ORIGINAL ARTICLES

Broadcasting Media Impact to Malay Students Behavior in Malaysia

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ABSTRACT

Broadcasting media technology has undergone rapid changes and continued until the early 20th century. It makes the field of broadcasting as a primary medium to distribute information. Enhancement technology is useful, especially in facilitating the communication process activities and generate information more efficiently. Internet service has taken over the process to obtain information from common technologies (analog). This technique allows the data transfer process occurs easily and save time, thus increasing the input information that can be achieved. This article is based on a survey conducted by the extent of media influence in the formation of adolescent behavior, Malay in Malaysia. The research design is quantitative, using questionnaires as the main research instrument. A total of 1530 persons consisting of Malay students were selected. Overall, the analysis showed that the influence of media in the formation of adolescent behavior is at the medium level. However, the data also show increasing use of media, the decreased percentage of positive behavior among youth. The findings are intended to help the government to optimize the media usage towards a more healthy and effective, as many negative perceptions directed against the media, which had a very dominant influence in the younger generation.

Key word: Broadcasting Media, Influence, Adolescent Malay, Behavior

Introduction

Telecommunications technology evolve rapidly after the Second World War, especially after the Federation Council of Communication (FCC) began to issue licenses for television broadcasting. At this point, the priority is given only to a station broadcasting that operates on VHF (Very High Frequency). Most of the stations have the property of a large radio network organization and broadcast entertainment program. Currently, there are hundreds of television stations in the United States. However, the main station that broadcast television is the American Broadcasting Company (ABC owned by Walt Disney Company), Columbia Broadcasting System (CBS owned by Viacom), National Broadcasting Company (NBC owned by General Electric), FOX Television (owned by News Corporation), Home Box Office (HBO) and Cable News Network (CNN) (Sherman, 1995: 9).

Public broadcasting operations began with the Public Broadcasting Service (PBS) that operates with not intended of generating profits. The aim is to provide exposure in education, culture and public relations programs such as Nova and Sesame Street. In the United States, television is a medium of entertainment and information. A total of 99% of households in the United States have televisions and about 89% have a recording machine (VCR / VTR). On average, each household received more than 40 television channels and installed seven hours a day. (Dominick, JR, Messere, F. & Sherman, BL, 2004: 17).

In Malaysia, Broadcast Television Malaysia began operations on December 23, 1963 in the Klang Valley and operates as a public broadcaster under the Broadcasting Department of Malaysia. Only after the implementation of the National Privatisation Policy in 1983, the existence of private television channels, starting with TV3, followed by a number of terrestrial television stations. Development of technology in a satellite television station, brought ASTRO as a successful station. ASTRO was officially launched on October 1, 1996 and it is one of 89 broadcasting stations operating in the Asia-Pacific.

Materials And Methods

Developments in Usage of Broadcasting Media:

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At the end of the 20th century, there was a significant shift in broadcasting technology and it serves as the primary medium to distribute information. This new technology is important in order to facilitate the activities or the communication process and thus, information can be generated with a more efficient and effective (Caldwell 2000). For Grant (1996) and Fatawi (2000), this change is a new measure related to the conversion processing codes for the transmission of information, dissemination and presentation of information to the public in the form of new technology. For example, the development of digital technology compared to analog format.

The 21st century saw the changing communication activities. The users already use the Internet to get information. This technique allows the data transfer process occurs easily and accurately, thus increasing the input information that can be achieved. Information on various topics in the world such as those related news, send and receive electronic mail, trade and entertainment can be obtained using this method (Mokhtar, 2000). Lack of previous technological capabilities improved by the author and researcher, so that more communication activities can occur in the distance, more easily and quickly through a computer network such as the world wide web. (Fatawi 2000; Fedler et al., 2005) Thus, the reaction that occurs when using the internet and world wide web, implying that everything is in one large virtual disk, interconnected with each other and can be used by everyone. Application of technology and its function is not limited to communication, but more to the control radar. However, often the negative impact dominates on the student when using of the internet. Davis, 2001 in Firouzeh sepehrian and Jalil Jabari Lotf, 2011, believes that internet use is not only an addictive behaviour but also forms a collection of recognition and behaviour factors that leave people prone to addiction leading to a negative effect on the individual’s life. He believes that the use of the term ‘ill use of the internet’ is more suitable.

