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**Editors:**

Razlini Mohd Ramli

Norzarina Mohd Zaharim

Paramjit Singh Jamir Singh

Syazwani Drani

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## **PREFACE**

The Social Sciences Postgraduate International Seminar (SSPIS) was held on 15th December 2016 at usains@usm, Penang, Malaysia. Similar to the past seminars, SSPIS 2016 focused on three main disciplines of pure arts, applied arts and applied sciences. Social Sciences is not a stand-alone discipline but transdisciplinary, encompassing a number of fields including anthropology, sociology, social work, development, planning and management, economics, political science, psychology, education, language, humanities, communication, mass media and housing, building and planning. The trans-disciplinary nature of social sciences allows for the weaving of new knowledge, and at the same time, allows researchers to move beyond known boundaries, as society's problems are far too complex and cannot be solved only within the domain of one discipline. Hence, SSPIS is the right platform for all participants to share knowledge, findings, and ideas across many different fields.

The SSPIS 2016 attracted a total of 145 research papers from various institutions and organisations from around the world. All the full papers were subjected to double-blind peer reviews. Out of 145 research papers, only 26 papers were selected to be included in the Proceedings of Social Sciences Postgraduate International Seminar that will be submitted to Thomson Reuters for the Conference Proceedings Citation Index.

We would like to take this opportunity to convey our appreciation to all authors and participants for their contribution and support. We would also like to thank all paper reviewers for their invaluable input and constructive comments in reviewing the papers. Last but not least, we would like to extend our deepest gratitude to the staff and postgraduate students of School of Social Sciences, USM for having supported and successfully organized the SSPIS 2016.

Thank you

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Paramjit Singh Jamir Singh  
Syazwani Drani

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# Hisbah and Urban Kano Insecurity: A Qualitative Analysis Approach

Ali Ado Siro<sup>1</sup> & P. Sundramoorthy<sup>2</sup>

<sup>1,2</sup> Anthropology & Sociology Section, Universiti Sains Malaysia, 11800 Pulau Pinang, Penang, Malaysia.

<sup>1</sup>Criminology and Security Studies Department, Federal University Dutse, Jigawa State, Nigeria.  
(Email: aasiro2003@yahoo.com<sup>1</sup>, moorthy@usm.my<sup>2</sup>)

## Abstract

Insecurity has been a common feature of northern Nigerian states in the contemporary times. As an affected state, Kano introduced *Hisbah* in the year 2000 at the boil of public agitation to assist the implementation of Islamic Shari'a. This study is aimed at assessing the contribution of the organisation in fighting crime to ensure security for the populace. The area comprises of eight local government areas out of forty-four that made up the state. The data were collected via in-depth interviews using snowball sampling. The relevant organisation's departments involved in the study consist of crime, surveillance, investigation, operation and welfare. The findings revealed that, the organisation has been helpful not only in curbing insecurity but had great achievements in the resolution of civil cases and welfare issues within and outside the state jurisdiction. Although this picture proves the indispensability of *Hisbah*, there are problems affecting the functionality of the agency. And, this calls for re-strengthening the organisation to ensure a lasting solution to insecurity management problems. This is a task that lies not only in the hands of relevant authorities but also collaborative efforts from the general public.

**Keywords:** *Hisbah*, Urban Kano, Security, Insecurity, Qualitative Approach

## 1. Introduction

Security is the most vital element in human social, economic and political life. The global attention in post-cold and Gulf wars' period was redirected from traditional to non-traditional security concern especially in the third world countries. These issues were invoked at the United Nations summit held to address domestic human security vis-à-vis crime prevention (United Nations Report, 1994). However, countries commit their resources toward a sustainable security management for a viable development. A number of scholarly articles focussed on security importance in developing societies like Nigeria for socio-politico-economic development (Slakmon, 2007; Brooks, 2010; Good, 2010; Hoogensen, 2012).

Particularly in urban Kano, security system became fragile with the deadly, symbolic *Boko Haram*<sup>1</sup> attack on security forces on Friday, the 20<sup>th</sup> of January 2012 (FBS, 2013<sup>2</sup>). As the security weakness was exposed, common crimes aggravated were largely violent (murder, rape, insurgency, assault, robbery, etc.), property (abduction for ransom, theft, burglary, swindling/419<sup>3</sup>, auto theft) and public order (prostitution, drug abuse, pre-marital pregnancy, child abuse, homosexuality etc.) (Ayila, Oluseyi & Anas, 2014). Consequently, the relative peace being enjoyed

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<sup>1</sup>An extremist sect aiming to create an Islamic state in Nigeria..

<sup>2</sup>FBS is an acronym Nigeria's Federal Bureau of Statistics.

<sup>3</sup>This is a common name of swindling/duping in Nigeria.



seemed deteriorated. This situation turns worrisome not only to authorities but the general populace. It is against this background that the study looked at the contributions of the *Hisbah* in urban Kano internal security management despite its legal and operational limitations.

## 2. Problem Statement

History has indicated that, Islamic Shari'a was brought to halt since the socio-cultural conquest by the colonial masters in the early 20<sup>th</sup> century. Having suffered a long period of military dictatorship, the constitutional review of 1999 was what gave rise to Islamic Shari'a agitations particularly in northern Nigeria. By the year 2000, Islamic Shari'a was re-introduced in some influential states of the core north where Muslims have been the majority. Hence, the establishment of *Hisbah* to assist and facilitate the success of Shari'a in effect to socio-economic, political and cultural values of the *Hausa*<sup>4</sup> land. This in turn is said to have posed impact on the reduction of crime and security provision and which serves as a supplementary strategy to modern conventional security organisations.

Meanwhile, the recent evidences indicated that, the police numerical strength in the whole Kano state is inadequate to cater with the security demand of the populace. Having over 12,052,530 civilian populations, the police/civilian ratio revealed 1:1722. As it is expected to safeguard the public security, this however violates the standard of 1:450 set by the United Nations (Ahmed, Muhammad, Mohammed & Idris, 2011). In this regard, it is very difficult if not impossible to achieve the desired security. Hence, other agencies with similar functions were much needed to complement the police's work especially at the grass root level.

Although the primary roles of *Hisbah* were to ensure strict followership of Islamic Shari'a against all odds, its major functions have now come to assist police's work in many respects. These include war against prostitution, alcoholism, gambling, fornication and adultery, etc. The organisation has not been recognised at national level but was however embarked by the state assembly law No. 4 of 2003 that strengthened its power to exist and operate within Kano state. The major units of the organisation are crime prevention, surveillance, investigation, operation, welfare and special duties. On reaching the office of the Director General, it is clearly written under law no. 4 of 2001, thus:

Any person of free virtue suspected to be a prostitute and found around night clubs, hotels and other places believed to be areas where any immoral acts are being perpetrated shall be guilty of an offence and shall upon conviction be punished with imprisonment which may extend to one year or fine of ₦10,000<sup>5</sup> or both.

Today, in addition to police, *Hisbah* works in collaboration with all other sister security agencies owned by both federal and state governments. The common goal is to enhance security for the exponentially growing population of urban Kano. This has however formed the basic premise of this study.

## 3. Studies on Criminal Behaviour

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<sup>4</sup> *Hausa* is a general nomenclature given to the major tribe in northern part of Nigeria where Islam dominates.

<sup>5</sup> An equivalent of 83 USD or 292 RMY

A number of societies in the world today face insecurity because of the amount of criminal activities existing in these societies when it goes beyond control. By definition, crime refers to “the commission of acts that are forbidden, or the omission of acts required, by law and for which offenders are liable to be punished if convicted in a court of law” (Siegel, 2012:13).

The Russian official statistics indicated that, the crimes recorded in 2012 were 1.5 times lower than those in 2006. Also, the total registered offences per capita in 2012 dropped by 1.2 times compared to 2006. Similarly, number of registered offenders decreased by 1.2 times in 2011 as against 2006. Further, the statistics shows that, felony offences have declined by 1.6 times during the same period (Semukhina, 2014). This revealed the efficacy of the security management by relevant authorities.

Orock (2014) found that, youth involvement in criminal activities in cities entails a situation of insecurity. Similarly, crime and violence appear costly for the country to handle. Hence, funds meant for developmental purposes were rooted into fighting crime and insecurity. Cárdenas and Rozo (2008) revealed empirical evidences that Colombia lost 2% points in economic growth since 1980s to crime management. Meanwhile, as recent analyses showed, a significant reduction of violent crime in some urban areas where crime was found to have dominated in the past occurred as a result of security agencies’ efficiency.

Blanco and Ruiz (2013), argued that, in Russia, the homicide rate at the national level decreased from 70.2% in 2000 to 33.4% in 2010, and the number of registered kidnappings has decreased from 3,572 cases in 2000 to 282 cases only in 2010. According to UNODC<sup>6</sup> Report (2012), the drug business and related activity have been decimated by almost 60 percent in Colombia although the country is ranked amongst the five least peaceful nations in the world (Institute of Economics & Peace, 2015). In Greece, a 10% increase in the crime rate reduced the annual per-capita GDP growth between 0.49% and 0.62% respectively (Goulas & Zervoyianni, 2013).

In Glasgow, UK, the relationship of annual crime rates and neighbourhood structures was found to be relatively ineffective. In another United States study, it was found that, from 1992 onwards, there were significant reductions in the national crime rates (Lynch, 2013). The analysis indicated that, economic sustainability of a nation always affect the amount of crimes to be observed. It was further argued that, economic functionality open ways for employment and eradication of poverty which affect criminal potentialities. Tong Po-sun (2014) in the Hong Kong based study on crime prevention highlighted the optimal need of offender rehabilitation bodies and programs that will secure the developing societies from further crimes.

#### **4. Studies on Insecurity/Security**

Insecurity denotes a situation characterized by vulnerability, fear and want, associated to feelings of powerlessness (Slakmon, 2007). On the other hand, security encompasses crime prevention, public policing, technology and risk management (Brooks, 2010). In the Nigerian context, *Boko Haram*<sup>7</sup> aggravates the insecurity situation through migration among the northern states that turned

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<sup>6</sup>United Nations Office on Drugs and Crime

<sup>7</sup> According to Human Rights Commission, the sect was responsible for over 3000 deaths and more than two million displacements.

a domestic catastrophe in urban Kano<sup>8</sup>. This is a challenge that kept security agencies on their toes.

In another Colombian study, it has been estimated that, between 800,000 and 1,000,000 people lose their lives to violence each year. Hence, concentration of criminal activities in various communities always leads to insecurity (Britto, 2013). Bondi (2014) relates insecurity to poverty. Therefore experiences of insecurity become part of our everyday lives. On the other hand, Topgyal (2011) relates a source of societal insecurity to the exploitation and domination of the powerless groups by the powerful. O'Brien (2015) in a Central American study on insecurity found a correlation between human security and the democratic political commitment. Thus, the higher the government becomes committed to providing security to her citizens, the more the society stays secured and vice versa.

## **5. Brief Explanation on Urban Kano (Nigeria) Crime/Insecurity Situation**

The drastic upsurge of unemployment is argued to be connected to proliferation of insecurity generally in the country (CBN, 2013)<sup>9</sup>. Also, law enforcement corruption and inadequate security personnel particularly the police were some of the factors observed (Smith, 2007; Idris, 2013). Depicting the insecurity dilemma, recent statistics of NDLEA<sup>10</sup> (2013; 2014) shows that, Kano state has the highest drug abuse incidences in the country in which urban Kano's were the most evident.

In another statistics, over 11,678.93kg of illicit drugs were impounded and 556 people were arrested between January and November 2015 by the agency<sup>11</sup>. According to police media release of 2015,<sup>12</sup> illicit drugs worth 1.2 billion naira<sup>13</sup> were impounded; over 95% of these drugs' consumers were Kano indigenes while over 95% of the suppliers were immigrants as more than 200 suspects were arrested between November and December. This scenario is mostly responsible for other dangerous crimes (Simpson, 2003; Jacques & Allen, 2014; Sutherland, et.al, 2015).

Similarly, paedophile raping statistics of 2013 alone indicates over 179 cases. In addition, over 70.4% of this statistics occurred only in the last two months of November and December of the year. Meanwhile, this excludes the dark figures<sup>14</sup> (KSGD, 2014). These statistics appear worrisome which expose the need for urgent intervention of other security strategies to manage the situation at hand. Looking at these enumerated challenges, it is clearly indicative that, crimes and insecurity in urban Kano demand urgent attention. Unfortunately, both federal and state security agencies such as police, *Hisbah*, and others cannot cater with the public demand due to exponential

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<sup>8</sup>Located in the north west was first stormed by *Boko Haram* deadly operation since January 2012 onwards

<sup>9</sup>Central Bank of Nigeria recent unemployment statistics

<sup>10</sup>An acronym for National Drugs Law Enforcement Agency saddled with management of drug related offences.

<sup>11</sup>This is sourced from the National Drugs Law Enforcement Agency, Kano State Headquarters.

<sup>12</sup>Culled from Press Conference by the Police Public Relations Officer, Kano State Command.

<sup>13</sup>Six thousand USD or twenty seven million RMY

<sup>14</sup>Refer to three categories of criminal cases. Undetected, detected unreported and detected, reported but unrecorded.

population growth. Hence, the study centres at providing a micro level analysis vis-à-vis *Hisbah* roles in security management.

## **6. The Concept of *Hisbah* and how it promotes Urban Kano Security**

*Hisbah* as a concept is an Arabic word that literally stipulates assistance and guidance. It technically impinges on the prohibition of evils as invoked by the Islamic Shari'a. As an organization of Kano state however, its creation helped in a greater extent toward the proper establishment of Islamic governance in the state. Meanwhile, its primary roles and maximum efficiency in fighting the evils attract the public to patronize its services more than any other security agency in the state. Although *Hisbah* organization has not been recognized at national level, its powers bestowed by the Kano state house of assembly law No. 4 of 2003 strengthened its functions to exist and operate within the state. Today, *Hisbah* becomes an integral component in urban Kano security enterprise. The continuity of public patronization of *Hisbah* services indicates more powers and organizational prestige in curbing insecurity in the state. Hence, the whole concentration centers at advising the public to do "good and desist from evils". Thus, the organizational units consist of crime prevention, surveillance, investigation, operation, welfare and special duties. *Hisbah* works in collaboration with all related security agencies operating within Kano state; especially the police, civil defense, and the military. The common goal aims at enhancing human security for the exponentially urban growing population of Kano.

## **7. Methods**

Qualitative data were only utilised in this study. The sampling method was snowball (referral) technique and the sample size consist of five respondents. The technique was chosen because the chain of command of offices had to be observed to access the target respondents needed for the study being *Hisbah* a bureaucratic security organization. Hence, the office of the Director General helped in locating the required interviewees for the study. In-depth interviews were used for data collection. The respondents consist of the heads of departments of crime, surveillance, operation, investigation and welfare. As the interviews were recorded, they were later transcribed. In the process of data analysis, quotations were directly revealed from the respondents to indicate the manifest data contents as guided by Oiler (1982); Downey Wamboldt (1992); and Koch (1995). Similarly, further analyses followed every single quotation to extract meaning from the interview responses. This however indicates the latent data contents as guided by Henwood and Pidgeon (1993); Draper (1997); and Kadrackiet'al, (2002). In each case, the respondents' names remain anonymous to avoid character implications. Meanwhile, the gender and ages of all respondents are stated. This had become imperative so as to achieve a logical, coherent and consistent analysis. Hence, while the manifest might be arbitrary, the latent analyses remain logical, scientific and technical.

## **8. Data Analysis and Discussions**

In an attempt to describe the security situation in urban Kano, one of the interviewees, a male *Hisbah* official aged thirty nine had this to say:

Although *Hisbah* came as a result of Shari'a agitations in the beginning of year 2000, its functions currently metamorphosed to security based. This is because; the demand from the larger population exceeds the reach and capability of conventional security organisations especially the police. As such, *Hisbah* became indispensable and a child of necessity.

The interview excerpts indicated that, although religious invocation rather than conventional security management was behind *Hisbah* creation, its activities currently spread to capture the complimentary functions of other security institutions. This is a great achievement as security is being strengthened to meet the public demand. It also shows that, *Hisbah* gains momentum as it becomes an integral part of Kano security enterprise, without which, managing security would rather prove difficult. In another wider view, another male official aged forty two opined:

*Hisbah* as a religious security organisation act as a double edged sword that always balances the poles of criminal and civil cases. Various departments in the agency have stipulated functions which make it integral component in urban Kano security enterprise. One thing behind all these is that, our operations are free. And, this attracts even non-Muslims to patronize our activities, unlike other security agencies.

The excerpts highlighted that, the *Hisbah* functions are wider than the conventional police force's. The public patronize organization's services for being free with simple protocols. Civil and criminal disputes involving marriages, assaults, rape, swindling, breach of trust etc., are some examples where *Hisbah* have a lot to tackle. Another observation is that, the organisational services are not religiously restricted. Both Muslims and Christians are welcomed and entertained. As such, the wider popularity of the agency becomes eminent. In an attempt to describe the possible causes of insecurity in the state, a male official aged thirty five elaborated:

Common sense will tell you that unemployment plays a vital role toward the insecurity situation we experience. Therefore, insecurity will never become a history in urban Kano if the issue of unemployment especially among the teeming youth is not made the top priority. Man is created to live a life like his fellow humans. The cases being reported here are evidently linked to unemployment. You see marriage breakups, breach of trust, snatch and run, minor thefts and burglary cases all traced to unemployment problem. If this could be reduced, we will get relieved at least, and the society will enjoy some relative peace.

In a support to this opinion, another male official aged forty one highlighted:

Fighting poverty is one of the key elements of managing insecurity. Initiating effective poverty eradication programs at various levels of human interaction can save the society. It is just unfortunate that, majority of the populace are poor. So these strategies may take longer times before they become actualised.

The two views portray the common causes of insecurity which call for the immediate active response of relevant authorities in fighting this evil. As unemployment dominates, poverty situation arises which further aggravates the economic hardships for the public. Eventually, insecurity along property related offences intrudes. This coincides with the work of Bondi (2014) that relates insecurity to poverty. Hence, insecurity dominates as unemployment and poverty exist in our midst. Tables 1 & 2 below provide information on the common types and incidences of crimes in the study area between the months of January and November 2015. This entails more on

security situation. In Table 1, the common crimes being experienced in urban Kano were largely classified as Violent, Property and Public order types which appeared to be the most evident.

Table 1: Classification of crime with some examples

S/N	Type of crime	Example
1	Violent	Mob action, Assault, Rape, etc.
2	Property	Theft, Swindling, Pick pocketing etc.
3	Public order	Prostitution, drug and Child Abuse, Homosexuality, etc.

Source: Kano State *Hisbah* Board, 2015.

In a further explanation, Table 2 indicates that, across the time periods of eleven months, public order crimes are much common in the statistical distribution. In summary, crimes such as prostitution, drug abuse, child abuse and homosexuality mostly disturb the public. Secondly, violent crimes such as mob actions, assault and rape occupy the second range excluding aggravated assault and armed robbery as there is limitation to the use of maximum lethal force by the agency as a non-armed organisation. Lastly, the property oriented crimes which largely involve financial cases and breach of trusts/agreements were being reported as reconciliations rather than much power is so much needed. Worth noting is that, the statistical incidences generally indicate impact of *Hisbah* in security management as crimes got reduced over time within the available stated period.

Table 2: Distribution of Crimes by Months: January – November, 2015

Crime	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Violent	16	36	17	19	19	16	16	20	19	06	05
Property	5	03	02	04	07	09	12	08	10	13	06
Public Order	51	94	81	57	101	94	90	72	75	78	56
Total	72	133	100	80	127	119	118	100	104	97	67

Source: Kano State *Hisbah* Board, 2015.

