prosedur telah ditetapkan dalam pelaksanaan program ini. Pertama pelajar akan dipecahkan kepada beberapa kumpulan antara 8-12 orang setiap kumpulan. Kemudian mereka dikehendaki mengenalpasti dan mendapat kebenaran dari pihak rumah kebajikan atau mana-mana institusi atau...
pihak yang hendak diberikan sumbangan. Sebaik sahaja ini disempurnakan, kumpulan pelajar diperlukan untuk merancang, mengurus dan melaksanakan acara-acara yang sesuai untuk mengumpul dana. Kelulusan dari pihak Fakulti dan Kampus diperlukan bagi tujuan ini. Penyata kewangan juga perlu disediakan oleh kumpulan pelajar dan setelah disahkan sumbangan berkaitan hendaklah disampaikan kepada kumpulan rumah kebajikan/lain-lain sebagaimana dijanjikan dengan bukti tertentu perlu dikemukakan.

Sejak pelaksanaannya, sehingga semester Mac-Julai 2019, sebanyak RM53,616.96 telah berjaya dikumpul dan diserahkan kepada 66 melibatkan pelbagai jenis rumah/institusi kebajikan (Lihat maklumat terperinci di Lampiran (Rajah 2). Manakala ringkasannya adalah seperti berikut:-

**Jadual 1. Ringkasan Sumbangan Kepada Rumah Kebajikan**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Biangan Rumah Kebajikan Yang Menerima Manfaat</th>
<th>RM</th>
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<tr>
<td>Mac-Julai 2018</td>
<td>14</td>
<td>11,333.00</td>
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<tr>
<td>Sept 2018-Jan 2019</td>
<td>23</td>
<td>17,479.60</td>
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<tr>
<td>Mac-Julai 2019</td>
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<td><strong>JUMLAH</strong></td>
<td><strong>66</strong></td>
<td><strong>53,616.96</strong></td>
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</table>

Sumber: Che Soh, M (2017-2019)

4. **KESIMPULAN**

Penganjuran penilaian secara “hands-on” sebagaimana yang dilakukan oleh kursus Pemasaran Sosial ini diharap bukan hanya dilihat menerusi perspektif bagi memenuhi objektif pembelajaran yang ditetapkan oleh sibbus semata-mata. Sebaliknya ia diharap mampu mencapai hasrat dan matlamat yang lebih mulia dari itu, iaitu melahirkan insan pelajar yang mempunyai darjah manusiawi yang tinggi dan senantiasa mensyukuri nikmat. Pendekatan seumpama ini turut dicadangkan dilaksanakan juga oleh lain-lain kursus berdasarkan kesesuaian dalam usaha untuk membebi lebih makna dalam proses pembelajaran insan.

**PENGHARGAAN**

Penulis sukacita mengucapkan penghargaan kepada pihak Pengurusan FSPPP dan UiTM Kampus Seremban yang sentiasa menyokong program ini sejak dari ianya dimulakan pada tahun 2017 hingga kini.

**RUJUKAN**


**LAMPIRAN**

**Jadual 2. Ringkasan Pelaksanaan Program Fundraising Anjuran Pelajar Social Marketing FSPPP 2017-2019**

<table>
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<td>Pusat Kanak-Kanak Cerdik Ar-Rayyan</td>
<td>Pusat Jagaan Warga Emas dan Terapi Fitrah</td>
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<td>Pusat Jagaan Mercy</td>
<td>Rumah Pusat Jagaan Si Putih</td>
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| Total                               | RM 10,000 | RM11,333.00 | 17,479.60 | 14,804.36 |

Rujukan: Che Soh, M (2019)
PARENTS’ PERCEPTION ON THE FACTORS LEAD TO THE EFFECTIVENESS OF COMMUNITY BASED REHABILITATION PROGRAM (CBR) IN SEREMBAN

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Mohd Ilkhan Muhammad
Suhaimi A Samad
Mohd Nazir Rabun
Siti Melinda Haris

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suhaimi@uitm.edu.my

ABSTRACT

The New Economic Model introduced in 2010 has emphasized on the inclusiveness of every society in socio-economic development to become a developed nation in 2020. Among targeted group emphasized by the government is person with disability which contribute to 1.2% of the population in Malaysia. One of the continuous efforts by the government to accelerate this objective is by strengthening the Community Based Rehabilitation Program (CBR) which was implemented on 1984 to assist the person with disabilities (PWDs) with basic living skills. This program was pioneered by the World Health Organisation (WHO) following the Declaration of Alma-Ata in 1978 to enhance the quality of life for people with disabilities and their families; meet their basic needs; and ensure their inclusion and participation. This research tries to examine the factors that lead to the Effectiveness of CBR Program on Selected Centres in Seremban, Negeri Sembilan. The study involved 121 respondents whom are the parents of the trainees. The sampling method used is the purposive sampling as the parents would be the suitable ones to deliver the information required for the study. The study objectives are to determine the relationship between Participation Level, Module & Syllabus, Social Workers and Social Support System as the factors lead to the Effectiveness of CBR Program on Selected Centres in Seremban, Negeri Sembilan. All variables tested have positive relationships with the dependent variable as according to the Pearson’s Correlation Analysis. The findings revealed that Module & Syllabus is the most significant element that affect the effectiveness of Community Based Rehabilitation Program (CBR) in Seremban. Therefore, the module and syllabus should be the main focus of the program and it should be reviewed from time-to-time to meet the current demands of the community.

Keywords: Community Based Rehabilitation Program, Person with disability, social welfare, social protection

1. INTRODUCTION

Data recorded by Department of Social Welfare as indicated that there are 365,677 individuals with disabilities in Malaysia in 2015 (Department of Social Welfare, 2017). In any case, as enrolment is intentional, it is not the real numbers of PWD in Malaysia. Hence, family members particularly their
parents should aware on the importance of registering their disabled family members so that the government can enhance the policies on PWDs. Acknowledging that their rights and privileges should be protected, Malaysia has made a vital by approving the Convention on the Rights of Persons with Disabilities (CRPD) in 2010. Prior to that, the Government has likewise enacted the Persons with Disabilities Act 2008 and gives social security benefits in several areas including wellbeing, rehabilitation and training for youngsters with disabilities guided by the National Policy for Persons with Disabilities and the National Plan of Action for Persons with Disabilities.

Although the CBR program was in placed since 1984, there is lack of studies conducted to explore the effectiveness from the perspectives of their family members, particularly their parents. Therefore, the aims of this study is to examine the relationships between Participation Level, Module & Syllabus, Social Workers and Social Support System with the level of effectiveness of CBR program at the selected centres in Seremban, Negeri Sembilan from the perspective of the parents. These few factors are really important for the effectiveness of CBR programme especially at the centre-based training center which offering the gross motor skills, social development, language development, self-management, pre-writing, reading, calculating and drawing, other creative activity, recreational and others. There is also vocational training, musical therapy session for the trainees. The purpose of these activities is to develop or boost the trainees’ abilities and providing them with meaningful skills for them to be independent adults.

The participation level is measured by the willingness of community to assist the PWD to join the program. It is reflected through their intention to help them to register, attend and involve in the rehabilitation activities of the CBR program. Meanwhile, the second variable is module & syllabus which developed by Department of Social Welfare which determine the activities conducted for the trainees. - outline of subjects to be shrouded in an instruction or instructional class. There is a standardization of modules and syllabus applied by the trainers at all centers.

Social workers are the trainers at the centres whom are voluntarily involve in the program to train the trainees. They use their own delivering and teaching skills to make the module and syllabus become easier to be understood. Finally, the social support system which involves community and government help.

2. METHODOLOGY

This study adopts quantitative approach with cross sectional studies. It involves 121 parents of the trainees as respondents selected through purposive sampling technique. The data were collected through self-administered questionnaire assisted by the chairman of the CBRs. This study however only covers selected CBR in Negeri Sembilan which are, Seremban, Intervensi Awal, Nilai and Senawang. In terms of data analysis, descriptive analysis was carried out by looking at the mean score and standard deviation to identify the level of effectiveness of CBR program. Then, followed by inferential statistics looking at to investigate the association between the four factors with their level of effectiveness of CBR program. The data were analysed using Statistical Package for Social Sciences (SPSS) version 20.

3. FINDINGS

3.1 Respondents’ Background
The respondents' background in this study only focused on their marital status and ethnicity. As for the marital status of the respondent, the married respondents were 103 with 85.1 percent, the divorced with 7 respondents equal to 5.8 percent, followed by the widowed of 6 respondents equal to 5 percent. It is worth mentioning that, there were 5 respondents decided would rather not say and it equal to 4.1 percent.

From the perspective of the respondent’s ethnicity, it was found that Malay respondents were the highest in number with 103 respondents. It is equal to 85.1 percent from the total sample. The Indian was the second highest with 8 respondents equal to 6.6 percent followed by Chinese as the third highest with 7 respondents equal to 5.8 percent. Lastly, the other ethnics were the least with frequency of 3 and equal to 2.5 percent.

From Table 1, the findings revealed that there was a relationship between Participation Level and the Effectiveness of CBR Program on Selected Centres in Seremban, Negeri Sembilan, $R=.581$, $p<.05$. There was a strong positive relationship between these two variables. Effectiveness of CBR Program were correlated to the trainees’ participation level in CBR Program activities.

Secondly, there was a relationship between Module & Syllabus and the Effectiveness of CBR Program, $R=.564$, $p<.05$. It showed a strong positive relationship between these variables which indicated that better module & syllabus were associated with more effective CBR Program.

Next, The $R$-value for the Social Workers and the Effectiveness of CBR Program is $.431$, with significant value of $.000$. It constitutes that it is statistically significant. There was a moderate positive relationship between these variables. It specified that the more skilful the social workers are, the higher the effectiveness level of CBR Program is.

Lastly, the findings also showed that there was a positive, moderate relationship between the Social Support System with The Effectiveness of CBR Program on Selected Centres of Seremban, Negeri Sembilan, $R=.454$, $p<.05$.

<table>
<thead>
<tr>
<th>Variables</th>
<th>$R$-value</th>
<th>$P$-value</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationship between Participation Level and The Effectiveness of CBR Program</td>
<td>.581</td>
<td>$p=.000$</td>
<td>Significant</td>
</tr>
<tr>
<td>Relationship between Module &amp; Syllabus and the Effectiveness of CBR Program</td>
<td>.564</td>
<td>$p=.000$</td>
<td>Significant</td>
</tr>
<tr>
<td>Relationship between Social Workers and the Effectiveness of CBR Program on Selected Centre in Seremban, Negeri Sembilan</td>
<td>.431</td>
<td>$p=.000$</td>
<td>Significant</td>
</tr>
<tr>
<td>Relationship between Social Support System and the Effectiveness of CBR Program on Selected Centre in Seremban, Negeri Sembilan</td>
<td>.454</td>
<td>$p=.000$</td>
<td>Significant</td>
</tr>
</tbody>
</table>
4. DISCUSSION

In this study, it was found that parents believed that participation, module, social workers and social support system have some influence on the effectiveness of the CBR Program.

The study found that the most correlated factor to the effectiveness of CBR Program is the module and syllabus used in teaching and learning process for the trainees as supported from Wahida (2016) and Suhaiza (2013). Participation that reflects their involvement in rehabilitation activities is also strongly related to the effectiveness. On the other hand, social worker and social support system have less significant impact towards effectiveness of program. It is followed by the importance of participation among trainees for the effectiveness of CBR programme. It is proven by the studies from Wahida (2016) and Suhaida (2014).

Social workers and social support system are moderately related to effectiveness of CBR Program as stated by Ashikin (2009); Suhaila (2003) and Suriatini (2004). These studies highlighted the role of social workers who passionately trained and teach the children with patience. The last variable concerned about the importance of social support system especially the Department of Social Welfare (DSW) as the institution that is responsible to provide such a diligent support and adequate assistance to the development and empowerment of CBR Program (Ee, 2016).

5. CONCLUSION

It is recommended that focus should be given to the module and syllabus variable as it has the highest significant value based on the regression model. The module and syllabus of CBR should be reviewed and revised with current demands and needs, so it will not be regarded as archaic and outdated as per the requirements of the industry.

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QUALITY OF LIFE AMONG URBAN MIDDLE INCOME GROUP (M40)

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ABSTRACT

Due to high cost of living and downfall of Malaysian Ringgit value, the quality of life of Malaysians have been affected tremendously. Those who are staying in the city are more pressured by this economic condition. Government had implemented numerous programs to help public to reduce their financial burden. Indeed, the main highlight of the Eleventh Malaysia Plan (RMK-11) have emphasised the middle income (M40) would earn a household income minimum of RM8,960. Hence, the main aim of this paper is to analyse Quality of Life (QoL) of M40 among middle income group who live in the city. It will discuss the concept of QoL and review the factors affecting QoL among urban middle income group (M40). It is hoped, the paper would highlight the main challenges facing the M40 group in Malaysia.

Keywords: Middle Income (M40), Quality of Life (QoL), Civil Servants, Life Satisfaction, City

1. INTRODUCTION

There are many programs and policy had been developed to improve their socio-economic status of the urban city residents in Malaysia. Many people had migrated to the city and live there. City known as personal and have variety of social convenience such as, roads, buildings, transportation, telephone and many more (Park & Burgess, 2019). Frey et al (2001) explained that, city had cause growth of population and created development of industrial sectors. It also creates more connection between places to places because of many improvements of transportation, communication had been made. Cities today must meet the needs of growing populations and expanding economies, while at the same time minimizing their environmental impacts (Grimm et al, 2008; Montgomery,2008). Hence, a city can be understood as places that consist of convenience services, easy to access, industrial, more job opportunity, rapidly improving in many aspects. The changes will improve country economic and encourage people to become more competitive towards each other in order to gain the best position in their life. With this attraction, city population becomes bigger day by day. Due to impacts of growing population and urbanisation, urban poverty in Malaysia has been considered as an increasingly visible phenomenon (Chamhuri et al, 2016). As a consequence, the government is looking at this problem and develop many programs together with other organization in order to minimise public burdens in coping with high-cost of living. Many programs and activities had been implemented, for example, introduced low cost houses, giving allowance for less fortunate groups, entrepreneurship programs and many other programs.
Income can be classified into three groups, Top 20% (T20), Middle 40% (M40), and Bottom 40% (B40). Median T20 household income is RM13,148 while M40 should earn RM6,275 and B40 earn RM3,000 (DOS,2016). Due to economic factors, cost of living in Malaysia has escalated (Wong C. W., 2019). Even though the living cost is increasing to 4.1% but Ringgit’s value is falling. To that extend, most of entire group was affected by this increasing of living cost, especially middle and low income. Despite the wage is increasing, the cost of living is also increasing, especially in urban area. In 2014, Poverty Income Index statistic shows that urban poverty is preceded at 1.6% than rural poverty at 0.3% and it decreased to 0.2% and 1.0% respectively in 2016. However, decreasing of poverty rate is less than rural area. To overcome the high cost of living in urban, government has introduced programs and policies for B40 groups like providing low cost housing scheme, food relief and many more. Unfortunately, M40 was forgotten. Until today there are no specific programs or policies to help this group to overcome high-cost of living. M40 group has trapped in the middle because they have reliable income to survive. However, current economic condition has pulled M40 to work harder in order to match with the living cost, especially who stayed in the city.

The issues of M40 has been the highlight of both the Barisan Nasional (BN) and Pakatan Harapan (PH) government. Due to the rising costs of living, and downfall of Malaysia Ringgit, the QoL among M40 group in urban area has decreased tremendously (Harith et al,2016). Without government attention, M40 group can be easily fallen into lower income again. We need to look at this M40 problem because the M40 group is the successor of the T20 group. T20 group is also known as group that generate country economy by having high purchasing power and also power to control the economy. Usually, business and leader in corporate in this T20 group. However, presently they are burdened with tax and effect their disposable income (Wong, 2019;Skipper et al., 2008). This situation has trapped the M40 to survive the hardship live in the city. Khazanah Research Institute (KRI) (2018) showed that M40 range for the whole Malaysia makes Kuala Lumpur, Putrajaya, and Selangor are to fall under urban poverty. The study highlighted that the highest monthly expenditure by urban residents are housing and utilities, food at home, restaurants and hotels, transport, and miscellaneous goods and services. KRI explained that, in 2014 and 2015, food price was higher than average overall inflation, which 3.6% compare with 2.6%. These situations have shown the difficulties of city people surviving their everyday life due to higher living costs. Hence it is significant to look into the plight of the quality of life among the urban middle income group (M40).

2. DEFINITION AND COMPONENTS OF QUALITY OF LIFE (QoL)

In order to identify what is the best approach for M40 group, this section discusses the definition of the QoL and explain the factors that contribute to the QoL. QoL has been used widely in many studies background with different interpretation. Abrams (1973) defines quality of life is looking at people feeling’s degree of satisfaction or dissatisfaction at various aspects of their lives. Other than that, quality of life is delivery the happiness and satisfaction in needed condition (McCall et al, 2004). (George & Lucille, 1980) identified four dimensions in quality of life. The two are ‘objective’ (general health and functional status; socio-economic status) and ‘subjective’ (life satisfaction, self-esteem). In many research, it appears confusing between QoL and well-being, because both have objective and subjective dimension. Smith (1973) explained that, well-being can be referred to overall population generally of their life conditions objective, while quality of life is limited to individuals’ subjective assessments of their lives because of what Smith felt to be the evaluative nature of the term.
Malaysia had used Quality of Life Index to (QoLI) to measure the satisfaction of public in many aspects. In 2013, WBI has replaced the QoLI, to measure the overall aspects been covered in well-being. Well-being in Malaysia is defined as the physical, social and economic benefits that contribute to the enhancement in the QoL and satisfaction of an individual, family and the community (WBI, 2013). There are two categories in MWI, which are economic and social well-being. Under economic well-being there are five components, which are transport, communications, education, income & distribution, and working life. Under social well-being there are nine components, which are housing, leisure, governance, public safety, social participation, cultural, health, environment, and family. For example, currently, the Malaysia well-being results among countries show that, income category is the lowest than others well-being category with 36.2% (Aditi, 2018). Since the well-being is closely related with QoL, it shows overall Malaysian is not satisfied with their income. Thus, in short, all the fourteen indicators under MWI will become the factors that affect QoL among the M40.

3. MALAYSIA WELL-BEING INDEX AND QUALITY OF LIFE (QOL) AMONG M40

Economic Planning Unit( 2016) has provided guideline for MWI indicators that consist of economic well-being and social well-being. Modern well-being is defined subjective as inner well-being (Alatartseva et al, 2015). Inner well-being is individual characteristics. They also define objective well-being as external wellbeing, because it is a perception and evaluation of human society. They elaborate objective well-being is the people have neediness needs and right, such as food, physical health, and education. At the other hand, subjective well-being is what people think and feel about the wellbeing. Objective wellbeing defined by household income and wealth, education, water quality, and many more. Example for subjective well-being is job satisfaction, satisfied with other people, and emotionally healthy. They support objective is compliment to subjective well-being.

There are fourteen MWI components that will affect the M40 group who are living in the city. Under economic well-being, transport, communication, education, income and distribution, and working life are the main components of the QoL among M40 in the urban area. Meanwhile, social well-being such as, housing, leisure, governance, public safety, social participation, cultural, health, environment, and family are the other important components of the QoL among the M40 in the city. Diener et al (1995) found that, wealth country indicate higher QoL. This is because basic needs was met earlier or develop country. Based on the previous research, they believe that income has relationships with QoL. Other than wealth, social factors like work life balance, health and personal relationship also determine the QoL level (Dermott, 2016 & Worrall, 2006).

4. CONCLUSION

In conclusion, the plight of the middle income group or the M40 who live in the city needs attention from the government. Undoubtedly, the city living added stress to the urban middle group. Hence, In order to fulfil the Malaysian’s goal to have median M40 income with RM8,960, government have to find ways to improve QoL among M40 group. It is hoped with good strategies, the problems facing the M40 can be effectively handled and this leads to a higher quality of life of urban society.
assured the QoL among civil servant in the city.

REFERENCES

Malaysia has embraced the various approaches to cure the individual who involved with drug abuse to ensure the well-being of the society and provide the opportunity for them to start a new life. The real journey of drug treatment and rehabilitation rarely highlighted as one of the ways to show the process of recovery. This paper aims to discuss the phases of client acceptance in the implementation of drug treatment and rehabilitation programme. The study adopted a qualitative approach involving 26 participants from C&C1M clinics Sungai Besi, Bukit Mertajam, Kota Bharu and Tampin. Data collected through in-depth interview and analysed using thematic analysis. The data were managed by NVivo 12 software. The findings revealed that the participants have experienced four phases of acceptance – (1) agreement; (2) denial; (3) adapting and (4) strategy and planning as the phases towards recovery and prevent them from drug relapse. The findings revealed there are three (3) categories of clients namely voluntary, “force voluntary” and force clients to explain the discrepancy in the phases of client acceptance in the centre. As a conclusion the implementation of drug treatment and rehabilitation in C&C1M clinics can be improved from time to time to cure the society from drug abuse.

Keywords: Client acceptance; drug treatment and rehabilitation; programme implementation, Cure & Care 1Malaysia clinics

1. INTRODUCTION

Drug treatment and rehabilitation is one of the world agenda stated by United Nation Office on Drugs and Crime (UNODC), World Health Organization (WHO) and even in Sustainable Development Goals and etc (United Nation, 2018; United Nations Office on Drugs and Crime,
2016). This also has become the country agenda to fight against drug in developed and developing country in the world. Similar with Malaysia, the journey of the implementation of drug treatment and rehabilitation programme officially stated in the fourth Malaysia Plan (1981 – 1985) with the establishment of Persatuan Salahguna Dadah (PEMADAM), establishment of drug treatment and rehabilitation centres under the Welfare Department Service as well as the amendment of the Dangerous Drug Ordinance 1952 in 1977 (Economic Planning Unit, 1980). The drug abuse and addiction issues has gained the government attention and many effort were continuously implemented by focusing on drug treatment and rehabilitation drug preventions and enforcement. The seriousness of the government in combating the drug issues also has been portray with the establishment of National Anti-Drugs agency which formally known as National Drug Agency in 1996 (National Anti-Drugs Agency, 2016). This agency aimed to become the prime agency which dealing with drugs issues in Malaysia.

In terms of the implementation of drug treatment and rehabilitation programme, the government has implemented various approaches such as punitive approach, harm reduction approach evidence-based approach and the transformation of the government in 2010 has witness execution of health approach in the drug treatment and rehabilitation centre in the country. Cure & Care 1Malaysia Clinic is one of the Cure & Care Project which adopted health approach in the implementation of health approach in drug treatment and rehabilitation programme. Based on the statistic released from NADA the implementation of health approach has reduced the number of drug relapses and drug addictions in the country (National Anti-Drugs Agency, 2012). However, the drug trend and pattern is like never ending cycle as new drugs and strategy always emerge and even the pattern of drugs has changed their target from adult to teenager and now targeting the children (National Anti-Drugs Agency, 2019).

Therefore, this paper argued that, the implementation of drug treatment and rehabilitation programme should emphasized on the effectiveness of the programme by considering the drug addict perspective and condition in accepting the drug treatment and rehabilitation in the centre. The issues of drug abuse and addictions is complex and interrelated to many factors and other social issues such as crime, sexual issues, prostitutions, poverty and other. Thus, this paper has discussed on one crucial aspect in the implementation of drug treatment and rehabilitation which are the different types of clients enrolment and the journey of recovery that they experienced which will influence the recovery or relapse episode of their live. Lastly, the individuals recovery will indicate the efforts of the governments and impact the well-being of the society in the country.

2. RESEARCH METHOD

This study has adopted qualitative approach and employed multiple case study strategy. A total of 26 clients of C&C1M were interviewed. Four cases of C&C1M clinics that involved in the study were C&C1M Sungai Besi, Kuala Lumpur; Bukit Mertajam, Penang; Kota Bharu, Kelantan and Tampin Melaka. An in-depth interview was conducted and this study managed to acquire 26 participants from all the four cases. The data were collected within six months. The data analysis also were undertaken based on the thematic analysis, with the assistance of NVivo 12 to identify the key themes which represent the client acceptance towards the implementation of drug treatment and rehabilitation programme at Cure & Care 1Malaysia Clinics.
3. FINDINGS AND DISCUSSIONS

The study revealed that the participants had enrolled in the drug treatment and rehabilitation programme at C&C1M clinics due to various reasons such as obey family order, arrested by the police or National Anti-Drugs Agency (NADA), support from staff, positive words of mouth and the participants themselves were fed up with their addiction behavior.

The findings also discovered that, there were different types of client or participants acceptance towards the drug treatment implemented in the centre. This shows that, there are homogeneity of clients depending on their conditions and the duration of receiving the drug treatment and rehabilitation. Therefore, this paper has argued that, there were four phases of client acceptance in accepting the drug treatment and rehabilitation programme in the centre.

Table 1. Types of Client and Phases of Client Acceptance based on Themes Emerged in the implementation of drug treatment and rehabilitation in Cure & Care 1Malaysia Clinics

According to Senker and Green (2016), in their study mentioned that, there were differences of the interpretation of recovery between the drug abuser from the prison and community. By referring to Table 1, in this context of study, this study is able to identify three different types of participants namely, force, force voluntary and voluntary client. The different types of clients were forms from the factors which lead them to enroll in the drug treatment and rehabilitation programme. It is very crucial for the implementers to identify this types of client, thus the treatment and rehabilitation programme and approach can be targeted to the right client. In contrast with other context of study, this study highlighted the differences of the recovery interpretation from the phases of client acceptance which is agreement. This will influence the commitment and consistency of the participants in building interpretation and acceptance of the treatment and rehabilitation programme provided in the centre.