The existence of computer systems and the internet has expanded the use of information and communication technologies, thus adding more space to gain knowledge as a result of exposure to this technology. In education, television and education seems to have consolidated. This phenomenon has given users the option to watch television programs that can provide input information. The unrestricted desires from watching television and the rapid development occurring in technology, leading television stations competing to make a difference, especially in terms of a plan and a continuous input of information and is beneficial to the audience. (Evans et al., 1978)

Broadcasting Media Influence among Students:

Television is said to cause the waste of time and are considered the cause of the moral decadence adolescents (David Bianculli 2002:6). Larking (1997: 40) claims that television is the modern-day idols and in any of its functions, it will focus on entertainment even when explaining things and important issues. Watching excessively will have a negative impact on young people, including an affect in conducive environment learning. Francis (1997) in his analysis of the negative influence of television on the socio-psychology of adolescents, found that excessive television viewing is one of the factors that led to the existence of sociopsychological problems among youth. David Bianculli (2002:1) argues, television is like a big trash can. All people need it, but none like it. He stated, the best television program is a plan that can provide lasting benefits and can affect ongoing benefits. For him, literacy and the benefits of television must be seen as a whole, involving the understanding of philosophy and its relationship with culture media and human thought (David Bianculli 2002:3-4).

Studies were carried out in Malaysia shows that television is the most popular broadcast media adolescence, compared to other broadcast medium. Media is crucial and has significant influence on the formation of youth culture and identity in Malaysia. This media is taking over the function of reading materials, thus reducing teenage interest in reading (Ab Halim Tamuri et al., 2009). Entertainment topped the list with the highest compared with other content such as religion, education, humor, general knowledge and sports. High exposure to the media, particularly on the contents of the entertainment will have a negative impact on values and ethics of Islamic youth, especially among the Malays in Malaysia.

According to FOMCA (2010) found that behavioral adverse abandonment, sex, drug addiction is due to the negative influence of television. In other words, watch television these days, if not controlled would cause more harm than good. Therefore, FOMCA has taken the initiative to launch a campaign to "Turn-off week" aimed at ensuring the continuity of sustainable development of human capital which consists of knowledgeable and high morale.

Methods of Study:

The design is a quantitative survey (survey) as a research methodology. The questionnaire used as the main instrument, through the sample were randomly selected to represent the population. (W. Lawrence Neuman
Number of selected samples were 1530 people, comprising the Malay students in national secondary schools. However, the number and percentage of respondents who selected can not be determined by the method due to the proportionate allocation of the state population that is not balanced.

The selection of respondents in the age (13 years to 17 years) are generally made because they had passed puberty stage of maturity (more than 15 years), determined as the age limit for starting to take the responsibility (Abdullah Nasih 1984). Adolescents at this stage has also attended the learning experience through the curriculum of Islamic education for at least nine years of primary (KBSR) and secondary (KBSM), and assumed to be able to evaluate themselves in terms of appreciation of Islamic teachings that have been acquired. Data were processed using SPSS and apply two methods of descriptive and inferential analysis.

Result and Discussion

Broadcasting Media Impact On Formation Of Character Malay Students:

Overall, the profile of respondents who are involved based on gender showed a total of 623 respondents are male (40.72%) and females about 907 people (59.28%). This indicates that more girls are involved in this study. To address the question of how far the influence of broadcast media in moral development, the data was analyzed and reported using inferential analysis through regression testing. Implemented normality data test already done to see whether the data will be analyzed with extreme data (outliers) and meet the normal distribution or not. This test is very important for the validity and accuracy of the findings.

Other variables such as parents, teachers, friends, school and community culture are combined in determining the dominant influence in shaping students' behavior. Multiple regression analysis (stepwise) was used. Some data may interfere (casewise diagnostics). The reliability of the findings in this regression was dropped before the regression analysis carried out. Assumptions of linear regression as the test of equality in variance and normality tests was carried out according to the method specified (Tabachnick and Fidell 2001; Hair et al., 2006).