Additionally, collaborations with some sister organisations such as the military, immigration and *Hisbah* becomes viable. This showed that, collective efforts must remain intact if the present security management is to be improved. A forty year old male official interviewed on this trend contributed:

Measures considered important in dealing with crime prevention strategies consist of frequent patrol, arresting crime perpetrators and enlightening the public on *Hisbah* roles where we use media houses on key security issues. The public response has been so far satisfactory although we are state limited.

The excerpts emphasize the importance of daily patrol, crime perpetrators arrests, and media roles in public enlightenment. This is to say that, frequent patrol of crime hotspots on daily basis always keep the public vigilant, putting the perpetrators away from the crimes scenes. However, apart from personnel inadequacies, legal rules and powers governing the agency are very limited. These

affect the proper functionality of the agency although some remarkable achievements were attained. Echoing this, a thirty five year old male official further digested:

It is factual that criminal incidences got reduced dramatically in 2015. In addition to our services, we receive victims of child abuse, old people suffering from dementia, delinquents and mentally retarded people. Their welfare (food, clothing and general services) is under my department. We also care for refugees until they are repatriated back. In fact, our services cover not only Kano indigenes, Nigerians but also internationals.

The excerpts reconfirmed the table statistics adding the clarity of welfare activities being undertaken by the agency. The general belief is that, checkmating similar problems reduces the criminal tendencies and improves security. Despite some challenges, positive results are continuously being obtained. As a rider to the above, a forty one year old male interviewee in the agency maintained:

In order to maximize the quality of our operations, we collaborate with the sister agencies especially the police where and when necessary. We also take every possible measure to ensure no connivance with criminals is observed. Through this strategy, we achieve a lot in dealing with crime spots in urban Kano.

From this view, it is stressed that, security management must adopt a collaborative strategy if the society is to actualise its dream of achieving maximum security. Interestingly, the *Hisbah* only had state law backing while most security agencies in the state had a federal law support. Under the law, no provision of sophisticated weapons to *Hisbah* is prescribed. For the conventional agencies such as the police and the military, the story is different. Thus, we may infer that, *Hisbah* operations are limited in some instances. Certainly, collaborative cooperation must exist if the public is to stay secured. A response from a forty two year old male official added:

To this end, *Hisbah* in Kano has achieved a lot in combating insecurity. It is rather difficult if not impossible to negate the contribution of the agency in the security industry. Although there was no a federal constitutional backing, the state assembly law help the agency utilisation which becomes integral component of the populace.

The view indicates the necessity of *Hisbah* as an agency in the security industry to which it has been integrated. Security management could only be actualised to its maximum capacity if the agency is made autonomous to perform its roles at the highest possible ability. Its functionality also rests not only on constitutional basis but Islamic religion to which the urban Kano populace are so attached. Nevertheless, *Hisbah* becomes an indispensable organ in urban Kano security enterprise, without which, tremendous achievements would not have been realised. Despite all these, one of the interviewed male officials of *Hisbah*, a thirty nine year old, took another dimension. He maintained:

Despite the multifaceted challenges of inadequacies of personnel and funding of the agency, we found the business entrepreneurs, traditional and religious leaders helpful in cooperating with the relevant security agencies. The major unified aim is a general peace for the state and to device ways through which it could be sustained.

The above view revealed problems of personnel and funding as impediment of the agency. It also emphasised the importance and eligibility of traditional authorities in ensuring peace and stability in the state. In other words, security agencies alone cannot manage insecurity being experienced

without the contribution of ancient traditional institutions. It is also highlighted that, the study area currently faces security challenges which call for all hands to be on deck toward solving the insecurity problem at hand unanimously. However, adequate means for sustaining peace is yet to be satisfactory. In a rider comment to the forgone, a forty year old respondent opined:

I think it is not only the security agencies and traditional authorities that shall contribute to the impending insecurity issues. Parents, religious scholars are also saddled with security management. The former can contribute through socialisation from early childhood through adolescence to adulthood. The latter can preach against any antisocial behaviour so that people can shun away from evils which always transgress insecurity.

Family and religious institutions were challenged for having a crucial role in sustaining societal security. Therefore, parents and religious clerics have both a primary and secondary responsibility in ensuring societal safety. The effects of these two categories shall never be underestimated. It is obvious that, family members especially the two parents are the first set of people a child comes in contact with during his or her early socialisation. Here, personality is initiated, developed and becomes matured at a later life. Within the larger society, religious leaders are the most obedient group in a non-secular society. Unless such institutions uphold these responsibilities, security challenges may continue to exist.

## **9. Discussion and Conclusion**

Following the course and courses of crime and insecurity, many works revealed that, high rate of crimes amounting to insecurity affect the proper functioning of the economy (Cardenas & Roza, 2008; Goulas & Zervoyianni, 2013; Orock, 2014). On the other hand, efficiency in the security sector leads to the reduction in crimes and improve the security of the state (UNODC report, 2012; Blanco & Ruiz, 2013; Semukhina, 2014). However, poor crime management entails insecurity tendencies (Britto, 2013). Improper handling of insecurity produces poverty (Bondi, 2014). Hence, political commitment by the power wheelers always assures human security (O'Brien, 2015).

In the evaluation of our study, public order crimes such as drug abuse, violent crimes such as rape and property crimes such as theft were among the most evident cases of crimes being observed in the study area in recent times. It is therefore clear that, security is a vital ingredient in human socio-economic development. Hence, it is the major goal of urban Kano in the 21<sup>st</sup> century that should be achieved at all cost. Highlighting the various successes being achieved by *Hisbah* in security management, the observed problems were generally of inadequate personnel and funding. This situation obstructs the *Hisbah* organisational functions within the urban Kano security enterprise.

Despite these stated obstacles, *Hisbah* continues to become an integral component through which effective urban Kano security could be maintained. However, both public and relevant authorities need to further collaborate with *Hisbah* in achieving the common but crucial societal security goal. Therefore, the necessary requirements for effective function consist of additional personnel and modern working tools for maximum security management efficiency. Also, welfare services and personnel allowances should be improved. Similarly, poverty eradication strategies through the provision of employment opportunities especially for the teeming youth must be initiated to improve the public life. In addition, the entertainment industry, religious scholars, parents and the general community must join hands to ensure a secure society.



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# **Socio-Economic Transformation of Malaysian Indian: A Qualitative Study in Hill Rise Estate, Perak, Malaysia**

**Edwin Michael<sup>1</sup>, Eng May Chuen<sup>2</sup>, Teh Boon Teck<sup>3</sup>, Afi Roshezry Abu Bakar<sup>4</sup>**

<sup>1,2,3,4</sup> Faculty of Arts and Social Science,  
Universiti Tunku Abdul Rahman,  
Kampar Campus, Perak.

(Email: edwinm@utar.edu.my<sup>1</sup>, engmc@utar.edu.my<sup>2</sup>, tehbt@utar.edu.my<sup>3</sup>, afi@utar.edu.my<sup>4</sup>)

## **Abstract**

Indians are the second largest members of the old Indian diaspora that settled in Malaysia after the Chinese. They are also known as the largest Indian community to be found in Malaysia as compared to any other countries apart from the Indian subcontinent itself. They were also unskilled labours who were exploited by the local rulers in India. Furthermore, the practice of the caste system in India made the exploitation worse. However, this Indian community did not experience any changes in their life when they were brought to Malaysia during the British colonial period even though at that particular time, Malaysia was known as a great trade centre in its region. Despite labouring in a country whose economy was growing more rapidly as compared to their native land, the Indian community did not profit as they should have but instead dumped in a same situation as before. Therefore, this study using homogenous purposive sampling method, focuses on the changes and struggles of Indian community in Malaysian estates. The study tends to focus on the changes that the Indian community has been going through over the years. By comparing the changes that the Indian community had gone through throughout this period of time, it could be an indicator on how far they have benefited from Malaysia's economic growth.

**Keywords:** Malaysian Indian, struggle, estate, economic growth

## **1. Introduction**

The Indian community that came to Malaya, later Malaysia, are immigrants from Indian subcontinent, which comprises of India, Pakistan, Bangladesh, Sri Lanka, Nepal, Bhutan and also Maldives. At first, the Indians that arrived in Malaya were mostly traders, merchants, adventurers and missionaries. As their trading connection increased and became more efficient, the merchants started to find their own settlements in Malaya, whom now are the Malacca Chetties, Chulias and Jawi Pekan. However, the early Indian merchant's communities who settled in Malaya were self-reliant entities, for example the "manikramam", a South Indian mercantile company with its own squadron, temple and tank. This independent Indian community aroused due to their involvement primarily in commercial activities.

During the year 1786, when British conquered Penang, a large number of Indians were at Malaya and most of them were there for the purpose of cheap labour and unskilled workers. Tamil Nadu (a state in India) had been an important and main centre for recruiting cheap Indian labourers (Sandhu, 1969). The first system that brought the Indians to Malaya is by the indenture system. Through this system, many Indians became settlers in Malay Peninsula (Arasaratnam, 1979).

After the abolition of the indenture system in 1910 due to the rise of Indian nationalism, an alternative system had been developed to recruit the labours which was the kangany system. The planters in Malaysia did not directly engaged with the labourers that they needed. Instead, they will delegate assignments to the special class of people called kangany who will then recruit the labourers for the planters. The recruiters were the significant people who linked the rustic society of India to the world of plantation and metropolitan economies of Malaysia. The employers frequently go into an agreement with these types of intermediaries in order to get a steady supply of labourers to the estate or plantation site (Satyanarayana, 2001). Another reason behind the large number of Indian migrants to Malaya is that during the years 1900 to 1920 there was an exponential rise and expansion of the rubber plantation industry in Peninsula Malaya (Tate, 2008).

The plantation sites, which was also known as estate, are usually located in remote areas or far from the town. This factor has led the Indian communities to lose touch with the outside world. The Indian community, who has lost help from their Tamil proletariat, has no other place to go to and it got worse after British left Malaya (Tate, 2008). Many issues started to arise involving the Indian community after the independence of Malaysia such as the issues of citizenship, basic wage and poverty.

Various attempts had been made to overcome these problems, but at the end of the day, there were only a little sign of progress. On the other hand, the implementation of the New Economy Policy (NEP) in 1971 had seemed to be the best way to overcome these problems since it stood out clearly to reduce the poverty issue of all races in Malaysia. However, this policy was not successful in eradicating poverty in the plantation sector between the year 1970 and 1990, and due to this failure, many Indian plantation workers were left out of the mainstream development. The implementation of NEP has worsened the situation instead of helping, especially those in the estates, where is no equal distribution of occupation and income (Rani, 1990).

## **2. Literature review**

### *2.1 Malaysian Indians before Independence*

According to Satyanarayana (2001), the rubber plantation in Malaya during the year 1940 was over two million acres, making Malaya to be world's largest producer of natural rubber. The demand for South Indian labourers increased during that time because the exportation of rubber from Malaya was roughly about 50 percent of the world's total rubber consumption. This situation has lead the British to bring even more cheap labourers from the Southeast India.

The export rate of the rubber at that time increased, but the Indian labourers did not benefit from the profit of the export rate due to the fixed wages that the Indian labourers agreed to in their working contract with the British Government. On the other hand, during the British colonial era the rubber plantation companies required many cheap labourers to be in the work force due to the expansion and increased demand for the rubber. Therefore, the employers would hire intermediaries such as kangany to recruit labourers for them (Parmer, 1960).

However, this system seemed to be corrupted. Because most of the time the intermediaries will exploit the labourers by not giving them their actual wages, charging more interest, and also deceit the labours by holding their wages. The employers will not bother about the labourers since they have entrusted the intermediaries to look after the labourers.

After this system was abolished, labourers started to arrive in Malaya by mass immigration as free labourers, including female labourers. This situation had then led to a surplus of labourers in the work force at the plantation sites. The employers in turn took advantage of this by minimizing the labourers' wages. This ended up depressing the wages of Indian labourers to minimal level. Due to this development, the Indian labourers suffered a lot, since they could not afford to buy the nutrition that they needed in order to keep themselves healthy. Furthermore, during the British colonial era, the labourers who worked in the estates had other sources to get food such as by growing food and graze animals (Tate, 2008). However, it was not easy as it had been afterwards, as the employers had denied the rights for the labourers from using their land to grow food and graze animals. With no other options left, most of the time the Indian labourers in estates had to starve.

Besides that, the depression of the Indian labourers became even greater when the price of rubber decreased to a mere few pence per pound. Due to this, the planters began to dismiss their labourers, which in this case were the Indian labourers, since there were no contracts to bind between the labours and employers. The fixed wages system too could not help the Indian labourers to survive during that particular period of recession. The Indian labourers were left in disarray due to the sudden suspension from the work force (Hagan & Wells, 2005).

According to Tate (2008), the Indian labourers went through a great depression during the British colonial period. This was due to the recession that occurred in the USA during 1929. The impact of the recession reached every aspect of economic, social and political development in the Peninsula. It was unarguable that the Indian community was most profoundly and adversely affected. This recession hit hard on the labouring masses especially those in the rubber plantation industry. After the recession was over, the rubber price started to recover in the year 1934. The demand for the cheap labours raised again but not as it was before.

## *2.2 Malaysia Indians after Independent*

The major problem that the Indian community faced right after independence was the issue of citizenship. The societal change from being an Indian to Malaysian Indian was at stake for the Indian community in Malaysia. The proposed citizenship rule, where everyone born in the country before the Malayan Union should get the citizenship, has been far too radical for the Malays. However, by the terms of the new Malayan constitution, all of those who born on or after the *Merdeka* Day will automatically become citizens by operation of law (Ramachandran, 1994).

After the independence, many foreigner-owned estates were sold to local buyers. These purchasers did not buy the estates for the purpose of rubber cultivation but instead they wanted to make quick profit by buying up these properties and then selling them quickly. This fragmentation of the estate brought another problem to the Indian labourers because many of them were dismissed and chased out of the estates since the sub-divided estates were then owned by the locals (Jomo, 1986).

## *2.3 Malaysian Indians and NEP*

During the year 1970, the Malaysian government came up with a policy where it attempted to remove economic bases of ethnic discontent and conflict, an attempt that had seemed to reduce the

poverty rate in the country. NEP was introduced right after racial riots in 1969, where the main objective and focus of the policy was to promote national unity. Through NEP, the country has experienced industrial urbanization that led to privatization of most companies including the plantation sites. The urbanization also developed the fragmentation process to a greater level than it was before. Due to this, many Indian labourers in the plantation site have suffered since they were forced to leave their jobs in the estates. The Indian labourers also did not have any other place to go and hence finally ending up in the squatter settlements (Gopal et al., 2011).

The Malaysian Indian Congress (MIC) was not able to overcome the problems that the Indian labourers were going through. This was because the leaders at that time were focusing on securing the positions in the party rather than overcoming the problems of poverty that the Indian community was going through in the estates. In addition, the party did not succeed in increasing its own effectiveness as leaders of the Indian community or in overcoming the problem of factionalism within the party (Tate, 2008). The living and working condition of the Tamil estate workers were still the same as before even though there was a party representing the Indian community in Malaysia.

It is undeniable that the reason for lack of education was due to low income where the Indian labourers could not afford to send their children to schools. In order to have a decent living in the town, the Indian community needs a proper education background and technical skills that will increase the chances they might be hired in the urban area (Anthony, 2013). Since the estate life had not provided them the knowledge and skills, there will be no difference in their social life and status if they moved out from estate.

The main focus of NEP may seem to have been on the improvement of the economy but the policy was also concerning the education system as well. Even though it did focus on the education system, it failed yet again to help the Indians. Every year, the government had allocated millions of Ringgit to the Rural Development Ministry to develop pre-schools (kindergartens) in the rural area including estates however the money allocated did not reach the estates as it was supposed to (Manickam, 2012).

As a consequence, the Indian community failed to gain even the basic education. The worst part was that during the entire duration of the NEP, the 10% Indian quota that was set by the government has never been met. During the period of the New Economy Policy, only an average of 5.5 % of Indian students were enrolled in universities. Majority of the seats in public universities were allocated to the Malays (Manickam, 2012).

### **3. Methodology**

This research was conducted using the qualitative research method, in which intensive interviews or in-depth interviews were undertaken in order to find the information needed for this study. For data collection, intensive interview method was applied in this research. The estate that had been chosen for this research is the Hill Rise Estate which is located at Tanjung Tualang, Perak. Six Indian estate workers were selected for this interview process and the selection of the Indian workers were based on homogenous purposive sampling in which all the respondents are from the same background and working in a palm oil plantation. Since this study is focusing on the changes and struggles of the Indian community in estate, the researchers interested in finding out the contribution of the government to the Indian community. Because of the nature and sensitivity of the interview questions, the researchers unable to access “knowledgeable and willing” participants in the study. Thus, with the purposive random sampling, the researchers were referring to the

respondents using snowball methods until when the researchers reached a saturation point where no new information is added to the interview. Therefore, only 6 people were selected out of 16 families as their representatives. The age of the respondents is 25 to 65. The respondents' details are kept anonymous; therefore, each of the respondents will be labelled as M1 to M3 for males and F1 to F3 for females. The data analysis is based on content analysis and the techniques used in analysing the data are “repetition”, “compare and contrast” techniques.

#### 4. Findings and analysis

Table 1: The basic details of the respondents.

Gender	Age	Occupation	Income	Number of family members supported
Male (M1)	25	Estate labourers	RM 900	6
Male (M2)	49	Estate labourers	RM 800	5
Male (M3)	52	Estate labourers	RM 900	7
Female (F1)	36	Estate labourers	RM 800	4
Female (F2)	65	Estate Supervisor labourers	RM 900	1
Female (F3)	29	Estate labourers	RM 800	5

##### 4.1 Social

The main social problem that was mentioned by all of the respondents is difficulty in obtaining and providing their children with education and difficulty in taking care of the health needs. Most of the respondents have more than four children and only manage to educate an average of two children. This is mainly because, the respondents do not have sufficient amount of money to educate all their children. Moreover, the cost of transportation for schooling their children is another concern for the respondents as they do not own any vehicle. The respondents also mentioned that pre-schools and national schools should be established in the estate so that all the children can have the access to education and transportation cost for schooling could be cut down.

*“I only earn Rm800 per month and it’s difficult for me to educate all my children with such amount” (M1)*

*“I can’t afford to educate all my children since my income is very low, even if I manage to school them; the transportation fee is another concern here as I did not own any vehicle” (F1)*

*“Here at this estate, there were no pre-schools and national schools, the government should do something about it” (M3)*

Furthermore, the respondents also mentioned that they are not able to spend on healthcare needs. Despite having public hospital as an affordable source for medical supplies, the respondents mentioned that not all medical care are cheap and free, major medical care do require significant amount of money which the respondents are not able to afford. Apart from that, the respondents also mentioned that the shortage of water is another social problem in the estate. In addition, the respondents could not afford to buy and own a house due to their low income as long as they still work for the estate.

*“Not all the medical care are free, we need to pay for major medical treatment even though the hospital is considered as cheap source for medical needs” (F3)*

*“Every month, one or two times there will be water shortage. Due to this we face lot of difficulties in carrying out daily activities which involves water needs. We also have made complaint to LAP but no answers from them” (M2)*

*“I do not own house and I can’t afford to own a house from the amount I am earning, the house that I’m staying now is provided by the estate management and I only allowed to stay here as long as I work for them” (F2)*

#### **4.2 Economy**

The current earning of all the respondents is about RM800 to RM900 per month. The respondents mentioned that the wages were at RM5 to RM9 per day when they started working in the estate 35 years back, which is basically about RM150 to RM270 per month. After around 35 years of working the salary has only went up to RM530 and gradually to RM690. However, the respondents mentioned that it is not sufficient for them to manage the entire family as they have to face the needs of all the family members. Furthermore, the respondents mentioned that the introduction of cheap foreign labourers has brought lots of trouble to their work life as the foreign workers are willing to work for even lower wages compared to them.