The next phases of client acceptance is denial, this is referring to the beginning of the drug treatment and rehabilitation programme whereby the participants need to accept the treatment environment and
the changes that they have to encounter in order to fight drugs desires, urged and or this terms also known as “rindu” (drugs craving). At this phases the participants have to dealt with the changes in mental as well as physical well-being (Timpson et al., 2016).

The other phase is adapting, this is the process whereby the participant willingly to accept the treatment and rehabilitation programme by actively involved in the activities, felt released and able to fight their struggle to prevent relapse while receiving the drug treatment and rehabilitation programme in the centre. The participants had shared their views that they were able to adapt with the implementation of the treatment and rehabilitation programme in the centre. This is due to the recovery capital that has been acquired throughout the treatment and rehabilitation programme such as peer support, staff assistance and even the positive environment has motivated the participant to fight with their addiction struggle. This situation were corroborated with the findings from Orbon, Mercado and Balila (2015) that stated, the individual who has high motivation to recovery will prevent them from relapse more than others.

While, the last phases of client acceptance is strategy and planning. This is the situation whereby the participants started to plan and strategies their live after finishing their treatment and rehabilitation programme. The strategy and planning were resulted from the impact of the activities that they have experience throughout the treatment and rehabilitation process. However, due to limitations of this study, the actual execution of the strategies and planning were not examine. This study only bounded with the acceptance of the client towards the implementation of drug treatment and rehabilitation programme in the centre. Nevertheless the phases of acceptance that were experienced by the participants had able to influence their commitment and consistency for preventing themselves from relapse behavior and even push away the relapse triggered that will be faced by them in real world. This has been supported by MacKintosh and Knight (2012) whereby the recovery journey required self-responsibility from the drug addicts themselves.

4. CONCLUSION

As a conclusion, this paper has highlighted the small but impactful perspective of drug treatment and rehabilitation programme that can influence the implementation, effectiveness and impact of the programme towards the individuals (drug addicts/abuse/client) and also to the programme implementer such as staff, counselor, management and the policy makers. Each of the cases has unique and difference implementation styles and rules as well as to deals with different types of clients. Thus, with the discussion of the phases of acceptance and types of the clients in the context of the drug treatment and rehabilitation programme can provide another perspective that should be considered during the implementation of drug treatment in C&C1M clinics that also be applicable to other types of drug rehabilitation centers.

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EVALUATING THE SURGE OF KIDNAPPING FOR RANSOM (KFR): AN EXPLORATORY STUDY IN EASTERN SABAH, MALAYSIA

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ABSTRACT

Kidnapping for Ransom (KFR) in Eastern Sabah is a phenomenon conducted by the non-state actors mostly from the Southern Philippines who come to Eastern Sabah to conduct kidnapping for ransom in order to fund their sustainability. Sixteen cases of KFR were recorded between 2000-2016. This paper on KFR in Eastern Sabah is divided into three trends namely, before the establishment of the Eastern Sabah Security Command (ESSCOMM) from 2000-2012; after ESSCOMM’s establishment from 2013-2015; and KFR cases in 2016. The objective of this paper are to identify the factors encouraging the KFR in Eastern Sabah, and to identify challenges faced by ESSCOMM as an organization responsible to tackle KFR activities. The data obtained to complete this research paper are through interviews with key informants in the ESSCOMM as well as analysing the contents of relevant secondary documents. This paper uses the Rational Choice Theory in order to explain all KFR’s incidents as the perpetrators of KFR are rational beings. The outcome of this research paper has proven that the surge of KFR in Eastern Sabah is encouraged through the payment of ransom to the perpetrators, and due to this payment the perpetrators kept coming for their KFR’s activities in Eastern Sabah.

Keywords: kidnapping, ransom, southern philippines, eastern sabah, ESSCOMM

1. INTRODUCTION

1.1 KFR in Eastern Sabah, Malaysia

Kidnapping for ransom, also referred to as economic kidnapping or profit kidnapping, is a predatory crime carried out mostly by criminal organizations, rather than single offenders, usually after careful planning of the various stages of the illegal production process (Vannini, Detotto, & Paoli, 2015). The motive of kidnapping is always because of money, well known as a ransom (National Crime Research Centre Nairobi, n.d.). Ransom refers to the sum of money extorted by kidnappers and when the amount of ransom is not met, the life of the victim is in jeopardy and maybe killed. This makes kidnap for ransom truly a disturbing act of crime because it involves life and death and a big sum of money gained by the perpetrators. It can be identified that kidnappings happened in Eastern Sabah
can be categorized into two types which are kidnappings happened on mainland or island and high sea kidnappings. The perpetrators are all from the southern Philippines region and are linked to the Abu Sayyaf Group (ASG) (Jawhar & Sariburaja, 2016). The ASG is the most notorious militant group in the southern Philippines (Banlaoi, 2010). There are numbers of revelation of KFR have taken place on the East Coast of Sabah recently. Since the year 2000 until 2016, there have been 19 cases of KFR took place on the East Coast of Sabah (Borneo Post, 2017). Before the establishment of ESSCOM in March 2013, only seven KFR have taken place in East Coast of Sabah involving 39 hostages and among them were not only locals but also foreigners. Since the establishment of ESSCOM, the number of hostages taken into custody are 31 hostages (Malaymail Online, 2016).

In April 2000, 21 hostages were abducted by the ASG in Sipadan Island (Gutierrez & Borras, 2004) and in September the same year, three Malaysians were kidnapped from Padanan Island (Malaymail Online, 2016). In 2003, there was only one case of kidnapping reported where three Indonesians and three Filipinos were kidnapped from Borneo Paradise Eco Resort Farm (Malaymail Online, 2016). All kidnappings from the year 2000 until 2003 took place on mainland and islands. Starting from April 2004 and in Mac 2005, the modus operandi of kidnappings has changed where it took place in the high sea where the kidnapping victims were taken from tugboats and fishing trawler. The kidnapping incident has stopped a while for 5 years since 2005 but occured again in February 2010 where two hostages were abducted from Pulau Sebangkat of Semporna. In November 2012, two men were kidnapped in Felda Sahabat 15 in Tunku Felda, Lahad Datu. After the establishment of ESSCOM, the kidnapping activities still occur. There were five kidnappings incident took place in Eastern Sabah starting from November 2013 until July 2014. In response to this surge, the Malaysian government took additional measures to further increase security in the area. In the 2014 national budget, for example, ESSCOM obtained an additional allocation of RM75 million for its administration and RM2.4 billion for the purchase of defense equipments such as six offshore patrol vessels, four cargo airplanes, and tanks (Najib Razak, 2013). Meanwhile, in the 2015 national budget, the government allocated RM17.7 billion to the Malaysian Armed Forces (MAF), and RM9.1 billion for the Royal Malaysian Police (RMP) (Najib Razak, 2014).

1.2 Rational Choice Theory (RCT)

This study uses the Rational Choice Theory (RCT) to explain the phenomenon of KFR in Eastern Sabah, Malaysia. The manner in which kidnappers select their victims is based on the gains they could get from the crime and the vulnerability of potential victims. RCT assumes that criminals are rational beings who make decisions to commit a crime based on the costs and benefits involved in the process of the crime perpetration. RCT explains and determines the objectives of this study. RCT begins with the assumption that perpetrators seek to benefit themselves by their criminal behavior. According to Cornish & Clarke (1987), offenders or perpetrators seek to benefit themselves by their criminal behavior which involves the making of decision and choices. Perpetrators of KFR commit kidnapping as they take into account the costs and benefits of their criminal activities. The cost which the KFR groups might face are getting caught or might be killed in a gun battle with the Malaysian’s authorities especially the one protecting and safeguarding the waters and borders of Eastern Sabah. Burke (2009) in his book An Introduction to Criminological Theory argues that rational actors are also able to calculate the likely costs (things they do not want to happen) and benefits (how many or how much of their ends they can achieve) of following a course of action. The benefit from conducting and pursuing this KFR is always a good source for money where the KFR groups receive a good amount of ransom payments from the victims’ families and managed to get away with the
money without being caught by the Malaysia authorities. This what makes the KFR groups becoming successful in conducting their KFR.

Before the establishment of ESSCOM in March 2013, most of the KFR took place in the mainland and islands. After the establishment of ESSCOM, where the Malaysian government has spent billions of ringgit in strengthening the Eastern Sabah security as an act of deterrence, the KFR perpetrators have changed their modus operandi and ploy towards attacking tugboats and fishing trawlers in the high seas. This shows that ESSCOM has managed to deter the perpetrators by enhancing and beefing up security in Eastern Sabah. This means that the KFR perpetrators are rational actor where they believe that the cost of performing KFR in the mainland and islands has risen where the opportunity to do KFR in those locations increases their cost, which is being caught. This is why they switch and changed their modus operandi by committing KFR in the high seas, which is less vulnerable for them to be caught by the Malaysian authorities. The RCT argues that human behaviors can be explained by calculating benefit and punishment from chosen criminal activities and individuals commit crimes because the benefit gained from criminal activities outweighs the perceived corresponding punishment (Yang, Wu, & Huang, 2007). Pires, Guerette, & Stubbert (2014) argue that, from an offender’s perspective, kidnappings can be beneficial when there is little risk of being caught, the likely prospect of quick or large sums of cash, and a no difficulty of committing the crime.

Perpetrators Weigh

- Costs and Benefits

**Costs**
- Being caught
- Confrontation with Authorities
- Hard target
- Gunned down
- Able to slip away

**Benefits**
- Earn money
- Invest in recruitment
- Buy new weapons
- Buy new technologies
- Give away some money to villagers

**Costs > Benefits**
- Don’t perform KFR
- Wait for opportunity
- Changed tactics

**Benefits > Cost**
- Conduct KFR
- Repeat KFR as it benefits
2. FINDINGS

In all cases of kidnappings happened in Eastern Sabah, the ransoms were believed to be paid to the perpetrators or the KFR groups albeit the authorities preserve to not letting the public know about the ransom payments which have been paid to the perpetrators. This is possibly because of security measures. If the amount of ransom paid was revealed in the public domain, this will lead to an increase of KFR because there will be many new KFR groups will want to conduct KFR as they see the benefits and profits from it. Furthermore, there are many groups involved in KFR and if the ransom payment is lower or higher than what other KFR groups have demanded, it will create dissatisfaction that would jeopardize the life of the KFR victims. KFR perpetrators gain benefits in term of money and massive cash. As a result, rational KFR groups will certainly conduct kidnapping because each and every time they conduct kidnappings, ransom will be paid prior to the release of the victims. Kidnappings still occur in Eastern Sabah after the establishment of ESSCOM. It is undoubtedly that ESSCOM is a new institution and it needs time to tackle not just the KFR but also cross-border crimes and illegal immigrants. ESSCOM has managed to strengthen security over Eastern Sabah as the Malaysian government has spent a large amount of money since 2014 to spend on buying and upgrading assets which are needed to deter the KFR groups as well as to provide safety and security in Eastern Sabah. The curfews zones in ESSZONE are one of the government initiatives to secure Sabah waters from being penetrated by not only KFR groups but also to restrict smuggling activities as well as to prevent illegal immigrants from entering Sabah. This study finds that the major factor contributing to the surge of KFR in the East Coast of Sabah is mainly due to the ransom payments made to the perpetrators. There are no cases which involve Malaysian citizens being kidnapped, where ransom was not paid. Each and every kidnapped victim, ransom was paid prior to their release. For the perpetrators, it seems like KFR is a lucrative business and that is the reason for them to keep on coming to Eastern Sabah to conduct kidnappings. The perpetrators do not have specific targets, they just kidnap when they have the opportunity to perform kidnapping because on their mind, they will get the ransom payments and if a ransom is not paid, they would easily kill the victims.
HOUSING PREFERENCES AMONG YOUNG CIVIL SERVANTS IN MALAYSIA: THE DETERMINANTS FACTORS

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ABSTRACT

Housing is a crucial component in people’s life as it provides shelter and indicates the living standard of the people. A comprehensive literature search revealed that housing is considered as one of the physical needs needed for people to survive especially the younger generation as they are at their transition stage to living independently. As such, the housing experiences of young people have become a significant national issue. Young people faced difficulty in their pursuit of owning a house due to many reasons. They prefer to own a house that truly meets their housing preferences. They tend to have different housing preferences since they experience tough stages in their life including leaving parental home for job opportunities. However, studies looking at the factors influencing housing preferences among young people especially young civil servants are limited. Therefore, a study will be carried out to analyse the key factors influencing the housing preferences among young civil servants. This paper aims to discuss the previous literatures on housing preferences among young generations where emphasised is given on four factors influencing housing preferences of young people which comprise of financial, location, neighborhood and housing features.

Keywords: housing preferences; financial; location; neighborhood; house features

1. INTRODUCTION

The issue of inadequate affordable housing confines young people’s choices about the residential place for them to live after leaving their parents’ house, especially for those who just started their first job (Azmi, Juhari, Khair, & Daud, 2017; Mackie, 2016). In order for them to pursue their independent living, housing is the most important features. When they decide to leave their parental home, it triggers a high sense of financial responsibility. The financial burden may hinder them to own a house. In United Kingdom, the housing affordability crisis arises due to escalating house prices which reduced the percentage of homeownership from 69.3% to 63.5% (Hilber & Schoni, 2016). According to Committee for Economic Development of Australia (2017), homeownership issues arose in Australia when numerous young people are unable to access home ownership which was due to rising housing prices eventually hindered their opportunity to own a house. In local context, Oliver Ling Hoon Leh, Nurul Amanina Mansor, & Siti Nur Afiqah Mohamed Musthafa (2016) revealed that young people who live in urban areas such as Klang Valley face the issue of
home ownership due to price ranges of houses hike up so fast and it is severely unaffordable for them. Due to this factor, young people choose to rent the house instead of purchasing it. Another study conducted by Mahazril Aini Yaacob, Siti Hajar Abu Bakar and Wan Nor Azriyati Wan Abdul Aziz (2017a) on housing challenges among young people in Greater Kuala Lumpur confirmed that the younger generation encountered difficulties to own a house that meets their choices due to failure to access adequate and affordable house.

Young generation is the most active population in migration (Oliver Ling Hoon Leh et al., 2016). Young generation begin to be independence from their parents especially when they get their job and start to build their own career. Understanding housing preferences is crucial before making the decision to own a house. Many studies have been carried out by several scholars examining the homebuyers’ housing preferences for various characteristics of the housing (Azmi et al., 2017; Farasa & Kusuma, 2018; Oliver Ling Hoon Leh et al., 2016; Teck Hong Tan, 2012). Some homeowners may only consider the physical and architectural design of the house but others may take into account their own social background, behavioral and personal characteristics before owning a house. Housing preferences acts as the fundamental in forecasting the housing demand, hence indirectly assisting the government to regulate the housing policies and further encouraging home ownership (Nurshuhada Zainon, Faizul Azl Mohd Rahim, Syazwani Sulaiman, Saipol Bari Abd Karim, & Atikah Hamzah, 2017). The researchers conducted a study which aims to identify the housing preferences among young civil servants working in Putrajaya, which aged from 20 until 40 years old as there is a remarkable problem among them in owning their house. It was due to the housing issues lingering the young civil servants in Malaysia. According to the President of Congress of Unions of Employees in the Public and Civil Services (CUEPACS), Datuk Azih bin Muda stated that out of 1.6 million civil servants, 60 percent of them still unable to own a house (CUEPACS, 2016). He also added that 75 percent of them are 40 years old and below. As reported in Bernama dated 1st May 2016, many civil servants still do not own a house after they retired and they have to rent a house instead of purchasing it due to the house prices are too high and unaffordable for them (Bernama, 2016).

2. DISCUSSIONS

2.1 Housing Preferences of Young People

In United Kingdom, lack of research conducted to understand the homebuyers’ preferences which have led to a gap arise between homebuyers’ expectations and perceptions of the developers (Julius Chia, Amran Harun, Abdul Wahid Mohd Kassim, Martin, & Noreina Kepal, 2016). In Malaysia context, Jzen and Chim (2016) has confirmed that the demand-supply gap of affordable housing has become the serious issue and if the issue is not addressed, this will exacerbate home ownership and accommodation problems especially in the urban areas throughout the country. The main causes of existence the affordable housing demand-supply gap are mismatch of developers on homebuyer’s needs which are in term of price level or geographical location of the house, unsuitable government policies as well as loan availability problem (Jzen & Chim, 2016). In other words, there is a gap arise between the developers’ expectation and homeowners’ preferences. Consequently, the homeowners will dissatisfy because they are not pleased with current housing market. The housing developers require a detailed knowledge of their housing preferences in order to summarize their actual needs. Young people faced difficulty in their pursuit of owning a house due to many reasons. They prefer to own a
house that truly meets their housing preferences. Several determinants such as housing features, location, financial and neighborhood were said to have influence on their housing preferences as discussed below.

2.2 Housing Features

Housing features is referring to quality of the property, number of floors, size of living hall and dining hall, design of the house and outlook of the property (Mariadas, Hussin Abdullah, & Norehan Abdullah, 2019). Every residential property in the world comes with different features that are attached to it. Consequently, these features influence their preferences when choosing a house. In housing property, there is an increasing consumer demand for the variety of the houses. Saw Lip Sean and Tan Teck Hong (2014) revealed that the consumers concern about the house features, which include the structural conditions as well as the quality of the property. In most Western countries, before choosing the house to be owned, the individual will take into account the number of rooms and bathrooms in the house (Hurtubia & Bierlaire, 2010; Saw Lip Sean & Tan Teck Hong, 2014). A household that composed of from one to three people will mostly prefer the comfort provided by a small number of rooms.

In addition, according to Hei and Dastane (2017), the main features consider by Malaysians while buying residential houses include house design, building color painting, outlook of the property and the decoration of the house. Furthermore, the population in Malaysia has been escalating continuously since 2007. According to Department of Statistics (2018), the population of Malaysians was estimated at 32.4 million with the annual population growth rate of 1.1% compared to only 31.6 million in 2017. This figure proved that Malaysians have been expanding their family size and this factor impacts on the house size and the demand for housing. Mariadas et al. (2019) pointed out that the structural features of the houses such as the floor area, land area, bedroom and bathroom numbers should be taken into a consideration during making the decision to own a residence property. Additionally, Chin Kok San (2016) also stated that when the households is expanding their family members, they need a bigger space property and a large number of rooms.

2.3 Location

Other than housing features, location is said to influence the housing preferences. Location is the proximity of the house to workplace, amenities (school, shopping center), public transport and medical institutions. In order for an individual to make decision on owning the house, location is one of the influential factors (Teck Hong Tan, 2012). Location has significant impact on housing market. It can be referred as the specific placement of the house which influences housing choices. This relates to the site or place where the house is located, whether in an urban area or remote area or even semi urban area. Good locational attributes are commonly linked to the accessibility and proximity to the workplace or public amenities such as school, shopping centers and public transports (Saw Lip Sean & Tan Teck Hong, 2014). Besides, locational qualities can be indicated by looking at the accessibility to the city, hospital, shopping malls, workplace and municipal services (Muhamad Hilmi Mohamad, Abdul Hadi Nawawi, & Ibrahim Sipan, 2016).

Teck Hong Tan (2012) in a study conducted among young generations stay at Greater Kuala Lumpur stated that locational factor is one of the crucial aspects in owning a house. They tend to choose the houses that are located near to the facilities such as schools, recreational parks and their workplace. This findings are supported with the findings by Oliver Ling Hoon Leh et al., (2016) who found that most of the young people choose to live in urban area compared to remote area and semi urban area.
The main factor of choosing urban area to live is due to the proximity to their workplace and other facilities that are readily available there. In fact, locational factor of the house is one of the decisive factors influencing the buyers to own the house. The buyers prefer to live closer to the city as they can access the facilities and services they need in performing their daily life easily. It is further agreed by Hei and Dastane (2017), whereby they pointed out that the location of the property is one the essential factors affecting individual’s housing preferences. The property located near to workplace, convenient store, business center and infrastructure is more preferred by consumers. In addition, the researchers also discovered that the distance to parent and relative’s house has less influenced on the decision-making.

Jie Sheng Mang, Rozlin Zainal and Indera Syahrul Mat Radzuan (2018) also confirmed that homebuyers who live Iskandar Malaysia are more preferred to choose a house which close to children’s school, main street and their workplace, shopping malls and hospitals. The researchers also discovered that government departments and sport facilities were not in their choice. Basically, homebuyers’ judgment on the locational factor is differed to each other because they are choosing the location that can give the most impact on their perceived value of housing products as they want to be value maximizers. When the residential property is closed to their preferred facilities and local amenities, the desire to own the house increases. Another study conducted by Siti Mahfuzah Sarif, Shafinah Farvia Packeer Mohamed and Mohamad Sukeri Khalid (2018) also found that location is the main preferences of first time homebuyers. The first time homebuyers in Klang Valley indicated that the distance of the house must be relative to the public transportation station, recreational park, worship place (mosque) and medical institutions compared to business center, school and their workplace. The findings show that they do not mind about the travel distance from their house to the workplace, children’s school and business center. This factor could be due to they have their own vehicles to commute and the availability of public transports.

However, another study conducted by Mahazril Aini Yaacob, Siti Hajar Abu Bakar, & Wan Nor Azriyati Wan Abdul Aziz (2017b) among young generations in Klang Valley discovered that location was not a major determinant affecting housing opportunities among young people. This is because the researcher found that there is no significant association between locational factor and housing opportunities. Location is not a major barrier for them to own a house as the public transportation in their neighborhood is efficient.

2.4 Financial

Apart from house features and location, financial factor plays significant roles influencing housing preferences. Financial is referring to capability of obtaining financing, term of payment, initial payment, household income and financial support (Bujang, Jiram, Zarin, & Anuar, 2015; Wadu Mesthrige Jayantha & Jia Ming Lau, 2016). A study conducted by Yan Liu and Zhichao Li (2018) among high-educated young generation in China revealed that the most important attributes when making the decision to own a house is the economic attributes which was income. Most of them will ensure that they should have fixed income or obtain financial support from family, other relatives or friends if they wish to own the house.

Bujang, Jiram, Zarin, & Anuar (2015) also added that most private housing developers controlled most of the land in major cities and this cause them to develop high cost housing to obtain high profit. The scenario in house prices shows a worrying issue among Malaysians especially young generation (Mohd Shoed & Subramaniam, 2015). This situation causes the difficulty to young adults. Another biggest problem reported by the first time buyers when deciding to purchase a house is to
allocate 10 percent deposit of selling price (Bujang et al., 2015). Thus, young generations consider the financial factors before making the decision to own a house because they are still have to finance other needs with their income.

Furthermore, stated that affordability is the main consideration in making the decision to own the house (Jing Li, Ying Xu, & Yat Hung Chiang, 2016). In addition, Wadu Mesthrige Jayantha and Jia Ming Lau (2016) stated that the income level influence the property affordability because the buyer able to cover initial payment and mortgage repayment. Besides, the earnings amount would influence the housing preferences, as they are not willing to take the financial risk when the number of earners in the house decrease. For the households, they have to carefully making the decision before owning a house as it demands a huge amount of money and it may cause financial stress to them in the future (Jana, Bardhan, Sarkar, & Kumar, 2016). This is because when they own the house, they have to secure loan from bank. They will have long-term financial commitment with bank because they will take a long period to pay back the loan.

2.5 Neighborhood

Apart from housing features, location and financial aspect, neighborhood also is found to be another determinants of housing preferences. It is defined as external environment of the house which comprised of low crime rate, cleanliness, gate-guarded house, installation of CCTVs and recreation facilities (Saw Lip Sean & Tan Teck Hong, 2014). According to Saw Lip Sean and Tan Teck Hong (2014), neighborhood can be described as an area in which the residents live together for a common interest. Mariadas et al., (2019) also added that neighborhood consists of the interactions between the communities, attractive view and quality environments as well as a friendly place for gathering and mutual support. A good environment in the neighborhood such as cleanliness and low crime rate are the essential factors that need to be considered before owning a residential property. Several types of neighborhood attributes that can be chosen by the homebuyers. One method to classify the neighborhood types is by considering the environmental qualities within and around the neighborhood.

A property that is located in a good neighborhood area is preferred because the homebuyers willing to pay more for the house with a better environmental qualities (Tan Teck Hong, 2012). In addition, Tan Teck Hong (2012) has carried out a study to assess the impacts of environmental qualities within the neighborhood on the price of residential property in Klang Valley Malaysia. In his study, the researcher examined the environmental qualities of gated-guarded landscaped neighborhood. In the gate guarded landscaped neighborhood, one of the additional features is security features.

The commonly installed security features include the perimeter walls and fences around the residential area, security guards and professional property management. The installation of CCTVs permits the security guard to monitor visitors and outsiders. In addition, these neighborhoods usually have adequate recreation facilities such as swimming pool, badminton court, BBQ corner, fitness center and convenience store. Thus, the facilities provided fulfill day-to-day social activity requirements of the citizens. The development of gated communities in Malaysia is increasing and the main factor encourages the communities to reside in gated property is security (Thuiraya Mohd, Noraini Johari, & Rohaya Abdul Ghani, 2016; Zarina Shamsuddin, Shafiza Shamsuddin, & Rozlin Zainal, 2017). This finding is supported by Julius Chia et al. (2016) as researchers found that security from crime was the important determinants of home buyers’ preferences. Besides, homebuyers are willing to pay for a neighborhood that would achieve a better peace of minds such as less noise, green view and open space (Mariadas et al., 2019). It is essential for the individual to look at the
environmental factors before making the decision to own the house because the environment factors and surrounding of the house will influence the quality of life in the future.