From the analysis carried out, it is significant that there are five variants of the factors in teachers, media factors, family factors, cultural factors and school factors influence the partners in students’ behavior, while culture variables not appear as a predictor of students' moral appreciation. Values obtained from this test is F = 360.45, Sig = 0.000 <0.05 (factor of teachers) and F = 242.39, Sig = 0.000 <0.05 (factors artist) and F = 191.67, Sig = 0.000 <0.05 (factor parents), F = 158.48, Sig = 0.000 <0.05 (factor of school culture) and F = 127.99, Sig = 0.000 <0.05 (factor of friends). While the Beta values also are factors teachers (Beta = 0.290, t = 10.57, Sig = 0.000 and R2 = 0.198), media factor (Beta = 0.235, t = -10.10, Sig = 0.000 and R2 = 0.250), parent factor (Beta = 0.194, t = 7.35, Sig = 0.000 and R2 = 0.283), the school culture factor (Beta = 0.165, t = 6.78, Sig = 0.000 and R2 = 0.303) and factor your friends (Beta = 0.53, t = -2.12, Sig = 0034 and R2 = 0304).

Findings indicated that teachers at 19.8%, 25.0% of media factors, family factors are 28.3%, 30.3% for the school culture factor and 30.4% friends factor affect or contribute to the moral appreciation of the students. Conclusions were obtained, when the factor scores of teachers score increased, appreciation of the moral unit students will increase up 0.290 units. When the score media factor increase, the appreciation of students' behavior score will decline by 0.235 units. When the parent factor scores increased, the appreciation of the moral unit of students will be increased up to 0.194 units. Hence, when the score of the school culture factor increased, appreciation of the character of each student would increase up to 0.165 units. While, when the friends factor increased, the score of students’ moral appreciation will decrease of 0.53 units.

Fig. 1: Analysis of intervention effects on variables in the Malay students moral appreciation.
Analysis showed that the influence of parents, teachers, friends and school culture contributes significantly to the level of moral appreciation of the respondents. This finding indicates that the highest contributing factor to students' moral development is a factor of friends, followed by school cultural factors, family factors, media factors and teacher factors (Pallant, 2001; Tabachnic and Fidell 2001; Hair et al., 2006). However, if we look to the beta values obtained, friends and media factors negatively influence the moral appreciation of the Malay students as both show the character of the students will be dropped if a factor of friends and media increased per unit. Contribution analysis showed, the media also have a significant influence on the level of moral appreciation of the respondents. In this case, Marshall McLuhan (in Stanley J. Baran and Davis K. Bennis 2006) claim, the development of technology in this era will see the teens are able to obtain information through various media and without limitation, stimulate major changes in a culture of thinking and action social youth.

Amran Kasimin, 1985 in Mohamad Zaid, 2011 finds, the exposed issues arising from the Muslim under the age of 18 years in terms of socio-cultural changes, problems and motives. It also deals with the living phenomenon and place environment that had a great impact for their lifestyle change. Ibn Khaldun (2002) said, apart from the learning experience, the process of human moral development influenced by parents, teachers, peer, society and the various of media types, received by a person while undergoing the process of their lives. Berne (1964) state, behavior, thinking and peoples’ feeling are basically not been spared from environmental influences when making the decision, even if people do not necessarily bound by the decision.

Conclusion:

This study provides an overview of the relationship and the media influence on the behavior and character of the Malay students in Malaysia secondary schools. The study found that the level of moral appreciation of the respondents were moderately low. Most value is obtained due to the influence of friends and school culture that typically contribute to each other. Broadcasting media not dominate the character and behavior of students as alleged by some media. However, the significance of the media should be controlled based on findings that show the negative behavior of students will increase if exposed to the inverse image given by the media. In short, the influence of broadcast media in the enhancement factor is low morals. However, if we look to the (beta), this influence can negatively affect the moral appreciation of Malay youth.

References