*“My salary now is RM900. When I started working 34 years it was at RM7 per day, which is roughly about RM210 per month. After years of working my salary only went up to RM690 gradually” (M3)*

*“I’m only earning RM800 per month, it’s not sufficient for me to take care of the family needs with this amount as the cost of living is high” (F1)*

*“Our salary is already low and the management is very slow to react when it comes to this matter, more over the introduction of foreign workers who are willing to work for cheap wages as compared to us, have threatened our working life” (F2)*

#### **4.3 Political**

All the respondents were aware of NEP, but did not know what NEP is all about. The respondents mentioned that they did not benefit from this policy which was introduced by the government as they have no idea what the policy is about. The respondents said that the only help the government had given financially is the “Bantuan Rakyat 1Malaysia” (BR1M). Even though the amount they received from BR1M is not sufficient to take care of the family needs throughout the year yet the respondents said that they are satisfied with what the government has done for them. The respondents also mentioned that they did not face any problem of citizenship as they have valid document for the application of citizenship.

*“I do know that government has launched such policy, I have seen them in television but I did not know the purpose of the policy” (F1)*

*“I’m happy the government has helped me financially by giving out the BR1M. Even though it is not sufficient for me to take care of the family need throughout the year yet I’m satisfied with what the government has done” (M1)*

*“I did not face any problem of citizenship; I have all the documents to apply for it” (M2)*



## 5. Discussion

As Tate (2008) mentioned, the Indian estate workers are trapped in the poverty due to the lack of education and general backwardness and the reason for lack of education is due to low income where the Indian labours could not afford to send their children to schools. Through the findings, all the respondents could not afford to send their children to school due to the financial factor. The respondents were only able to send some of their children to school, and even that, faced a lot of problems in managing their school and transportation expenses for their children.

Furthermore, the majority of the respondents demand a pre-school and national school to be established in the estate. This situation undoubtedly reveals that there is no pre-school education in the estate and no national schools had been built in the estate. The interesting fact that occurs in this situation is where Manickam (2012) mentioned that every year the government has allocated millions of dollars to the Rural Development Ministry to develop pre-school (kindergarten) in the rural area such as the estates. However, the money which had been allocated does not reach the estates as it supposed to.

In order to upsurge the educational chances from pre-school to university for demoted Indians, the Hindraf blueprint recommends distribution of satisfactory funding to reposition, upgrade and build new accommodations towards ensuring that all Tamil schools are brought up to the standard of National Schools by 2020. It also states that Tamil schools that are willing will be converted into Fully-Aided Government Schools and launch special programs of enhancement for the performance of Tamil primary schools. However, the respondents have mentioned that there were no pre-school education and national schools built in estate until now. This situation occurs due to the failure of the government to fulfil the requirement in the Hindraf blueprint which was signed by the Government themselves.

The Indian labourers also did not have any other place to go and finally ended up in the squatter settlement (Gopal et al., 2011). The respondents mentioned that they are only able to stay in the house provided by the estate management only for as long as they work for them, once the respondent stop working there they have to find a new house to live in and the worst part is that they could not afford to own a house due to their low income.

The Government has promised to establish a housing program for displaced estate workers earning below RM3000 per month under MOU which was signed by the Hindraf movement and the Government. The Government targeted to build 100,000 houses for 100,000 households in order to avoid the formulation of new urban slums. However, the promises made by the Government are in vain as they failed to implement the programs up to now.

Moving on, the average income rate that the respondent earns per month is RM800 to RM900. There has been only an average of RM600, a very little amount, of increment for 20 years' period. The respondents also mentioned that the amount that they earn is not sufficient to meet basic needs and necessities of their entire family. Similar thing had been mention by Tate (2008) whereby the National Union of Plantation Workers (NUPW) had voiced out their dissatisfaction towards the minimum wage that it did not meet up the minimum needs of the Indian labourers, the process of negotiating for an increase was slow.

Apart from that, majority of the respondents mentioned that the introduction of cheap foreign labourers has brought a lot of trouble to their work life as the foreign workers are willing to work

for even more cheaper wages compare to them. This situation supports what has been mentioned by Manickam (2012), where the introductions of Indonesian labourers in the Malaysian plantation sector have brought a massive problem for the Indians as these foreign workers are willing to work for far cheaper wages as compared to the Indians.

Due to the fact that the demand for the palm oil has become greater than for the rubber, more and more rubber land is being converted into oil palm plantations. This situation has led many Indian labourers to be jobless since managing the oil palm plantation do not require any skilled labourers also it only needs small number of labourers since it is not labour intensive.

## 6. Conclusion

The Indian communities in Malaysian estates have experienced only little changes in terms of social, economic and political aspects even though there has been a significant and major shift in these facets since gaining independence. The problems that arouse since the day they have landed in Malaysia still plagues these Indian communities. They may be less severe as compared to the past 50 years, however it does not mean an eternal relieve for the Indian community in estates as they are still suffering from poverty, general backwardness and lack of education. Thus, it is not about the solutions that could be provided by the government, the steps that the government is willing to take or even the other parties will be taking in order to improve the life of Indian communities, especially those in estates in Malaysia. But it is about how sincere these parties are in making this solution or steps to improve the Indian community.

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# **Problems in Nigerian Prison Service and Challenges Inhibiting Effective Rehabilitation of Inmates.**

**Sadiq Ewaoda Amali <sup>1</sup>, Mustapha Danjuma Hussein<sup>2</sup>**

<sup>1</sup>Department of Criminology, University of Fort Hare, Alice, P. Bag X1314, 5700. South Africa and Department of Sociology, Federal University Dutse, Aliyu Ibrahim Bye-Pass, P.M.B 7156, Dutse, Jigawa State, Nigeria.

<sup>2</sup>Department of Sociology, Federal University Dutse, Aliyu Ibrahim Bye-Pass, P.M.B 7156, Dutse, Jigawa State, Nigeria.

(Email:Sadimali2007@yahoo.com and [Samali@ufh.ac.za](mailto:Samali@ufh.ac.za))

## **Abstract**

In Nigeria, significant problems and challenges are faced by both inmates and prison officials in most prisons across the country. In some congested prisons in Nigeria, inmates sleep on bare floors due to inadequate resources and the failure of the correctional institutions to provide bedding facilities for inmates. Emphasis was to critically examine and appraise the challenges inhibiting effective rehabilitation of inmates in the Nigerian context. Thus, it is apparent that inhumane conditions, poor bedding, filthy and congested cells, lack of recreational facilities and obsolete rehabilitation programmes may hinder effective rehabilitation of inmates. From an exploration of some existing literature and analysis of Nigerian prisons, it would seem most prisons across the country are unable to meet the United Nations Minimum Standard of Welfare Services and Treatment of Prisoners, which includes factors like congestion, violation of prisoners' rights, poor classification and health hazards that sometimes lead to death of sick inmates. The problem persists despite the government's effort of establishing the prison reform agenda. The Nigerian government, to some extent, has provided vocational and rehabilitation programmes in prisons across the country. However, an exploration of existing literature reveals that these programmes are either obsolete or inadequate. In view of the above, it is imperative that the government should ensure adequate provision of rehabilitation programmes. This can check idleness and could address problems of recidivism amongst inmates.

**Keywords: Inmates, Prison Institutions, Problems, Rehabilitation.**

## **Introduction**

This paper presents a review of the Nigerian Prison Service (NPS) in terms of identifying glitches and challenges inhibiting the effective rehabilitation of inmates. This review was done as part of a call to the Nigerian government to address problems in the penal institutions. In Nigeria and elsewhere, prisons emerge in accordance with established or prescribed rules. The prison, as a reformatory centre, accommodates convicted inmates for the purpose of reformation; re-socialization and safeguarding inmates awaiting trial.

The Nigerian Prison Service is meant to accommodate, safeguard and rehabilitate inmates for successful rehabilitation and reintegration of inmates into the wider society upon release. The Nigerian Constitution of 1999 provides that the Prison Services in Nigeria shall have powers and

duties bestowed upon them by the law. Furthermore, the duties of the Nigerian Prison Services include keeping convicted criminals (inmates) for harmless safekeeping, keeping suspects who are awaiting trial in custody, punishing criminals as directed by the law courts, reforming convicted inmates, rehabilitating and also convalescing inmates that have concluded their respective sentences (Tanimu, 2010).

In view of the above, without financial assistance and support from the Nigerian government the Prison Service in Nigeria may not effectively rehabilitate inmates, which may lead to an upsurge of recidivism among inmates. It is expected that after incarceration, which is seen as a philosophy of punishment, an inmate is reformed. This justifies the establishment of prisons in Nigeria and elsewhere. According to Quine (1979), the idea of punishment includes retribution or revenge, reformation and deterrence. The concept of retribution posits that a convict must pay for a crime that he or she has perpetrated, while on the other hand reformists posit that convicts should be rehabilitated to avoid future wrongdoing or lawbreaking. Deterrence is to inhibit existing and likely criminals from venturing into crime related acts.

The awareness of the exceptional and irreplaceable role of prisons is the main reason the Nigerian government has injected funds into the Nigerian Prison Services, with an objective of rehabilitating convicted inmates. On the contrary, recidivism among inmates has increased rapidly in prisons across the country. This may be due to the absence of or inadequacy of retraining programmes meant to rehabilitate and reform inmates. For example, Adetula (2010) posits that the interaction with the prison administration in Nigeria makes inmates who are less toughened to become hard-bitten in felonious events after discharge from prison, leading to relapse into criminal activities, which leads to a high prevalence of recidivism. Furthermore, Ezim (2012:23) concedes that ‘the longer an offender stays in prison the more possibility of recidivism and vice versa’.

In line with the above, it can be argued that inmates may be poorly rehabilitated, thus making them relapse into further deviant acts upon their release. This study, therefore, revisits challenges inhibiting effective rehabilitation of inmates by the Nigerian Prison Services. The role of the government in this regard is also revisited.

### **Theoretical Framework**

The focal point of this review was the Risk Need Responsivity Model (RNR) of offender rehabilitation. Selecting the model was mainly based on the fact that it is a rehabilitation model and also that it extensively relates to the review. The model also provides evidence on how rehabilitation programmes in prisons can lead to important reductions in recidivism amongst inmates when rehabilitation programmes are consistent with the RNR model. This comes in the light of recidivism amongst inmates remaining a problem in the Nigerian context.

### **Risk Need Responsivity Model**

The RNR model is a well received approach to the nurturing of offenders in the world. Due to its prominence, it has been used in developed countries, notably in the United Kingdom and Canada (Andrew & Bonta, 2010). In view of the above, the RNR model has become widely accepted as a model for the assessment and treatment of offenders. Thus, it is imperative for correctional administrations in Nigeria to adopt this model as a strategy to effectively rehabilitate inmates in custody. Based on the above assertions and for the intent of the current study, it is imperative to

explain the concepts of the Risk Need Responsivity Model (RNR) as a model of offender rehabilitation.

### **Risk**

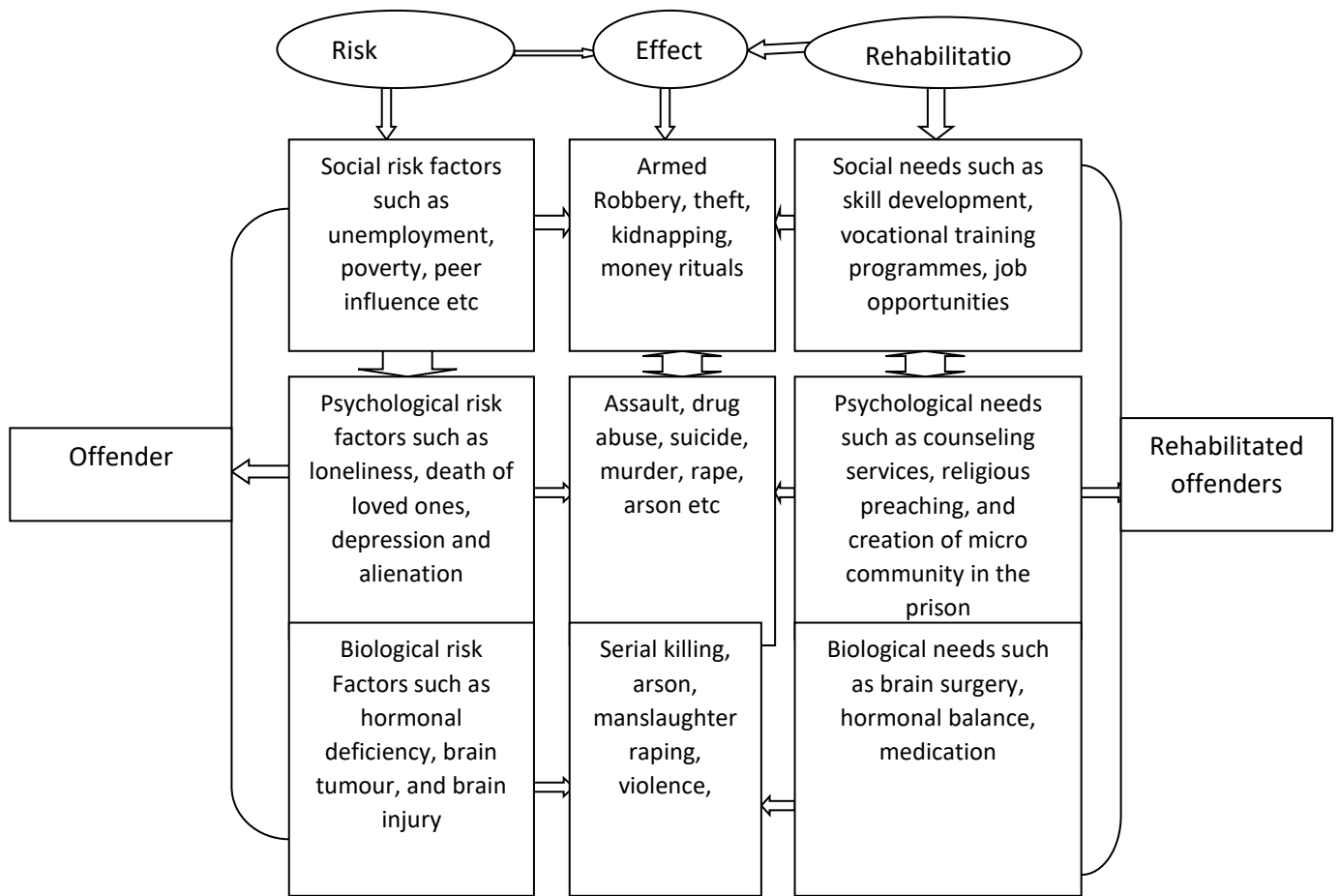
The Risk principle of the RNR means the level of treatment to an offender should be appropriate with the risk of the offender (Andrew, Bonta & Hoge, 1990). The risk principle also refers to the possibilities of a detrimental aftermath occurring. Furthermore, the risk principle also suggests erudite treatment for serious offenders. Thus, the principle is known to support an alteration of concentration therapy based on the offender's risk level. In achieving successful rehabilitation of inmates, there is a need to classify inmate offenders' risk levels and needs. To achieve this, it is imperative to provide intervention programmes that may likely reduce higher risk cases.

### **Need**

According to Harkins and Beech (2007), the need principle is the therapy that is expected to address criminogenic needs associated with the recidivism of an offender. To identify these factors, it is paramount to assess an offender's dynamic risk factors. These assessments will determine the risk factors which are believed to be associated with offender recidivism. These could help in the alteration of offenders' recidivism, thus decreasing factors that could decrease recidivism. Based on the above, correctional institutions with specific reference to Nigeria are expected to meet the needs of offenders as failure in doing is likely to affect adequate rehabilitation.

### **Responsivity**

Responsivity relates to how responsive inmates are to rehabilitation programmes inculcated on them by concerned correctional institutions. Andrew and Bonta (2010), jointly present that responsivity describes how intervention programmes could aid in correcting criminal ways of an offender. In simple explanation, this can be achieved by engaging felons to programmes capable of distracting their mind from crime related activities. This is predicted to prevent felons from relapsing into further deviant acts. Responsivity also means the willingness of an offender to engage in therapy, rehabilitation programs which could bring a change in his or her life, thus persuading the offender to change to a law abiding citizen. The RNR is depicted in the illustration below.



**Source: Authors Conception (2017).**

The diagram above is a depiction of the RNR model of offender rehabilitation. Offenders are exposed to various risks as depicted in the model. They include biological, psychological and social risk factors. Thus, various non-conforming behaviours will occur depending on the offenders' risk factors. To address this situation, offenders will require different strategies to curtail further involvement in non-conforming behaviour. Some offenders may require brain surgery, hormonal balance, counseling and religious activities, vocational training, provision of jobs. Furthermore, the responsivity aspect relates to how the inmates are responsive to the strategies employed. In a situation where one strategy is not successful, it is important that other strategies be employed. Thus, every offender has peculiar needs which are likely to deter the offender from venturing into further crime. The key question would be; what implications would it have for the Nigeria Prison Service should it adopt this strategy. An exploration of recent literature, such as that of Esiri (2016), revealed that there was high recidivism amongst inmates in some Nigerian prisons. Thus, reviewing the risk and needs of inmates as well as how responsive they are to rehabilitation should be put into consideration.

## **Methodology**

The data collection procedure used in this paper was documentary. Thus, data which were collected, amassed and explored were mainly on the literature on Nigerian prisons from journals, newspapers, periodicals and other related documents from the internet. Other sources of data included government documents such as the Federal Republic of Nigeria Constitution and the Nigerian Prison Act.

## **Conceptual Explanation of Rehabilitation and Inmates**

An important aspect that has to do with offender rehabilitation in most contemporary societies is the reduction of the prevalence of recidivism. This can be done by providing support for individuals who have violated state law, with more emphasis on those who have been discharged from a correctional facility, so that they can regain contact with various aspects of the social world which constitutes a normal living (McGuire 2010). For example, McGuire's (2010) explanations depict that a decline in recidivism requires management of support systems in the prison environment, which includes provision of vocational skills facilities, rehabilitation programmes, religious and educational sessions among others so that ex-inmates are better prepared to rejoin society. This is particularly pertinent for inmates with long incarceration sentences. According to Robinson and Crow (2009), in accordance with the penal system, inmates must be made ready to rejoin the wider society as law abiding citizens after a complete rehabilitation and upon regaining freedom. It is imperative to know that an inmate under the custody of a correctional institution was a dangerous element to the society, thus sanctioning the offender with incarceration was to make a correction, thereby becoming a reformed individual upon discharge from the penal institution.

However, Awopetu (2011:1) posits that rehabilitation with specific reference to prison rehabilitation means "bringing the offender to normal life". Thus, felons are condemned to prison for the objective of re-integration after rehabilitation (Asokhia and Agbonluae, 2013). Similarly, rehabilitation can be defined as a procedure of returning a felon to normal life after violation of state or criminal law. Notwithstanding, Awopetu (2011) affirms that reformation is now seen as a procedure of improving an inmate and trying to ensure a substitution of his or her felonious deeds. Moreover, Ekpe and Mammah (1997) perceive that reformation is the effort to alter the criminal through treatment or remedial measures so that when given the chance he or she will evade perpetrating illegality. "For all inmates, rehabilitation is not usually the focus of their incarceration" (Bradt, 2012:31). Bradt's (2012) explanation depicts that most inmates have an opinion that incarceration was unleashed on them not as a means of rehabilitation, rather only a form of punishment.

In view of the above, Knoll (2006) points out that the society is now largely interested in punishing criminals rather than rehabilitating them. Ugwuoke and Ojunugwa (2014) attest that rehabilitation simply means the modification of a trait or character and actions of a convicted felon through a good educational scheme or corrective treatment, making sure that individual offenders are reverted back into the society as an accomplished, self-rooting and recognized member of the society. The study was interested in finding out whether prisons across the country shared the definition of rehabilitation submitted by Ugwuoke and Ojunugwa (2014) above.