3. RESEARCH METHODOLOGY

In order to gather and analyze the data, the quantitative approach will be used in this study. The questionnaires will be designed according to research objectives and problems. Data will be collected by using probability sampling method which is stratified sampling techniques. The questionnaires will be distributed among 384 young civil servants working in Ministry of Education, Malaysia based on the inclusion criteria. The respondent must be a young civil servants aged between 20 to 40 years old, currently working with the chosen department, either a homeowners, renters or currently living with their parents. After the data has been collected, it will be analyzed by using Statistical Package for Social Science (SPSS) to answer the specified research questions and objectives.

4. CONCLUSION

United Nations Development Program has noted the importance of accessibility to house in Sustainable Goal Development (SDG). Under Goal 11 targets, the United Nations ensure everyone will have access to adequate, safe and affordable housing by the year 2030. The government and private developers should build a house that fulfilling the needs and preferences of the people. Failure to do so may lead to unsold residential property in the future. These four factors of housing preferences (housing features, location, financial and neighborhood) are important determinants of individual choices when owning a house. This paper mainly discussed these four factors based on the study conducted by the previous researchers either international context or national context. The researchers revealed that housing preferences are vital when making the decision to own house.

REFERENCES


A COMPARATIVE STUDY ON THE RELATIONSHIP BETWEEN WORK STRESS AND JOB PERFORMANCE OF YOUNG URBAN PROFESSIONAL GROUP (YUPPIES)

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ABSTRACT

For this purpose, a survey was conducted with 200 young urban professional groups (YUPPIES) in order to determine the relationship between the work stress components (i.e., extrinsic effort, extrinsic reward, and overcommitment) and job performance. The hypotheses are then proposed and tested using Pearson correlation. The analysis reveals the results on the relationship between the work stress components (extrinsic effort, extrinsic reward, and overcommitment) and job performance. The purpose of this study was to create awareness on the seriousness of the influence of work stress on the job performance among the young urban professional group (YUPPIES). The work illustrates and provides some insights and builds on the literature in the area of work stress, the model that was used in this study which is the Effort-Reward Imbalance model, as well as job performance. This study will somehow help the society to be aware of this issue and take action upon it.

Keywords: Work stress, extrinsic effort, extrinsic reward, overcommitment, & job performance

1. INTRODUCTION

Job performance is general attitude that people have about their jobs. Job performance comprises two elements which are quantity and quality of outcomes from individual or group effort attainment (Schermehorn, Hunt, & Osborn, 2005). Robbins (2005) described job performance as the amount of effort an individual will exert in his or her job. Role theory suggests that employee job performance is a function of both the individual and organization. This theory suggests the performance include both psychological (individual contribution) and sociological (organizational framework) perspective (Welbourne, Johnson, & Erez, 1998). Meanwhile, according to identity theory, it is not the existence of roles but their saliency that affect behaviour. Based on the combination of role theory and identity theory, Welbourne, Johnson, and Erez (1998) established five dimensions for job performance which are job role, career role, innovator role, team member, and organization role.
To added, there are various factors that could affect job performance. These include personal problems among family and friends, working environment, work stress, and also over commitment. In discussing the various dominance factors that affect job performance, a plethora of research has discovered that work stress could deliver significant negative effects on job performance (e.g., Bekkouche, Holmes, Whittaker, & Krantz, 2011; Braveman, Egerter, & Mockenhaupt, 2011; Opacca-Juffry & Mohiyeddini, 2012). Work stress refers to psychological, physical, and behavioural responses to work related demands over a discrete or short-term period (Dollard, Winefield, & Winefield, 2003).

Therefore, the main purpose of the study was to examine whether work stress components that are extrinsic effort, extrinsic reward, and overcommitment would affect job performance. This it is important as to provide insights on the overview of defined work stress components that can potentially determine job performance since previous empirical studies have delivered inconsistent findings. For instance, even though many of empirical studies have discovered that work stress leads to negative outcomes (e.g., Braveman, Egerter, & Mockenhaupt, 2011; Contrada, 2011; Opacca-Juffry & Mohiyeddini, 2012), however, some studies also have discovered that work stress leads to several positive work outcomes such as learning value and employees’ growth. For instance, both De Jonge, Spoor, Sonnentag, Dormann, and van den Tooren (2012) and De Lange, Taris, Jansen, Kompier, Houtman, and Bongers (2009) found that work stress has positive correlation with motivation to learn and active problem solving. Therefore, we believe that these incompatible outcomes need to be addressed.

In addition, this study also aimed to conduct a comparative analysis of the proposed relationship between male and female employees of the service industry. Previous studies have discovered that gender plays a significant result in the level of work stress. For example, a study by Purvanova and Muros (2010) found that women tend to experience more burnout than men. Their findings also showed that women are emotionally exhausted slightly more than men. The findings are deemed to provide an insight of work stress profile among young urban professionals in Klang Valley, at least an overview of the most current situation.

2. SIEGRIST’S EFFORT-REWARD IMBALANCE (ERI) MODEL

Some of these occupational stress theories range from person-environment fit theory, job characteristics framework, job demand-control model, effort-reward imbalance concept, and the transactional theory of psychological stress and coping. These are some of the well-known models which have gained dominance over the decades in guiding stress research and practice despite their variance in popularity and empirical support. For the purpose of this study, an effort-reward imbalance has been referred. The model comprises both situational components (i.e. effort and reward) and a person-specific component (overcommitment). This model conceptualised by Siergrist (1996) who postulates that stress results from the discrepancies between the efforts individuals put into their work and the rewards they receive. Thus, where an individual’s intrinsic characteristics of hard work or even (over) commitment to work demands is not reciprocated with adequate appreciation in form of financial entitlement (like salary, wages or bonuses), job security, esteem and career progression, then it is likely to elicit negative emotions and sustained employee stress. The model predicts that employees who believe that they receive ‘appropriate’ rewards for their efforts will be healthier and more satisfied, whereas those who perceive a lack of reciprocity will experience poorer well-being (Siegrist, 2001). Moreover, many studies have associated the model with a wide range of negative outcomes such as poor physical and mental health, sleeping difficulties, job
dissatisfaction, sickness, absence and leaving intentions. Therefore, the overall purpose of this research therefore was to investigate the contribution of the effort-reward imbalance model and to predict its influence on job performance experienced by a sample of 200 young urban professional groups (YUPPIES).

3. INFLUENCE OF WORK STRESS ON JOB PERFORMANCE

Several studies concluded have shown that job stress negatively affect employee performance. For instance, Ahmed and Ramzan (2013) showed that there exists a negative correlation between job stress and employee performance. Based on a sample of 150 employees from the Nigerian Bank industry of Nigeria, Ajayi’ (2018) study found that stressors such as lack of administrative support, excessive work load and work demand, problematic customer relations, co-worker’s relationship, family and work life imbalance, and associated job risks were negatively impact the employee job performance. Then, Warraich, Ahmed, Ahmad, and Khoso (2014) highlighted that work load, role conflict, and inadequate monetary rewards are the main causes of stress among employees in which there is 22.8 % variation in job performance as explained by stress with the beta value of 0.210 for workloads, 0.208 for role conflict, and 0.330 for inadequate monetary reward.

Stress also sometimes could lead to several positive impacts. According to Selye (1974), positive stress or eustress pertains to an exciting event stimulating a person to feel glad or happy as a bride, before the marriage ceremony in which explaining on why sometimes stress could also lead to several positive outcomes. For instance, Mathur,Vigg, Sandhar, and Holani (2007) indicated that stress is necessary up to certain extent to increase performance and the study had revealed that a positive affect that is job performance increases with the increase in stress. Then, based on 102 structured questionnaires that were collected from academic staff of Dhofar University, Gharib, Jamil, Ahmad, and Ghouse (2016) found that workload has a positive statistical effect on job performance, while role conflict has negative statistical effect on job performance. Finally, role ambiguity does not significantly affect on job performance. Similarly, Ismail, Saudin, Ismail, Samah, Bakar, and Aminudin (2015) discovered that both physiological ($\beta=0.42; t=4.00$) and psychological ($\beta=0.30; t=2.60$) stress was positively and significantly correlated with job performance.

4. GENDER DIFFERENCES

Demographic variables such as gender, age, salary range, and others also have been discovered by previous researches to have some impacts in the level of work stress and job performance. For instance, both Slišković and Seršić (2011) and Wege and Siegrist (2018) discovered that women reported a diagnosed stress almost twice as often as men. Next, based on a comparative study of 332 men and 129 women employed by financial companies, González-Morales, Peiró, Rodriguez, and Greenglass’ (2006) results showed that women used social support coping more frequently than men when it come in stress management. On other hand, instead of high level of work stress among women, Blackmore, Stansfeld, Weller, Munce, Zagorski, and Stewart (2007) found that high job strain was significantly associated with depression among men and lack of social support at work was significantly associated with depression in both genders.
5. RESEARCH FRAMEWORK

![Conceptual Framework on the Relationship between Work Stress and Job Performance of Young Urban Professional Group (YUPPIES)](image)

**Figure 1**: Conceptual Framework on the Relationship between Work Stress and Job Performance of Young Urban Professional Group (YUPPIES)

6. METHODOLOGY

The study used a quantitative survey and a cross-sectional study as the research design. This study had focused on the relationship between work stress components and job performance of young urban professional group (YUPPIES). The young urban professional group (YUPPIES) can described as a young university-educated adult who works in a well-paid profession and lives and works in or near the urban area. The age range of this group is the one who were born from the 1980 (40 years old) and below. Hence, the unit of analysis in this study was the individual who is the young urban professional employees in Klang Valley area. The sample size for this study contained of the 200 young urban professional employees (100 male employees and 100 female employees) at Klang Valley area.

In this research, work stress scale by Msaouel et al. (2012) was employed which examine work stress based on the effort-reward imbalance questionnaire (17-items). Work stress is also has been categorized into three dimensions which include 1) Extrinsic Effort, 2) Extrinsic Reward, and 3) Overcommitment. Finally, in measuring the dependant variable which is job performance, Role-Based Performance Scale (RBPS) by Welbourne, Johnson, and Erez (1997) was employed. The job performance contains 20 items. All dimension for each variables used Likert Scale as scale of measurement. Likert Scale examined on how strongly respondents agree or disagree with statements on a 5-point scale.

7. FINDINGS AND DISCUSSION

Based from Table 1, there is no relationship between extrinsic effort and job performance ($r = 0.147$, $p = 0.145$) for female young urban professional group (YUPPIES). Next, there is also no relationship between extrinsic effort and job performance ($r = 0.038$, $p = 0.707$) for male young urban professional group (YUPPIES).
Table 1: Correlation analysis on the relationship between extrinsic effort and job performance

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<thead>
<tr>
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<th>Male</th>
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<tbody>
<tr>
<td>Extrinsic Effort</td>
<td></td>
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<tr>
<td>Pearson correlation</td>
<td>0.147</td>
<td>0.038</td>
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<tr>
<td>Sig.</td>
<td>0.145</td>
<td>0.707</td>
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Table 2: Correlation on the relationship between extrinsic reward and job performance

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<tbody>
<tr>
<td>Extrinsic Reward</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson correlation</td>
<td>0.550**</td>
<td>0.399**</td>
</tr>
<tr>
<td>Sig.</td>
<td>0.000</td>
<td>0.000</td>
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<td>N</td>
<td>100</td>
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Based from Table 2, there is significant relationship between extrinsic reward and job performance \( r = 0.550, p = 0.000 \) for female young urban professional group (YUPPIES). Next, there is also significant relationship between extrinsic reward and job performance \( r = 0.399, p = 0.000 \) for male young urban professional group (YUPPIES).

Table 3: Correlation analysis of the relationship between overcommitment and job performance

<table>
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<th>Female</th>
<th>Male</th>
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<tbody>
<tr>
<td>Overcommitment</td>
<td></td>
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</tr>
<tr>
<td>Pearson correlation</td>
<td>0.117</td>
<td>0.423**</td>
</tr>
<tr>
<td>Sig.</td>
<td>0.248</td>
<td>0.000</td>
</tr>
<tr>
<td>N</td>
<td>100</td>
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</table>

Based from Table 3, there is no relationship between overcommitment and job performance \( r = 0.117, p = 0.248 \) for female young urban professional group (YUPPIES). However, there is significant relationship between overcommitment and job performance \( r = 0.423, p = 0.000 \) for male young urban professional group (YUPPIES).

8. DISCUSSION

Based on the study, it was found first that there is no relationship between extrinsic effort and job performance for both genders. Second, there is significant relationship between extrinsic reward and job performance for both genders. Third is no relationship between overcommitment and job performance for both genders.
performance for female, however, the relationship exists on male side. These results were inconsistent with the previous studies that revealed the negative consequences of work stress on job performance (e.g., Ahmed & Ramzan, 2013; Warraich, Ahmed, Ahmad, & Khoso, 2014). One way to explain these results are by looking into the concept of positive stress (eustress). Stress also sometimes could lead to several positive impacts. For instance, Mathur, Vigg, Sandhar, and Holani (2007) indicated that stress is necessary up to certain extent to increase performance and the study had revealed that a positive affect that is job performance increases with the increase in stress. Therefore, the management need to perform stress analyses among their employees in order to determine what kinds of stress that they employees facing which either positive or negative stress. From the results, they can plan proper stress management strategies.

9. CONCLUSION

This study can provide an insight for future researcher so that they can expand the study to a broader aspect. Other than that, this study helps the future researcher to develop a research instrument that fits to Malaysia context. Although this study provides some valuable elements for future research, several limitations have been discovered. First is common method variance problem in which the data are collected from the same group of respondents. Therefore, future research needs to employ other technique such multirater which may respond different point of view and unbiased judgement on this topic. Second, data collection for this study was through quantitative methods which the findings are not in-depth. Hence, combination method such as interview and observation rather than solely depending on a questionnaire to be employed. Next, the study was conducted using cross sectional study, which may influenced the validity of the results in the timeline. Respondents may provide different answers in different periods according to their situation at work. Therefore, future studies could implement longitudinal studies where the data is collected from the same sample continuously over a period of time probably stronger and more honest answering questions. Finally, our model is limited since we only focus on the impact of work stress on job performance. Future studies can build on the findings of the present study such as include other importance variables such as personality types, demographic factors, mediating and moderating variables, and others factor which should be further examined.

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INTRINSIC MOTIVATION TO LEARN AMONG MILLENNIALS IN MALAYSIA

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Norashikin Hussein²
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ABSTRACT

Intrinsic motivation to learn is a vital as it helps to assist millennial mindset to find their work meaningful. Through intrinsic motivation to learn, willingness to learn among millennial is established and this would definitely influence one’s productivity and overall performance in performing task in the organization especially in education system. However, there are only a few studies that focus on millennial intrinsic motivation that can be found. Thus, this study aims to determine the relationship between self efficacy and self esteem towards intrinsic motivation to learn among millennial. This study also aims to determine the most variable that influence intrinsic motivation among millennial. Data collection was based on questionnaire. This study also aims to determine the most variable that influence intrinsic motivation among millennial. The sample included 285 final year students who studying in courses in Business and Management in UiTM. All the questions were designed to be close ended for easy analysis of the feedback and the Likert Scale was used to ascertain the level of agreement and disagreement. The replies have been analyzed for reliability analysis, correlation analysis and multiple regression analysis using IBM SPSS Version 23. The outcomes of this study indicated that two independent variables which were self efficacy and self esteem show positive relationship with intrinsic motivation to learn among millennial. The result also indicated that self efficacy was the strongest predictor that affects intrinsic motivation to learn among millennial.

Keywords: Intrinsic motivation to learn among millennial, Self efficacy, Self esteem.

1. INTRODUCTION

Millennial or Gen Y are entering the work market and eventually will be occupying leadership positions in the organizations. Millennial is the new generation workers that had joined the workforce and their number nowadays will keep increasing as the survey conducted by the Millennial Branding (2013), in 2025 this generation will become 75% of the global workforce. Hence, millennial is the largest generation in the workplace and they will become the biggest influence on organization performance and sustainability. This millennial plays an important role towards the success performance. Millennial will become a competitive advantage because past researcher proved in their finding, 100% agree millennial will give a positive impact on productivity.
Intrinsic motivation to learn is a mental construct that puts individuals into action when they learn. Through intrinsic motivation to learn, willingness to learn among individuals is established and this would definitely influence one’s productivity and overall performance in performing tasks in the organization. More importantly, intrinsic motivation is a powerful element of human development and refers to doing an activity for internal satisfaction rather than external intention (Ryan & Deci, 2000 and Vallerand, 2004). Therefore, individual with internal motivation will have inspiration and energized to start and finish their work. Millennials are now facing the competitive environment and more unrealistic expectations, especially in the education system. In the educational context, motivation is the most important factor in helping students improve their learning and ability to manage difficulties and failures (Endler, Rey, & Butz, 2001). Saada (2007) believes that intrinsic motivation among millennials can be contributed to various factors such as job readiness, interest in learning tasks, freedom of choice, level of involvement, and personality factors in the educational industry. Since millennials highly regard self-concept (self-efficacy and self-esteem) as important in their life, this study aims: (1) determine the relationship between self-efficacy and intrinsic motivation to learn; (2) determine the relationship between self-esteem and intrinsic motivation to learn; and (3) determine the most variable that influences intrinsic motivation among millennials in the education system.

1.1 Intrinsic Motivation

Intrinsic motivation to learn is referred to as the desire to engage in learning behaviors for no reason other than sheer enjoyment, challenge, pleasure, or interest (Banfield & Wilkerson, 2014). It is a mental construct that puts individuals into action when they learn. Through intrinsic motivation to learn, willingness to learn among individuals is established and this would definitely lead to better productivity level and increased overall performance. Intrinsic motivation to learn also helps individuals develop their own objectives in achieving what they desire. When individuals have intrinsic motivation, they have the intention to succeed and successfully achieve the desired objectives. In addition, positive attitudes will come out naturally throughout the learning process and continuous effort to succeed will be achieved (Gamboa; Mauricio; Andres, 2013).

1.2 Self Efficacy and Intrinsic Motivation to Learn

Self-efficacy is the cognitive process by which a person evaluates their ability to perform a certain task (Bandura, 1997). Lent et al (1996) found that self-efficacy influences individual inner motivation to learn. If individuals have high levels of self-efficacy, they also have high levels of motivation to learn as they have high aspirations to achieve their targets and goals. Kheirkhah (2017) conducted a study on midwife students in Iran and found a positive relationship between self-efficacy and motivation. A study conducted by Lane, Andrew, and Kyriakou (2015) investigated the relationship between self-efficacy and academic motivation performance among a sample of 205 postgraduate students. Correlation results indicated a significant relationship between self-efficacy and achievement motivation. Study by Laura (2012) had studied about the relationship between self-efficacy and managers motivation. Positive relationship was found between self-efficacy and manager motivation. A study by Leon, Medina, and Munduate (2015) titled “an empirical examination of the effects of self-efficacy, supervisor support and motivation to learn”. This study concluded that self-efficacy had a direct influence with motivation to learn.

Therefore it is hypothesized that:

H1: There is a positive significant relationship between self-efficacy and intrinsic motivation to learn.
1.3 Self Esteem and Intrinsic Motivation to Learn

Self-esteem is referred to as one’s positive or negative orientation which reflects the self-worth (Branden, 2009). In another words, self-esteem is the key to human motivation. It is not only a natural sense of one’s self-worth, it is also the ability to cooperate with problems in life and the right to feel deserving, worthy and be respected according to our wants and needs benefited from the effort shown in that cooperation. In a study conducted by van der Kaap-Deeder et al. (2017), they found a positive link between self esteem and motivation among students in Belgium. Past researchers have found that self esteem has a significant relationship with intrinsic motivation. Based on a research done by Khawla Zoabi (2014), the findings of this study derived from the sample of 175 students who were enrolled in courses at Sakhnin College. The findings show a positive relationship between self esteem and motivation for learning in this sample. Helen & Noami (2016) also proved that there is a significant relationship between self esteem and intrinsic motivation where they used 160 mature women students as a sample. In this study, mature women students had the highest score intrinsic motivation scores, as well as the highest self esteem score in the sample. The following study by Reda (2016) examines students’ self esteem and achievement motivation. The study sample consisted of 135 undergraduate students and results revealed the students’ self esteem and achievement motivation have significant correlations. Correlation analysis suggests self esteem makes positive contributions to students’ scores on deep processing. Besides that, a study by Lane et.al (2015) investigated relationship between self esteem and academic motivation performance among a sample of 205 postgraduates’ students. Correlation result indicated significant relationship between self esteem and achievement motivation. Harlen & Crick (2013) found there is a positive correlation between self esteem and motivation for learning.

H2: There is positive significant relationship between self-esteem and intrinsic motivation to learn.

2. RESEARCH METHODOLOGY

The method of this research is based on quantitative study. A total of 285 set of questionnaires will be distributed to the respondents. The population is referring to all final year the students in Faculty Business and Management, UiTM Puncak Alam which are 1100 students. Based on simplified table in choosing a sample size done by Krejcie and Morgan (1970), the researcher chose all the 1100 millennial students (N=1100) as the population size thus the sample size is only 285 (S=285). In this study, purposive sampling technique is adopted. Purposive sampling is chosen to focus on the characteristics of millennial workers such as conscious about the environment (Barber et al., 2009; Eastman et al., 2013). All primary data are processed and analyzed using Statistical Package for Social Science Version 23. The measurement for intrinsic motivation to learn was adopted from Musa (2012), self efficacy from Gaumer and Noonan (2018), and self esteem from Khawla (2012).

3. FINDINGS AND DISCUSSION

3.1 Reliability Analysis

Based on the table 1, intrinsic motivation has high correlation with 0.846 of Cronbach’s Alpha. Secondly, self-efficacy has high correlation with 0.914 of Cronbach’s Alpha. Thirdly, self-esteem has high correlation with 0.920 of Cronbach’s Alpha. All items are valid and relevant to be asked since the Cronbach Alpha is more than 0.5.
Table 1: Interpretation of Reliability based on Cronbach’s alpha for 285 respondents

<table>
<thead>
<tr>
<th>Variables</th>
<th>Cronbach Alpha</th>
<th>No of Items</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intrinsic motivation</td>
<td>0.846</td>
<td>18</td>
<td>Good</td>
</tr>
<tr>
<td>Self-Efficacy</td>
<td>0.914</td>
<td>11</td>
<td>Good</td>
</tr>
<tr>
<td>Self Esteem</td>
<td>0.920</td>
<td>9</td>
<td>Good</td>
</tr>
</tbody>
</table>

Source: Primary data from IBM SPSS V23

3.2 Correlations Analysis

Table 2: Correlation

<table>
<thead>
<tr>
<th></th>
<th>Self-Efficacy</th>
<th>Self esteem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intrinsic Motivation to Learn</td>
<td>Pearson Correlation</td>
<td>0.668**</td>
</tr>
<tr>
<td></td>
<td>Sig. (1-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>285</td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level (1-tailed)

Table 2 illustrates the correlation between variables. At first, there is a significant and moderate positive relationship between the self-efficacy and intrinsic motivation to learn (r = 0.668, p = 0.001, p<0.01) this indicate that self-efficacy increase, intrinsic motivation into learn increase. Next, there is a significant and moderate positive relationship between the self-esteem and intrinsic motivation to learn (r = 0.548, p = 0.001, p<0.01) this indicate that self-esteem increase, intrinsic motivation into learn increase.

3.3 Multiple Regression Analysis

Table 3: Multiple Regression Analysis

<table>
<thead>
<tr>
<th></th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>Model</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>29.173</td>
<td>3.043</td>
<td>9.587</td>
<td>.000</td>
</tr>
<tr>
<td>SEF</td>
<td>.970</td>
<td>.112</td>
<td>.640</td>
<td>8.648</td>
</tr>
<tr>
<td>SE</td>
<td>.785</td>
<td>.132</td>
<td>.435</td>
<td>5.947</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Intrinsic Motivation to Learn

Based on the table 3, it shows that self efficacy is the most influenced variable towards intrinsic motivation to learn among millenials as (b=0.640) which is 64%. It is significant because (p= 0.000, p<0.05). Next is followed by self esteem where (b=0.435) which is 43.5%. As a conclusion, self efficacy is the most influenced variable towards to intrinsic motivation to learn and relationship is also significant.
3.4 Summary of Hypotheses

Table 4 shows the summary of hypotheses for this study resulting from multiple regression analysis that had been done by the researcher. H1 indicates that there is significant and positive relationship between self-efficacy and intrinsic motivation to learn.

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1  There is significant and positive relationship between self-efficacy</td>
<td>Supported</td>
</tr>
<tr>
<td>and intrinsic motivation to learn</td>
<td></td>
</tr>
<tr>
<td>H2  There is significant and positive relationship between self-esteem</td>
<td>Supported</td>
</tr>
<tr>
<td>and intrinsic motivation to learn</td>
<td></td>
</tr>
</tbody>
</table>

Based on findings, there is significant relationship between self-efficacy and intrinsic motivation to learn. Hence, H1 is supported. H2 indicates that there is significant and positive relationship between self-esteem and intrinsic motivation to learn. Based on findings, there is significant relationship between self-esteem and intrinsic motivation to learn. Hence, H2 is supported.