Ekpe and Mammah (1997) posit that rehabilitation is the effort to change felons through treatment and beneficial measures so that when granted the chance he or she will desist from indulging in



crime. Rehabilitation in this background is the entire procedure of making an inmate useful to him or her and the wider society by instilling in him or her essential expertise and wisdom that will enable the inmate to recover his or her social functioning after regaining freedom. A different perspective is submitted by Carney (1980) who suggests that rehabilitation is the restoration to a former capacity. This can be achieved with the assistance of correctional officers. Furthermore, rehabilitation, according to Skidmore *et al* (1976), is believed to be sufficient when the entire process of providing an inmate with wisdom or intelligence, ability and finance that will ensure him or her secure a lawful living within the society, have been attained or exhausted and also, when the social and ethical criteria of the inmate have been elevated to a stage that permits him or her to endure the communal tension of returning to crime related acts. Based on the above assertions, and for the purpose of this current review, rehabilitation in this background is the entire procedure of making an inmate useful to him or herself and the wider society. This is through instilling her essential expertise and wisdom that will enable the inmate to recover his or her social functioning after regaining freedom.

### **Who are Inmates?**

Inmate as a concept has been viewed from various perspectives, which makes it a multi-dimensional concept. Basically, inmates consist of individuals awaiting trial, convicts, and lodgers. However, inmates who are awaiting trial are presumed offenders, remanded in prison custody awaiting trial, convicted inmates are individuals who have had contact with all agencies of the criminal justice system, that is, as an input and output at various stages with the prison as the final destination. A lodger is an inmate on transit accommodated in a prison facility.

Tangential to the above, Omoni and Ijeh (2011) submit that inmates are persons confirmed culpable of an offense supposed against him or her, who are lawfully condemned to punishment of incarceration in a prison. Conklin (1986) opines that inmates are dispossessed of their freedom during incarceration. This suggests that virtually all prisoners are in prison against their desire. However, the minute an inmate is first absorbed into the prison institution, he or she is barred from virtually all manner of self-identity (Hasaballah, 2002). Upon admission, inmates are given numbers as a means of identity, which implies loss of esteem, name, and liberty, reverence and honor. Inmates will have to adapt and adjust to the deprivation that comes with incarceration (Madaki, 2011). To the inmates, these acts represent a deprivation of their personal identities.

### **Prison Institution**

Previous surveys on prisons have been interested in the sociological evaluation of the prisons as a social system and have appraised the social structure, responsibility and adjustment of inmates (Awe, 1968). The prison as a concept has been viewed from different perspectives, which are structural and functional dimensions. For example, according to McCorkle and Korn (1954), prison is a physical structure in a region where some specified number of people are being accommodated or housed under highly specialized conditions with only an option of adjusting to the alternatives that are provided for them usually in a unique kind of social environment.

A similar view suggests that prison is a government institution established to accommodate convicted inmates for possible rehabilitation and safekeeping of inmates who are awaiting trials. A more critical point of view is put forward by Okunola (1986), when he posits that prison is a building where offenders are highly excluded from the rest of the population with all aspects of their life controlled. More details are provided by Carney (1980) who opines that a prison is a

punitive instrument basically for unmitigated punishment and restraint of a wrongdoer. Orakwe (2011) submits that prison is a location outlined and avowed as such by the rule of the state and established to guarantee captivity and confinement of individuals suspect or convicted of disrespecting the rule of the criminal code of the state.

Carney (1980) further provides an explanation that prison is seen as a facility that is used for the imposition of fairness and human punishment. Clerk's (1971) controversial position eludes that prison is a "warehouses of human degradation". In view of this, the extremist model thus demands the expulsion of prisons and request for the improvement of law and reasonable access to social means of attaining socially improved goals (Durkheim, 1994). Howe (1994) submits that critics have disputed that dysfunctional nature of prisons and also the social institution which hurt the soul, the act of thought, the will and the feeling of the inmate. Furthermore, McCork and Korn (1970) discern that a prison is a caste-like arrangement cut off from the general society to defend the "law abiding" from the "undesirable" (Okunola *et al.*, 2002:41). Clemmer (1950) coined the term prisonization, which he later characterizes as negative attitude and behaviors which are as a result of residence in the correctional institution. Goffman (1961:84) cited in McLaughlin and Munice (2001) states that prison is a total institution, an environment which experiences a breakdown of certain barriers that separate sleep, work and play.

### **Role of Prison Institution**

One of the foremost purposes of establishing the prison is to accommodate individuals who have violated the law by an act punishable by law. To this degree, a prison in Nigeria like elsewhere across the globe is saddled with three essential roles of reintegration, improvement and recuperation (Adeleke and Uche, 2015). Then again the purpose of prisons across the world, besides being a place for apprehended people could also be seen as a significant constraint place which functions as chastisement to the felon with a sight to restraining others from committing a related disciplinary crime. However, the Nigerian Prison Service (NPS) is a government owned institution established to correct social deviants, punish, reform and complement the processes of legal adjudication and law enforcement (Nigeria Prison Service Manual, 2011). Still, according to NPS, making inmates aware of their wrongdoing is one of the paramount goals of the prison service. Subsequently, the reform and reintegration of felons are to be done across an intricate set of mechanisms.

Reza (2011) upheld the above view when he stated that prison punishment is a complete social control, communal rule and crime deterrence instrument. Similarly, the Nigerian Prison Service as stated by Ugwumba and Usang (2014), suggest that it is an institution to mete out punitive dealings to offenders. The above view is prejudiced by the assumption that confining perilous felons or unrelenting, nonviolent felons that the society will be safeguarded from for the period of their prison term, provisionally debilitates them (Ikoh, 2011). This is further corroborated by Ariskwu *et al.* (2015) when they attest that the significance of prisons in any given society is to punish, dissuade and ameliorate felons in the society. Chukwudi (2012) delves further by stating that the foremost purpose of setting up the prison institution, all over the world, with Nigeria not an exception, is to offer rehabilitation and modification facilities for persons who have sullied the rules and regulations of the society.

In line with the above discussion, it can be stressed that the essence of prison institutions is not just to accommodate inmates, rather it is also to instill discipline and effect meaningful correction on inmates. It is imperative to state that to be cramped in a prison remains a form punishment because it deprives inmates of certain rights through such acts as deprivation of a heterosexual relationship, freedom of movement among others. Even at that a prison is expected to play a positive role in the rehabilitation of inmates to a fully reformed state upon regaining freedom. Based on the above assertions, stating the role of prison institutions, the process of restricting the movement of an offender and instilling discipline through vocational and rehabilitation programmes depicts an important role of the prison institution.

### **Rehabilitation Programmes in Nigerian Prisons: A Brief Discourse**

The position of restoration services in the improvement and alteration of felons has persistently been a forerunner of public dialogue in the current era (Tanimu, 2010). Article Number Nine (9) of the 1972 Prison Act positioned an obligation on the Nigerian Prison system with the expectation that prisoners craving to better themselves when facing imprisonment have an ample chance to indulge in a number of rehabilitation programmes. In this context, rehabilitation is a process of making an inmate helpful to him or herself and the wider society by inculcating in him or her basic talent and wisdom that will help the inmate recover his or her social functioning upon regaining freedom. For any significant reintegration and rehabilitation to take place in the prison, rehabilitation services should be upgraded and sufficient provisions made, and these should be easily accessible by the prisoner. For example, workshops for skills acquisition were established to train inmates in the skills of shoemaking, printing and tailoring (Ayuk *et al.*, 2013).

To attain the above objective, rehabilitation services in Nigerian prisons are defined as service provided for prisoners in order to reinstate them to the fullest physical, mental, emotional and vocational usefulness that they are capable of (Nigerian Prison Act, CAP 366, 1990). However, Skidmore *et al.* (1976) are of the view that rehabilitation should provide an inmate with education, ability and skills, which will allow him or her to be re-integrated within the wider society. In line with the above, it is imperative to state that the Nigeria Prison Service is part of the Nigerian criminal justice system reform's policy, which is believed to be in accordance with the global trend to change prison services. This shall include giving ample attention to inmates and the provision of rehabilitation facilities to ensure the well-being of inmates. This can instill discipline to inmates, thus transforming them.

The Nigerian Prison Service is known for its quest in inculcating skills acquisition and development programmes on incarcerated inmates. In view of the above, Ekpe and Mammah (1997) posit that felons should be reintegrated with the eventual goal of helping them become self-sustaining and controlled residents. As a result of such reform, the prison furniture college industry was developed with the objective of inculcating and imparting vocational training for inmates (Ezim, 2011). More details are provided by Oluwakuyide (2001) when he indicates that vocational training enables inmates to manufacture doors, office equipment, and household furniture. This helps prisoners to eke out a living upon regaining freedom, without reverting into crime (Ayuk, 2003). Moreover, through vocational programmes that will give occupational training, which normally provides the prisoner with experience in preparation for the workplace, prisoners can be proficient and skilled in carpentry, painting, upholstery and computer programmes (Awopetu, 2011). In view of instilling training for inmates, the inmate training and productivity (ITP) was

established in Nigerian prisons, with the intension of training prisoners in prison farm activities (Tenibiaje, 2010). Still, Tenibiaje (2010:43) opines that cottage industries also trained prisoners in mechanized fabrication to make furniture, toilet roll, soap and aluminum pots.

In view of the above, inmates must be adequately informed of the purpose of vocational and educational programmes, which is likely to lead to a proficient occupation after incarceration. Imibekhai (2002:39) posits that non-governmental organizations participate conspicuously in reformation and restoration programmes by contributing to vocational training programmes and industrial skills which tackle prison congestion. However, Rodley (2000:56) expounds on the diverse international instruments that trade with treatment of felons and conditions of incarceration. He further attests that felons are to be safeguarded against bias and not put through torment and inhuman and undignified chastisement. According to Enuke (2001:45), some felons favour one rehabilitation service or activity over another. This may be as a result of personal interest or the simplicity of the programme.

Uche *et al.* (2011:15) submit that felons that adopt rehabilitation during their stay in prison assimilate skills that will offer them with services and a chance on a career upon discharge. Ezim (2012:36) observes that “other vocational trainings are available for inmates, especially those who had no stable job before their incarceration”. Uche *et al.* (2011:15) are of the view that some programmes were aimed at dissuading inmates from criminality to constructive quest that would make crime distasteful or condemnable such as vocational training, moral persuasions, and education. Tanimu (2010:143) proclaims that for the fulfillment of the rehabilitation principle, felons are held back in prison until the establishment believes they have been successfully rehabilitated.

### **Problems in Nigerian Prison Service**

Several studies that have been conducted in the past have revealed problems faced by the Nigerian Prison Service with its quest for effective rehabilitation of prisoners. These include Obioha (1995), Ali (2011) and Salaam (2013), who have revealed that the poor state of the Nigerian prison system, lack of infrastructure, inadequate retraining programmes, crowded and filthy cells, poor classification of prisoners, inadequate bedding facilities, lack of training, poor salary and welfare package for prison staff, insufficient funding were the major problems bedeviling the rehabilitation potential of Nigerian prisons as reformative centres. Tangential to the above, inhumane treatment of prisoners by prison officials such as torture, denial of food, extortion and sexual abuse largely in the case of female inmates are seen as major reasons for the ineffective rehabilitation of inmates. As a result of this, most inmates live in fear while prison officials remain a threat to the existence of the cordial relationship between inmates and prison officials (Esiri, 2016). This may invariably lead to ineffective rehabilitation and reformation of inmates. The question now is how good were the studies that revealed significant problems in the NPS? There may not be a correlation between a study and challenges faced by the NPS. Furthermore, were there no other studies that established different results from those that established that there were significant challenges faced by the NPS?

However, an exploration of existing literature on NPS reveals that problems of poor rehabilitation persist as inmates live in filthy cells that are congested most of the times, are served unbalanced meals, have poor sanitary conditions, with blocked sewage lines despite the huge sums of money spent by the Nigerian government in ensuring a conducive environment in its prisons across the

country. For example, Ali (2011) posits that prisons in Nigeria are in shambles, with a high congestion rate. In this context, Ohia (2004) precisely submits that this becomes a major reason why most prisoners fall sick and die in custody. Ogundipe (2006) points out that infrastructure and logistics in Nigerian prisons are neglected, which makes it a place of torture. This point is strongly upheld by Tanimu (2006), when he posits that by considering the retributive, divest and the desensitizing state of the Nigerian prisons, the objective of restoration and rehabilitation may be difficult to realize. Obioha (1995) suggests that the Nigerian prison becomes a training ground for criminals instead of playing its role as a rehabilitative centre. In essence there is poor rehabilitation among inmates. There may be other reasons for poor rehabilitation of inmates besides the ones stated in the available literature. It was an aim of this study to establish what other reasons were causes of poor rehabilitation. At the same time, the study was an opportunity to evaluate the causes stated in the literature.

Iriekpan and Ezeobi (2012) criticize the Nigeria Prison Service for the reasons that the Nigerian prison has become a breeding ground for crime, in the processe hardening the criminals. Moreover, inmates in Nigeria in general are “subjected to various forms of degradation and inhuman treatment” (Imhabekhai, 2002:39). Ali (2011) posits that welfare services rendered to inmates are not adequate. Thus, inadequate funding and multiple problems could make the NPS ineffective in several ways, which can be blamed on the absence of rehabilitative facilities. Most prisons in Nigeria are overcrowded beyond the designed population (Ojo and Okunola, 2014). Ahire (1990) feels that Nigerian prisons are human cages without facilities for successful correction, reformation and vocational training. Arguably, as attested by some scholars, NPS has gradually turned into a conducive environment in breeding criminals. Is this applicable to all prisons in Nigeria or it is restricted only to particular prisons or a particular region? Have all studies on NPS revealed divergent forms of torture of inmates?

Dwelling further on some significant problems in the NPS as attested by several scholars, Obioha (2011) opines that prisons in Nigeria accommodated inmates who were originally not supposed to be there, thereby leading to an over stretch of facilities, which leads to limitations in the functions of the prison due to human pressure. The rooms are not decent for human habitation, with the absence of bedding facilities, thereby causing inmates to sleep on the bare floors (Obioha 2011). This implies that inmates in Nigerian prisons sleep in batches (Okunola *et al.* 2002) while in some cases, inmates share bedding facilities that are not supposed to be shared. Chukwumereji (2012) submits that problems of welfare services in Nigerian prisons are not distant from those of non-definite assertion on reintegration, non-improvement, derisory funding and too little infrastructure. In a response to several attestations by above scholars, it is imperative to know if congestion was obtainable and applicable to all prison formations in the country as this may have been concluded without covering the majority of prison formations in the country.

### **Some Perceived Factors and Challenges Inhibiting Effective Rehabilitation of Inmates in NPS**

Rehabilitation of inmates in Nigeria still remains a form of punishment (Kalu, 2002). The idea of rehabilitation was never in the minds of prison officials, what they had in mind was to incarcerate felons as a punishment for an offense he or she committed, which was in relation to early inmates in most prisons in Nigeria where inmates were those who affronted or had contradicted the indigenous power rule or offended the colonial master (Omoni and Ijeh, 2011). Prison institutions

and their occupants are seen to be of adverse problems to reformatory administration in the society. NPS depicts several problems that several studies pointed out largely as a result of the shortcoming of the penal institution. (Ijeoma, 2015). To this degree, prison and detention facilities in Nigeria remain harsh and life threatening. (Chukwudi, 2012). In line with the above assertions, it is pertinent to state that having shortcomings does not mean that the NPS has completely failed in its quest for rehabilitating inmates.

However, Otte and Albert (2004) dispute that the Nigerian prison system is shoddier than in days of oversea rule. In line with antiquity, attitude and approach, the NPS is apparently poorly equipped to attain any reasonable reformation and rehabilitation of imprisoned offenders (Ahire, 1990; Tanimu, 2006). In light of this, Ndukwe and Nwuzor (2011) submit that the prison scheme has become very expensive to the economy, mentally and enthusiastically detrimental, communally injurious, ethically repugnant and penologically grievous. Prisons across Nigeria, as submitted by Ogwezzy (2011), require exigent amelioration. Debatable in this case, one would wonder if there is a correlation between renovating all prisons across the country and successful rehabilitation of inmates in the Nigerian context. To state that NPS were poorly equipped, thus making it impossible to address rehabilitation of inmates indicts the government's willingness in the rehabilitation of inmates. In support of this, the Nigerian government from time immemorial has allocated ample funds to cater for the expenses of the NPS, although not all desired results may have been achieved.

In another criticism of the NPS, Ayodele (1993) observes that the velocity at which ex-prisoners return to jail in Nigeria is becoming alarming. This may be due to absence of effective rehabilitation programmes in most prisons cutting across the country. In view of the above, Uche *et al* (2011) opine that rehabilitation of inmates over the years in Nigeria has not been successful, which may be due to the fact that every year offenders who turn out to be hard-bitten and more deadly are discharged instead of changed persons into the wider society. To this degree, it is observed that the punitive dogma of restoration and re-integration in Nigeria is consequently a public concealment for modernizing incarceration from the inherited colonial system geared towards incarceration, prostration and dispossession of imprisoned felons (Alemika and Chukwuma, 2011). Disputably, inmates returning to prison as repeated offenders may not necessarily have anything to do with inadequate rehabilitating by the NPS, other factors such as stigmatization, inability to secure payable jobs and actually finding the prison a better place to be than the wider society may be reasons for ex-inmates to return to prison formations as recidivists.

### **Inhumane Living Conditions**

The NPS, as a correctional institution, has faced criticism by several scholars in Nigeria, with much emphasis on infrastructure, neglect of prison facilities, inhumane living conditions among others. For the purpose of this review, literature from scholars was explored. For example, Ogundipe (2006) points out that infrastructure and logistics in Nigerian prisons are neglected. Ezim (2012) agrees that most prisons in Nigeria are not in good condition, 'which affects the functioning of the prisons and the treatment of inmates'. Awopetu (2014) sustains that conditions of several prisons is in a startling state of misery, with no sense of repair and facelift reflective of extended disregard by the Nigerian government. Agunbiade (2010) maintains that prison conditions in Nigeria are far from being caring, and prison health is still viewed as a profitable

social project. He corroborates the above by stating that the NPS, for years running, has had awful conditions, with an upsurge in sickness problems among the inmates.

Udoh (2011), holds that the condition of most prisons in Nigeria is seen to be damaging to the physical and mental well-being of incarcerated inmates, which in most cases constitute a great threat to their health. Oshodi (2010) submits that despite the inhuman condition in most prisons across the country, inmates are likely to spend their entire lives behind bars in a horrifying state without ever having been found guilty of a misdeed which may be due to long judicial processes. As a result of the above, Egba (2011) observes that most inmates are incarcerated for trivial crimes, which prison officials blame on the unhurried judicial process. Thus, the implication of this is congestion of prison cells, thereby leading to inhuman living condition due to an overstretch of prison facilities invariably. An exploration on existing literature on this problem reveals an over stretch of prisons, hence, it is imperative that there should be swiftness in the judicial process as cumbersome court process, thus inmates spent several years as awaiting trial inmates. Thus, this was one of the reasons why some prisons in Nigeria were congested beyond their actual population.

### **Problems of Overcrowding**

One of the cardinal objectives of introducing the prison reform agenda was to address several problems bedeviling the NPS, such as overcrowding and providing vocational skills to inmates. On the contrary, some prisons in Nigeria remained congested with some inmates awaiting trial for several years. In 2001 the then President Olusegun Obasanjo launched the prison reform agenda through the Ministry of Justice to assist in a swift trial process. However, even at that, several problems persisted as the NPS remained a subject to a number of criticisms. In line with the above, Ojo and Okunola (2014:26:27) submit that prison yards in Nigeria are overcrowded beyond the desired population. This largely occurs in prison accommodating where an unusual population of felons than were initially planned for are brought to prisons, thereby leading to an over-stretch of facilities beyond their limit (Obioha, 2011).