4. CONCLUSION AND RECOMMENDATIONS

In conclusion, this research has successfully achieved the research objectives accordingly, which is to examine the relationship between self-efficacy and self-esteem towards intrinsic motivation among millennials. All independent variables have a significant relationship with the dependent variable. Moreover, the entire tested hypothesis show positive relationship between both variable. In addition, researcher also found that among the two tested independent variable, self-efficacy is the most factor that influence intrinsic motivation to learn among millennials. For the future research, it is highly recommended if others variables are included to expand the knowledge on factors that influence motivation to learn among millennials. In addition, researcher wants to recommend a larger sample size to be carried out for future study so that the result is more reliable. In order to obtain accurate evaluation of factor that contribute to millennials, focus group interviews are recommended for future research. This improvement strategy can help the researchers to get detailed information and a deeper understanding of a person perception. Moreover, the research should carry out on people in Generation X.

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REFERENCES


THE IMPORTANCE OF RELIGIOUS BELIEFS IN PROMOTING SOCIAL ENGAGEMENT AND PARTICIPATION AMONG OLDER PERSONS IN MALAYSIA

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ABSTRACT

This paper intends to explore the importance of religious belief in enhancing social participation and social engagement among Malaysian older persons. Religious belief has become a coping strategy among resilient older persons, especially in the Malaysian context. A semi-structured interview is conducted, involving 41 respondents that represent three main ethnicities including 22 Chinese respondents, 13 Indian respondents and 6 Malay respondents. All these 41 respondents who aged 60 years and above were selected from three urbanized states including Kuala Lumpur, Selangor and Shah Alam. The findings of the study revealed that there are five (5) importance of religious belief in enhancing social engagement and participation among Malaysian older persons including (1) purpose of life; (2) attachment with God; (3) preparation for hereafter life (4) peace of mind; (5) and rule of Karma. Thus, this paper argued that religious belief is an important aspect that should be injected in the implementation of social activities programmes to enhance social participation and social engagement among older persons.

Keywords: Older Persons; Religion/ Beliefs; Social Participation and Engagement; Active Ageing.

1. INTRODUCTION

Older persons are going to make up nearly 15% of total population; which will make our country to become an aged-country by 2030. More older persons are going to live longer that gives a good indication to our economic and social growth; since older persons will become main consumer of most products and services. Promoting active ageing have become agenda by many countries including Malaysia to encourage older persons for continuous participation in economic, social, culture and religious interest. There is a high need to highlight on the religious or spiritual aspects in order to enhance the social participation and engagement among Malaysian older persons. Religious belief is important to Malaysian older persons that encouraged them to stay in an active and healthy lifestyle.
Besides, religion guide people to perform their duties as believer which already embedded in everyday lives especially in the context of Malaysia. This is indeed normal phenomenon in Malaysia; considering our country comprises different ethnicities and religions. Hence, religious belief is considered as an important foundation in life that nurture good values, tolerance and respect others regardless races or backgrounds.

2. RESEARCH METHOD

A qualitative research approach by using semi-structured interviews was conducted, involving 41 older who aged 60 years and participated in social activities including lifelong learning activities, community related activities, religious activities and others. The sampling techniques used in this study were purposive sampling technique and snowball sampling technique. The respondents were purposely selected from different type of social centres that located in 3 urbanized states including Kuala Lumpur, Selangor and Pulau Pinang.

3. FINDINGS AND DISCUSSIONS

3.1 Demographic Profile of Respondents

Based on the Table 1.0, a total of 41 respondents enrolled in this study that represent three different ethnicities including twenty-two (22) Chinese respondents, thirteen (13) Indian respondents and six (6) Malay respondents. In terms of aged group, the proportion of male and female respondents in the age group 60 to 69 years old and 70 to 79 years old were similar.

<table>
<thead>
<tr>
<th>Table 1.0 Demographic Profile of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
</tr>
<tr>
<td>60-69</td>
</tr>
<tr>
<td>15</td>
</tr>
<tr>
<td>70-79</td>
</tr>
<tr>
<td>80 +</td>
</tr>
<tr>
<td>Marital status</td>
</tr>
<tr>
<td>Single</td>
</tr>
<tr>
<td>Married</td>
</tr>
<tr>
<td>Divorced</td>
</tr>
<tr>
<td>Widowed</td>
</tr>
<tr>
<td>Race</td>
</tr>
<tr>
<td>Malay</td>
</tr>
<tr>
<td>Chinese</td>
</tr>
<tr>
<td>Indian</td>
</tr>
<tr>
<td>Religion</td>
</tr>
<tr>
<td>Islam</td>
</tr>
<tr>
<td>Buddhism</td>
</tr>
<tr>
<td>Hinduism</td>
</tr>
<tr>
<td>Christianity</td>
</tr>
<tr>
<td>Education background</td>
</tr>
<tr>
<td>Never go to school</td>
</tr>
<tr>
<td>SRP/PMR</td>
</tr>
<tr>
<td>SPM</td>
</tr>
<tr>
<td>STPM/ Diploma/ Bachelor degree/ Master and PhD</td>
</tr>
</tbody>
</table>
As compared to male respondents, female respondents hold a majority status of single and widowed. In terms of education background, a majority of male and female respondents have completed a Sijil Pelajaran Malaysia (SPM) that can be considered as good education background during their time. However, male respondents were recorded a quite high of education background including PhD, Master, Degree and Diploma level. Those male respondents who possessed with a high education level were offered a top positions or committee member in religious organization. Majority of respondents were retired and unemployed, but only 4 male respondents pursued their dreams as book writer, tourist drivers as well as worked as marriage registrar and fund manager.

3.2 Five (5) Importance of Religion/ Beliefs

As presented in Table 4.2, the findings revealed that there are five (5) importance of religious belief in enhancing social participation and engagement including; (1) purpose of life; (2) attachment with God; (3) preparation for hereafter life; (4) peace of mind and lastly; (5) law of Karma. The findings of the study revealed that out of 41 respondents, a majority of 9 respondents highlighted on purpose of life as well as attachment with God. After retirement, many older persons are seeking their original purpose of their life; which one of their ultimate goals is to get closer with God. For instance, one male respondent highlighted that religion gave him sense of purpose as below:

“Yeah religion is important for me. For me, sense of purpose. We living in the religion and then trying to follow the good teaching like helping others […]” (P28-M-C, aged 75 years old, italicized emphasized added).

Purpose of life has a close connection with religious belief. Both spirituality and religion refer as searching the real meaning of human lives, virtues and connected the relationship between human with God (Chaves & Gil, 2015; Mowat & O’Neill, 2013). Besides, the findings of the study also revealed that building good relationship with people is another way to reach God. This has encouraged older persons to give back to the society through volunteering activity, social work and donation. The commonalities of each religion are to be kind with others as every person deserves to gain respect and kindness.

Number of studies have shown the positive connection between religion and social support (Abdollahi et al, 2018; Foong et al., 2018; Roh et al., 2015).

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Main theme</th>
<th>Respondents</th>
<th>Sub-theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religious belief</td>
<td>Purpose of life</td>
<td>9</td>
<td>Religion guide human to be kind to people</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Begin to focus on spiritual aspects after retirement</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Have an interest to increase knowledge about religion</td>
</tr>
<tr>
<td>Attachment with God</td>
<td></td>
<td>9</td>
<td>Devote time for God</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Reach people to reach God</td>
</tr>
<tr>
<td>Preparation for hereafter life</td>
<td></td>
<td>7</td>
<td>Impermanency</td>
</tr>
</tbody>
</table>
Next, the findings also show that there are 7 respondents who also highlighted on preparation for hereafter life as everyone because according to respondent, life is temporary (refer Table 4.2). The response from one male respondent is shown as below:

“If there any charity work or whatever. I would like to participate. First of all, hereafter life also we haven’t reach there yet. But, first of all, we must get gather accumulate merits. These merits are actually the one that can bring me higher level or ramping afterlife. As you can see, these merits are only can be carried forward” (S2-M-C, aged 64 years old, italicized emphasized added).

Accumulating good merits has become priority to older persons as preparation for hereafter life. Studies in Malaysia also revealed that main intention of participation of older persons in religious activity is to prepare for hereafter life (Zainab et al., 2012). Besides, as well as to concentrate on religious activities such as reading al-Quran (Minhat, 2014).

Apart from that, religious place has also become centre of peace for older persons to enjoy a quiet time. The findings of the study revealed that there are 6 respondents who were wanted peace of mind by engaging in religious activities such as meditation or just visiting their scared place such as temple.

“I come to temple, it makes me relax and peace of mind” (P37M-I, aged 65 years old, italicized emphasized added).

A religious place is a holy or sacred place that enable people to feel attached and close with their Creator and people. It offers a positive aura to the visitors and the place is usually located in quiet place. Last but not least, there are 5 respondents who professed the Hinduism and Buddhism also highlighted on law of Karma as part of their beliefs. According to these respondents, every bad action committed by them will have unimaginable consequences for their next afterlife. Law of Karma is set of belief set by Buddhist that may influence people on how they think, behave and act. This may influence their believer to escalate a good karma and avoiding bad Karma (Wongtham et al., 2015).
4. CONCLUSION

As conclusion, there are five importance of religious belief in enhancing social engagement and participation among Malaysian older persons including purpose of life, attachment with God, preparation for hereafter life, peace of mind and rule of Karma. Religious belief does not only focus on attachment with God, but also helps older person to get connected with society. The social interaction is crucial to promote active ageing, which acts as a key survival to older persons.

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REFERENCES


PROTECTING CHILDREN FROM PAEDOPHILES: WHAT PARENTS SHOULD DO?

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ABSTRACT

Paedophilia issue was scholarly discussed and debated since 1880s. The previous discussions and debates were mostly related to mental health issues which popular among psychiatrists. Due to emerging social problems, paedophilia issue now received wider attention including the sociological perspective. This is because this issue was not only happen due to mental health problem but also weak in child protection and privacy; which rely mostly on parents. A survey involving 900 parents in Malaysia was undertaken to explore Malaysian parenting practices in upholding the child protection and privacy, specifically to prevent the paedophilia issue, which were: (1) parental involvement; (2) parental monitoring; and (3) parental goals, values and aspirations. The feedbacks were gathered and further analysed through the Pearson Correlation analysis by using SPSS. Although the findings indicated that all parenting practices have significant relationships; however, ‘parental goals, values and aspirations’ was found as the core factor in upholding the child protection and privacy to prevent the paedophilia issue. This is because ‘parental goals, values and aspirations’ were argued to be the ultimate objectives of parents towards their children; which later translated into monitoring and involvement. Saying ‘don’t’, ‘no’, and ‘it’s wrong’ to children is not enough; it must anchor with good reasons and explanation. Otherwise, it will remain as instructions rather than education.

Keywords: Paedophilia; parents; child protection; child privacy; parenting practices
1. INTRODUCTION

Historically, the paedophilia issue has existed since 1880s. Among the first scholar who discussed this issue was Richard Krafft-Ebing, German sexologist and physician. In his work, Krafft-Ebing (1886) classified paedophilia as a psychosexual perversion together with other sexuality issues such as homosexuality (sexually attracted to the same gender), bisexuality (sexual attraction to both men and women), sexual fetishism (sexual behaviours involving the non-living objects), sadism (sexually cruel, harsh and aggressive) and masochism (perversion of surrender). Another renowned scholar, Michael C. Seto (2009), a forensic psychologist, defined paedophilia as “a sexual interest in prepubescent children, as reflected by one’s sexual fantasies, urges, thoughts, arousal or behaviour; who is sexually prefers children and has nor sexual interest in adults or who is sexually attracted to children but also has sexual fantasies, urges and others towards adult”. This is consistent with the argument of Hall and Hall (2007), whereby there were two categories of paedophiles: (1) exclusive paedophiles (attracted to children only); and (2) non-exclusive paedophiles (attracted to children and adults). Although this issue can be considered as a long-standing issue; however, there is no single reason relied behind this issue because no one wants to be born as a paedophile.

The seriousness of paedophilia issue is undeniable. Its implication can cause death to not only children as victims but also family members such as parents. The above discussion portrayed the complexity of paedophilia issue since 1880s. Based on the literature discovered, this study argued that previous debates and discussions regarding the paedophilia issue were mostly related to psychological perspectives (Krafft-Ebing, 1886; Hall & Hall, 2007; Seto, 2009, American Psychiatric Association, 2013). However, due to emerging social problems this study argued that paedophilia issue is intertwined with many other aspects such as criminology (sexual crimes, exploitation, child pornography), economics (demand and supply of sexual exploitation), global security (cybercrimes), biology (abnormal genetics, mental disorder, sexual identity) and social (human behavior). While there are many aspects that can be explored, this paper aimed to focus only on sociological perspective. The focus of this paper was narrowly emphasised to explore the parenting practices in upholding the child protection and privacy to prevent the paedophilia issue in Malaysia; as parents were argued to be the closest persons to children and have huge responsibility towards their little gifts from God.

The year 2014 marked a dark scar among Malaysian societies, after the Royal Malaysian Police verified the sexual abuse cases involving 23 children aged between 6 months and 12 years old (The Star, 2016). These crimes were committed by a British paedophile who masqueraded himself as an English teacher; and later victimised the children who received his ‘offer’ for English classes (The Star, 2016). Although Malaysians still suffering the pains of Richard Huckle’s sexual abuse cases; however, many Malaysian parents still exposing their children to predators (The Star, 2017). Datuk Dr. Amar Singh, a senior consultant paediatrician, said in The Star (2017), many Malaysian parents seem forgotten about the issue of 23 children who have been sexually abused by 30-years old British men. Although this case is considered as a serious issue; however, parents still happily posted the pictures of their children on social networking sites such as Facebook, Instagram and Twitter. Some of the Malaysian parents also use their children’s pictures as a profile image on messaging platforms including WhatsApp and WeChat. Without thinking about the consequences, parents actually provide a rich access of child pornography to predators including paedophiles who have a sexual interest in children (The Star, 2017).

Hence, research regarding the parenting practices in preventing the paedophilia issue among Malaysian parents was relevant to be undertaken. As outlined by Spera (2005), parenting practices
can be classified into three dimensions, which were: (1) parental involvement; (2) parental monitoring; and (3) parental goals, values and aspirations. Thus, to what extent Malaysian parents practiced the three parenting practices were presented in the following sections.

2. RESEARCH METHOD

In exploring the relationship between ‘parenting practices’ and ‘child protection and privacy’ among Malaysian parents, this study utilised the quantitative method by conducting a survey. The survey was taken place in Kuala Lumpur, particularly in Batu, Petaling and city of Kuala Lumpur areas. Notably, a total number of 900 parents were participated in the survey. The parents were represented equal number of gender (450 male parents; 450 female parents) and main ethnics (300 Malay parents; 300 Chinese parents; 300 Indian parents) in Malaysia. The feedbacks gathered from the survey were further analysed by using Statistical Package for Social Sciences (SPSS).

3. FINDINGS AND DISCUSSION

The presentation of the findings of this study began with the profile of parents involving 900 Malaysian parents. As indicated earlier, this study involved with equal number of gender (450 male parents; 450 female parents) and main ethnics (300 Malay parents; 300 Chinese parents; 300 Indian parents) in Malaysia. The majority of parents who involved in this study were among parents aged between 36 to 40 years old (326 respondents). Since this study involved with parents who has at least one child, mostly, the status of respondents was found to be married (857 respondents). However, there were few respondents who were still single but already have children due to the adoption (10 respondents). In terms of religion, all Malay parents were Muslims (300 respondents); while the other two ethnics were among Buddhism (274 respondents) and Hinduism (282 respondents). There was a small proportion of respondents who believed in other religions (37 respondents). In terms of educational background, more than half of the percentage hold tertiary level of education (584 respondents). Table 1 summarised the profile of parents in this study.

<table>
<thead>
<tr>
<th>Profile</th>
<th>Total</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25-30 years old</td>
<td>82</td>
<td>9.1</td>
</tr>
<tr>
<td>31-35 years old</td>
<td>155</td>
<td>17.2</td>
</tr>
<tr>
<td>36-40 years old</td>
<td>326</td>
<td>36.2</td>
</tr>
<tr>
<td>41-45 years old</td>
<td>197</td>
<td>22.0</td>
</tr>
<tr>
<td>46-50 years old</td>
<td>103</td>
<td>11.4</td>
</tr>
<tr>
<td>51-55 years old</td>
<td>37</td>
<td>4.1</td>
</tr>
<tr>
<td><strong>Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>10</td>
<td>1.1</td>
</tr>
<tr>
<td>Married</td>
<td>857</td>
<td>95.2</td>
</tr>
<tr>
<td>Divorced</td>
<td>23</td>
<td>2.6</td>
</tr>
<tr>
<td>Widowed</td>
<td>10</td>
<td>1.1</td>
</tr>
<tr>
<td><strong>Religion</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Islam</td>
<td>307</td>
<td>34.1</td>
</tr>
<tr>
<td>Buddha</td>
<td>274</td>
<td>30.4</td>
</tr>
</tbody>
</table>
Further, in exploring the relationship between ‘parenting practices’ and ‘child protection and privacy’ in Malaysia, this study has undertaken Pearson Correlation analysis. Based on the findings gathered from the analysis, this study found that Malaysian parents have good knowledge and awareness regarding the child protection and privacy in the country (Mean=4.68; Std. Deviation=0.46). Further, the findings showed that all parenting practices which were ‘parental involvement’ (r=0.118; p<0.001), ‘parental monitoring’ (r=0.208; p<0.001), ‘parental goals, values and aspirations’ (r=0.507; p<0.001) have significant relationships with the ‘child protection and privacy’. The findings of Pearson Correlation undertaken by this study was presented in Table 1.

Table 1: Pearson Correlation Analysis

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>DV</th>
<th>IV1</th>
<th>IV2</th>
<th>IV3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dependent Variable (DV):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(DV) Child Protection and Privacy</td>
<td>4.68</td>
<td>0.46</td>
<td>(0.950)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Independent Variable (IV):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(IV1) Parental Involvement</td>
<td>4.11</td>
<td>0.83</td>
<td>0.118**</td>
<td>(0.792)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(IV2) Parental Monitoring</td>
<td>4.21</td>
<td>0.66</td>
<td>0.208**</td>
<td>0.059</td>
<td>(0.776)</td>
<td></td>
</tr>
<tr>
<td>(IV3) Parental Goals, Values and Aspirations</td>
<td>4.59</td>
<td>0.49</td>
<td>0.507**</td>
<td>0.195**</td>
<td>0.341**</td>
<td>(0.869)</td>
</tr>
</tbody>
</table>

Based on the above findings, Malaysian parents have shown good level of knowledge and awareness regarding the child protection and privacy in the country. This study argued that although Malaysian parents possessed the knowledge and awareness regarding the child protection and privacy; however, literature evidenced that parents are still unable to practice good parenting in order to uphold their children’s protection and privacy. Parents still upload and expose their children through various mechanisms, especially through the social media such as Facebook, Instagram, Twitter and many others (The Star, 2017). Further, the findings also revealed that all parenting practices which were ‘parental involvement’, ‘parental monitoring’, ‘parental goals, values and aspirations’ have significant relationships with the ‘child protection and privacy’. Among the three parenting practices, ‘parental goals, values and aspirations’ was found having the highest positive relationship. This finding was relevant because ‘parental goals, values and aspirations’ have to be the ultimate objectives of parents towards their children; which later translated into monitoring and involvement.
4. CONCLUSION

The paedophilia issue is recognised as a complex social issue that can only be identified through a proper investigation and diagnosis. Notably, this issue is regarded as one of the serious social problems involving prepubescent children (Kaplan, 2015; Capra, Forresi & Caffo, 2014). While children were recognised as one of the vulnerable groups of people, they require high protection and security, especially from parents or responsible adults. This is because children are still young and fragile; they do not have enough capacity and capability to protect themselves when dealing with child sexual abuse issues such as the paedophilia issue. In some worrying situations, these vulnerable children may not aware that they already have been victimised due to “child grooming” by paedophiles. Hence, parents who are among the closest persons to children should play a crucial role as the main actor to protect and secure their children’s privacy from sexual predators including paedophiles. Based on the above findings and discussions, involvement and monitoring undertaken by parents are not enough if they do not have good values, aspirations and goals towards their children. This is because ‘parental goals, values and aspirations’ were argued to be the ultimate objectives of parents towards their children; which later translated into monitoring and involvement. Saying ‘don’t’, ‘no’, and ‘it’s wrong’ to children is not enough; it must anchor with good reasons and explanation. Otherwise, it will remain as instructions rather than education.

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ABSTRACT

Over the past 20 years, various initiatives have been undertaken by the Malaysian government to develop policies, programmes, and activities aimed to prevent child abuse, as well as strengthen relevant laws and regulations, in line with CRC principles. There are three child abuse prevention programmes undertaken by three main agencies in Malaysia, dealing with the reporting of child abuse incidents and the actions to be taken, namely: (1) Suspected Child Abuse and Neglect Team (SCAN Team); (2) Child Protection Team (CPT); and (3) Child Protection Unit (CPU), which was renamed to Child Unit (CU) in 2015. This paper aims to examine Malaysian society’s awareness of the three programmes with an assumption underlying social marketing approaches to social problems—that is increasing the level of awareness and understanding of the community will reduce the unfathomable incidences of child abuse. An explanatory mixed-method approach, comprising a survey involving 900 parents in Kuala Lumpur and in-depth interviews with focal persons representing the three main agencies, was adopted in this study. The findings of this study revealed that there was an actual gap between unawareness (27.4%) and awareness of any of the three programmes (72.6%). The awareness of CPT was argued to be influenced by the Child Activity Centre (CAC), and due to the public’s participation as ‘clients’ of these programmes. The lower awareness of SCAN Team was due to the term ‘SCAN Team’ itself which was often mistakenly interpreted by the public and confused with medical ‘scanning services’ at GHKL and that SCAN Team simply lacks of exposure from the media. Upon assessing the reason to this, none was given for the low awareness of CU and the focal person suggested that the RMP is working very hard to inform the public about CU and the services provided by the agency. In conclusion, there is a need for the agencies to actively market their programmes to create awareness of their presence and roles among the society in order to encourage their participation and engagement to prevent child abuse in the nation.

Keywords: Child abuse, child abuse prevention programs, social marketing
1. INTRODUCTION

Over the past 20 years, various initiatives have been undertaken by the Malaysian government to develop policies, programmes, and activities to prevent child abuse, as well as strengthen relevant laws and regulations, in line with CRC principles. Instead of a single agency having the authority to deal with child abuse cases, at present, three agencies in Malaysia deal with the reporting of child abuse incidents and the actions to be taken. The three bodies are the Department of Social Welfare (DSW), the Royal Malaysian Police (RMP), and the government hospitals across Malaysia.

Each of the agency plays significant roles upon addressing child abuse in Malaysia. Their roles and three main programmes conducted have received much emphasis in the main government policy including not just the Seventh to Tenth Malaysia Plan (1996 – 2000), but also the Eleventh Malaysia Plans (2016-2020), Child Protection Act 1999, and Child Act 2001. The three programmes are:

1. The Suspected Child Abuse and Neglect Team (SCAN Team) based at the General Hospital Kuala Lumpur.
2. The Child Protection Team (CPT) undertaken by the Department of Social Welfare.
3. The Child Protection Unit (CU), which was renamed to Child Unit (CU) in 2015, under the authority of the Royal Malaysian Police (RMP).

The nature of the three prevention programmes differs slightly. While Child Protection Team (CPT) (and its activities through Child Activity Centre (CAC)) is the primary prevention programme; the Suspected Child Abuse and Neglect (SCAN) Team and Child Unit (CU) are tertiary prevention programmes.

This paper aims to examine Malaysian society’s awareness of the three programmes, with an assumption underlying social marketing approaches to social problems—that is increasing the community’s awareness and understanding will reduce the incidences of child abuse (Kotler & Lee 2008). To gauge the effectiveness of a programme, it is important to measure the extent of public awareness of the specific programmes designed to tackle child abuse as well as their general awareness of the issue of child abuse. This was highlighted by Andreasen (2006, p.5), who argued that social marketing has a broader and more powerful role to play in social change: thus, it is suggested that in order for the social change to happen ‘someone or many “someones”—must bring the issue to our attention’. For this reason, the paper examines public awareness of the existence of overall child abuse prevention programmes in Malaysia, and these findings were further verified with the responses from the focal persons representing the three agencies involved in this study.

2. RESEARCH METHOD

This study utilised explanatory mixed-method approach which began with quantitative (a survey involving 900 parents in Kuala Lumpur city centre) and was then supported with the feedback from three (3) key persons representing the main government agencies dealing with child abuse issue in Malaysia, namely the Department of Social Welfare (DSW), Royal Malaysian Police (RMP), and Hospitals.
3. FINDINGS AND DISCUSSION

The overall awareness of the programmes which aim to prevent child abuse in Malaysia is presented in Figure 1. Notably, a slightly more than a quarter of the 900 respondents who participated in the Social Marketing of Child Abuse Prevention Programs Survey conducted in 2010 [after SMCAPP survey (2010)] indicated that they were unaware of all three child abuse prevention programmes. Nevertheless, a total of 669 participants claimed that they were aware of the existence of at least one of the three child abuse prevention programmes carried out in Malaysia. This shows the actual gap in awareness levels among the residents of Kuala Lumpur—as 27.4 per cent indicated unawareness, it can therefore be estimated that approximately 442,108 people in Kuala Lumpur may possibly be unaware of these child abuse prevention programmes.

Table 1 further illustrates the participants’ awareness of the existence of each of the child abuse programmes observed in this study. As can be seen in Table 1, the awareness of individual child abuse prevention programmes varied significantly. The most striking result to emerge from the data was the widespread awareness of the CPT (managed by the DSW). Participants were about one and a half time more likely to be aware of the CPT (60.6%) than the CU (42%) run by the RMP. It is also important to note that proportionately more respondents were unaware of the CU (57.8%) and SCAN Team (63.8%) than were aware of their existence. In contrast, only about 40 per cent were unaware of the CPT. The SCAN Team’s existence had the lowest level of awareness among the participants (37.0%).

Table 1: Awareness of specific child abuse programs in Malaysia (N=900)

<table>
<thead>
<tr>
<th>Awareness of the existence programs</th>
<th>Yes without prompt</th>
<th>Yes with prompt</th>
<th>Yes*</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child Protection Team (CPT),</td>
<td>39.5</td>
<td>21.1</td>
<td>60.6</td>
<td>39.4</td>
</tr>
<tr>
<td>Department of Social Welfare</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child Unit (CU), Royal Malaysian</td>
<td>23.4</td>
<td>18.8</td>
<td>42.2</td>
<td>57.8</td>
</tr>
<tr>
<td>Police</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suspected Child Abuse and Neglect</td>
<td>21.8</td>
<td>15.2</td>
<td>37.0</td>
<td>63.0</td>
</tr>
<tr>
<td>Team (SCAN Team), General Hospital</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>of Kuala Lumpur</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Yes=awareness without prompt and with prompt

However, when the participants were asked to indicate their preference of only one child abuse prevention programme that they were ‘mostly aware of’ or ‘familiar with’, the findings shifted slightly from the earlier results. The measurement of awareness applied in this study is similar to an awareness indicator proposed by Kotler and Lee (2008, p.331), which includes three levels of awareness: (1) unaided awareness; (2) aided awareness; and (3) proven awareness.
Figure 2 shows that although the CPT was still reported to be the programme with the highest number of participants who were ‘mostly aware’ (35.7%) of, the percentage had dropped almost 25 per cent from the original 60.6 per cent of participants who initially indicated general awareness of the CPT. The reverse scenario was seen for the preference of either the CU or SCAN Team as the programme that the participants were ‘familiar with’.

Only 16.8 per cent of the total 900 participants selected the CU as the programme of which they were ‘most aware’; thus, the CU ranked third. The lower preference of the CU as the most familiar programme was probably because it is the newest government programme established to deal with child abuse in Malaysia, formed only in 2001.

**Figure 2: Ranking of the most known/recognised child abuse prevention program (per cent)**

![Figure 2: Ranking of the most known/recognised child abuse prevention program (per cent)](image)

The longer duration of the programme’s existence and implementation was anticipated to cause more people to be aware of its presence as well as increase their participation. Kotler and Lee (2008, p.38) stated that a short-term objective of a program or campaign is to create awareness; the medium-term objective is to convince the public of the beliefs; and finally, the long-term objective is to influence the target audience to change their behaviour. However, this argument was not properly supported, particularly for the awareness of the SCAN Team.

Notably, more than a quarter (27.4%) of those surveyed indicated no awareness of any of the three programmes; the percentage was higher than those who were aware of the SCAN Team and CU. This finding indicates the gap in the effectiveness of the three child abuse prevention programmes: whether the agencies undertaking each programme failed to market their program well, thus failing to create public awareness of the programme or the unawareness was due to the public themselves who were not concern or took no notice of the programme, despite the existence and publicity of each programme. This was further explored in the following sub-section, which was based on in-depth interviews with the focal persons representing each agency.

### 3.1 Responses from the focal persons representing the three agencies

**Awareness of the Child Protection Team (CPT)**

With the expectation that the percentage was lower than the actual survey result, the focal person representing the CPT, provided three main reasons for this finding. The first reason was their perception of the CPT- more like a policy than a programme. Therefore, the focal person suggested people only know more about the CPT when they become ‘clients’ of this programme. The second reason given was that there is greater public awareness of the Child Activity Centres (CACs) than the CPT. The reason emphasised was the fact that the CPT is strongly associated with the CACs. The CPT runs Child Activity Centres to prevent child abuse and neglect by providing a child care centre,
tuition centre, counselling service for children and parents, computer classes, parenting courses, as well as providing training for childcare and development (Department of Social Welfare n.d.).

The third reason indicated by the focal person was regarding the suggestion of greater public awareness of the CAC than the CPT was due to the ‘physical evidence’ associated with the CAC, such as the building, logo, activities, facilitators and many others. As outlined below:

People only know that there is the Child Protection Team (CPT) if they have become clients, but for the general public they do not know. […] But when it comes to the Child Activity Centre (CAC), which is more physical, it has a building with a logo, with activities, and facilitators welcoming them to join etc.; then it makes more people know more about the CAC than CPT. […] If there is no physical status, people don’t remember and don’t know (Focal person representing CPT, italicised emphasis added).

‘Physical evidence’ is one of the additional elements added into the traditional marketing mix, suggested by Booms and Bitner in 1981, and this element was found very useful, particularly to market services, including the marketing of the government’s programmes and activities (Freeman 2005; Collier 1991). The fact that marketing government programmes, in this case the CPT and CAC to deal with and prevent child abuse, the ‘physical evidence’ associated with these programmes is highly needed in order to be effective. The physical evidence is useful in portraying the image of a particular social product, and may also provide evidence of its branding.

Awareness of the Suspected Child Abuse and Neglect Team (SCAN Team)
The focal person representing the SCAN Team based at the General Hospital Kuala Lumpur (GHKL) stated that the name ‘SCAN Team’ was often mistakenly interpreted by the public and confused with medical ‘scanning services’ at GHKL. Consequently, public confusion about the SCAN Team’s name was regarded as the first reason for the low level of public awareness of the existence and services provided by the SCAN Team. The acronym represents the name of the programme, which is referred to as the main brand. According to Kotler and Lee (2007, p.15), branding is one of the additional marketing techniques that can be applied in the marketing of a public sector programme, in which branding is used as a strategy by the agency to secure a desired position in the mind of the prospective client.

The second reason suggested for the low level of public awareness of the SCAN Team was due to the perception of not exposing the identity of SCAN Team members, particularly when dealing with child abuse cases. The reason given for not disclosing the identity of SCAN Team representatives was to obtain cooperation from the victims and their families. Despite this was not stated as one of the procedures in handling child abuse cases by the SCAN Team nor it was stated in the guidelines of the management of child abuse and neglect at the hospitals (Ministry of Health Malaysia 2009), the response from the focal person was deemed to be a reason from the agency itself as to why not many people were aware of the SCAN Team and its services.

In addition, the reason given for not exposing the SCAN Team also seemed to be contradict with the exposure of the SCAN Team in the early years of its establishment in 1980s. While admitting the SCAN Team has been silent since 2000 onwards due to several constraints, and despite their reason for not disclosing the identity of the SCAN Team representatives in order to seek public cooperation, the focal person also agreed that there has recently been several incidents of media advocacy through newspapers to publicise the SCAN Team, in 2010 for instance. As indicated below:
Lately, there has been more mentions of the SCAN Team in the newspapers. [...] And actually there have been a few articles, even before this year, in the Chinese press, Malay newspapers. I have been giving a lot of interviews, because the people want the information. [...] However, as I told you, that all of these are very reactive; because we don’t normally go look for the media; the media will always look for us (Focal person representing SCAN Team, italicised emphasis added).

Notably, the above response shows that the appearance of the agency’s representatives in the media to provide information or advocacy was not initiated by the agency itself. Instead, it was argued that the action by the media was more reactive in seeking out the experts’ advice about particular types of child abuse cases. The response ‘we don’t normally go looking for the media’ shows that the agency managing the SCAN Team has no pro-active media strategy.

Meanwhile, from a media perspective, issues related to early childhood are often in demand and are frequently covered on the front-page news (Maack 2010, p.17). In addition, issues related to children and young people are suggested to be one of the primary subjects of media panics (Goddard and Liddell 1993, p.25). While suggesting organisations engage with the media to form a collective voice and challenge those in positions of power, Maack (2010, p.17) suggests that organisations or individuals who are media-savvy and understand how the newspapers, radio, and television stations operate will use these channels to further make their advocacy agenda known. Meanwhile, Goddard and Liddell (1993, p.25) argued the media can be viewed as friends as well as potential enemies. For instance, the media were seen as a friend when it played a significant role in the development of child protection policies in Victoria, Australia; on the other hand, the media can be seen as an enemy when reporting on child abuse and child protection issues, which are mostly classified as a ‘moral panic’, and sensationalising the issue (Goddard and Liddell 1993, p.24). This could be one of the reasons that the focal person seemed to incline to shying away from the media.

Awareness of the Child Protection Unit (CU)

In contrast to the responses from the CPT and SCAN Team, the response from the focal person representing the CU, managed by the Royal Malaysian Police (RMP), was more optimistic. While agreeing with the findings of the SMCAPP survey (2010) that a low percentage of the participants were familiar with the CU; giving no reason for this result, the focal person instead suggested that the RMP is working very hard to inform the public about the CU and services provided by the agency. As demonstrated below:

I am not surprised with the findings, because I know that not many people know about the CU that is placed in the RMP. What we are doing now is we are working very hard on the advocacy aspect to inform the public that we have this service in the RMP. We are getting involved in exhibitions, and we are coming out with some pamphlets, flyers on our services, especially focusing more on CU. [...] I hope the public will be more aware that there is CU in the RMP which takes care of the children upon giving their evidence (Focal person representing CU, italicised emphasis added).

Notably, the focal person stated that the RMP has its own media division that works closely with their media partners, including the television channels like TV3 and TV1, and radio channels such as Trexx FM. These media partners give a regular slot to the RMP to inform the public about their services. The RMP markets their services by telling about and selling their services, ‘this is what we have’, and at the same time encouraging the public to seek for their services, particularly if they witness any child abuse incidents. In this situation, the CU and its management agency, the RMP, viewed the media as a friend. This is consistent with Maack’s argument (2010, p. 17) that organisations engage with the media to bring up more powerful issues, particularly for the attention
of policy makers. Hence, this engagement seemed to promote a mutually beneficial relationship for both the organisation and the media.

4. CONCLUSION

This paper shares the actual gap in the effectiveness of the three child abuse prevention programmes based on the feedback from the society (receiver) and the focal persons representing the three main agencies (provider). The first result was that more than a quarter (27.4%) of those surveyed indicated no awareness of any of the three programmes. This indicates the gap in the effectiveness of the three child abuse prevention programmes observed in this study. Two main reasons were identified to have influenced this finding: (1) the ostensible efforts to provide social marketing programmes to prevent child abuse were ineffective, thus failing to create public awareness of the programme and child abuse; and (2) the public themselves were unconcerned with or took no notice of the programme, presumably due to the programmes and issue of child abuse was not perceived to be relatable.

Lack of emphasis on several social marketing principles evident in the implementation of the programmes, has hindered the effectiveness of the programmes, in term of creating public awareness of the programmes. As revealed from the responses from the focal persons representing the three agencies, reasons for lack of public awareness of their programmes include: focusing on only their ‘client’; inexistence of ‘physical evidence’; poor branding, in particular the name of programme; and, lack of publicity and exposure.

As conclusion, the failure of government agencies to create public awareness of the programmes and initiatives undertaken may lead to ineffectiveness in tackling child abuse issue in Malaysia. Measuring public awareness is one of the important aspects determining the effectiveness of the programme, particularly in reducing child abuse in Malaysia. Therefore, there is a need for the agencies to actively market their programmes to create awareness of society as one of the ways to encourage Malaysian society participation and engagement to prevent child abuse in nation.

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REFERENCES


parents still exposing kids to predators expert paedophiles hunting for photos of children on social/, on 18 July 2017.
CAN SOCIAL LEARNING TRANSPRIED IN MULTI-LEVEL
GOVERNANCE OF FLOOD RISK MANAGEMENT? EVIDENCE FROM
LAKE MACQUARIE CITY COUNCIL

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ABSTRACT

Flood risk management approach is characterized by a multi-level governance structure and integration of multiple goals. However, it poses several challenges in aligning multiple disciplinary objectives from different policy domains as well as collaboration with multiple stakeholders. To deal with this complexity, it needs to be flexible and fit for learning. As to date, limited studies conducted on the premises that could transpired social learning in a multi-level governance of flood risk management context. Existing research on social learning mainly focused on wide learning and other environmental regime. Thus, this paper aims to identify the enabling conditions of social learning that could be transpired in the context of multi-level integrated flood risk management. This paper employs a case study approach to achieve the objective. The Floodplain Risk Management in Lake Macquarie City Council was chosen for its explicit multi-level governance approach. A total of 18 semi-structured interviews have been conducted with the members of the steering committee of the program. The findings indicate that individual attributes hold a major role in the social learning process. The analysis suggests that a program coordinator can create social learning processes by designing specific learning workshops, in which mutual trust and reflection are embedded and facilitate exchange of experiences. The input provides crucial insights that could enhance the operationalization and facilitation of learning.

Keywords: Social Learning, Enabling Conditions, Integrated, Flood Risk Management, Multi-level Governance

1. INTRODUCTION

Floods have increased rapidly and have become one of the biggest concerns of the policy makers worldwide. The frequency and consequences of floods have been exacerbated by climate change and increased socio-economic activities (Rollason, Bracken, Hardy & Large, 2017). There was a gradual shift visible in flood protection management in Lake Macquarie City; from flood defence to flood risk management in line with the New South Wales Sea Level Rise Planning. This shift in flood protection measures is known as integrated flood risk management. It has been adopted as the basis for the flood protection and defence programs in the Lake Macquarie City. This approach aims at integrating disciplines, actors and policy levels regarding policy development and implementation. Regulators and key actors need to design and decide collaboratively on new flood risk management policies especially at the local level. In this case, it is considered a multi-level governance practice.
However, the practice poses multiple governance challenges, namely aligning multiple disciplinary objectives from different policy domains as well as collaboration between multiple stakeholders.

In order to deal with various complexity, the multi-level governance structures in flood risk management need to be flexible and fit for learning, to deal with the dynamic character of both the social and the physical system at hand. At this point, the term ‘social’ is added to learning, as it is a process of change that goes beyond the individual, social units and communities of practice. It occurs through social interactions and processes between actors within a social network (Reed et al., 2010). As to date, there were limited studies that emphasised the premises that could transpired social learning in the context of a multi-level governance of flood risk management. Existing research on social learning mainly focused wide learning regime and participatory exercises (Ernst, 2019; Henly-Shepard et. al., 2015) social learning for sustainability (Siebenhüner, 2017), natural resources (Witteveen & den Boe, 2019), water governance (Johannessen et. al., 2019), and social learning for climate adaptation (Biesbroek & Wals, 2017). Although factors that influence social learning have been identified by these researches, the conditions for social learning in the context of flood risk management have not been mapped. Empirical evidence on what and how is learned in flood risk management context is needed to construct the conditions that enable social learning and the facilitation of learning processes. Thus, this paper aims to identify the enabling conditions of social learning in the context of multi-level flood risk management. The Floodplain Risk Management in Lake Macquarie City Council was chosen as the case study as a multi-level governance approach was adopted to improve flood protection in the local government area.

2. RESEARCH METHODS

This research employs a case study approach to achieve the objective. Lake Macquarie City Floodplain Risk Management Study was chosen as the case study for its explicit multi-level governance approach. As there are lack of scholarly research on enabling conditions of social learning under the context of multi-level governance of integrated flood risk management, this research formed the categories and attributes based on the literature review as drawn in Table 1. The selected categories fitted the specific context of Lake Macquarie City Floodplain Risk Management. Empirical data on the enabling conditions was acquired using semi-structured interviews. A total number of 18 interviews have been conducted. Respondents were selected based on their involvement as the Steering Committee in the program.
Table 1. Categories of enabling condition and influence of social learning.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Openness to new experiences</td>
<td>- Locus of power and control</td>
<td>- Role and control of parties involved</td>
<td>- Commitment to ongoing learning</td>
<td>- Crisis event (calamity, elections) - Political support</td>
</tr>
<tr>
<td>- Social skills</td>
<td>- Experience with multi-level governance</td>
<td>- Acknowledged interdependency</td>
<td>- Horizontally and vertically integrated cooperation structures</td>
<td>- Supportive regulatory framework - Existing laws and regulation</td>
</tr>
<tr>
<td>- Reflection</td>
<td>- Available resources</td>
<td>- Integration of knowledge and information sources</td>
<td>- Involvement of parties</td>
<td></td>
</tr>
<tr>
<td>- Communication</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. FINDINGS AND DISCUSSIONS

All the respondents agreed that social learning can occur in the process of flood risk management based on certain premises and complexity of an issue. As shown in Table 2 the individual attributes appeared to be the key conditions in social learning processes. Most respondents pointed out that a personal commitment to learning is a crucial condition for social learning. A locus of power and control, or awareness of one’s position and corresponding responsibilities and possibilities was considered necessary as well. Related to this are social skills and the ability to express the organizational interest. Experience with a multi-party approach was considered less important for social learning. In relation to process conditions, mutual trust, goodwill and understanding are the key conditions that enable social learning, as a trusting atmosphere encourages an open and flexible attitude of all participants. This is particularly important in integrated flood risk governance, since parties with different stakes cooperate to achieve a shared goal. Regular feedback and reflection moments on the projects’ content and process were considered significant factors contributing to social learning. In addition, the overall process architecture such as meeting formats, co-design, frequent interaction, clear and shared perspective were helpful in creating an accommodative learning environment in which participants were keen to share information and concerns. In terms of available resources, time constraints may hinder the learning process. Furthermore, the internal context of an organization is important for social learning in integrated flood risk management. In order to be adaptable to change, organization should be committed to learning, where information should be available and sharing platform between individuals should be available. In maintaining a collective memory, continuity of staff is crucial. However, new insight brought in by new people may bring in new insights and perspectives. Finally, the external context of a project is a less determining condition for social learning to occur, although glitches may occur because of certain crisis. Constructive conflict for instance, may influence social learning if it is handled rationally.
### Table 2. Respondents’ feedback on the enabling conditions of social learning

<table>
<thead>
<tr>
<th>Did this condition influence the social learning process? (n=18)</th>
<th>+</th>
<th>-</th>
<th>+/- Both positive and negative influence</th>
<th>?</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual attributes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Openness to new experience, self-reflection</td>
<td>18</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Locus of power and control</td>
<td>13</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Social skills</td>
<td>16</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Experience with multi-level governance structures</td>
<td>7</td>
<td>7</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Process factors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Role and control of different parties</td>
<td>16</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Mutual trust</td>
<td>14</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Interdependency</td>
<td>14</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Reflection and feedback</td>
<td>16</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Available resources</td>
<td>9</td>
<td>7</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Process architecture</td>
<td>13</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Communication</td>
<td>14</td>
<td>2</td>
<td>6</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Did this condition influence the social learning process? (n=18)</td>
<td>+</td>
<td>-</td>
<td>+/- Both positive and negative influence</td>
<td>?</td>
<td>No answer</td>
</tr>
<tr>
<td>Internal context factors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organizational commitment to learning and change</td>
<td>15</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Integration of knowledge and information sources</td>
<td>10</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Horizontally and vertically integrated cooperation structure</td>
<td>11</td>
<td>5</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>External context factors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internal conflict of interests</td>
<td>9</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Involvement of stakeholders</td>
<td>10</td>
<td>0</td>
<td>7</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Crisis events</td>
<td>8</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Administrative procedures</td>
<td>6</td>
<td>10</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Political support</td>
<td>11</td>
<td>5</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### 4. CONCLUSION

This paper aims to identify the conditions that could enable social learning in the process of risk management that adopted multi-level governance structure. The findings indicated that individual attributes of participants in flood risk management projects of Lake Macquarie City holds significant influence to transpire social learning. Participants’ individual attributes eventually determine the commitment to learning, together with the locus of power and control one has. Many conditions are considered indirect conditions and affect the level of trust for instance in a working group, which in turn influences the learning process. A very important point concluded from this research is that social learning is a process that lacks a starting point as well as a finish line. It is a constant process of balancing stakes, information sharing and the creation of mutual trust and collective memory. Although learning is a lifelong process, the occurrence has always been retrospective. Furthermore, the results show that the individuals working in the program, the process architecture, as well as the internal context of an organization play a major role in social learning processes. To a large extent, the local council can influence these conditions. Process factors and internal context can be organized as such that individuals committed to learning are attracted and are willing to participate in a collaborative process. The insights from the findings suggest that local council as the program coordinator can construct social learning elements by designing specific learning workshops, in which mutual trust and reflection are embedded. Besides, a program directorate can contribute to learning processes by actively taking up a bridging function in sharing of plural knowledge and experiences throughout the program.
REFERENCES


AN EMPIRICAL STUDY ON KNOWLEDGE-SHARING BEHAVIOUR AMONG ACADEMICIANS IN PUBLIC HIGHER EDUCATION INSTITUTIONS IN SARAWAK

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ABSTRACT

Public universities should cultivate the practice of sharing knowledge among lecturers for the purpose of preserving knowledge. Nowadays, knowledge sharing is a part of an individual behaviour which means transferring knowledge or information within a group of people. Therefore, this study intended to investigate knowledge sharing behaviour among academician in Public Higher Education Institutions in Sarawak and to cover areas such as attitude towards knowledge sharing behaviour, subjective norms towards knowledge sharing behaviour, intention towards knowledge sharing behaviour, influences of designation towards knowledge sharing behaviour and the most dominant dimensions of knowledge sharing behaviour. A questionnaire was used for collecting data and 254 academicians from two Public Higher Education Institutions in Sarawak participated in the study. It was found that, generally, a positive attitude towards knowledge sharing behaviour and the academician having a positive subjective norm towards knowledge sharing behaviour. The academicians also having a positive intention to share their knowledge with colleague in the institutions. The study also shows that, most of academicians preferred personal interactions in sharing their knowledge. This study proposes further examine knowledge sharing behaviour by applying theory of reasoned action. This study is among the first to investigate knowledge sharing behaviour among academicians in Public Higher Education Institutions in Sarawak.

Keywords: Academicians; Higher Learning Institutions; Knowledge-Sharing Behavior; Malaysia.

1. INTRODUCTION

In this globalization era, knowledge sharing playing an important role in Public Higher Education Institution because knowledge is a vital source in nowadays. Without knowledge, we will leave behind. Knowledge sharing occurs in all sectors especially in Public Higher Education Institution because it is a place where the knowledge is always being be shared between the academicians with each other. Knowledge sharing in Public Higher Education Institution is important because it will give benefits to all academicians. Different academicians have different experience whereby they should share it with others academician to increase their performance. But some of the experience academician is unwilling to share their valuable knowledge with their colleague which means there is existence of knowledge sharing behaviour in Public Higher Education Institution but not openly or strongly practiced because some of academician unwilling to share their valuable knowledge with their colleagues (Nordin, Daud, and Othman, 2012). Besides that, most of previous researchers conduct their studies by applying Theory of Planned Behaviour and Social Exchange Theory in
evaluating knowledge sharing behaviour among academician in Public Higher Education Institution but limited number of studies applying Theory of Reasoned Action in examine knowledge sharing behaviour. Based on the previous researchers stated that, the academician in Public Higher Education Institution less intention to share knowledge among themselves (Goh and Sandhu, 2013). It can be personal matter that will effect on their attitude. It also depends on their own efforts to share knowledge because efforts will influence their willingness to share knowledge. On the other hands, some of academician in Public Higher Education Institution might be have negative attitude toward sharing their valuable knowledge with their colleagues in the institution because they not believe that sharing knowledge have positive consequences. Some of individual are willing to share knowledge but they do not have time to do so. Mostly previous researchers have already explored antecedents of knowledge sharing behaviour from different Public Higher Education Institution perspective conducting their studies on knowledge sharing behaviour among academician at international level and Public Higher Education Institution in Peninsular Malaysia. Clearly, limited studies conducted under the scope of academician in Public Higher Education Institution in Sarawak (Rahman, Osmangani and Daud, 2016). So, the researchers conduct their study at two different Public Higher Learning Institutions which are UiTM Samarahan and Universiti Malaysia Sarawak (UNIMAS). Thus, that is why the researcher was interested to conduct research on knowledge sharing behaviour among academicians in Public Higher Education Institution by applying theory of reasoned action to evaluate that knowledge sharing behaviour.

2. RESEARCH METHODS

2.1 Study Design

The study has employed a cross-sectional study design for investigating the knowledge sharing practices among Malaysian academics. A quantitative approach is adopted as it helps in the graphical representation of the results and has been adopted by previous researches on different sectors and professionals. Moreover, it also helps in gathering and analysing data in a more effective and efficient manner.

2.2 Study Population and Sample

The study population constitutes of 1524 academicians employed at the two Sarawak Institutes; namely, Universiti Malaysia Sarawak (UNIMAS) and Universiti Teknologi MARA Sarawak. The rationale for the selection of population is based on their direct association with the institutes. A total of 1524 questionnaire were distributed in the four academic institutes; however, the completed returned questionnaires were 264.

2.3 Data Collection

A questionnaire-based survey was conducted for gathering the data. The questionnaire constitutes of questions based on the study variables.