Overcrowding in NPs ensue where the number of inmates surpasses the prison size to an extent prisoners cannot be accommodated in a caring, healthy and psychological manner (Awopetu, 2014). The above view is upheld by Ijeoma (2015), who pointed out that prisons in Nigeria accommodated inmates beyond they were originally constructed to accommodate, leading to a strain on the infrastructure. Thus, Alabi and Alabi (2011) perceive that prisons across Nigeria have three characteristics that include congestion, filthy cells and insufficient medical and reintegration facilities. Prison overcrowding, as attested to by Enuke (2001), is likely to contribute to the proliferation of communicable diseases among inmates in most NPs. Ckukwudi (2012) corroborates the above by stating that the implication of congestion is that it is a major reason for some killer diseases like airborne diseases and infections across most prisons in Nigeria. Adeola and Atere (2003) continue in the same line as they affirm that Nigerian prisons are filled to the brim. Due to this, several inmates fell ill and died before facing litigation or during their jail terms (Okunola, 2012). Arguably, if all studies conducted on the NPS revealed that inmates who died serving their jail terms were buried without informing relatives. The question now is how many of the cases of such nature were recorded and were there other studies conducted in the past that contradicted this view? Furthermore, an exploration of the above literature reveals that virtually

all prison formations in Nigeria were congested. Contradicting the above assertion, a recent study by (Amali *et al.*, 2017) revealed that Hadeija prison in Jigawa State was not congested and filled up to the brim as indicated by scholars who have always submitted that all prisons in Nigeria were congested.

In another criticism, and with specific reference to prison congestion and inmates' condition in prisons in Nigeria, Ayuk, Emeka and Omono (2013) submit that prisons in Nigeria are just like living in hell. The problem seems to lie with the criminal system that is unsuccessful in proactively implementing long term objectives to tackle overcrowding problems, but seemingly offer soothing measures, which has made prisons crowded (Ayade, 2010). The above view is substantiated by Alabi and Alabi (2011), who concur that inmates in Nigerian prisons were mostly crammed by suspects awaiting trial or those waiting for official charges. They further posit that several inmates were in custody between two to fifteen years and in some circumstances they were apprehended for truncated height crimes that may include domestic disagreement, traffic disobedience which can be punished by short term imprisonment or restitution. Conclusively, it is also important to state that some inmates who were incarcerated had no funds to pay restitution as pronounced by law courts and the question is; in such a situation is it expected that the prison service releases them despite their inability to pay fines? These are questions we need to answer before stating that NPs remained congested.

### **Lack of Basic Needs, Bed and Sanitation**

Another issue raised against the NPS was that of bedding spaces, serving of unpalatable meals and poor sanitary conditions such as sewer blockages. In response to the above, various voices have been raised by some scholars. For example, in most prisons in Nigeria, there is scarcity of bed spaces that the majority of the inmates slept on exposed ground and over and above all the prison environment was polluted, with poor sanitary conditions (Adeleke and Uche, 2015). Hence, prison conditions are deemed harsh and life threatening (Yelodu, 1991). This relates to the concern that inmates in Nigerian prisons share the same bed and sometimes even sleep on bare floors and live poorly with their lives in danger. It is in this light that Ahire (1990) describes Nigerian prisons as human cages that lacked facilities to ensure correctness, rehabilitation and vocational training. Salaam (2011), indicates that some challenges also include blocked and overflowing toilets, thereby leading to the spread of various diseases. Other factors include lack of electricity and water, recreational activities and lack of sufficient books, instructional books and vocational training materials. Robins (2009) affirms that the above stated problems stated were synonymous with prisons in Nigeria, which may be due to an absence of cooperation among stakeholders in the justice sector. Sakaya (2011) affirms that the majority of felons in Nigeria are poor, uneducated and accommodated in a frayed prison environment that lacks basic hygienic products like towels and toiletries. It is contestable to state that the majority of the inmates in Nigeria were poor and uneducated. For example, Nigeria has thirty six (36) states with Abuja as the Federal Capital, if only two (2) states revealed that the majority of inmates were poor and uneducated, it necessarily means that the majority of inmates are poor does not suffice.

### **Poor Medical Facilities**

Inability to provide adequate medical facilities was one out several criticisms faced by the NP, with indications that there were little or no facilities to treat sick inmates. In response to the above, Okunola *et al* (2002) indicate that in Nigerian prisons treatment consists of consumption of drugs



like paracetamol and in a situation where inmates needed other drugs, they have to raise funds to purchase them outside the prison yard. This clearly indicates that “prisons in Nigeria are poorly equipped medically” (Ojo and Okunola, 2014:26). It is a shame that despite the existence of clinics in Nigerian prisons since 1971, these are poorly equipped yet they are still relied on by most staff and their respective wards (Adeola and Atere, 2003). Okunola *et al.* (2002) posit that the health conditions of all categories of prisoners are the responsibility of the prison staff. Despite health conditions of a prisoners being the responsibility of prison administration, Nigerian prisons are careless on the health of prisoners (Okunola et al, 2002). Robinson (2009) attributes illness of inmates to their inability to indulge in sporting activities because the facilities are not provided. He further asserts that inmates in most prisons in Nigeria undergo severe infirmity, which may be due to lack of exercise.

William *et al.* (2009) disclosed that a greater section of inmates in Nigerian prisons (men and women) have in any case long protracted conditions, suggesting that an issue of entitlement to health by inmates is grossly abused. Correspondingly, the health condition of inmates during imprisonment was perilously unbalanced, trembling and vulnerable, with particular reference to Biu, Bajoga and Serti had insufficient facilities for its inmates that were incarcerated (Ayade, 2010). The problem of the poor health conditions of inmates persists as most prisons had no health personnel to attend to inmates (Ayade, 2010). To this degree, Watson *et al* (2004) point out that inmates in opposition to members of the wider society are shoddier off as they frequently bring a range of health glitches in prison and are also in danger from a number of health problems while in prison. Arguably, prisons in Nigeria only served as first aid treatment to inmates as critically ill inmates were transferred to hospitals to face better treatment under the supervision of a prison official. This practice is also applicable to developed countries across the globe. Thus, it is imperative to know that medical treatment such as conducting surgical operations, physiotherapy treatment and other medical attention may not be realisable in a Nigerian Prison.

### **Violation of Prisoners’ Rights**

The Nigeria prison is characterized by violation of prisoners’ rights, which draws concern of the International community. This also remains a major criticism against the NP as some assertions by scholars in the past revealed violations of prisoners’ rights such as denial of food and verbal insults among others. In view of the above criticisms, Agbaegbu (2011:23), states that the “country is confronted with a tragic situation bordering on human rights violation, caused by a slow judicial process in the country”. Ugwuoke (2009) posits that the Nigerian penal institution weighs-down with the purpose of carrying out differing roles. For a long period of time, welfare services cutting across prisons in Nigeria have been poor, which contradicts the standard minimum rules for the treatment of prisoners. The implication of this is violation of the rights and privileges of prisoners.

Prisons in Nigeria, as pointed out by Ali (2011), are in shambles, with a high congestion rate that is due to the number of inmates awaiting trial. A prison is a reformative home, which is expected to have all the necessary facilities to ensure effective rehabilitation of inmates. The country report for the year 2000 on human rights practices point out that conditions in most prisons in Nigeria were harsh and life threatening. King (2001) submits that several factors affect offenders’ welfare, which violates their rights as inmates despite being incarcerated. Some of the major violations as pointed out by Ali (2011:123) include “provision or insufficient treatment for serious medical conditions, lack of adequate health education on disease control and denial of conjugal visits,

denial of access to education''. Further, letters are expurgated, visitation opportunities are meticulously controlled, solitude is next to nonexistent and inmates distance is suppressed through mass handling of inmates (Ikoh, 2011). On the other hand, most inmates were subjected to maltreatment, which is not permissible. In view of this, Robins (2009) state that whipping and cruel treatment of prisoners by the prison officials is a familiar manifestation in most prisons across Nigeria.

In line with the above, we were interested in finding whether there were other studies that may have been conducted that revealed results contrary to inmates being tortured. If there were, how reliable and good were these studies? Inability to serve decent meals, inability to provide medical care and verbally insulting inmates does not necessarily mean inmates were tortured. It is debatable that whipping of inmates is a case requiring serious scrutiny. Inmates may be vulnerable, revealing false information to gain sympathy from researchers, thus depicting a bad image about the NPS. Furthermore, another reason for concluding there was violation of inmates' rights was the issue of officials reading inmates personal letters to and from the prison. It is imperative to note that currently, some prison formations in Nigeria are currently accommodating suspected members of Boko Haram, Shiite members, armed robbery suspects. Thus, for security reasons, it is important that their conversations with the outside world be monitored. Unfortunately, as stated after an exploration of the literature on inmate's rights violation in the Nigerian context, scholars were of the view that inmate's rights have been violated.

#### **Poor Training, Salary Package, and Stress on Prison Warders**

It has been reported by research that some prison wardens in Nigeria have virtually turned to corrupt practices to augment their monthly pays. Certain behaviours by some prison officials may be due to certain problems they may be experiencing as prison officials. For example, prison officials in Nigeria are exceedingly underpaid and under trained with no judicious staff incentives in addition to working several hours. In relation to staff salaries, Laham (2008) states that corrupt prison officials reverted to extortion from inmates to get their basic needs. At the same time, prison officials in most prisons in Nigeria are poorly kitted, inadequately paid, with an absence of the funds required to progress the welfare of prison officials (Eze and Okafor, 2007). Related to this, the working atmosphere is seen as stressful and boring to prison officers (Solomon and Ushi, 2014). These problems, persisted as prisons in Nigeria were understaffed.

According to Butcher, Mineka and Hooley (2007), stress comes with an undesirable impetus known as stressors, which include conflict, hindrance, conflicting rules and being told to do excessive scores of duty and not being provided with sufficient resources. In view of the above, Pauline, Lambert and Hogan (2006) suggest that among the most diverse strained employment field in law enforcement is the prison warden occupation. According to Whitehead and Linquist (1986), occupation stress is one of the foremost basis of burnout. Burnout, as put forward by Griffin (2006), is seen to be injurious to both prison officials, friends, co-workers and inmates, with the inclusion of the organization. Several studies have found that an enormous upsurge has happened in prison populace across the globe, including Nigeria, and the upsurge in inmates has created job stress and burnout for the staff of the prison.

After an exploration of existing literature on NPs, several submissions reveal corrupt practices by prison officials. To this effect, were these studies able to prove beyond reasonable doubt that prison

officials were engaged in corrupt practices? If they were, how reliable were these studies? Similarly, to say that the upsurge in the number of inmates may have resulted in job stress and burnout in the NP is not definitive. For example, studies have shown a correlation between the high number of inmates and job stress. How good were these studies? A correlation does not imply actual causation of job stress. Finally, is there sufficient evidence to support the conclusion that a high number of inmates leads to job stress among prison officials?

### **Conclusion and Recommendations**

With the problems outlined and examined above, this paper concludes that these problems could hinder the objective of the prison as a rehabilitation centre. Furthermore, congested and filthy cells, poor toilet facilities, malnutrition, and inadequate medical facilities were seen to be some of the major problems bedeviling most prisons in Nigeria. In view of the above conclusions, the following recommendations are being forwarded.

1-Most prisons in the country remain congested, the major reason being cumbersome judicial processes .In view of this, there is need to speed up judicial processes, which could address the problem of congestion of prisons.

2 - Apart from poor salary packages for prison officials, members of staff have not undergone retraining programmes. Some rehabilitation programmes in some prisons in the country had no specialists to train inmates on skills like carpentry and electrical aspects, which was due to lack of training on the part of officials. In view of this, it is paramount that the Nigerian Prison Service on frequently send officials on retraining in such skills. Furthermore, there is a need for the government to review salary of prison officials. With this, it is expected that prison officials may be adequately motivated to discharge their individual duties as correctional officers.

3- Due to congestion in most prisons in the country, poor classification of inmates becomes widespread. The cumbersome judicial process remains one of the major reasons for congestion. Hence, there is a need for swiftness in the litigation process. This could address the problem of congestion as some prison across the country accommodated large number of awaiting trial inmates Thus, it is imperative that prison administration should ensure proper classification among inmates as financial crime offenders or first-time offenders have had to live in the same cells with mentally ill and recidivist inmates. This led to hardening of some inmates.

4- The Nigerian government, in an attempt to address the problems of the Nigerian Prison Service, established the prison reform in 2001. It was set up to address problems of congestion and training inmates with additional skills. Unfortunately, this reform agenda has experienced a lot of problems such as the inability of the government to implement some key recommendations such swiftness in the judicial process, decongestion of prison as well as inability to pay honoraria to committee members. This affected the performance of the reform. Thus, it is imperative that the Nigerian government should take bold steps in reinstating the establishment of the reform effort.

5- The Nigerian government, to some extent, has provided vocational and rehabilitation programmes in prisons in the country. An exploration of existing literature reveals that these programmes are either obsolete or inadequate. In view of the above, it is imperative that the government should ensure adequate provision of the rehabilitation programmes. This can check idleness amongst inmates and also inculcate discipline as well.

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# Natural Resources and Indigenous Communities: A Study among the Bidayuh in Padawan, Sarawak

Eva Kristin Larry Sait<sup>1</sup>, Neilson Ilan Mersat<sup>2</sup>, Wong Swee Kiong<sup>3</sup>  
<sup>1,2,3</sup>Faculty of Social Sciences, Universiti Malaysia Sarawak, Malaysia

Email: ev.kristin@gmail.com<sup>1</sup>, mnilan@unimas.my<sup>2</sup>, swkwong@unimas.my<sup>3</sup>

## Abstract

This paper examines the livelihood strategies among the Biatah Bidayuh in Padawan, Sarawak and discusses the preliminary findings of the various cultural, religious, medicinal and culinary uses of the natural resources found in Darud Penrissen, Padawan. This study aims to investigate the main economic activities of the Bidayuh community in Padawan; to analyse the natural resources used by the community as a means of their livelihood strategies; and to investigate the gap of knowledge in resource use and management among the older and younger generations. Structured interviews were carried out with each household head in the selected villages in Padawan to find out the indigenous knowledge of these households on usage of and reliance on natural resources. Through focus group discussions, the knowledge on the types and availability of resources in the respective areas, as well as the gap of knowledge in resource use and management between the older and younger generations and its cause were identified. This study shows that the Bidayuh community conducts various types of activities in order to sustain their livelihoods. Agricultural activities such as cultivation of cash and subsistence crops are their primary economic activities. In addition, villagers collect jungle produce such as wild vegetables and fruits as their secondary sources of food and income. The study found that there is a marked deterioration of indigenous knowledge among the younger generation on the uses of natural resources. Most of the younger generation no longer practice the old ways as they are influenced by a modern way of life, and the advent of Christianity has essentially diminished their belief in old spiritual customs and traditions.

**Keywords:** Indigenous knowledge; natural resources; livelihood strategies.

## 1. Introduction

Human and environment interaction is how people depend on, adapt to and modify their environment. The environment shapes the society that lives and depends on it, and in turn is also shaped by that society. In developing countries, nearly 70% of the population are subsistence-based and live in rural communities, thus the pressure on natural environments is more acute (World Bank, 2004). People who rely heavily on natural resources for food and energy will be naturally driven by basic survival instinct and derive their diet from their surroundings to sustain individual, household and community livelihoods (Hartter & Boston, 2007).

Sarawak is rich in plant and animal biodiversity and this inevitably leads to land use practices that utilize these natural resources to boost its economy such as logging, agriculture and forest plantations (Ichikawa, 2007; Hon & Shibata, 2013).

There are about 40 different ethnic groups in Sarawak. According to Sarawak Facts and Figures (2014), the Bidayuh make up 8% of the total Sarawak population, making them the third largest



indigenous ethnic group in Sarawak. The Bidayuh are mostly settled in the interior uplands and highlands and share similarities with other indigenous communities of Sarawak, such as the Iban, in farming practices, collection of jungle produce, hunting and fishing, as well as tools and handicraft making. In these indigenous communities, their traditional livelihood relies very much on the availability of natural resources that surround them and their indigenous knowledge revolves around the utilization and management of those resources (Joe & Insham, 2004).

## **2. Livelihood strategies**

Livelihood strategies are the combination of activities that people choose to undertake in order to achieve their livelihood goals. They include productive activities, investment strategies and reproductive choices. Livelihoods approach is concerned first and foremost with people, seeking to gain an accurate and realistic understanding of people's assets of capital endowments and how they convert these into positive livelihood outcomes (DFID, 1999). Each asset or capital has a set of key indicators towards the community for them to achieve a positive livelihood outcome. For example, rural farmers pay more attention to agriculture by incorporating integrated farming where they plant subsistence crops rather than short-term cash crops. Livelihoods approaches try to understand the strategies pursued and the factors behind people's decisions; to reinforce the positive aspects of these strategies and mitigate against constraints (Eldis, 2014). A livelihood is sustainable when it can cope with and recover from stress and shocks and maintain or enhance its capabilities and assets both now and in the future, while not undermining the natural resource base (Chambers & Conway, 1991). A household copes with and withstands economic shocks depending on capabilities, assets and activities available to them and these options are arranged and selected in a livelihood strategy. Diversification of livelihoods is an important survival feature in a rural setting as it is linked to flexibility, resilience, and stability, making the community less vulnerable and prove to be more sustainable over time (Ellis, 1999).

### ***2.1 Natural resources as a source of livelihood***

Natural resources such as land, water, air, minerals, forests, fisheries, wild flora and fauna provide the necessary ecosystem services that support human life (Bromhead et al., 2000). Access to primary natural resources is important for many rural households, particularly the rural poor. This is due to the fact that their livelihoods are inherently dependent on crop and animal agriculture as well and other natural resources such as forests and fisheries as well as the underlying environmental services that sustain these resources (Lee and Neves, 2009).

Several studies have shown that the economic activities of the rural communities still rely heavily on natural resources, depending on their location (Intan, 2014; Johnny, 2014; Salleh, 2006). For the coastal Malays, their livelihood depends mostly on the sea, and for those dwelling in the interiors of Sarawak such as the Kenyah, Iban and Bidayuh, their livelihood is dependent on the land, with agriculture being their main source of income. Therefore, the livelihood strategies from these different communities in different areas are shown to be related to their surrounding environment.

Traditionally, the indigenous community in Sarawak has always relied on natural resources found in their surrounding forest and their indigenous knowledge on the uses of these resources to sustain their livelihood. However, the rapid exploitation of forest areas for development and agricultural activities has resulted in the diminishing of wild flora and fauna. Furthermore, the value of indigenous knowledge held by the older generation is being diminished by various factors such as

religion, modernization, urbanization, as well as the loss of natural resources. Therefore, it is important to document the knowledge of the uses of these natural resources before it is lost forever.

This study examines the livelihood changes due to the change in resource availability among the Bidayuh of Kampung Kiding and Kampung Abang, Padawan. The study also seeks to investigate the various cultural, religious, medicinal and culinary uses of the natural resources found among the Bidayuh in these two villages as well as to explore the knowledge gap among the older and younger generation concerning the uses of natural resources. This helps to promote an interest in the younger generation who before this may not care much about the rich knowledge possessed by their elders. In line with Section III of Agenda 21 (United Nations, 1992), this study seeks to strengthen the role of major groups, in particular the indigenous people of Sarawak, in protecting the environment in which they rely on.