3. FINDINGS AND DISCUSSIONS
The first objective of this study is to examine the relationship between academician attitudes and knowledge sharing behaviour among academicians in Public Higher Learning in Sarawak. Table 1 shows the finding relationship between attitude and knowledge sharing behaviour. Based on the finding above, Spearman’s rho correlation test statistic is 0.288. This shows a positive correlation between academician’s attitude and knowledge sharing behaviour.

Table 1. Attitude and Knowledge Sharing Behaviour

<table>
<thead>
<tr>
<th></th>
<th>Attitude</th>
<th>KSB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correlation Coefficient</td>
<td>1.000</td>
<td>0.288**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.001</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>254</td>
<td>254</td>
</tr>
<tr>
<td>Correlation Coefficient</td>
<td>0.288**</td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.001</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>254</td>
<td>254</td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level (2-tailed).**

The second objective is to investigate the relationship between subjective norms and knowledge sharing behaviour among academicians in Public Higher Education Institutions in Sarawak. Based on the findings in Table 2 shows that there is significant relationship between subjective norms and knowledge sharing behaviour because the p-value is 0.001 which is less than 0.05. The value for correlation coefficient (r) is 0.416 which shows moderate positive correlation between subjective norms and knowledge sharing behaviour among academicians Public Higher Education Institutions in Sarawak.

Table 2. Subjective Norms and Knowledge Sharing Behaviour

<table>
<thead>
<tr>
<th></th>
<th>Subjective Norms</th>
<th>KSB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correlation Coefficient</td>
<td>1.000</td>
<td>0.416**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.001</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>254</td>
<td>254</td>
</tr>
<tr>
<td>Correlation Coefficient</td>
<td>0.416**</td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.001</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>254</td>
<td>254</td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level (2-tailed).**

The third objective this study is to examine relationship between intentions and knowledge sharing behaviour among academicians in Public Higher Education Institutions in Sarawak. The researcher had investigated the correlation between intention and knowledge sharing behaviour. Table 3 shows that there is significant relationship academician intention and knowledge sharing behaviour because the p-value is 0.001 whereby it is less than 0.05 and the value for correlation (r) is 0.432 which shows moderate positive correlation between academician intention and knowledge sharing behaviour.

Table 3. Intention and Knowledge Sharing Behaviour

<table>
<thead>
<tr>
<th></th>
<th>Attitude</th>
<th>KSB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correlation Coefficient</td>
<td>1.000</td>
<td>0.432**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.001</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>254</td>
<td>254</td>
</tr>
<tr>
<td>Correlation Coefficient</td>
<td>0.432**</td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.001</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>254</td>
<td>254</td>
</tr>
</tbody>
</table>
Next, the fourth objective of this study is to examine the most dominant dimensions of knowledge sharing behaviour among academician in Public Higher Education Institutions in Sarawak. The result shows that, the most dominant dimensions of knowledge sharing behaviour among academicians is personal interactions. It is because the mean value for this dimension is 5.3077. Personal interaction has highest mean value compared with the others dimension of knowledge sharing behaviour.

Table 4. Knowledge Sharing Behaviour Dimension

<table>
<thead>
<tr>
<th>Knowledge Sharing Behaviour</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written Contribution</td>
<td>4.8369</td>
<td>1.11993</td>
</tr>
<tr>
<td>Organizational Communication</td>
<td>5.1826</td>
<td>0.95905</td>
</tr>
<tr>
<td>Personal Interactions</td>
<td>5.3077</td>
<td>0.97617</td>
</tr>
<tr>
<td>Communities of Practice</td>
<td>4.9972</td>
<td>1.26005</td>
</tr>
</tbody>
</table>

4. CONCLUSION

This study proposes further examine knowledge sharing behaviour by applying theory of reasoned action. This study is among the first to investigate knowledge sharing behaviour among academicians in Public Higher Education Institutions in Sarawak.

ACKNOWLEDGEMENT

The author is very thankful to all the associated personnel in any reference that contributed in/for the purpose of this research. Further, this research holds no conflict of interest and is not funded through any source.

REFERENCES


REPRESSOR ALERT 2.0: REPRESSION OF LEGAL FOREIGN WORKERS BY THE EMPLOYERS

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ABSTRACT

With reference to the multiple proofs from past studies that legal foreign workers are vulnerable, this paper aims to analyze the repression of legal foreign workers by employers. This is also validated by recent statistics that indicate repression among legal foreign workers in Malaysia is gradually increasing. As cases pertaining to workers experiencing repression continue to happen, foreign workers are thus shown to be in a vulnerable state. Often times, employers’ audacity to repress foreign workers is due them taking leverage off workers’ sense of belonging. As an effort to put a stop to this scenario, this paper presents an innovation entitled “Repressor Alert 2.0: Repression of legal foreign workers by employers” by which two outcomes of Multilingual Booklet and Supplementary Simplified Info graphic are put forth. As the name itself suggests, the very uniqueness of this innovation is the use of multiple languages (which are also the mother tongue of foreign workers in Malaysia) to deliver the content of the booklet. This innovation is especially useful to give foreign workers clearer pictures of repression and its types that may be exercised by employers. This would subsequently help to prevent them for being the victims of repression at workplace, while also upholding their rights as legal workers—this is the impact that this innovation intends to make. The novelty of this innovation is its potential to arrive at commercialization, which would be possible with the assistance from Malaysian Immigration Department, Department of Social Welfare (women foreign workers), and relevant NGOs.

Keywords: employers; legal foreign worker; rights repression; wage repression; safety repression

1. INTRODUCTION

Issues involving foreign workers have been debated by many scholars (Azizah, 2012; Robertson, 2008; Chelvarajah, 2004) since 1980s through a number of perspectives. Recalling the history, foreign workers entered the country as early in 19th century and the trend has been continuously recurring till the present day (Liew, 2017; Kaur, 2014; Azizah, 2010). In general, foreign workers are individuals who stay, work, and are involved in any remunerated activity in an officially recruited country (Majid, 2008; Karim et al., 1999). In the case of this paper, foreign workers are described as legal foreign workers, holding legal document to work and stay in Malaysia while abiding the laws. In most cases, foreign workers come to Malaysia to improve life and give a better, brighter future to
their family. While doing so, a huge number of them have unfortunately undergone a set of repression experiences in Malaysia (Amnesty International, 2010). Foreign workers in Malaysia consist of three categories of (i) expatriates, (ii) foreign workers, and (iii) illegal immigrants (Majid, 2008). Table 1 presents the statistics on legal foreign workers in Malaysia between 2015 and 2019.

<table>
<thead>
<tr>
<th>Legal Foreign Workers (PLKS)</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2,135,000</td>
<td>1,866,400</td>
<td>1,751,800</td>
<td>1,866,369</td>
<td>2,002,427</td>
</tr>
</tbody>
</table>

Source: Self-Developed Table based on Malaysian Immigration Department (2019).

As there is a gradual increase in the number of foreign workers, the issue of repression remains a recurring challenge. Generally, repression is a threat to control or act of controlling someone (deMeritt, 2016). In the context of this study, the word repression refers to cases or acts of abusing, discriminating, exploiting, and committing violence against someone (Omar & Ahmad, 2019). Findings from past studies show employers to be the main source of repression of foreign workers in Malaysia. Since migrant workers in Malaysia do not have the right to change employers, they are stuck at either continue working with the designated employers or leave the country. This is thus taken advantage of by some irresponsible employers by cheating and exploiting their migrant workers (Kelley, 2014).

Following a master research work, a product entitled “Repression Indicator: Am I being repressed?” was presented at the Invention, Innovation, and Design Exposition 2018 (iidex 2018) at Dewan Agung Tuanku Canselor. This product was awarded Silver Award for Young Inventor (Post-graduate) Category. This paper presents an upgraded version of the initial product which was known as “Repressor Alert 2.0: Repression of Legal Foreign Workers by the Employers”. The previous product was only prepared in English with the assumption that all foreign workers are able to use English. Following the early implementation of the product however, many were unable to understand the content which was written in English. Therefore, this has led to revision pertaining to the language of the product and its simplification.

The Multilingual booklet is put together based on the mother tongues of foreign workers like Bangladeshis and Indonesian as many of them comes from these countries. This innovation aims to educate, create awareness, and conceptualize the repression of legal foreign workers by employers in Malaysia.

2. OUTCOME

The outcomes of this innovation are the Multilingual Booklet on repression and Simplified Info graphics (on repression, legal foreign workers, and employers as well as ways to seek for help). Other than that, a Facebook page has also been created to provide information and updates on the cases of repression involving legal foreign workers in Malaysia. The page can be used by foreign workers as a platform or channel to express their feelings and to share their experience dealing with repression.
3. UNIQUENESS

As mentioned earlier, the criterion that separates the Multilingual Booklet from other innovations is its content which makes use of multiple languages (which are also the mother tongue of foreign workers). The languages used in the booklet are in accordance to Rahman’s (2017) list of countries contributing foreign workers the most, which comprises Indonesia, Bangladesh, Thailand, the Phillipine, Pakistan, Myanmar, Nepal, and India. Based on the supply pattern of foreign workers, Indonesia, Bangladesh, Nepal, and Myanmar are the major active contributors for Malaysia’s foreign workers (Rahman, 2017).

4. USEFULNESS

This innovation as mentioned is going to come in handy for foreign workers themselves as they would be able to understand repression and its types that are often practiced by employers. According to the research findings, many foreign workers do not pay much attention to the issue of repression by employers. The types of repression include repression of safety, wage, and rights. Foreign workers however are not aware of which type(s) of repression they experience with their employers. Holding foreign workers’ passport and work permit is one instance among other cases of repression that foreign workers are not aware of. Thus this innovation can help them to deal with this issue better in the future.

5. NOVELTY

The novelty of this innovation first and foremost is the derivation of this innovation from empirical findings of a research for a Master’s Degree of the main author. Most foreign workers are shown to only know they are being repressed when they encounter problems such as not receiving wage, being abused or beaten, or being denied rights as a human being. Other than these problems, many of them would not consider themselves as the victims of repression. The second novelty of this innovation is its potential for commercialization, with cooperation from Malaysian Immigration Department, Department of Social Welfare (women foreign workers), and relevant NGOs. The most-known NGO that upholds the rights of foreign workers is Tenaganita: therefore, getting their cooperation can expand the target group of this innovation. The last novelty is in term of the platform this innovation provides, which can contribute back to foreign workers. As key findings reveal that employers are the main contributors of repression involving foreign workers, making them aware and informed of this is thus crucial. This is particularly critical as employers are those whom foreign workers contact the most during their time in Malaysia.

6. IMPACT

In term of impact, this innovation is to reduce the chances for foreign workers to be repressed by employers as well as to uphold their rights as legal workers. The Multilingual booklet can become a reference for foreign workers, particularly when facing any situation of repression. Other than that, this innovation which puts issue of repression by employers forward can also create discussion and educate them about the fact that they are protected by the laws of Malaysia, when dealing with any case of repression. This then brings to the next impact: that is to uphold the rights of legal foreign workers in Malaysia. According to the Employment Act 1955, legal foreign workers have the same
rights as local workers in Malaysia. This should be made known among foreign workers themselves so they have a vivid understanding of the rights they have and the ways to handle situation of such while working and staying in Malaysia.

7. CONCLUSION

Repressor Alert is designed based on the empirical findings from a research entitled “Repression among Legal Foreign Workers in Selangor”. This innovation intends to analyze the repression of foreign workers by employers. This is due to past studies’ mutual consensus that a large sum of foreign workers faces repression while working in Malaysia. To whip, though foreign workers legally work in the country, they are shown to be the victims of employers’ manipulation, exploitation, and repression. This validates the fact that foreign workers are as a matter of fact in a vulnerable state, due to employers taking advantage of workers’ sense of belonging. Thus, this innovation is hoped to be able to help foreign workers ensuring their quality of life and learning about the protection that the laws provide.

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ABSTRACT

The reality of road traffic crashes is known as a long standing issue in many countries around the world and Malaysia is not an exception. This issue is increasing due to lack of strict regulation from higher authority and there are three main contributing factors which contribute to road traffic crashes: (1) human factor; (2) road condition; and (3) vehicle condition. In Malaysia, the number of deaths in road traffic crashes for motorcyclists is the highest compared to the other types of vehicle. Thus, the aims of this product is to create awareness of road safety among the motorcyclists and provide a guidelines by giving a pocket note to the motorcyclists once they completed their motorcycle riding test at the driving school. The uniqueness of this pocket note which need the motorcyclists to scan QR code thru their mobile phone that will link to this product. As we live in a sophisticated world and heading towards saving the environment, this product very convenient and accessible to the motorcyclists to use. Besides, this pocket note also is in the form of brochures, which suitable for the motorcyclists who is internet illiterate. The novelty of this product act as a new approach for the government to promote road safety and reducing the number of road traffic crashes by create an awareness among motorcyclists once they completed their riding test at the driving school. The main beneficial for this study is for the motorcyclists as they will receive a guidelines in order to reduce the number of road traffic crashes in Malaysia. This product does not only help in reducing the number of road traffic crashes in Malaysia, but also support the government intention to reduce half of the number of road traffic crashes. It is argued that, reducing the number of road traffic crashes can contribute to the increasing number of Malaysian economy.

Keywords: Road traffic crashes; motorcyclists; awareness

1. INTRODUCTION

Road traffic crashes is a long standing issue in many countries and Malaysia is not an exception. There are numerous scholars have been debate this issue until now (Trinca et al., (1988); Kenkel,
1993; Zhang, Xiang, Jing, & Tu, 2011; Chen, Du, Li, Chen, & Zheng, 2013; World Health Organization, 2015; Japan International Cooperation Agency (JICA), 2016; World Health Organization, 2017) and until now, the result still showing an increasing amount of road traffic crashes around the world (World Health Organization (WHO), 2018). In addition, the latest result that was issued by WHO, road traffic crashes have been recorded higher in low and middle income country (World Health Organization, 2013; World Health Organization, 2017). For example, in the middle income country such as China was recorded a number of deaths in road traffic crashes is increasing which compare to the Western country (Bhalla, et al., 2013). As a result of this, government of China need to bear the consequences such as number of disabilities people known as RTD (road traffic disability) that was result from road traffic crashes is increasing and therefore it will give the burden to the country welfare system and worse is, it can give effect towards China’s economy (Lin, Li, Du, Song, & Zheng, 2013). In the latest report made by WHO, one of the best practise in order to reduce the number of road traffic crashes is by implement strict regulation (World Health Organization (WHO), 2018). It is believed that, with strict regulation, it allow to mitigate the main contributing factors for road traffic crashes: (1) human factor; (2) road condition; and (3) vehicle condition from happened.

As well as China, Malaysia also having an increasing amount of road traffic crashes and it need for the government to concentrate more on this issue. In addition, the majority of road traffic crashes came from motorcyclists, as they record the highest in road traffic crashes compared to the other types of vehicle such as car, pedestrian, lorry, bicycle and others (Road Safety Department of Malaysia, 2017). Thus, there is a need for the government to concentrate especially on the motorcyclists as they are the main contributing factor to the number of road traffic crashes as a whole. Due to this situation, there is a need for an awareness on road safety as the number motorcyclists in road traffic crashes is increasing yearly (Road Safety Department of Malaysia, 2017). If the government failed to overcome this issue and it continue happen, the country will face economic problems and it will result one of the sustainable development goals will not being fulfilled by 2020 (Robertson, 2017). According to Abdullah (2016), in the year 2015 alone, the Malaysian government had to bear the losses from the road traffic crashes which amounted up to RM8.6 billion.

2. PROBLEM STATEMENT

The rising number of road traffic crashes in Malaysia has raised a significant concern especially for motorcyclist. As the number of motorcyclists becoming the main contributing to the number of road traffic crashes as a whole. Strict regulation is being recognised as one of the problems that need for the government to concentrate as the number of road traffic crashes keep increasing yearly (World Health Organization (WHO), 2018). With strict regulation, it can control the factors that becoming the main contribution to road traffic crashes which is human factor, road condition and vehicle condition (Jabatan Keselamatan Jalan Raya (JKJR), 2019). It is believed that, with strict regulation, it allow to mitigate the main contributing factors for road traffic crashes: (1) human factor; (2) road condition; and (3) vehicle condition from happened. Thus, an awareness on road safety among motorcyclists is needed in order for them to follow the regulations that have been set by the government. In this pocket note, it provide a simple guidelines in order for the motorcyclists to aware and later on they will adopted these guidelines about their safety in the road.
3. OBJECTIVES

The aims of this product is to create an awareness of road safety among motorcyclists and provide a safety guidelines by giving a digital as well as physical brochures pocket note to the motorcyclists once they completed their motorcycle riding test at the driving school. On top of that, this pocket note not only provides safety guidelines for motorcyclists, it also provides informative information about the statistics of the road traffic crashes, statistics of road traffic deaths by category (2013-2017), factors contributing to road traffic crashes and most importantly, this pocket note provides emergency contacts number in case that the motorcyclists is in an emergency.

4. NOVELTY

The novelty of this product is a simplified version from the education curriculum guide for motorcycle module. This product is believed to create awareness among motorcyclists once they completed their riding test at the driving school and this in line with the government intention to promote road safety. Besides that, this product can indirectly help reduce the number of road traffic crashes as recent results have reported an increase in the number of road accidents almost every year. Other than that, the uniqueness about this product is delivered by using QR code among motorcyclists. This QR code need the motorcyclists to scan through their mobile phone that will link to this product. As we live in a sophisticated world and heading towards saving the environment, this product very convenient and accessible to the motorcyclists to use. In addition, this product understand the needs of the people in delivering this product through the use of 2 versions of the language that is in Malay and English. This is because, as we live in multiracial country, thus, it is important to this product to ensure that everyone in this country able to understand what is being delivered to them especially among motorcyclists. Besides, this pocket note also is in the form of brochures, which suitable for the motorcyclists who is internet illiterate.

5. USEFULNESS

The main beneficial for this study is for the motorcyclists as they are the targeted audiences for this product. They will receive a safety guidelines in order to promote road safety. On top of that, this product not only provides safety guidelines for motorcyclists, it also provides informative information about the statistics of the road traffic crashes, statistics of road traffic deaths by category (2013-2017), factors contributing to road traffic crashes and most importantly, this pocket note provides emergency contacts number in case that the motorcyclists is in an emergency. In other words, it could be said that this product provides quick information on promoting road safety among motorcyclists and indirectly reduce the number of road traffic crashes in Malaysia.

6. IMPACTS

This product impact the main targeted audiences which is motorcyclists in order to create an awareness of road safety among motorcyclists and provide a safety guidelines by giving a pocket note to the motorcyclists once they completed their motorcycle riding test at the driving school. Besides, this product give an impact to the country as a whole because it help to reduce the number of road traffic crashes in Malaysia which in line with the government intention to reduce half of the number of road traffic crashes. It is argued that, reducing the number of road traffic crashes can
contribute to the increasing number of Malaysian economy such as reduce the cost that the country need to bear from the losses of road traffic crashes.

7. CONCLUSION

As a conclusion, this product can give an awareness on road safety among motorcyclists after they receive this safety guidelines. This safety guidelines in the form of pocket note is simplified version from the education curriculum guide for motorcycle module deliver to the target audiences by having to different ways to access: (1) QR code and (2) brochures, in bilingual form that is in Malay and English. By having this two different ways in delivering to the target audiences, hence it can make the target audiences understand more about this product.

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STOP CHILD MARRIAGE! AN INTERACTIVE BOOKLET TO STOP CHILD MARRIAGE

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ABSTRACT

Statistics by United Nations Children’s Fund (UNICEF) highlighted in 2030 more than 151 million children worldwide were married as a child. While in Malaysia, Department of Syariah Judiciary reported the state of Sarawak, Sabah, Kelantan, Johor, Terengganu, Kedah and Selangor possess the highest number of applications for child marriage. It is a fact that, child marriage is a violation of children right which makes it worse worth rather than good to the children such as domestic abuse, dropping out from school, persistence state of poverty and risk of death or injury in childbirth. Since, children are still vulnerable, fragile, lack of maturity level and often feel afraid to get help, thus this phenomenon has putting their life at a high risk. An “Interactive Booklet to Stop Child Marriage” has been developed in order to tackle this issue. The objective of this booklet is to create awareness, educate and provide information to the society especially for parents and children regarding the harmful practices of child marriage, which is vital in order to break the social stigma of society. The uniqueness of this booklet is in terms of providing information needed by using many interactive infographics that can be easily understood by society. It also suitable for all ages, user friendly and handy to be distributed. Besides, the novelty of this booklet is, it will act as one of the social innovations that are interactive and informative which can attract the attention and give impact to the reader. Other than that, cooperation with government agencies and NGOs is important in order to reach out the target group. The continuation of it, outcome from this booklet is, it can create high awareness especially to the society in order to prevent child marriage in future. Hence, this crucial effort can help to safe and protect our beloved children from this harmful practice which will ruin their childhood.

Keywords: Child Marriage, Interactive Booklet, violation of children rights

1. INTRODUCTION: CHILD MARRIAGE VS CHILD RIGHTS

Child marriage issues have been highlighted by many studies conducted by public and non-public organization around the world (UNICEF, 2018). The major findings found by the studies confirmed that child marriage has extensively brought bad impact to the children (UNICEF, 2018). This harmful practice has been labelled as such because it is basically against the principle of full development of children. Once the children have engaged with child marriage, it limits their
educational development; they dropped out from school and became isolated from the community and the world at large (UNICEF, 2014). In terms of personal development, child marriage exposes the children to become a mother at a very early age and they need to bear the responsibilities as a wife and parent and as a result, it hampers the children growth (Delprato, 2015). In addition, from an economic perspective, this practice will make the children that usually comes from the poor household family to remain in the cycle of poverty since the children are unable to have the opportunity to upgrade their skills and knowledge (Svanemyr, 2012).

The negative impacts from child marriage have been widely acknowledged in specific regions such as Africa, Middle East and Indian countries (UNICEF, 2018). Unfortunately, it is worrying that Southeast Asia countries such as Philippines, Indonesia and Malaysia are still not realizing and recognizing the bad consequences of child marriage due to the social stigma from the society and it is a taboo to talk about any issues related to sexual relationship (Malay Mail Online, 2016).

The Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) stated that the practices of child marriage consist the elements of “gender biased” and robs the right of children to experience their childhood life, personal freedom in making choices, to obtain education and to have the opportunity to attain full potential development (Raj, 2012). The most worrying part is that; child marriage denies the rights of the child to experience effective social interaction. If they engage with the marriage, the girls will be taken away by the husbands from the parents and siblings. Thus, they will face social isolation which is not good for their social development. This practice should to be banned since it exposes the health of children at very high risks of fatality or facing bad complications during pregnancy (Ferdousi, 2014).

2. STOP CHILD MARRIAGE! AN INTERACTIVE BOOKLET TO STOP CHILD MARRIAGE

As discussed earlier, an Interactive Booklet to Stop Child Marriage was developed specifically to give awareness and educate all parties involved in child marriage from children, parents and community. It is important to give them the information about the consequences of child marriage to open up their mind to ensure the stigma and culture can be successfully changed. This initiative provides knowledge and information about the consequences from the practice of child marriage. This is to raise their awareness and break the stigma, thus child marriage will be unfavourable alternative to solve the social problem. Notably, the outcome of Interactive Booklet to Stop Child Marriage is as presented in Figure 1.

Figure 1: Interactive Booklet to Stop Child Marriage
The main focus of this innovative idea is to disseminate the information about the consequences and seriousness of child marriage which impacted the children at pre-school, primary and secondary school by the help from teacher as a moderator with the cooperation of Ministry of Education (MOE). Also, it needs to be noted that child marriage possessed high occurrence in rural area and from the poor family which does not afford to pay for the children’s school (Raj, 2012). For the targeted group which involves those children who are not going to school, the researcher needs to make cooperation with the NGOs in order to ensure the information will reach all of them. This targeted group needs to be educated with the reality of marriage and the negative implications if there are not completing their studies. Thus, this study is significant as it is an effort of educating parents, children and communities.

**The Usefulness of Interactive Booklet to Stop Child Marriage**

This interactive booklet provides the information about the concept of child marriage, the law involving child marriage in Malaysia, the violations of children rights as well as the factor and implications of child marriage around the world. This booklet can create awareness to the children, parents and society regarding on the challenges facing in marriage at the early age. This contribution benefits the right target audiences i.e. children, parents and community. Furthermore, this initiative is expected to helps the government agencies and NGOs to create awareness and educate target group by using effective intervention booklet. Thus, it is argued that this is the right time to break the stigma of society as the children’s future must not be jeopardized by traditional child marriage practices. Instead, the child’s best interest must be prevailed over everything else. Any activity that impedes child potential must be stopped (The Star Online, 2018).

**The Novelty of Interactive Booklet to Stop Child Marriage**

In terms of novelty, an Interactive Booklet to Stop Child Marriage was designed in order to protect the right of children since they are still young, fragile, and vulnerable. The parents also have been reported make decision which is not for the best interest of the child and they also have hidden interest such as to reduce the financial burden and to conceal their shame. Since the children have lack capacity to fight for themselves and there are situations where they do not even realize that they are in problems. Thus, an Interactive Booklet to Stop Child Marriage is considered as one of platforms to contribute in educating and create more awareness to the society about the bad consequences of child marriage in preventing them to engage with child marriage in future. They can choose other alternative to solve the social problem rather than to end up with child marriage.