### **3. Methods**

This is an exploratory research carried out in Padawan involving the Biatah Bidayuh who are further divided into the Bi'anah and Biya tribes. The study was conducted in two villages, namely Abang (Bi'anah) and Kiding (Biya). A total of 113 respondents from both villages were involved in this study. The survey instruments employed consisted of interview schedules. For this method, probability sampling was employed, as individuals selected are known and sampled independently of each other. Interviews were conducted with the heads of each household in their own homes. The questions focused on the use of natural resources as well as social, economic and cultural elements. The Statistical Package for Social Sciences Version 20 (SPSS Statistics v20) for Mac was used to analyse the data collected through interview schedules.

Non-probability sampling was employed in the form of focus-group interviews which are participated by participants from the villages. There is a need for ethical considerations as the nature of this research deals with humans, particularly an indigenous community in Sarawak. To ensure the quality and integrity of the study, respondents of the research were made aware of the nature of the research and consent was obtained from all participants. The participants also had the rights to anonymity on any sensitive information they have shared, with their results kept confidential.

### **4. Results and Discussion**

#### ***4.1 Livelihood of the Bidayuh in Padawan***

The survey results show that the respondents are still largely involved in agriculture and forestry related activities but are branching out to non-agricultural activities. Only 4% of households were full-time farmers while another 57% were part-time farmers. Some 39% were engaged in non-farming occupations. The farmers and part-time farmers were mainly engaged in rice farming, vegetable farming and fruit orchards. Most of these were for subsistence purposes with the exception of pepper, mango and ginger. Those reported to be part-time farmers were engaged in an array of jobs both in their respective villages in Padawan as well as nearby towns such as Kuching.

#### ***4.2 Utilization of Natural Resources***

Besides the use of land for hill rice farming, several types of forest resources in Bung Penrissen were utilized by the Bidayuh. These forest resources were categorized into two broad groups: plant resources and animal resources.

Utilization of plant resources consists mostly of wild vegetables, bamboo, firewood, rattan for making mats and baskets, as well as wood for building material. Most respondents indicated that the extraction of plant resources was mainly for personal use and not sold. The women frequently forage in the forests for edible plants such as *midin*, *paku*, tapioca leaves, and various shoots. Some of these plants are planted near their houses such as tapioca and yam. The forest is also a source of materials for their traditional handicrafts, such as tree bark, rattan and bamboo for mats and bags. The men fashion a smoking pipe out of bamboo which is equivalent to the modern day vaporiser. Timber is mainly utilized as building materials or firewood. Hardwood such as *belian*, *meranti*, and *selangan batu* are generally used to build houses in the past. In the olden days, these timber were sourced directly from the surrounding forests, with the villagers working together to collect the timber. Nowadays there is an increasing scarcity in the availability of these hardwoods due to commercial logging activities as well as clearing of land for oil palm plantations. This is a widespread phenomenon throughout Sarawak due to the changing land use patterns in Sarawak.

Hunting wildlife is also carried out for the purpose of personal consumption rather than for sale. Many types of wildlife species were found to be hunted for food, and those most commonly found include wild boar, fox, and squirrels. According to Thennakoon (2004), amongst the different assets, natural assets are especially valuable to those who obtain their livelihoods from resource-based activities such as farming, fishing, gathering from forests, and mineral extraction such as sand or gems. For the Bidayuh of Kampung Kiding and Kampung Abang, land, wildlife and the forest are their natural assets. These resources are used to generate their monthly income and also complement their supply of food.

#### ***4.3 Factors Influencing Changing Livelihood Strategies and Utilisation of Natural Resources***

Based on the study, the livelihood strategies among the Bidayuh of Kampung Kiding and Kampung Abang have not differed much in terms of agricultural activities as a majority of the respondents still plant paddy, however the changes can be found in the tools and methods in which these activities are carried out. Modern tools have enabled faster clearing of land for cultivation as well as chemical means to enhance production. However, modernisation has also depleted the resources in which they rely on including land resources.

Logging and timber activities in Sarawak may have inevitably affected the expansion of shifting cultivation areas by providing road accessibility to native land, allowing ease of access to these previously difficult to access areas (Hon & Shibata, 2013; Ichikawa, 2007). Commercial logging activities and oil palm plantations have depleted their natural resources. Timber, especially hardwood such as *meranti* and *belian* are extremely difficult to find in the nearby forests. Only the younger, smaller trees are left in the forest, therefore the villagers would have to purchase timber from nearby saw mills if they need to renovate their longhouses. The destruction of the natural habitat of wild animals has also seen a decrease in animals such as deer. The villagers very rarely go hunting nowadays and most of the villagers interviewed stated that they no longer go hunting. Hunting now is seen as a hobby and not a means of livelihood strategy.

Another major factor contributing to the changing livelihood strategies of the respondents is education. The younger generation are sent to schools to earn a formal education, which increases

their chances to earn a higher paying job in the city. The formal education system has also decreased the practical everyday life aspects of indigenous knowledge in the uses of natural resources, such as the knowledge in handicraft making and the medicinal value of certain plant species.

## 5 Conclusion

Most rural communities in Sarawak are still heavily dependent on natural resources from the forest to sustain their livelihood. This holds true for the Bidayuh community in Padawan where natural resources continue to play a crucial role in their livelihood at present time as well as in years to come. However, facing the decreasing availability of natural resources, the community, especially the younger generation, are beginning to find other alternatives in order to sustain their livelihood strategies. They are aware of the impact of the overexploitation of natural resources and are very much in support for conserving those resources for their future generation. Modernization has changed their lives in terms of introducing new methods and practices in terms of medicine, tools and ideas that they may integrate these with their own traditional knowledge. There is a noticeable gap in the knowledge of the utilisation of natural resources among the older and younger generation. The younger generation is not exposed to traditional knowledge in terms of natural resource utilisation because among the community itself, it is not really expressed and adapted. They are sent to public schools where they learn a more scientific approach to daily life. The formal education system has decreased the practical everyday life aspects of indigenous knowledge and associated ways of learning. The Bidayuh of Padawan recognize the need to preserve their indigenous knowledge for posterity and prevent their culture and old practices to fade away with time. It is hoped that they are able to synthesize the old and new knowledge to better their lives.

This study may prove important in helping the rural communities improve their standard of living and also benefit policy-makers who wish to implement more effective policies in rural development.

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# **Stakeholder Involvement in Community-Based Tourism and Livelihoods: A Case Study of Abai Village, Lower Kinabatangan Area of Sabah, Malaysia**

**Velan Kunjuraman<sup>1</sup> & Rosazman Hussin<sup>2</sup>**

<sup>1</sup>Faculty of Hospitality, Tourism and Wellness,  
Universiti Malaysia Kelantan,  
Kampus Kota Karung, Berkunci No, 36  
Pengkalan Chepa 16100 Kota Bharu, Kelantan.

<sup>2</sup>Ethnography and Development Research Unit (UPEP),  
Faculty of Humanities, Arts and Heritage,  
Universiti Malaysia Sabah  
(Corresponding author: velan1199@gmail.com<sup>1</sup>)

## **Abstract**

A substantial amount of community-based tourism literature has acknowledged that both external and internal stakeholder participations are vital for the success of community-based tourism projects in rural areas, particularly in developing countries. Although studies related to the said subject is popular among tourism scholars, there is still a limited number of studies on stakeholders' participation in tourism development in rural areas of developing countries especially in Sabah. Thus, this paper explores the stakeholders' participation in community-based ecotourism activities in the village of Abai which located in the lower region in Kinabatangan, Sabah. Community-based tourism activities in Abai Village have been introduced in 2001 with the assistance of some external stakeholders especially WWF and Ministry of Tourism, Culture and Environment Sabah. The involvement of external stakeholders in Abai's community-based tourism projects has been acknowledged by the local community. This is because they are lacking in tourism management skills, experience and low level of income. In conjunction with that, a qualitative research approach with in-depth interviews and on-site observation methods were applied. The findings revealed that external stakeholders' support is significant in the early stage of community-based ecotourism development in Abai. The idea of tourism development brought by the external stakeholders has encouraged the community to be active and participate in tourism activities as well as creating a platform to diversify their economic livelihoods. The study suggests that serious, new capacity building programmes and workshops are needed to boost the participants' confidence level as well as their enthusiasm. It is recommended that such initiatives should be taken to sustain community-based ecotourism in the near future.

**Keywords:** stakeholders, participation, community-based ecotourism, local community

## **1. Introduction**

It is widely acknowledged that tourism is a fast-growing industry (Dogra & Gupta, 2012). In this regard, developing countries basically rely on tourism to increase domestic and foreign investments (Akama, 2002; Jenkins, 1982; Hitchcock, King & Parnwell, 2009; Campbell, 1999), job opportunities (Yacob, et al. 2007) development of infrastructure and communication facilities (Bhuiyan, et al. 2011), foreign exchange earnings (Magigi & Ramadhani, 2013), as well as for the development of the local community (Hussin, 2008, 2009; Magigi & Ramadhani, 2013). In the Malaysian context, tourism is a fast growing sector. This is shown by the number of tourist arrivals

in the country which had increased by 25.03 million with a total expenditure of MYR60.6 billion (USD 46.26 billion) in 2012. This is higher than the turnover of 24.71 million tourist arrivals and total expenditure of MYR58.3 billion (Tourism Malaysia, 2014) recorded in 2011. Thus, tourism an equally significant potential similar to other sectors such as manufacturing and agriculture.

The tourism sector in Malaysia is a growing, where the government is increasingly important. The Malaysian government is apprehensive in introducing effective measures in the advancement of the tourism sector to the economic benefits so that they can be preserved and shared. The Malaysian government has introduced a number of policies to promote the development of tourism, such as Malaysia Plan Outline, Outline of the Tenth Malaysia's Economic Transformation Programme (ETP), National Tourism Policy (NTP), National Physical Planning and Local Agenda 21 (LA 21). The agency in the tourism sector in Malaysia is the Ministry of Tourism and Culture Malaysia, better known as MOTAC. Ministry of Tourism and Culture Malaysia serves as a catalyst for broader measures that could increase the potential of Malaysia's tourism sector at the stage of the world. In order to efficiently launch the progress of the implementation of these measures, the government has sufficient funds and adequate infrastructure to develop the tourism sector (Bhuiyan, et al. 2013). By 2020, it is expected that the tourism industry in Malaysia will contribute RM103.6 billion (US\$32.37 billion) to the Gross National Income and tourist arrivals are expected to be 36 million (Nair, et al. 2014). The Malaysian government put serious attention in the development of tourism in order to achieve this target.

In relation to this, the rural tourism products in Malaysia mainly include homestays, ecotourism, agrotourism, as well as cultural and heritage-based tourism. These are having great potential to generate income and economic benefits to the country, as well as enhancing the livelihood of the local community. Ecotourism in Malaysia is a growing sector and widely recognised in the national development plans such as the National Ecotourism Plan 1996. The National Ecotourism Plan was developed and intended to provide a general framework to assist the government to develop the country's ecotourism potential. This plan was developed on the basis of economic, socio-cultural and environmental concern and to sustain profits. The government agency responsible in implementing the National Ecotourism Plan 1996 is the Ministry of Tourism and Culture Malaysia (MOTAC) which role is to ensure that the ecotourism activities are in line with the objective of the plan.

The Lower Kinabatangan River in Sabah is one of 10 ecotourism destinations in Malaysia and was outlined in the Malaysian National Ecotourism Plan 1996. Moreover, the Lower Kinabatangan area was designated as a 'protected area' for wildlife when the Wildlife Conservation Enactment was established in December 1997. The sanctuary is protected under the State Land Ordinance (1930) (Vaz & Payne, 1997: 8). In the early 1990s, the Malaysian WWF collaborated with the Ministry of Tourism, Culture and Environment Sabah (previously known as the Ministry of Tourism, Environment, Science and Technology) to develop the Malaysian National Ecotourism Plan which highlighted the Lower Kinabatangan area as 'an ecotourism hotspot' in Malaysia. Several studies on ecotourism have been undertaken by several researchers in Lower Kinabatangan area of Sabah. These studies mainly focused on Sukau Village (Hussin, 2008, 2009; Hussin & Mat Som, 2008; Chan & Baum, 2007). On the other hand, there is still a lack of empirical research on the potential of ecotourism activities in other areas in Lower Kinabatangan, especially in Abai Village. In Abai, a research should be conducted in order to identify the involvement of stakeholders in the development of ecotourism activities. Thus, this study aims to bridge the gap by examining the stakeholders' involvement in ecotourism activities in Abai Village, Lower

Kinabatangan, Sabah, Malaysia. This study is significant to identify the parties involved in the early phases of community-based tourism projects in Abai Village which have been continuously well-managed by the local community with the support from multiple stakeholders until today.

## **2. Stakeholders Involvement in Community-Based Ecotourism Development**

At present, governments in developing countries have given serious attention to the tourism development and draw several strategies in order to make the country well developed in terms of social, economic and political aspects (Hussin & Kunjuran, 2014). Ecotourism can be regarded as a fine tool to develop rural areas in developing countries. Collaboration from all parties is significant in order to ensure this objective can be achieved. Dehoorne and Tatar (2013) stressed that ecotourism must be included at the heart of development strategies. In their study, countries in the Caribbean have the advantage for ecotourism where volcanic islands (northern Martinique, Basse-Terre Island at Guadeloupe) and mangroves in certain islands have the potential to gain profit from new opportunities to promote their wonderful forests and wildlife. Therefore, the participation from several parties is vital to realise the development of tourism in a country. These parties are commonly known as stakeholders. In the tourism industry, parties such as government agencies, non-government agencies, local community and tourists are commonly identified as important stakeholders and their contributions to the development of tourism are significant. Petrovska et al. (2009) named these stakeholders as the ‘ecotourism participants’ in the tourism industry. Thus, stakeholders’ involvement in the tourism industry is important to realise the success of this industry. Tosun (2000) argued that in order to achieve the goals of sustainability in the context of tourism development, grass root level approach and the engagement of multiple stakeholders are also vital in the development process.

## **3. Research Methodology**

The case study approach (Yin, 2003) was applied in this research to provide an “in-depth, detailed analysis” (Casley & Curry, 1981, pp. 61-63) pertaining to the stakeholders’ involvement in ecotourism development in Abai Village. Both the primary and secondary data collections methods were employed in this study. Face-to-face in-depth interviews with key informants were conducted to collect data from the stakeholders involved in the ecotourism development in Abai Village. Furthermore, purposive sampling technique was applied to select the informants for this study. The selection of the informants was based on their best position to provide data for this research (Sekaran, 1992). In this regard, the key stakeholders in this study include local community members who are involved in the ecotourism activities in the village, including the head of the ‘Community Abai Project’ (henceforth, CAP). CAP is a locally managed tourism organisation for homestay operations. The study also interviewed several homestay operators and community leaders to obtain more information on why and how the project was set up, how the daily operations of the tourism activities are being run and the project’s performance. The in-depth interview method was used in this study “to increase the response rate, to ensure informants understood the questions asked and to ensure effective information gathering” (Stone & Stone, 2011: 102).

Instead of relying fully on the primary data, this study has also utilised secondary data sources, such as unpublished reports (this came from CAP organisation), published books, newsletters, government policy documents, journal articles and internet sources to obtain more information on CBT. The head of CAP had been very helpful and generous by supplying the research with an unpublished report regarding the involvement of multiple stakeholders in CBT projects in Abai Village which is still in the early phases of development. The in-depth interviews were usually



conducted at the interviewee's homes to ensure they feel comfortable and willing to cooperate with the researchers. Each interview session lasted between 45 minutes to 1 hour. The interviewees preferred to speak in Malay as it is a common language in their daily lives. In this light, the researchers were guided by the themes of the interview. After the interviews, the raw data were analysed by using the thematic analysis technique (Braun & Clarke, 2006) which followed the analysis technique suggested by Braun and Clarke (2006). The analysis comprised of six stages, which are familiarisation, generating initial codes, searching for themes, reviewing themes, defining and naming each theme, and writing reports.

#### **4. Findings and Discussion**

##### **4.1 Stakeholders' involvement is evident in successful community-based tourism projects in Abai Village, Lower Kinabatangan, Sabah, Malaysia.**

The study's results indicated that community-based tourism projects in Abai Village were introduced by the external stakeholders, as mentioned by the head of CAP management committee. The informant revealed that the World Wide Fund (WWF) had introduced the homestay programme to the locals in Abai Village. Some of the locals including the head of CAP welcomed the idea and have been supporting this programme. The main idea for homestay programme was based on the richness of natural resources and clean environmental products around the village, as well as along the Lower Kinabatangan river. In-depth interviews with key informants, especially the head of CAP and homestay operators revealed that tourism related activities in the village can be an alternative livelihood activity. This is because their economic activities, especially fishing, are slowly decreasing due to the climate change, this threatens the village as marine resources were the main livelihood resources for them to survive. Hussin, Kunjuraman and Weirowski (2015) revealed that illegal fish catching activities around Mantanani Island in Kota Belud, Sabah has contributed to negative environmental impacts which threaten the livelihoods of the local community. The similar pattern is also observed in the area of study. Thus, tourism related activities can be an alternative way for sustaining the livelihood of people in the rural areas (Tao & Wall, 2009).

##### **4.2 Government agencies and Non-government agencies have played a role in the establishment of ecotourism development in Abai Village.**

In order to officially initiate a homestay programme in Malaysia, government agencies such as Ministry of Tourism, Culture and Environment Sabah are responsible for the licencing and registration of homestays. The homestays at Abai has been registered and successfully established in 2001. Such stakeholders' participants namely WWF and Ministry of Tourism, Culture and Environment Sabah played a pivotal role in the early phases of development of homestay programme in Abai Village. Presently, 4 households are seriously involving in homestay programme and received benefits from the programme. A homestay operator claimed that homestay programme is an alternative economic activity. It is the main factor for locals involving in:

*Whenever the homestay was set up here, as a homestay operator, our economic status has increased. Previously, the marine resources like fish resources had increased but currently, it becomes worse. Thus, community-based tourism activities (homestay programme) have helped us to get some income. On the other hand, many of us tend to involve in*

*this programme because of the potential alternative income from the programme (informant 4, 2014).*

The introduction of the homestay programme in the Abai Village continued its performance till today. Tourists from different countries visit the village every month to enjoy ecotourism products as well as ‘kampung style’ homestay lives. Despite the above-mentioned stakeholders’ involvement, there are few other external funders or donors who participate actively in the CBT projects. Table 1 indicates the partners involved in the conservation and tourism related activities in Lower Kinabatangan. These parties have largely assisted the villagers in terms of funding, skills and knowledge transfer and helping to organise capacity building programmes for the villagers in Abai. Thus, it is imperative to identify the stakeholders involved in this research as without these parties the development of CBT projects in Abai could not be realised. The locals of Abai especially the informants in this study have mentioned their gratefulness to these stakeholders where they have been given an opportunity to develop themselves via tourism related activities within their residence. This result is consistent with a previous study done by Kontogeorgopoulos, Churyen and Duangsaeng (2014), which stated that luck and external support are important factors in the success of CBT in Mae Kampong, Thailand. The involvement of government agency in the development of ecotourism in the Abai Village is also significant. This is because without proper documentation and licence by the government the sustainability of the programme could be questioned. In this research, the government agency such as Ministry of Tourism, Culture and Environment Sabah played a significant role in assisting the locals in the registration process and promotional activities. Positively, Gaimpiccoli and Mtapuri (2012) also suggested that external involvement particularly government agencies is a vital element for the success of CBT. The study also indicated that NGOs and private companies both from local and international (please refer Table 1) deserved to receive appreciation. This is because the initiatives taken by these parties have helped villagers in Abai to have a better economic and helped them to enhance their confidence level. Almost every informant in this study has acknowledged the various parties involved in the CBT development in the village. Thus, this study is in line with previous literature which highlighted the significant role played stakeholders’ involvement in ensuring tourism development (Byrd, Bosley & Dronberger, 2009) , the success of CBT projects (Hamzah & Mohamad, 2012) and in ensuring the programme’s sustainability (Byrd, 2007).

**Table 1: Partners for Lower Kinabatangan Conservation Projects (including tourism)**

No	Partners of the project	Types of assistance	Beneficiary
1	Land Empowerment Animals People (LEAP)	This organization has supported CAP since 2010 by facilitating communications efforts, sourcing funds, providing institutional and moral support as well as supporting capacity building and empowerment of the community of Abai Village.	Abai Village
2	Mukim Batu Puteh Community Ecotourism Cooperative or <i>Koperasi Pelancongan</i>	This organization has provided knowledge transfer, training in ecotourism development, forest restoration activities, facilitation and community organising for CAP.	Abai Village

	<i>Komuniti</i> (KOPEL Berhad)		
3	Sabah Forestry Department (SFD)	SFD has established a partnership with the villagers since 2010 in support of CAP. Abai Village has been one of the participating village in Sabah Forestry's Annual Environmental Education Race event and the Third Country Training Programme since 2011. Also, Sabah Forestry Department supports awareness related activities and provides technical information transfer to Abai with regards to the management of Lower Kinabatangan Segama Wetlands, the largest Ramsar site in the country.	Abai Village
4	Sabah Wildlife Department	Sabah Wildlife Department plays an important role as the main steward of the Lower Kinabatangan Wildlife Sanctuary. Sabah Wildlife Department has supported Abai Village in restoration effort of degraded areas along Lot 1 and Lot 2 of the Wildlife Sanctuary. Moreover, Abai Village has been promoting the best practices in wildlife viewing and in mitigating human and wildlife conflicts. The villagers have given their cooperation in the enforcement of the Sabah Wildlife Enactment.	Abai Village
5	Sabah Ministry of Tourism, Culture and Environment	The ministry has developed and provided the policy and guidelines for sustainable tourism development in Sabah in line with national policies. The CAP reports to the ministry on a quarterly basis regarding statistics of tourism activities in Abai Village.	Abai Village
6	Alexander Abraham Foundation, The Wood Tiger Fund and The Shared Earth Foundation	These partners provided seed funding for capacity building and project planning for CAP during its inception and have supported LEAP's involvement with CAP since 2010.	Abai Village
7	Sustainable Development Grants SHELL Malaysia	This organisation helps in piloting CAP's forest restoration project, ecotourism development and continued support in expanding the project.	Abai Village
8	The GEF Small Grants Programme Malaysia	This organisation has been supporting the initiatives taken by the community in forest restoration project, local skills development, capacity building, and tourism infrastructural development in the village.	Abai Village
9	Adventure Tour Companies	Adventure Alternative Borneo and Sticky Rice Travel run short adventure holidays as part of this	Abai Village

		project and are two of the CAP's long term self-funding efforts.	
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Source: based on in-depth interview with local community leader of Abai Village, 2014

## 5. Conclusion and implications of the study

CBT projects in developing countries are still implemented with the main aim of facilitating community development and economic development. Afenyo and Amuquandoh (2014) mention that “the debate on the efficacy of ecotourism development in rural communities continues” (p. 187). Here, the study recognised that stakeholders’ involvement increases the sustainability and effectiveness of management implemented by the ecotourism project participants and the external stakeholders. In order to ensure the sustainability of the CBT projects in the developing countries, the stakeholders’ involvement is vital as well as the continuous engagement and support by the local community involved (Murphy, 1985). There is an on-going global debate on the effectiveness and sustainability of the CBT projects everywhere in the world. For instance, Goodwin and Santilli (2009) documented their comprehensive evaluation of the CBT projects and revealed that very few of such projects that have been successful. In the same vein, Hamzah and Khalifah (2009) reviewed the performance of CBT projects in APEC organisation. Their results showed that CBT projects are relatively easy to start but difficult to sustain. Perhaps, the same situation will happen in the context of CBT projects in Abai Village; if the local community failed to sustain these projects in the long run and the stakeholders’ involvement guidance stop. Thus, in order to avoid such assumption to be happening in the future, serious proactive measures are required. For instance, the stakeholders should monitor the performance of the CBT projects undertaken by the local people and do some capacity building programmes to enhance homestay operators’ skills and performance. Moreover, the government agencies should also work together with local people to ensure the CBT projects implemented in a proper way and economically viable. Such measures are seriously required to ensure the sustainability of Abai’s CBT projects.

Based on the study findings, we discovered that this study has several limitations. First, the present study covered only a village in Lower Kinabatangan area of Sabah, which is the Abai Villages alone. Other villages, such as Sukau, Batu Puteh, Bilit, Dagat and Sri Ganda are also located within the Lower Kinabatangan area but there is limited empirical research conducted in these villages, thus there is a need to do more research on stakeholders’ involvement in successful community-based ecotourism activities. In doing so, the present study could be contributed to the existing body of knowledge especially studies related to stakeholders’ involvement in ecotourism development in developing countries. The sustainability of community ecotourism projects somehow relies on stakeholders of the tourist destinations, in line with the sustainable development paradigm.

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# Language and Child Abuse: An Analysis of the Richard Huckle Case in Malaysian Mainstream Newspapers

Lam Yat Kuan<sup>1</sup> and Lee Yuen Beng<sup>2</sup>

<sup>1</sup>School of Communication, Han Chiang College, Malaysia

<sup>2</sup>School of Communication, Universiti Sains Malaysia, Malaysia  
(yatkuan901208@gmail.com)

## Abstract

In June 2016, news about convicted paedophile Richard Huckle sent shockwaves through the international and Malaysian media. For how such a heinous crime could have occurred in Malaysia at such an enormous scale demonstrated that the sexual crimes against children has alerted the whole society. Sexual violence against children is a gross violation of children's rights and as proved in the above mentioned case, can happen at homes, institutions, schools and workplaces. While the reporting of this case of sexual crime against children should increase public concern, many cases involving abused children and their families go unreported due to stigma, fear, and lack of trust in the authorities. And despite the focus and attention provided by the media concerning child abuse, sexual crimes against children often go unnoticed for it remains taboo in the Malaysian society. This can have serious short and long term physical, psychological and also social consequences not only for the victims, but also for their families and communities. As such, the Malaysian media, which should create opportunities for broader discussion on the public agenda needs to place the issue of sexual crimes against children on the public agenda as sexual crimes against children continue to occur in society. Using the Richard Huckle news reports as a case study, this research examines how the themes and frequency of media reporting on sexual crimes involving children are set in three different language mainstream Malaysian newspapers: *Sin Chew Daily*, *New Straits Times* and *Harian Metro*.

**Keywords:** Media coverage, Sexual violence, Children, Malaysian newspapers

## 1. Introduction

Richard Huckle, 30 year-old British national has been described by the Malaysian media and prosecution team as Britain's worst paedophile. This is because he has been convicted of having targeted, groomed and abused up to 200 Malaysian children. Images of his horrific crimes of children ranging from 6 months to 12 years of age that occurred between 2006 and 2014 were also shared on the Internet. Despite being only 28 years old at the time of his arrest and conviction, he has been sentenced to 22 life sentences with a minimum prison term of 25 years (Karen, 2016). During his trial, the Malaysian mainstream media has widely covered this issue and had inadvertently raised public awareness towards sexual violence against children. By increasing public awareness, the media plays a critical role in determining responses about sexual violence against children. This is because abuse and sexual crimes against children are issues of global concern. Despite various measures being taken by the authorities to prevent it, the number of child abuse and sexual violence against children continue to increase (Nazlia Baharudin, 2012). Children continue to experience violence in all spaces, including those which are most familiar to them: the homes, schools and communities they live in. They also suffer abuse and exploitation in

orphanages, in places of detention and on the streets. The willful maltreatment of children has been recognized internationally as a matter of great sociological impact with legal significance and medical concern (Afridah Abas, 2012).

In general, children are protected by The Convention on the Rights of Children, which was adopted by the General Assembly of the United Nations in 1989 (Lee, 2009). Under this convention, children are protected from all forms of physical and/or mental violence, injury or abuse, neglect or negligent treatment, maltreatment or exploitation and sexual abuse (UNICEF, 2014). In Malaysia, similar legislations have been passed to protect children from abuse and ensuring that perpetrators be justly punished. Two of such legislations are Domestic Violence Act 1994 and Child Act 2001, which protects children from being abused and acts of violence (Lee, 2009). Despite the presence of such laws to protect children, violence against children remains a tabooed issue in society.

Each year, more than 1.6 million people around the world die as a result of violence. For everyone who dies as a result of violence, many more are injured and suffer from a range of physical, sexual, reproductive and mental health problems (World Health Organization Geneva, 2002). Violence against children takes many different forms in society and includes neglect, physical, sexual and emotional abuse. Sexual violence against children could be defined as the inducement or coercion of children to engage in any sexual activity, either in physical or mental form. Such forms of abuse affects the physical and mental health of children, impairs their ability to learn and socialise, and undermines their development as functional adults and good parents later in life. In the most severe cases, violence against children can also lead to death (Ngucaj & Elezi, 2014).

The number of children being abused physically, sexually, emotionally, as well as being neglected and abandoned by parents, guardians, or family members has been increased. Statistics from the Welfare Department show the number of children in need of protection and care following the abuse and neglect under Section 17(1) (a) to (k) of the Child Act 2001 has increased from 3,257 cases in 2010 to 4,453 cases in 2015. In 2010, there were 846 cases of children who were abused physically and the figure rose to 1,167 in 2015 (Lee, 2016). The most recent involved the murder of a 3 year old toddler and her 7 month old brother whose bodies were stuffed into plastic containers and wrapped in a garbage bag. In a separate incident that took place in 2015, a 3 year-old boy was repeatedly punched in the face for disturbing his father's sleep. Upon realising that the boy had died due to the assault, the father buried the boy's body beneath the apartment floor. Despite the media coverage provided for these cases, cases of child abuse continue to rise in Malaysia. According to Kuala Lumpur City Police Chief Mohmad Salleh, many children who suffer abuse continue suffering in silence because society remains apathetic towards cases of child abuse due to the fear and embarrassment of shame (Nazlia Bharudin, 2012). As a result, the lack of public response on the reporting of violence against children could cause this problem to continue.

In Malaysia, cases of sexual violence against children often attract public attention and awareness and as a result figure prominently as the headlines of newspapers. For example, on 12 April 1987, 9-year old girl Ang May Hong went missing while buying breakfast with her brother. She was later found dead and sexually abused near her home. In October 2000, 6-year-old Nushuhada Burak was kidnapped on her way to a shop. She was found raped and murdered in a rooftop water tank. On 28 January 2004, 10-year-old Nurul Huda Abdul Ghani was abducted on her way home



from a shop. Her naked body was later found near an electric station guardhouse. She was gang raped, sodomized and strangled. On 20 August 2007, 8-year-old Nurin Jazlin Jazimin went missing on her way to a night market. She was found in a sports bag a month later, sexually assaulted and brutally murdered. The Richard Huckle paedophile case, like the above incidents of sexually abused children, are cases that have received global media attention. The Richard Huckle case, which was investigated by the United Kingdom National Crime Agency (NCA), Malaysian police and UNICEF, claims that the Richard Huckle case is only a small part of a much larger global problem of sexual crimes against children.

## **2. Setting the Agenda for the Malaysian Media and Children**

Data shows that sexual crimes against children is increasing worldwide and that approximately two million children are affected by sexual exploitation every year (Malay Mail Online, 2016). Such cases that have received similar global media attention to ones involving Richard Huckle demonstrate how violence against children in Malaysia remain an issue of utmost importance that requires proper coverage by the media in raising awareness about this issue. As such, the Malaysian media, which should create opportunities for broader discussion on the public agenda needs to place the issue of sexual crimes against children on the public agenda.

The press plays a crucial role in the shaping and formation of public opinion towards the messages in society. They are selective in the messages transmitted and directed in trying to shape public opinion. The media also performs a surveillance function for the public, to engage public attention and activate them without overwhelming it with information by distinguishing effectively between what is important and what is not. As defined in the agenda-setting theory, issues that receive prominent attention in the media become the problems that the public would regard as most important. McCombs and Shaw (1972) suggest that agenda setting is considerably the classical assertion that the news tell us what to think, but is successful in telling us what to think about. Both the selection of objects for attention and the selection of frames for thinking about these objects are powerful agenda setting roles. Central to the news agenda and its daily set of objects, issues, personalities, events, etc. are the perspectives that journalists and subsequently members of the society employ to think about each object (McCombs & Shaw, 1972). In this context, media reporting on sexual violence against children did inform us on the occurrence of Richard Huckle's paedophile case in Malaysia and also raise public attention towards the cases of child sexual violence in the community.

## **3. Methodology**

In this study, the researcher attempts to understand how the three different languages media reports on Richard Huckle's paedophile case in three mainstream Malaysian newspapers, namely *Sin Chew Daily* (SCD), *New Straits Times* (NST) and *Harian Metro* (HM) during the entire month of June 2016. Thus, by using qualitative content analysis, news content will then be analysed in order to examine the media coverage, frequency and themes, as well as languages and news setting in the three mainstream publications.

### *3.1 Examining the Richard Huckle Case Using Content Analysis*

As the case was reported in June 2016, news coverage of the case will be examined in all three newspapers for 30 days in June 2016 to understand the frequency in which the news reports were

published. For this purpose, the date of publication, number of articles and words used to portray Richard Huckle will be identified. For this study, three themes: positive, neutral and negative are used to understand how news about Richard Huckle is set in the three newspapers. In this context, the theme of “positive” refers to the words used that describe Richard in a good manner and includes terms such as “young” and “white”. The theme “neutral” refers to the words used that describe Richard without being favourable to either positive or negative. These include “British”, “英国人” (yin guo ren), “warga United Kingdom”, and “英国籍” (ying guo ji). The theme “negative” refers to the words used to describe Richard Huckle in a very bad manner. These words include “paedophile”, “恋童癖者” (lian tong pi zhe), “sex-abuser”, “性犯罪者” (xing fan zui zhe) and “seksual pedofilia”. These themes will then be analysed to see if the news reports in the three language newspapers are set differently according to language used. These themes will also be examined to understand if Richard Huckle is portrayed differently in three different newspapers based on language used.

#### **4. News Content of Richard Huckle in Sin Chew Daily, New Straits Times and Harian Metro**

##### *4.1 Analysing media coverage in SCD, NST and HM*

*Sin Chew Daily* (SCD), formerly known as *Sin Chew Jit Poh*, is selected for it being the leading Chinese language newspaper in Malaysia. According to the report from the Audit Bureau of Circulation from January to June 2012, the circulation figures for Chinese newspapers combine both day and night editions, *Sin Chew Daily* has the highest daily circulation of 407,349, followed by 240,547 for *China Press*, 113,354 for *Guang Ming Daily* and 105,667 for *Oriental Daily* (Sulastri Yahya, 2013). The news articles mainly reported Richard Huckle’s sexual violences against children and the court verdict. Apart from that, one of the articles published on 4 June also quoted some Kuala Lumpur residents stating how they never expected an English teacher to become a paedophile. Some residents described Richard as a professional and find difficulties in seeing him as a paedophile. To the residents, Richard Huckle projected an image of an uncruel character and were shocked to see his photograph on the front page of the newspaper as paedophile.

*New Straits Times* (NST) is selected for this research for it has claimed a market domination of 63 per cent with 600,000 copies sold and 5 million readers daily. The paper is focused on popular Malaysian culture and local Malaysian human interest stories, such as those surrounding family and children (Niner, Yarina Ahmad & Cuthbert, 2013). NST experiences an 11 per cent increase in circulation between July and December last year, bucking the trend in the second half of last year of a drop of six per cent in the overall newspaper industry figures. The paper's circulation had increased from 55,886 in the first half of last year to 62,113 in the second half of the year (Audit Bureau of Circulation Malaysia, 2016). The news articles in the paper mainly discuss the case from a human interest perspective and how the issue impacted the Malaysian. For instance, the article published on 29 June 2016 highlighted the dangers of the Internet and how online sex predators search for prey on the Internet. The article showed that 80 per cent of reported rape cases were initiated online by sex predators. On 22 June 2016, the article titled ‘*It’s high time we take sex education seriously*’ quoted Education Minister Mahdzir Khalid as saying that the Ministry was pursuing steps to introduce a suitable sex education syllabus for preschoolers as the Richard Huckle case involved young Malaysians. On 11 June 2016, Malaysia’s Deputy Inspector-General

of Police Noor Rashid Ibrahim claimed that the police are gathering new evidence against Richard Huckle.

*Harian Metro* (HM) has been chosen for this research for it has the highest circulation figures in the country and offers a local and sensational style (Niner et al., 2013). According to the Audit Bureau of Circulation, from January to June 2012, HM has a 394,026 daily circulation (Sulastri Yahya, 2013). The news articles in HM mainly discuss the police investigations and court verdict against Richard Huckle. The news article published on 13 June 2016 reported that two out of 23 children were believed to have been sexually abused by Richard Huckle and police are seeking counselling for the victims. On 10 June 2016, a news article discussed from a social perspective quoted Sabah's State Minister for Community Development and Consumer Affairs Deputy Minister Hajjah Azizah Mohd Dun, who stated that the Ministry of Women, Family and Community Development will continue to strengthen efforts to educate parents to be more aware of the safety of children. On 8 June 2016, the Ministry of Science, Technology and Innovation stated that it was ready to assist the relevant authorities carry out investigations into the cases involving Richard Huckle.

#### *4.2 Frequency and Themes in SCD, NST and HM*

SCD had a total of 9 articles published for the entire month of June 2016. These articles include 4 pieces on 4 June 2016; 1 piece on 8 June 2016; 2 pieces on 14 June 2016; 1 piece on 25 June 2016 and 1 piece on 26 June 2016. The theme used on portraying Richard Huckle in the newspaper is “neutral” where the perpetrator has been described as “British” (英国人, yin guo ren) and “warga United Kingdom” (英国籍, ying guo ji).

NST had total of 53 articles published for the entire month of June 2016. These articles include 2 pieces on 2 June 2016; 8 pieces on 3 June 2016; 3 pieces on 4 June 2016; 3 pieces on 5 June 2016; 2 pieces on 6 June 2016; 7 pieces on 7 June 2016; 4 pieces on 8 June 2016; 3 pieces on 9 June 2016; 5 pieces on 10 June 2016; 5 pieces on 11 June 2016; 2 pieces on 12 June 2016; 3 pieces on 13 June 2016; 2 pieces on 14 June 2016; 1 piece on 17 June 2016; 1 piece on 20 June 2016; 1 piece on 22 June 2016 and 1 piece on 29 June 2016. The theme used on portraying Richard Huckle in the newspaper are covered as “positive” where the perpetrator has been described as “young” and “white”; “neutral” where the perpetrator has been described as “British” (英国人, yin guo ren), “warga United Kingdom” (英国籍, ying guo ji); and “negative” where the perpetrator has been described as “paedophile” (恋童癖者, lian tong pi zhe), “sex-abuser” (性犯罪者, xing fan zui zhe) and “seksual pedofilia”. The newspaper covered the three themes in portraying Richard Huckle as positive (2), neutral (49) and negative (2).

HM had total of 11 articles published for the entire month of June 2016. These articles include 1 piece on 2 June 2016; 1 piece on 3 June 2016; 1 piece on 4 June 2016; 1 piece on 5 June 2016; 1 piece on 6 June 2016; 2 pieces on 8 June 2016; 1 piece on 9 June 2016; 1 piece on 10 June 2016; 1 piece on 13 June 2016 and 1 piece on 29 June 2016. The theme used to portray Richard Huckle are “positive” where the perpetrator has been described as “young” and “white”; “neutral” where the perpetrator has been described as “British” (英国人, yin guo ren), “warga United Kingdom” (英国籍, ying guo ji); as well as “negative” where the perpetrator has been described as “paedophile” (恋童癖者, lian tong pi zhe), “sex-abuser” (性犯罪者, xing fan zui zhe) and

“seksual pedofilia”. The newspaper has covered the three themes in portraying the perpetrator as positive (5), neutral (5) and negative (1).