In addition, this interactive booklet targets those children residing not only in urban areas but the traditional approach of this booklet also can reach the children residing in rural area as it is important to note that traditional approach is very suitable and is efficient for the young in rural parts of Malaysia due to lack of internet access. Plus, other novelty found in this interactive booklet is that it promotes AIDA:

2. Awareness – create awareness about consequences of child marriage practices by distributing interactive booklet.
3. Interest – generate and grab interest of society to encourage them explore the information about the child marriage by using interactive method such as “Q&A” and flip flop method.
4. Desire – create an emotional connection through the interactive booklet (let them think and explore the interactive booklet by themselves)
5. **Action** – encourage the target audience to interact with interactive booklet and push them towards specific action such as preventing child marriage.

**The Outcome of Interactive Booklet to Stop Child Marriage**

The major expected outcome from this booklet is, it aims to disseminate the knowledge about harmful practices of child marriage which against the child right. When the children and parents have the knowledge, they will make this practice become an unfavourable alternative. They will be realized that the practices of child marriage will solve one problem but will trigger many others problems to the children in future. Thus, this booklet indirectly can create more awareness to the parents and children to prevent child marriage in future.

3. **CONCLUSION**

As a conclusion, this culture and phenomenon is deeply embedded in the society for a long time. Thus, to change and to break the stigma, it may require a process which can influence the way of thinking and the principle that the party hold. It is crucial to educate and give awareness to the society as one of the prevention acts as a saying goes “prevention is better than cure”. Despite of that, it can be done through education and mobilisation of the information rather than the instrumentality of legislation and policy alone. By ending the child marriage, the children will have the opportunity where their lives will be improved and they will also gain more self-determination or fulfilment. If we really want to end child marriage and improve the quality life for them, we need several approaches that specifically expand opportunities and secure them from persecution by empowering and give the knowledge of their rights. Thus, it is urging that there is also a need in addressing the educational and tackling other social problem such as pre-marital sex so that child marriage is no longer the only option for families to choose in order to survive.

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MONSTER AMONG US: ONE-CCLICK WHISTLE BLOW APPLICATION TO HELP INCEST VICTIMS

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ABSTRACT

Many innocent children suffer from the wrongdoings of the adults and in worst case scenario, they are victimized by their own family members. While child victims are facing some difficulties in lodging a report due to the lack of support systems available in the extent of confidentiality of the report, as well as the protection that they can have after lodging the report. “Whistle Blowing Application” is an online mobile application which acts as the mediator and an alternative way and settling approach in creating awareness, providing support and encouraging the child victims, family as well as societies to make an official report in regards with incestuous related matters to the authority. The uniqueness of this mobile application is that it can be easily access and able to ensure confidentiality of the whistle-blower. The “Panic Button” features can be click to seek for immediate help and support. It is also added with supplementary content such as e-guidance, e-books and e-consultation on regards with incest issues in promoting and educate them on regards with child sexual abuse. This application is expected to encourage reporting, provide support and assist not only towards the children but the family and societies in getting proper information regarding incestuous issues, mediator to channel reporting, educate and make people aware of incest issues, as well as reducing its occurrences.

Keywords: Incest, reporting, educating, awareness, consultation

1. INTRODUCTION

The abuse, neglect and maltreatment of children are recognized as one of the worldwide major problems and have become a public concern in Malaysia (Ahmad, 2018). Many innocent children suffer from the wrongdoings of the adults and in worst case scenario, they are victimised by their own family members (Yusof et al., 2015) and one of the most serious child abuse cases is incest. Incest can be defined as any sexual relations or intercourse occurs between family members possessing biological ties with the victims (Finkelhor, 1978). As children are still fragile and vulnerable, they need to be protected by the adult especially their family members. In particular, for incest victims, it is not easy to live in the same house with the perpetrators. They will keep being abused until the perpetrators are being caught by the police. A part from that, most of incest victims
refused to report the cases as they might fear the social stigma which created by the societies (Yusof et al., 2015). While incestuous cases are one of the most underreported cases as according to the Royal Malaysian Police (2018), only 1 out of 3 incestuous cases are being report to the police. Thus this mobile application is developed specifically to provide the children as well as the other family members with an immediate emergency contact when they are facing incestuous abuse.

2. PROBLEM STATEMENT

Incest cases has become global epidemic and being seen as a social illness which occurs in Malaysia (Yusof et al., 2015). Children are at a great risk to be sexually abused as they are still vulnerable and unable to fight back (Finkelhor, 1978). They are also easy to be manipulated and groomed by the caretakers or the adults in order to do such sexual related activities (Krishnan et al., 2017). Incestuous victims are facing difficulties in lodging a report due to the lack of support systems available in the extent of confidentiality of the report, as well as the protection that they can have after lodging the report (Ariffin & Samuel, 2008). Thus it makes them refuse to make report which results in a silence suffers Yusof et al., 2015).

3. NOVELTY

This mobile application is design based on the ongoing doctoral research by the main author in regards with the incestuous issues in Malaysia. While based on the research, difficulties in reporting the abuse are the main reason on why the cases of incest are still happening and yet statistics shows that the number of reported cases are increasing day by day. Here, most of the children as well as the other family members did not know how to seek for help, who can they trust, facing difficulties in reaching the authority. Here, this mobile application is an innovative way of reporting incest cases towards the authorities with a quick and immediate response. Thus, the issues of incest can be innovatively and effectively addressed and solved so that rights and safety of the victims especially the children can be protected. This product was also develop based on a quick research involving 115 respondents selected randomly among societies. The feedback of the small scale research reveals that 73% of the respondents are still unaware on regards with incestuous issues, 4.3% have experience in lodging report about incestuous cases and 99.1% believe that there is a need in having an online mobile application in seeking for help, gaining information as well as report the cases. Therefore, this product was developed based on the needs of the societies based on this research.

4. USEFULNESS

In discussing about the usefulness of this application, this application benefit directly towards the targeted users which are the children as well as the family members whom face difficulties in lodging reports when incest cases happen. This mobile application is easy access and able to ensure confidentiality of the reporter. As nowadays children are technologically savvy, they can easily use and access to this application without any problems or difficulties. Apart from that, this application also acts as an effort to uphold the rights of the children to be treated well and protected from any forms of harms especially sexual abuse. As we can see these past years they are suffering from the incestuous events as they are unable to make report due to several reasons such as being threatened, afraid of social stigma as well as economic dependency.
5. SOCIAL CONTRIBUTION

This application is expected to assist the children as well as the societies in reporting the incest cases towards the authority, encourage them to report, provide them with convenient channel of reporting, efficient and immediate response as well as reducing the numbers of incest cases. A part from that, this application is equipped with the e-books consisting of many sexual abused related information in which it is expected would be able to promote awareness, educating the societies, disseminate knowledge and information, dissolve the stigma of the societies towards sexual matters as well as encourage them to take part in facing this social phenomenon.

6. CONCLUSION

Whistle Blow Initiative was originally designed based on the literature review on regards with an ongoing doctorate research related with incestuous issues in Malaysia. Based on the literature, many researches indicates that incestuous victims especially the children as well as their family members are facing difficulties in lodging formal report to the authority due to several reasons such as social stigma and taboo, fear to be threatened by the abuser as well as having economic dependency with the perpetrator as well as did not have a proper medium to channel report. It is believed that the efforts to combat incestuous issues should be undertaken by various parties including families, close society, community, relevant authorities and government.

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ABSTRACT

“I’m Sorry. I’m Just a Child: Comprehensive Guidelines on How to Deal with Young Offenders” is designed to provide detailed guidelines on how the criminal system works for young offenders. The product, apart from aiming to assist authorities such as the police and prosecutors, to name a few, intends to educate not just parents and teacher, but also the society on how the criminal justice system works for young offenders. The guidelines were put together in accordance to the extensive review of relevant literature for an on-going Doctorate Research work of the main author, which looks into crimes involving minor. The literature review indicated the issue of crimes involving minor to be worrying. This is evident in the growing number of crimes involving children as young offenders. In some worst cases of crime, children as young offenders even went as far as taking the life of their victims. The guidelines are deemed to be unique due to its comprehensive description, beginning from lodging a report to the police until bringing a case to the court. While doing so, the description provided by the guidelines covers inter-agency procedures. This sets the guidelines apart from existing guidelines which mostly describe the jurisdiction of only one agency. For ease of understanding, the guidelines were made sure to be handy and simple. It is undeniable that children are the country’s most valuable asset, who due to their vulnerability are protected by the law. The same protection nonetheless can cause a serious drawback particularly when dealing with children committing crimes. It is hence fundamental to understand the procedure of handling cases involving young offenders: what is to happen once children are detained for criminal investigation and criminal process. This very need is also due to the fact that the treatment for young offenders differs from the adult.

Keywords: Young Offender, Child, Guidelines

1. INTRODUCTION

The issue of crimes involving children has put the society on the alert. This is evident in the increasing number of cases involving young offenders below the age of 18, which jumped from 4,569 in 2015 to 4,886 in 2016, before eventually increasing sharply to 5,443 in 2017 (Department of Statistics, 2018). In some unimaginable cases, crimes committed by young offenders even led to death. Others, which though are not as critical yet still serious, include property-related crimes,
people-related crimes, drug, gamble, and weapons/firearms (Department of Statistics, 2018). The guidelines were developed to provide a clear picture of how the Malaysian criminal system works upon dealing with young offenders. Other than that, the guidelines are also to understand how reports are made and criminal investigation by the police is conducted against young offenders. Apart from that, the guidelines are also important to elaborate the rights of young offenders upon facing criminal investigation and detainment. The way a young offender is treated in a criminal investigation is different from an adult. This is simply because; all young offenders are protected by the law. In the guidelines, young offenders basically refer to any individual whose age is below

Court for Children is the only court that deals with young offenders. All procedures involving young offenders must be conducted in this court privately (in camera), not in an open court. To ensure confidentiality of cases involving young offenders, the public is not allowed to enter any trial sessions (Child Act 2001)

2. PROBLEM STATEMENT

Dealing with the issue of crimes involving minor comes with a lot of challenges. One of which is the blurry process and procedure upon dealing with this issue. These are mainly due to the fact that the issue of crimes involving minor concerns many parties and agencies. To make it worse, existing guidelines are found to only be based on the jurisdiction of an agency only: none really attempted to provide the bigger depiction of the procedure consisting of all related agencies. Considering that the law treats both young and adult offenders differently, cases involving young offenders thus must be handled carefully. Such protection for young offenders is basically due to their age and maturity.

3. NOVELTY

The guidelines are basically based on the on-going Doctorate Research on crimes involving minor. The extensive review of documents related to the process and procedure in dealing with crimes involving minor guided the process of putting together the guideline. The main documents, that were referred to, included Federal Constitution, Child Act 2001, Penal Code, Criminal Procedure Code, and Convention on Rights of Children. Because of the critical need to understand this complex issue, the product has a potential for commercialisation. This nevertheless can only be achieved through collaboration with the Ministry of Women, Family and Community Development, Ministry of Education, Department of Social Welfare, and Royal Malaysian Police.

4. USEFULNESS

The product is especially useful in assisting related agencies as well as to educate the society: while the related agencies can refer to the guidelines to deal with cases involving minor better, the awareness of the society (including teachers, parents, and students) of the related process and procedure can be improved. Though not so directly, the guidelines may even enhance the effectiveness of policy implementation. Due to the guidelines being handy and simple, readers from all walks of life would be able to easily understand how the legal system works.
5. SOCIO-ECONOMIC CONTRIBUTION

The guidelines can also be considered as one evidence of Malaysia's commitment to the Convention on Rights of Children, particularly Article 40 of the convention which states that State Parties recognise the right of every child alleged as, accused of, or recognised as having infringed the penal law to be treated in a manner consistent with the promotion of a child's sense of dignity and worth. The article, which reinforces the child's respect for human rights and the fundamental freedoms of others, considers the child's age and promotes child reintegration into the society. The guidelines are also one way to raise parents’, teachers’, and the society’s awareness of the importance of protecting young offenders and crime prevention.

6. CONCLUSION

Children are the country’s most valuable asset, who due to their vulnerability are protected by the law. To ensure their protection, the comprehensive guidelines were thus developed to assist authorities. This was done by explaining all the steps, beginning from the process of criminal investigation until the case is brought to the court. The guidelines are hoped to be able to help parents and the society to understand how the criminal justice for young offenders works. Other than that, the guidelines also intend to enhance parents’ and the society’s awareness, so together they can constantly monitor and keep an eye on children. This step although sounds insignificant can help to prevent children from being involved with delinquency that may lead to criminal proceedings.

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REFERENCE

Special Guidelines for Child Sexual Crime Cases
THEME:
INTERNATIONAL RELATIONS & DIPLOMACY
STRENGTHENING PEOPLE-TO-PEOPLE (P2P) CONNECTIVITY THROUGH TOURISM: MALAYSIA-INDIA BILATERAL RELATIONS IN A GLOBALISED WORLD

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ABSTRACT

The socio-cultural aspect has always been viewed as one of the most fascinating and significant dimensions of the Malaysia-India relationship. Although the centuries-old relationship between Malaysia and India was initiated and sustained by trade, the impact of socio-cultural influence was equally dominant in shaping the multi-ethnic and multi-cultural façade of Malaysia. It would not be an exaggeration to say that this association has been a vital factor in shaping the history of Malaysia. In recent years, social and cultural factors have become important consideration in the continuity of bilateral relations between Malaysia and India. This paper examines how the socio-cultural dimensions have brought closer relations between Malaysia and India especially in area of tourism. The objective of this paper is to analyse how the process of globalisation has intensified the social interactions and connectivity between Malaysia and India. In the past decade, globalisation was ascribed to the flows of goods, but now globalisation is dictated by cross-border movement of services, flows of information and mobility of capital. This paper concludes by submitting that in the case of Malaysia-India relations, the increased intensity of the globalisation process has forged closer people-to-people connectivity.

Keywords: Socio-Cultural, People-to-People (P2P) connectivity, Globalisation, Malaysia-India relations

1. INTRODUCTION

Malaysia–India relations have come a long way since diplomatic relations were established in 1957. Although the past diplomatic relations could very much be attributed to the political-nationalism factor, the present bilateral relationships are reinvigorated by other factors such as economic, trade, and socio-cultural. One could say that Malaysia-India dealings are further energised in the globalized environment, given the increasingly interdependent and inter-connected world. Not only has globalisation benefited both countries in terms of trade, investment and economic growth, it has also impacted significantly on people-to-people connectivity. Society and people are more closely linked now than ever before. This paper analyses how the process of globalisation has intensified the tourism industry and connectivity between Malaysia and India.
2. RESEARCH METHODS

This paper adopts a qualitative approach where data was collected through interviews, content analysis of official documents such as yearly reports and annual meeting reports.

3. FINDINGS AND DISCUSSIONS

The tourism industry’s contribution to economic development has been made possible through the development and improvement of tourism products over the last three decades to cater to the growing demands of a wide range of local, regional and international tourists. The tourism industry in Malaysia is an important foreign exchange earner, contributing to economic growth, attracting investments and providing employment.

One of the goals the Malaysian government has placed in the tourism industry is resolute in its endeavour to promote an understanding of the various cultures and lifestyles of the multi-ethnic population of Malaysia; and to create awareness and enhance Malaysia’s image abroad (Review of National Tourism Policy [Policy Report], Ministry of Tourism Malaysia 2004: 4). Over the years, the taglines used by the tourism industry to sculpture and portray the image of Malaysia have evolved from ‘Beautiful Malaysia’ to ‘Only Malaysia’, followed by ‘Fascinating Malaysia’ and ‘Malaysia, Truly Asia’.

The tourism industry in Malaysia achieved its Gross National Income (GNI) RM81.1 billion in 2017. Through efforts to expand the tourist attractions, CNN Travel announced Malaysia as one of the 17 must-visit destinations in 2017 based on the total of 25.95 million tourists who visited Malaysia in 2017. Among the top ten country tourist that come to Malaysia is India.

India has emerged as one of the biggest and most important outbound travel markets in the world. A report from Amadeus-Frost & Sullivan stated that over the past five years, outbound travel from India has more than doubled. India has been an important country to Malaysia in terms of contribution to Malaysia’s tourism industry. The role of the Malaysian government in increasing and attracting Indian tourists is apparent. The presence of three overseas Tourism Malaysia representative offices in India, namely in New Delhi, Mumbai, and Chennai signifies the importance attached to the Indian market by Malaysia. According to the Malaysian Tourism officer in New Delhi, each representative in New Delhi, Mumbai and Chennai looks after a designated region of India. For example, Tourism Malaysia office in New Delhi takes care of the states in the northern region of India such as Rajasthan, Orissa, Haryana, Punjab and others. Whereas, Tourism Malaysia Mumbai covers the central states of India and Tourism Malaysia Chennai is responsible over the southern states of India, namely, Tamil Nadu, Kerala, and Karnataka. The role of tourism representatives in India is not confined only to do marketing and promotion but also to establish a good bilateral relation with the host country, India and network closely with the Indian government, travel agents and with the private sectors.

Malaysia was one of the late entrants to establish a tourism office in India, but Malaysia has realized that India is a dynamic and vibrant market and it is important to tap the market well. India remains as the sixth top tourist generating market to Malaysia.

According to the MOTAC, Indian tourist market has been a specific target for the last few years and the Malaysian government has been conducting aggressive campaigns to attract more Indian tourists.
Ministry of Tourism Malaysia undertakes annual sales missions to India covering cities such as Bangalore, Mumbai and New Delhi. The missions involve programmes such as travel mart sessions, press conferences, dialogues, interviews by the local media, dinner functions, courtesy calls to the High Commissioner and Consul General of Malaysia and sales pitches to tour operators in the cities. The objective of the mission is to showcase Malaysia’s commitment to collaborate with travel agencies, airlines and overseas media to promote Malaysia as a top tourist destination.

Given the overall positive growth in the total numbers of tourist arrivals from India to Malaysia, Malaysia is expected to be the first Asian country to be able to tap the large tourist market in India. The ringgit’s depreciation would also benefit tourists visiting Malaysia, which is also viewed as a budget destination. Malaysia has wide options to attract tourists from India mainly from luxury adventure, meetings, weddings, shopping, conventions, and exhibitions.

In general, Malaysia’s main attraction from India is among the individual families especially the higher end group, young couples and the business community. Also another source of attraction lies in golfing activities or popularly known as golf tourism. Around 80 percent of golf destinations for Indian holiday makers are confined to Southeast Asia. An estimated 714,405 rounds of golf were played by foreign visitors in 2012. Malaysia’s popularity as a golf destination among the Indian tourists has grown over the years. With around 207 golf courses, ranging from short 9-hole courses to 54-hole complexes, Malaysia is attracting lot of Indian golfers.

According to Tourism Malaysia (India) Director, the green fees for the golf courses in Malaysia are among the lowest in Asia. Moreover, Malaysia’s golf courses offer challenging fairways amidst spectacular sights, world-class facilities and amenities. This has helped Malaysia in attracting Indian tourists especially the golfers. Capitalizing on the increasing interest of the Indian tourists towards Malaysia, the government has also introduced new tourism packages. In 2009, the Malaysian government introduced ‘A-One Malaysia, Endless Experience’. This package includes a holiday package of Rps 17,000 for travel from anywhere in India to Kuala Lumpur. The four day/three-night package includes return airfare and accommodation. As a whole, Tourism Malaysia offers interesting flexible packages (such as choosing the destination, accommodation and travel assistance) to meet the demands of Indian tourists.

Another area of attraction among the Indian tourists is the medical/health tourism. Medical tourism is a new form of a niche tourism market which has been rapidly expanding in recent years. One interesting phenomena in medical tourism is that, based on the available information gathered suggests that, a substantial number of patients travel to developing nations for healthcare treatment. The primary reason to seek medical services in less developed countries is attractively the low cost. Another reason is also because developing countries are able to provide healthcare services inexpensively which are directly related to the nation’s economic status. Indeed, the prices charged for medical care in a destination country generally correlate with that nation’s per capita gross domestic product. Among the countries that are approached for medical treatment are India and Thailand. Other Asia countries that are currently promoting medical tourism, besides India and Thailand are Malaysia, Singapore, and South Korea.

In the last few years, Malaysia has garnered high repute in medical tourism and is seen as one of the ideal destinations for healthcare needs. As healthcare in Malaysia is regulated by the Ministry of Health, the treatment is perceived as reliable, safe and effective and with the added benefit of comfortable surroundings with ease of access and at affordable prices. Although India itself is one of
the countries that promote medical tourism, this has not deterred the Indians from seeking out other developing countries like Malaysia for medical treatments.

According to Tourism Malaysia representative in New Delhi, many Indians in India perceive Malaysia’s medical/health services as quality, trustworthy and credible. As for latest statistics indicate that Indonesian tourists who came to Malaysia for medical/health assistance logged the highest number, followed by India, Japan, United Kingdom, Iran, Nepal and Bangladesh. For the last five years, there were about 20,000 Indian tourists who sought medical treatment and healthcare facilities in Malaysia. The Malaysian government believes that there are many factors such as effective marketing strategy, timely response to the needs of tourists, cost-effective treatments, quality treatment and care, availability of latest medicines at affordable rates, state-of-the-art technology, and environment friendly facilities - all of which have contributed to the increase of health tourism.

The National Heart Institute (IJN), is trying to attract Indian patients by offering advanced healthcare at a fraction of the price they pay at hospitals in the United States and Europe. According to the Medical Tourism Manager in IJN, Malaysia hospitals do not only offer latest medical technology, but the total environment for treatment. Moreover, for the first time, the Malaysian hospital was named as the top hospital for medical tourists in the annual ranking by the Medical Travel Quality Alliance (MTQUA) for the year 2017. As such, with top-notch medical services providing reliable, safe and effective treatments in comfortable surroundings with ease of access and affordable prices, Malaysia has certainly become a leading choice for foreign patients seeking healthcare treatments abroad. Hence, it is evident that many patients head towards Malaysia for medical treatments. Another key factor that makes Malaysia as the preferred destination for medical tourism is because of its cost differences compared to other countries such as Thailand, India, Singapore and South Korea.

In general, there are many factors that contribute to the increased interest in Malaysia for medical treatment. First, Malaysia is amongst one of the few countries within the region where medical tourism is promoted by the government. This official support provides medical tourists the assurance on quality care, regulations, safety standards and the governing laws within this industry. Second, Malaysia healthcare offers specialties in various medical disciplines and medical practices that are at par with some of the developed countries, incorporating both sophistication as well as international expertise. Thirdly, medical treatments in Malaysia are carried out in state-of-the-art facilities that have been furnished to meet international standards. Hence, the high quality in medical treatments is thus maintained at the technology as well as at the professional levels. And finally, healthcare facilities in Malaysia are complemented by equally proficient doctors and nurses. The biggest advantage is perhaps the fact that the faculties of the hospitals are English speaking.

Another programme under Tourism Malaysia that attracts Indian tourists is “Malaysia My Second Home” (MM2H). This programme was launched by the government to welcome foreigners to reside or retire in Malaysia. They are provided with a 10-year Social Visit Pass and Multiple Entry visa which could be continuously renewed. Under this programme various privileges and benefits are offered, and is considered as one of the most attractive long term stay visa programmes across Asia. This programme has attracted more than 23,000 participants from different countries. The Indian nationals have participated in the MM2H programme since this programme was initiated. Although India is listed as one of the top ten countries, nevertheless there has not been much interest among the Indians in this programme compared to other nations. This has encouraged Tourism Malaysia to further promote this programme to the people of India extensively whenever road shows are carried out.
In addition, another factor that contributes to the increase in tourism is the air connectivity. The extraordinary growth in international travel over the last decades is seen as very much due to advances in air transport and the rise of the middle class group. The establishment of various airline companies, especially the low-cost airlines such as the AirAsia Bhd (Malaysia) has definitely increased the connectivity of people from Malaysia and India. Following a bilateral agreement in 2007 between Malaysia and India, it has progressively increased the seat capacity to six major destinations in India, included a provision for multiple destinations and designating any number of airlines to operate on the India-Malaysia routes. Currently, Malaysia has eight international airports, and efforts are on-going to improve efficiency and performance at the Kuala Lumpur International Airport (KLIA), with a view of developing KLIA into a regional hub. The main national carrier is Malaysia Airlines (MAS) with other local airlines such as Air Asia flying regional and local routes. Furthermore, the bilateral entitlements for operation of scheduled air services between India and Malaysia has been liberalised/increased under the ASEAN offer. Under this deal, the designated airlines of Malaysia can operate a daily flight to each of the four metropolitan cities of Delhi, Mumbai, Chennai and Kolkata and an unlimited access to 18 tourist destinations in India via Amritsar, Ahmedabad, Calicut, Cochin, Trivandrum, Goa, Gay, Varanasi, Lucknow, Tricky, Jaipur, Port Blair, Guwahati, Patna, Bhubaneswar, Aurangabad, Khajuraho and Vizag.

4. CONCLUSION

Malaysia and India are seeking to expand and deepen their bilateral relations at present. With the shared history and cultural connections, Malaysia has expressed its determination to strengthen its relationship with India through broader cooperation and engagement especially in the economic and socio-cultural aspect. It is evident that the process of globalisation has contributed to the interconnectedness of people and cultures, and in the context of Malaysia-India bilateral relations, and this has been a fundamental catalyst in fostering closer relations.

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MANAGING ORGANIZATIONAL LEGITIMACY: A CASE FOR WASTE MANAGEMENT ORGANIZATIONS

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ABSTRACT

Waste management is an essential part of any nation to ensure environmental sustainability. However, nations still struggle to achieve proper management practice due to underlying problems such as limited information on proper waste management and recycling as well as unsystematic analysis and subpar documentation. Organizational legitimacy is a tool that enables waste management organizations to ensure that the organizational objectives are in congruence with the social values, beliefs and norms to inculcate green behavior. This paper aims to address how managing organizational legitimacy will enable better waste management performance through applying two approaches namely the strategic and institutional approach. The analysis of these approaches is hoped to assist waste management organizations to effectively implement their services aside from producing an environmentally conscious society that practices sustainable behavior.

Keywords: Waste management; Organizational legitimacy; Legitimacy management; Institutional approach; Strategic approach

1. INTRODUCTION

One of the main challenges of any nation is the progression towards achieving urbanization, industrialization and globalization. The rapid transitioning of urbanization and social transformation is at the cost of waste generation increment. Malaysia’s solid waste generation consists of mainly municipal solid waste (64%) and the remains are made up of industrial, commercial and construction waste (EA-SWMC, 2009). It is projected that for the next consecutive 10 years to come, the solid waste generation will increase more than 90% (Jalil, 2010) along with the growth of population (Agamuthu and Fauziah, 2012). The management of solid waste is becoming more of a major problem nowadays due to the complex nature of collection, segregation, recycling as well as methods of final disposal. Since the ongoing problem persists throughout the nation, the approach taken to rectify this issue needs to be scrutinized so that every state in the nation will be able to achieve the same goal.
In doing so, the most imperative party to be noted is the waste management organizations that serve the respective household as they are the main constituents that provide waste management services. It should be the waste management organization’s responsibility to ensure that their services are aligned with the governmental policies and objectives. Waste management organizations are generally perceived as legitimate since it directly provides services to the public while having their organizational objectives align with the social norms, values, beliefs and expectation. It becomes their burden of proof to manage the legitimacy attained to ensure continuity in support and long-term resource which inevitable determines their organization’s survivability.

2. RESEARCH METHODS

Legitimacy is defined as a generalized perception that desirable, proper and appropriate actions are being taken by organizations in order to relate to the norms of the social construct, values and beliefs (Suchman, 1995). It is also understood as an act to conform to the social norms, values and expectations (Oliver, 1996). Legitimacy is considered as vital for organizational survival as it acts as a pre-requisite for continuous resource and support by the organization’s stakeholders (Parsons, 1960; Pfeffer and Salancik, 1978; Weber, 1978). Organizations need to ensure that their objective meets that of the social norms, beliefs and expectations to be perceived as legitimate or relevant, only then will they be able to attain resources and social support that is essential to ensure the organizational long-term survivability.

According to the legitimacy theory, there are four main types of legitimacy that is relevantly applicable to organizations namely regulatory, normative, cognitive and pragmatic legitimacy. The first is regulatory legitimacy where organizations need to abide by the rules, regulations, standards and expectations by the government. The second is normative legitimacy in which the organizations must follow the social values and standard that it sets out for itself. The third is cognitive legitimacy which is assumed that an organization’s services provide natural methods of services which leads to a form of collective action (Palazzo and Scherer, 2006) and lastly pragmatic legitimacy where the organization’s audience consisting of their stakeholders and the public to believe that they will obtain some benefits from the organization’s actions. Waste management organizations should apply all aspects of these types of legitimacy as they are necessary in ensuring their sustainability, however managing the legitimacy requires a different approach.

2.1 Managing Legitimacy

The management of legitimacy is recognized as the third influencing factor to organizational legitimacy (Kostova and Zaheer, 1999). Once an organization attains the legitimacy status, the organization has a responsibility in managing the legitimacy (Suchman, 1995). The appropriateness of various strategies used to manage legitimacy depends on the conditions of social acceptance, (Palazzo and Scherer, 2006) which means that the organization should identify the most suitable method to manage their legitimacy according to their respective social and environmental surroundings. Hence, strategies to manage legitimacy would rely on aspects such as communication between the organization and its audience (Elbach, 1992). In order for organizations to successfully manage legitimacy, it would require several different techniques aside from situational awareness which helps to garner the public response (Mousa, 2010).
3. FINDINGS AND DISCUSSIONS

Several literature frameworks suggest that legitimacy is a process (Suddaby, Bitektine and Haack, 2017) and to manage it would require diverse processes or formulation of specific legitimacy-related strategies by the actors to win their stakeholder’s trust (Scherer, Palazzo and Seidl, 2012). Strategies to manage legitimacy may focus on how organizations understand, balance and respond to public demands in several ways (Kraatz and Block, 2008). Suchman (1995) proposed two main approaches in managing legitimacy which is strategic and institutional approach. These two approaches are believed to assist waste management organizations in managing their legitimacy status which in the foreseeable future would amount to transparency and accountability in service delivery as well as achieving proper waste management practice and environmental sustainability.

3.1 Strategic Approach

The first approach perceives legitimacy as an ‘operational resource’ (Suchman, 1995) which is considered as manageable and influenceable by the organization itself (Ashforth and Gibbs, 1995). Legitimacy is further extended as the organization’s ability in effectively manipulating and executing symbols to garner social support (Suchman, 1995). However, the reality is that organizations merely deem this as a tool to appear consistent to the normative demands of society (Palazzo and Scherer, 2006) and to endorse the organization’s reputation (Ashfort and Gibbs, 1990; Fombrun, 2001). This is a very common occurrence in the practice of waste management where the implementation of practice such as recycling campaigns and policies are placed as manipulation tools to garner support. Strategic legitimacy studies depict legitimacy as an operational resource that organizations extract which is competitively common from the cultural environment in which they pursue their organizational goals (Ashforth and Gibbs, 1990; Dowling and Pfeffer, 1975).

The researchers pursuing this view generally assume that there is a high level of managerial control that exists over the process of legitimation which explicitly contrasts the almost limitless flexibility of symbols and rituals against the external cause of origins constrained resistance of tangible outcomes such as the budgets, sales and profits (Pfeffer, 1981). Therefore, the theorist of this approach predicts recurrent conflicts to occur between the organization’s managers and internal parties over organizational activities. This is due to the managerial nature of strictness and favorability of rigidness and in the economy of symbolism and the contrary of substantive response preference by the internal parties (Ashforth and Gibbs, 1990). Legitimation in this perspective is rather calculated, purpose-oriented and constantly oppositional (Suchman, 1995).

In the case of waste management practice, some forms of rigidness is appropriate as it ensures proper standards of procedures is being executed, however in order to ensure that it becomes holistically effective, there needs to be better communication between the managers as well as its constituents where exchange of ideas to manage waste in a more sustainable way should be considered. In most cases conflicts and crisis are deemed as necessary as it ensure continual improvements to be made and how to better manage crisis in preparations. Waste management organizations should further adopt the perspective of theorists which is being calculated, purposeful and constantly oppositional. The reason being is the warrant the utilization of resources and avoid any waste and to be consistent to the organizational objectives in serving the public with accountability and transparency.
3.2 Institutional Approach

The second approach is derived from the cultural embeddedness of an organization which is displayed aligning with the social norms, values and beliefs (Dowling and Pfeffer, 1975; DiMaggio and Powell, 1983; Oliver, 1996). It perceives organizational legitimacy as a continuous and unconscious adopted process where organizations respond to external expectation. In the context of waste management, the public demand is an ever-changing matter as it depends on the emerging and ongoing issues. Managing legitimacy is therefore assumed as limited (Suchman, 1995) and only under certain circumstances will organizations resist to adapt (Oliver, 1991; Zaid, Morrill and Rao, 2005). This approach is also perceived as effective as it takes into consideration on the proper allocation and utilization of capital and resources of an organization.

According to Suchman (1988), this approach also amounts to depicting legitimacy as a set of constitutive beliefs. Similar to any other field or industry, the resources of waste management is limited to cater to the abundance of waste being generated, hence this approach answers the call for better scrutiny in managing said resources to ensure that no allocation is being placed on redundant or useless efforts. In this approach, organizations do not simply extract legitimacy from its environment via cultural exploitation but rather it is the external institutions that construct and internalize the organization in every aspect (Suchman, 1995). This scenario is highly encouraged as the practice of waste management is a bilateral effort where without one or the other, the chances of achieving the end goal is ultimately reduced.

4. CONCLUSION

As a conclusion, the management of waste is a practice that should constantly evolve and improved as it determines the future of mankind. Not only should it continuously be evaluated, it should also be reviewed on a timely basis to ensure that the practice implemented meets the needs of the problem and caters to emerging and ongoing issues as well. Moreover, the concept of organizational legitimacy and proper means to manage it should also be applied to businesses of other industries as it allows for more meaningful services to be provided to the public. In this day of age with so many ventures thriving, the notion of legitimacy should not be compromised, but rather scrutinized to uphold the organizational constitutions by applying strategic or institution approaches. This study should be considered as an alternative to the current practice as it calls for the accountability of waste management organizations in delivering their services and seeing it through the end without any forms of manipulation and ensuring that the household residents are aware of their significance in taking part.

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CLIMATE CHANGE AS THE AMPLIFIER OF INSTABILITY IN LEAST DEVELOPED COUNTRIES (LDCS): A SYSTEMATIC REVIEW

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ABSTRACT

Climate Change is an issue that have captured attention of leaders all over the world. Many countries have already faced the negative impacts of climate change. The least developed countries (LDCs) however are currently facing severe effects much more than any other countries in the world. Despite of its impact, the understanding of climate change implication on certain countries from the realm of international relations in particular on how it can affect security and instability are still very limited. Hence, this paper aims to explore the occurrences in which climate change is said to exacerbate the instabilities in the selected LDCs particularly Afghanistan, Nepal, Somalia, Central Africa, Myanmar and Sudan by employing systematic review method. Out of 2175 articles, 570 have been filtered based on the domain of inclusion and eligibility criteria and filtered down into only 20 articles based on contextual analysis. The findings showed three substantial types of instabilities occurred in the LDCs as amplified by climate change which consist of political, social and economic instability. Although each country has unique precondition factors to their existing turmoil situation, climate change is seen as a consistent amplifier in all of the cases. The paper concludes that climate change is a paramount non-traditional security as it acts as a risk multiplier that could escalate existing conflict, crisis and turmoil. The paper points out the need for prospective studies in answering this critical issue especially from the lens of international relations.

Keywords: Climate Change; Political Instabilities; Economic Instabilities; Social Instabilities; Least Developed Countries

1. INTRODUCTION

Climate Change is an issue that have captured attention of leaders all over the world. Many countries have already faced the negative impacts of climate change. The least developed countries (LDCs) however are currently facing severe effects much more than any other countries in the world. Despite of its impact, the understanding of climate change implication on certain countries from the realm of international relations in particular on how it can affect security and instability are still very limited. Many researches on climate change have been done on its impact from natural sciences perspectives such as on coastal erosion, sea level rise and global warming. The multiplier effects of climate change from the context of non-traditional security or human security are still very much understudied. Hence, this paper aims to explore the occurrences in which climate change is said to
exacerbate the instabilities in the LDCs. The Least Developed Countries, by definition are the countries that have the lowest socioeconomic development and Human Development Index ratings based on United Nations data (United Nations Committee for Development Policy, 2018). Thus, it can be understood that the states do not have powerful economic capabilities. This has put them in a very vulnerable position in addressing climate change.

From the theoretical point of view, the impacts of the instabilities to the LDCs due to Climate Change in this paper can be viewed through the lens of International Relations Theories such as Realist Theory, Liberal Institutionalism and Social Constructivism. The theories that underpin the study delineate the severity of the situation. Based on realist perspective, LDCs is facing such a hard time because Climate Change mitigation and adaption measures were not considered as serving the state’s interest. As it does not align with the government’s national interest, Climate Change Agenda becomes a futile effort. On the other hand, Liberal Institutionalism, views LDCs as having insufficient help from the global community to mitigate Climate Change, hence the impact of instabilities was amplified, causing great distress. Meanwhile Social Constructivism sees, the classification of the states into LDCs as the main cause to the problems itself. All the LDCs consist of third world countries, therefore there were huge disparity and gaps in many aspects with the developed nations. Developed nations leads the discourse and narrative of Climate Change mitigation while the victims of Climate Change, the LDCs were sidelined and the world failed to see the repercussion towards these vulnerable countries.

2. RESEARCH METHOD

This paper employs Systematic Review as its method. The systematic review searched for articles in two major databases: Web of Science (WoS), and Scopus. The search terms used were ‘climate change’, ‘instability’, ‘climate change impacts’, ‘climate change and instability*’ and ‘instability in least developing countries’. EndNote software was used to assist in data compilation. The domain for the inclusion and eligibility criteria of the articles include; meta-analyses, peer-reviewed scientific journal, written in English and the reporting the evidence of the instability. The search resulted in 2175 articles. After verifying documents in duplicate, 570 articles remain. Of these, only 345 were fully available on electronic format. The titles and key words were then further evaluated to choose which articles specifically dealt with ‘climate change and instability’ and fulfilled the domain of the inclusion criteria. The next step is filtering the articles based on the context of LDCs and group them according to the themes. In addition, all papers are selected within the period of 5 years. This helps to ensure that the data and is relevant to the current situation of Climate Change. After all the scoping and eligibility processes, the final number of articles to be analysed is 20.

3. FINDINGS AND DISCUSSIONS

The screening, scoping and eligibility process in the systematic review resulted in the 20 articles. Based on contextual analysis, the 20 articles are categorised into 3 major themes and selected evidences of LDCs in line with the aim of the paper as demonstrated in Figure 1.
3.1 Political Instabilities in Somalia and Nepal

Due to persistent conflict in Somalia and the long history in Nepal, Climate Change agenda is neglected by the governments of the countries. The people of Somalia are mostly living in poverty and depends on agriculture for their livelihood. The government had exhausted resources to fight rebels rather than doing Climate Change mitigation that could help the people. This causes poor resilience hence the impact of climate change hit them greatly. Climate Change became a threat as the government is not stable and does not have the capacity to handle it, thus causing political instabilities in Somalia (Ogallo, Ouma, & Omondi, 2017). As for Nepal, according to Chaudhary & Uprety (2016), a system known as Panchayat system have caused the acceleration of the deforestation in Tarai. The system grants a royal and personal degree from the King to gain land to various political and non-political persons and they can simply cultivate the land forest without any restriction. Although in the 1990s, the Panchayat System had been abolished in 1990s, the land and forest have been destroyed by then, causing deforestation to be a problem that still plague Nepal until today and worsen due to climate change. The government in both countries are weak as Climate Change mitigation fails to be their main agenda and let the adverse effects of climate change continue plaguing their political instabilities.

3.2 Social Instabilities in Afghanistan and Sudan

In Afghanistan, a particular terrorist group rules the country. The Taliban are made up of people with extreme ideological belief as radical locals and the locals who were forced to join in order to gain resources to help their family. Things becomes worse when Taliban decided to cultivate poppy for drugs and opium. Farmers were forced to cultivate poppies as it can survive the extreme drought in Afghanistan. If they do so, they will be protected by Taliban forces, as they provide food and security
While in Sudan, the social instabilities can be seen in instances of certain group of people revolted against the government due to the price hike of food. People are living in poverty and do not have enough food to survive not only due to incompetent government but also because of climate change. The young people rose up and fight against the government as the government done nothing. According to Balasubramanian (2018), low income countries facing severe problem with food consumption and shortage of supply particularly due to uncertainties induced by climate change.

### 3.3 Economic Instabilities in Central African Republic and Myanmar

In Central Africa Republic, people depend on crops for food and economy. The failure for the crops to grow causes the people to live in misery. According to Wade & Jennings (2016), the dependency on the agricultural activities causes people to face poverty and famine, due to insufficient food for domestic consumption, as crops were destroyed and failed to be cultivated. This is proven by Balasubramanian (2018) which stated that food, water, sanitation, and shelter are hard to come by as people does not have enough money to live comfortably. Similar case occurred in Myanmar as their livelihood depends on crops as major income, yet extreme weather such as floods and monsoons cause crops to be destroyed. The disasters caused major impact towards the economy of Myanmar as people loss livestock, crops and crop cultivation unable to be done due to soil erosion (Horton et al., 2017). Myanmar was greatly affected as the weather condition is very unpredictable, causing disturbance to the daily life of the society, proving that economic instabilities that happens in Myanmar is directly impacted from Climate Change (Colquhoun, Sandberg, Yin, & Nyoi, 2016).

### 4. CONCLUSION

This paper presented a contextual basis on the influence of climate change towards various kind of instabilities in LDCs through a systematic review of the literature. It generated some insights to understand the relationship between the multiplier effects of climate change and the substantial political, social and economic situation in these countries. LDCs experiencing severe impacts of climate change much more than other countries as the existing domestic condition such as poor economic development and weak political system. One of the recurring themes was that the government of the LDCs do not have enough resources to handle Climate Change, and with many other internal problems, amplified greatly the direness of the situation. Climate Change has indeed in this context acted as a risk multiplier which has escalated the worse condition in a state where the situation is already unfavourable. The provocation of this paper is, therefore, to seriously address climate change as an important non-traditional security issue. The paper points out the need for prospective studies in answering this critical issue especially from the lens of international relations, where the review provided here could be a steppingstone for future studies.

### REFERENCES


DIGITAL DIPLOMACY FOR NATION BRANDING: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Countries throughout the world are vulnerable to image and reputational crisis especially following a conflict or negative events. As such, countries have incorporated the use of social media as an avenue to practice digital diplomacy and proactively manage the country’s reputation and nation branding. Although digital diplomacy is an emerging important field with a wide range of important applications in international relations, there are very limited studies conducted in this area. The primary aim of this paper is to provide an analysis of the current digital diplomacy studies particularly for nation branding based on a systematic literature review method. In this review, the image projected by the countries for nation branding is investigated. As such, the question that serves as a basis for the analysis is: What are the elements or values associated with the image that the country attempt to promote in social media? Guided by the PRISMA Review (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) protocol, articles from 2010 till present were analysed. Based on the findings, images with elements of values, slogans, culture, politics, technology and language in social media are crucial and must be given priorities parallel with the foreign policies. The paper also highlights some insights and a few areas in which further research may be needed in order to help develop the emerging concept of digital Diplomacy that could enhance image and reputation of a state.

Keywords: digital diplomacy, nation branding, image, reputation, review

1. INTRODUCTION

Countries throughout the world are vulnerable to image and reputational crisis especially following a conflict or negative events. As such, countries have incorporated the use of social media as an avenue to practice digital diplomacy and proactively manage the country’s reputation and nation branding. Currently, the state governments worldwide have employed social media to conduct diplomacy and engage with various audience. Digital diplomacy or e-diplomacy is the practice of using social media platforms by a state to achieve its foreign policy goals and proactively manage its image and reputation (Manor and Segev, 2015). Digital diplomacy enables direct interaction and engagement with the foreign publics in the digital realm (Adesina, 2017). In the context of digital diplomacy, nation branding techniques mostly utilised social networking sites (SNS) such as Facebook, Twitter
or Instagram. These tools serve as an avenue for image and reputation management which may help nations to alter their "status quo" images. Fan (2010) emphasizes that nation brand is overall perceptions of a nation from the international stakeholders which may constitute elements such as people, places, culture, language, history, food, fashion etc.

Although digital diplomacy is an emerging important field with a wide range of important applications in international relations, there are very limited studies conducted in this area. Besides, the understanding on how digital diplomacy is used for improving the country’s image such as the values associated with the image projected by the nation is such very much understudied (Manor and Segev, 2015). Furthermore, most of the work in the corpus of digital diplomacy attempt to investigate a specific country’s digital communication strategies and tactics per se (Adler-Neissen & Tsinovoi, 2019; Ayhan, 2018; & Omar Bali et al, 2018). Therefore, the aim of this article is to provide an in-depth understanding on the usage of digital diplomacy for nation branding using systematic literature review. As such, the question that serves as a basis for the analysis is: What are the elements or values associated with the image that the country attempt to promote in digital platform? It will then further analyse whether image projected by the countries associated with values, conflict or foreign policy goals in the digital platform influence nation branding.

2. RESEARCH METHOD

The Preferred Reporting Items for Systematic Review and Meta-Analysis (PRISMA) protocol has been used as guidance for the systematic literature review. The search has been conducted in two major electronic databases: Web of Science (WoS) and Scopus. These databases were used to locate articles written in English and published in peer-reviewed journals from 2010 till present. The search string included key terms such as digital diplomacy, e-diplomacy, nation branding, country’s image and others as demonstrated in Table 1. The screening of articles is done based on the inclusion criteria such as language, timeline and literature type. The eligibility stage is the final filtering mechanism employed for the review. It consist of: 1) articles which discuss on the usage of digital diplomacy for nation branding and 2) articles which analyse the usage of SNS for example, Twitter, Facebook, You Tube, Flickr, Instagram and other relevant social media platforms used by foreign ministries or embassies of the nation. This is to avoid confusion with the traditional public diplomacy used for nation branding.

### Table 1. Search String

<table>
<thead>
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<th>Database</th>
<th>Search string</th>
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<tr>
<td>Scopus</td>
<td>TITLE-ABSTRACT:&quot;digital diplomacy&quot; OR &quot;public diplomacy&quot; OR &quot;twitter diplomacy&quot; OR &quot;diplomacy&quot; OR &quot;facebook diplomacy&quot; OR &quot;e-diplomacy&quot; OR &quot;electronic-diplomacy&quot; OR &quot;web diplomacy&quot; OR &quot;social-diplomacy&quot; OR &quot;social media&quot; OR &quot;political-diplomacy&quot; OR &quot;international-relations&quot; OR &quot;nation branding&quot; OR &quot;country’s image&quot; OR &quot;national identity&quot; OR &quot;state identity&quot;</td>
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<tr>
<td>Web of science</td>
<td>TITLE-ABSTRACT:&quot;digital diplomacy&quot; OR &quot;public diplomacy&quot; OR &quot;twitter diplomacy&quot; OR &quot;diplomacy&quot; OR &quot;facebook diplomacy&quot; OR &quot;e-diplomacy&quot; OR &quot;electronic-diplomacy&quot; OR &quot;web diplomacy&quot; OR &quot;social-diplomacy&quot; OR &quot;social media&quot; OR &quot;political-diplomacy&quot; OR &quot;international-relations&quot; OR &quot;nation branding&quot; OR &quot;country’s image&quot; OR &quot;national identity&quot; OR &quot;state identity&quot;</td>
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3. RESULTS AND DISCUSSION

The result of the search yielded 524 record hits. 362 studies were screened in the first phase for eligibility criteria. After all the process of data abstraction, screening and filtering, only 27 articles selected for the final review and analysis. Demographically, most studies were based in the global north (e.g. Europe and North America). Few studies were being investigated in the Asian region, particularly in the Middle East and Western Asia. Studies took place in the digital platform or social media setting mainly on Twitter and Facebook and few studies in the Website 2.0 or other internet platforms. Sample included the country’s foreign ministries digital platform, embassies, presidents to other stakeholders involved (non-state actors). Most studies use content analysis, comparative analysis by using Kampf, Dialogic Communication Theory and other data analytics to analyze the digital diplomacy tactics for nation branding. The review also identifies some of the digital diplomacy efforts to shape the nation’s image.

Overall, countries attempt to associate their images with elements of values, slogans, culture, politics, technology and language in social media. United Kingdom for instance uses hashtag #timetoact on the Foreign Office's Twitter which may be attempting to project shift of their image from being involved in the Iran and Afghanistan’s conflict to humanistic values. Israel also uses a twitter account (@Israel), that focused on their technological innovation, culture, lifestyle & tourism in attempt to change their image being associated with the Israeli-Palestinian conflict and may "soften" its national image. For the French government, digital technology is central to the policy and is important in disseminating the French language and culture and promote the “French brand” (France Diplomatie,
2018). In addition, the twitter of the government of Chile projected the values of cooperation and collaboration (Aguirre, 2019). The Facebook’s page of the United States’s Consulate in Erbil, Kurdistan consists of posts on human rights, equality, and humanitarian aid which represents American values (Omar Bali et al, 2018).

4. CONCLUSION

This systematic literature review indicates that countries attempt to associate their image through different number of elements such as positive values, culture, assets, politics, and ideology. In order to exercise digital diplomacy, the least governments would do in all regions are utilizing the social media platform such as Facebook and Twitter in managing the nation’s image and engaging with the audience. The analysis from the review suggest that further studies should be done to investigate the digital diplomacy being used for nation branding in the south-east Asian region as based on the screening test as the literature for this area is scant. Other factor which influences digital diplomacy for nation branding such as the digitalization of society and diplomats across region also should be investigated.

REFERENCES


SUMMARY OF THE BOOK

Title of the Book:
7th International Conference on Public Policy and Social Sciences (ICoPS 2019)
Book of Extended Abstracts

Organiser & Committee:
7th ICoPS 2019 Committee
Faculty of Administrative Science and Policy Studies
Universiti Teknologi MARA

Location: UiTM Shah Alam

Summary:
This book consists of the extended abstracts for 7th International Conference on Public Policy and Social Sciences (ICoPS 2019) organised by Faculty of Administrative Science & Policy Studies, UiTM Shah Alam. This book is an assemblage of various academic writings ranging from empirical papers, concept/theoretical papers, and project-based papers in conjunction with the theme of the conference “Embracing Neo-Technology Through the Lens of Social Sciences”. All together, there are 70 extended abstracts that are categorised in FOUR different themes, i.e., International Relations and Diplomacy, Corporate Administration, Public Administration, Education and Sociology.

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