Based on the frequency of news published about Richard Huckle in the three newspapers, NST has published the most numbers of articles, followed by SCD and HM. This is because NST discusses the case from a human interest perspective and how the issue has impacted Malaysians. People are more likely to focus on the human interest news because these news could raise public attention towards the issue covered. As such, Malaysians would like to know how Richard Huckle has violated the rights of children and impacted in the community. Furthermore, the issue could have received more attention from NST because of language issues, as NST publishes in English and Richard Huckle is from Britain.

#### *4.3 Languages and setting news in SCH, NST and HM*

SCD had set the news reports regarding Richard Huckle as the front page headlines and placed the news under the section of “Nation” (国内, guo nei) on 4, 8, 14, 25 and 26 June 2016. The news articles were placed under “Nation” because the incident took place in Malaysia. Media reporting of this issue has caught the attention of Malaysians and alerted parents about the supervision and safety of their children outside the home. Besides that, it creates awareness amongst Malaysians that the Internet could become a platform for the widespread of sexual activities where sex-predators target children.

NST set the news reports regarding Richard Huckle as the front page headlines and placed the news under the sections of “Nation” and “World” on 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 17, 20, 22 and 29 June 2016. The news articles were placed under Nation because of the proximity and relevance to Malaysians and the perpetrator had mostly committed the offences in the nation’s capital of Kuala Lumpur and was also charged in a Malaysian court. The news article was placed under World because of the global attention to the issue for sexual violence against children often engages public and global attention. The Richard Huckle case sent shockwaves around Malaysia and caught the attention of UNICEF.

HM had set the news reports regarding Richard Huckle on the front page headlines and placed the news under the sections of “Setempat” and “Global” on 2, 3, 4, 5, 6, 8, 9, 10, 13 and 29 June 2016. The news article was placed under “Setempat” because Richard Huckle committed the sexual offences in Kuala Lumpur, which is the capital city of Malaysia. The paper categorised the news articles under “nation” to create public awareness towards the issue. The news article was placed under “Global” because the issue has attracted the global attention. Furthermore, Richard Huckle is a British national who sexually abused up to 200 children in Malaysia between 2006 and 2014. He was then arrested by the officers from Britain’s National Crime Agency in the Gatwick airport when he returned to United Kingdom to spend Christmas holiday with his family.

## **5. Conclusion**

Sexual violence is a global issue that continues to prevail worldwide. Every year, the cases of sexual abuse, assault and harassment continues to increase and it often happens at homes, institutions, schools and workplaces. This study of news reporting about Richard Huckle is a reminder that sexual crimes against children remain an ongoing issue. The media in raising public attention towards issues of sexual crime and abuse against children has reported about the Richard

Huckle case in the month of June 2016. This study then examines how the different themes and frequency of media reporting on sexual crimes involving children are set in three different language Malaysian newspapers: *Sin Chew Daily*, *New Straits Times Press* and *Harian Metro*.

By using content analysis, the researcher analysed on how news content about Richard Huckle is set in three mainstream Malaysian newspapers. *Sin Chew Daily* discusses on Richard's convicted sexual violences against children and the court punishment on his offences. *New Straits Times Press* discusses the case from a human interest perspective and how the issue impacted the community we live in. *Harian Metro* is discusses on the police investigation and court punishment towards the sexual offender. Apart from that, the frequency on the news report about Richard Huckle and themes will be identified in the three newspapers. Based on the findings, *New Straits Times Press* has covered the most (53 articles) on the paedophile case as compared to *Sin Chew Daily* (9 articles) and *Harian Metro* (11 articles) because the paper mainly cover the news from human interest perspective, such as those surrounding family and children.

This paper has discussed three themes: positive, neutral and negative in order to better understand how news about Richard Huckle is reported in the three newspapers. Based on the findings, the word used in *Sin Chew Daily* and *New Straits Times* are more neutral, while the words in *Harian Metro* are equally positive, neutral and negative. In terms of themes, there is not much difference in the manner Richard Huckle is portrayed in *Sin Chew Daily*, *New Straits Times* and *Harian Metro*. Based on the analysis, both *Sin Chew Daily* and *New Straits Times* portray Richard Huckle in a neutral manner where he has been described as “British”, (英国人, yin guo ren) and (英国籍, ying guo ji). *Harian Metro* equally portrays Richard Huckle as positive, neutral and negative where he has been described as “lelaki”, “warga United Kingdom” and “seksual pedofilia”. As such, by continuously reporting on the Richard Huckle case, the Malaysian media regardless of language has set the agenda in highlighting the dangers of sexual crimes against children. The Malaysian media achieves this by creating opportunities for broader discussion by placing the issue of sexual crimes against children on the public agenda as sexual crimes against children continue to rise in society.

Prevention programmes have been done for teaching children in schools, parents and carers order to help in reducing the sexual abuse cases in the society. School-based programmes usually aim to teach children personal safety skills, develop their ability to recognize potentially harmful situations, teach them strategies to get out of these situations and encourage them to disclosure abuse to the trusted adult (Wood, Bells, Browne, Jackson & Friedman, 2010). Parents and carers are often the first source of information for children when it comes to education about their bodies, safety and sex. Due to their close relationship and the influence they have on their children's lives, parents and carers should play a key role in child sexual abuse prevention. Intervention aimed at parents and carers should give them information about the numerous ways that they can be involved in child sexual abuse prevention. These include spotting whether their children display symptoms of abuse, reinforcing learning about prevention that children gain at school, creating a safe environment in the home, teaching children how to minimize risks of situations that can lead to abuse and knowing what to do if a child disclosures abuse (Wurtele & Kenny, 2010). Despite the agreement that parents and carers should play a lead role in child sexual abuse prevention, it is surprising that there has been little progress in the area of having more prevention programmes/interventions that involve parents and carers (Wurtele, 2009).

In Malaysia, there are various ministries involved in child protection, namely Ministry of Women, Family and Community Development, Department of Social Welfare, Ministry of Education, Ministry of Health, Ministry of Youth and Sports, Ministry of Home Affairs and The Prime Minister Office. These governmental organizations have provided activities and help such as child line service, children home, child activity centres, child protection team and parenting skill workshops. One Stop Crisis Centre (OSCC) is a specialized centre for victims of violation, abuse and rape where they receive help from multidisciplinary team and inter-agency network. The member of these task force include the police, the Attorney General, National Security Council and healthcare professionals. The Malaysian National Policy for children have covered many areas related to advocacy, prevention, intervention, support, rehabilitation program and establishing networking with the non-governmental organizations for the ongoing services. All these setup have brought into a participatory approach to ensure the safety of abused children (Zahilah Filzah & Fahisham Taib, 2015).

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# **Hugging and *Hallyu*: Examining Representations of Moral Panic and the Korean Wave in the Malaysian Media**

**Wahida Asrani Ahmad<sup>1</sup> and Adrian Lee Yuen Beng<sup>2</sup>**

<sup>1</sup>School of Communication, Han Chiang College, Malaysia

<sup>2</sup>School of Communication, Universiti Sains Malaysia, Malaysia  
(wahida.asrani@gmail.com)

## **Abstract**

In 2002, the introduction of *Winter Sonata* on Malaysian television had introduced the Korean Wave phenomenon in Malaysia. Also known as *Hallyu*, the Korean Wave introduced the Korean language, lifestyle, food and music that became widely adopted amongst many Malaysians. As a result, the daily lives of these Malaysians incorporated K-Pop music, kimchi in their cuisine and K-horror as their favourite movies. Whilst former Prime Minister Mahathir Mohamad once lauded the adoption of Korean lifestyles and work ethics, this invasion of everything Korean then brought about questions and debates about how this form of cultural imperialism deteriorates national identity in Malaysia. The influences and acceptance of Korean Wave has increased debates about the deterioration of cultural values especially amongst concerned Malay and Muslim communities. This is because K-pop and other forms of Korean popular culture have been deemed as containing ‘negative influences’ by certain newspapers. Such newspapers have criticised and questions how inappropriate images of *Hallyu* stars, fan obsessions towards celebrities, and the hugging and kissing of female Muslim fans by members of a male K-pop band challenges the beliefs and values of Islam. Using content analysis, this paper discusses about how Korean Wave has been described as a form of moral panic that challenges the faith of Muslims in certain media publications.

Keywords: *Hallyu*; Korean Wave; Malays; Islam; Malaysia; K-Pop.

## **Introduction**

In the 1990s, the term Korean Wave or *Hallyu* emerged when Korean culture was introduced to China through the Korean drama series such as *What is Love* and *A Wish Upon the Star*. Since then, the *Hallyu* phenomenon has spread to other Asian countries, the Middle East, Europe and America (Korean Culture and Information Service, 2011, p.12). The Korean entertainment industry has since then said to have become the Hollywood of the East (Korean Culture and Information Service, 2011, p.14). In Malaysia, the popularity of the *Hallyu* is said to have begun with the Korean hit drama *Winter Sonata*, which was aired on TV3 in August 2002 (Azizan, 2010). Whilst Korean drama remains popular among Malaysians, Korean pop music or K-pop has seen a phenomenal rise in the number of fans of K-Pop boy and girl bands such as Bigbang, Girls Generation, Wonders Girls and 2pm. The popularity of the Korean Wave however is not simply restricted to songs and variety shows such as *Infinity Challenge* and *Running Man*. In Malaysia, the popularity of *Hallyu* is not just limited to popular culture. Besides the embracement of Korean drama, music and language, many Malaysians have also begun to accept other forms of Korean culture such as its food, lifestyle and customs (Keum-Hyun, 2011, p. 2). As such, the *Hallyu* trend



in this country has led Malaysians to have a better understanding of Korea's society and culture, by helping them to have more favourable views of Korea such as stimulating curiosity about the Korean language and Korean studies (Cho 2010).

While former Prime Minister Mahathir Mohamad once lauded the adoption of Korean lifestyles and work ethics, this invasion of everything Korean and *Hallyu* have been criticized as a form of cultural imperialism that weakens the Malaysian national identity, Islamic beliefs and Malay culture. As the acceptance of *Hallyu* continues to increase in Malaysia, K-pop and other forms of Korean popular culture have been deemed as containing 'negative influences' by certain newspapers and religious authorities. This sentiment is then echoed by the parents who have expressed their concerns about how these so-called Western/foreign influences are affecting the growth of the religious faith and moral values of their Muslim children. As a result, newspapers have criticised and questioned how images of Korean stars, fan obsessions towards celebrities, and the hugging and kissing of female Muslim fans by members of a male K-pop band are considered as culturally inappropriate and challenges the beliefs and values of Islam (Zuhairi, 2015). This paper therefore examines the media representation by *Utusan Malaysia* and *Malaysiakini* of the controversy caused by the hugging of *tudung*-clad Muslim fans by K-pop group B1A4. This paper examines how the K-pop issue has been described as a form of moral panic that is capable of eroding the faith of Muslims and of the Malay culture.

#### ***Hugging and kissing in public – taboo or accepted?***

On 10 January 2015, K-pop group B1A4 invited certain members from the crowd to join them on stage. A video recording of the incident, which showed members hugging and kissing these Muslim fans who were donning a *tudung* (headscarf) during the concert, went viral on social media. This led to an outcry from many members of the Malay-Muslim community, netizens, religious groups, and politicians. Even the Youth and Sports Minister, Khairy Jamaluddin posted about this issue on Twitter by stating, '*Ladies, look for tall, dark and handsome men instead of pale, skinny and pretty men*' (Astro Awani, 2015). Malay-Muslim non-government organisation, Ikatan Muslimin Malaysia (Isma) then made a claim that K-pop was in fact a Christian conspiracy aimed at proselytizing Muslims; by pointing out that the word 'K' actually meant the acronym for the Malay word of 'Kristian' (The Straits Times, 2015). Due to this controversial incident, the Federal Territory Islamic Religious Department (JAWI) had investigated the issue under Section 29 of the Syariah Criminal Offences (Federal Territories) Act 1977 (Act 599 Indecent Acts in Public Places), which could see the girls being fined of not more than RM1,000 or six months jail or both if found guilty (The Star, 2015).

On the other hand, not all parties were critical of the girls involved as many still showed their support for them. This included former Communications and Multimedia Minister, Ahmad Shabery Cheek who suggested counseling as the best option for the incident might have been caused as the girls might have been over-excited be on stage with their favourite celebrities (The Straits Times, 2015). In fact, many claimed that it was unfair to punish the girls as 'hugging and kissing scenes' are already common in many Malaysian made dramas and movies starring Muslim actors and actresses without any action being taken on them by the authorities (Malaysiakini, 2015). On 19 January 2015 however, JAWI announced that no action would be taken against the unidentified girls who did not turn themselves in. Furthermore, JAWI has no authority to force the girls to come forward (Kamal, 2015).

The incident managed to slot itself as part of the main stories in the newspapers and prioritized over other important issues that occurred during the same period – the Indonesia AirAsia flight QZ8501 that crashed into the Java Sea on December 28, 2014, killing all 162 people on board, as well as the massive floods that hit the East Coast of the Malaysian peninsula. The K-pop issue controversy continued to be reported in the Malaysian media even until 12 January 2015, alongside news about the Royal Malaysian Air Force (RMAF) senior officer Major Zaidi Ahmad who was sacked from service after he was found guilty of breaching protocol for making media statements on the ineffectiveness of indelible ink used in the 2013 general election (Astro Awani, 2015). Also became headlines in local newspapers on the next day, was the decision by the Federal Court that sentenced two special action unit (UTK) personnel, Chief Inspector Azilah Hadri and Corporal Sirul Azhar Umar to death for murdering a Mongolian model, Altantuya Shaariibuu in 2006.

Despite these incidents taking place during that period, the ‘hugging and kissing’ issue was still played up by certain media publications. The articles were not only focusing on the incident at the concert, but the follow-up stories also included feedback from politicians, religious authorities and non-government organisations. Such criticisms were not only directed at the event organiser and the Muslim fans but at Korean Wave as a whole. This incident can be seen as sharing certain similarities with the Black Metal crackdowns that occurred in 2001 and 2005, whereby mostly Malay youths were arrested for participating in a Black Metal concert. It was thus reported in the press that during this Black Metal concert, certain incidents that are seen as religiously deviant had taken place. This shutting down and arrests of the concert participants as reported widely by the Malay language media had led to the negative impression towards the music genre and were signs of a mediated moral panic (Yusof 2010)

### **Moral Panic. A Theoretical Perspective**

Moral panic can be defined as a “sociological concept that seeks to explain a particular type of overreaction to a perceived social problem” (Rohloff and Wright 2010). Marsh and Marville (2011) further explain that they “have been reported in a somewhat sensationalised form in the media; and such reporting and publicity has then led to an increase in general anxiety and concern about those activities”. Garland (2008) points out the five key features of the moral panics as:

“concern (some reported conduct or event sparks anxiety); hostility (the perpetrators are portrayed as folk devils); consensus (the negative social reaction is broad and unified); disproportionality (the extent of the conduct, or the threat it poses, are exaggerated); volatility (the media’s reporting and the associated panic emerge suddenly, but can dissipate quickly too)” (pp. 10-11).

Cohen (2002) believes that societies normally will become the subject that caused moral panic, where individuals or a group of people will be deemed as a threat to societal values and are portrayed by the mass media in stereotypical styles, which he refers these groups to as folk devils. He points out that moral panic has been linked to many social problems and phenomena such as vandalism, skinheads, hippies, student militancy, political demonstrations and football hooliganism. The issues being highlighted sometimes are exaggerated and perhaps brought back to the limelight after quite some time. This phenomenon is explained through three theories of moral panics – *grassroots*, *elite-engineered* and *interest-group*. The grassroots model argues that

the media convey moral panics due to the concerns by public, whilst the elite-engineered model refers to issues that are considered not harmful for the societies, which are purposely caused by ruling classes to divert attention from real problems. The interest-group model refers to moral panics that are generated by any interest groups such as the media in order to spread ideology for their own benefits (Goode & Ben-Yehuda, 2009).

In Malaysia, the issues concerning moral panic have been widely exaggerated through media coverage. Issues related to music such as rap, hip-hop, heavy metal and punk have often taken center stage of personifying the rhetoric concerning ‘social problems regarding the nation’s youth’ (Yusof, 2015). Between mid-1993 and mid-1995, *budaya lepak* (loafing culture) and *bohsia* (a term used to describe young girls deemed to be easy pick-ups for sexual purposes) were classified as ‘serious social problems’ as highlighted in the mainstream newspapers and television in Malaysia (Nain & Wang, 1999). This study will discuss this issue based on the grassroots model to examine how Muslims and Islam are represented by some media publications within the context of the *Hallyu* phenomenon.

As discussed above, the grassroots model argues that panic usually begins with the general public. Goode and Ben-Yehuda (2009) points out that the media only ‘stirs up’ a sentiment that already is in existence within the public consciousness and is not the one that starts the fire. The arrival and popularization of the Korean Wave since 2002 that has seen a growing interest towards its culture such as food, fashion, make-up and even plastic surgery (Shim, 2006), used to be widely debated by many parties for it was said that the ‘phenomenon’ would impart negative lifestyles to fans especially the youth. Although issues related to the Korean Wave and its so-called negative impacts slowly faded from public discourse, debates regarding this subject matter intensified again in 2015 due to the media coverage of the ‘hugging and kissing’ incident involving a B1A4 with Muslim girls. Due to this matter, many parties especially individuals from the Malay-Muslim community raised their fear on the acceptance of K-pop and Korean culture in general due to fears about such foreign influences deteriorating the culture of the Malays and faith of Muslims. Based on this model, Goode and Ben-Yehuda (2009) further explain that:

“No specific sector of the society was necessary to bring about the concern over a given issue; the potential for that concern was immanent or waiting to happen, and erupted more or less spontaneously as a result of a trigger or catalyst, under the right conditions”. (p. 55)

Thus, the grassroots model argues that politicians or the media cannot inflame or aggravate any issues if society is not concerned about them. The media plays a big role in setting an agenda and playing up issues that could generate public concern by framing them in a way that would stir public emotions. It can be said that the media will normally sensationalise the cause of moral panics. In the context of the ‘hugging and kissing incident’, the media was seen as carrying out this role.

### **A Content Analysis of “Hallyu” kissing and hugging in the Malaysian media**

For this research, the content analysis method was employed to examine newspaper articles about the incident published in *Utusan Malaysia* and the Malay language section of *Malaysiakini*. News articles relating to this issue were selected from January 11, 2015 to January 16, 2015. These were

the period that had seen much coverage by the local media about the issue especially by Malay publications. Both *Utusan Malaysia* and *Malaysiakini* were selected due to its wide coverage on the issue and to examine the reporting patterns towards the issue based on two different natures of publications with the former labeled as “mainstream” while the latter as “alternative”. *Utusan Malaysia* is owned by the Utusan Group, which is closely linked to the dominant ruling United Malay National Organisation (UMNO) party, whilst *Malaysiakini* is recognised as an online and independent publication. Six articles published in *Utusan Malaysia* and six from *Malaysiakini* were analysed based on the words used in both publications in order to see how this incident was being represented and whether there are elements of moral panic, which had resulted from the media coverage.

### *Different perspectives from alternative media*

Table 1  
*Articles in Utusan Malaysia*

Date (2015)	Title
January 12	JAWI ambil tindakan ke atas penganjur konsert B1A4 di Malaysia
January 12	Khairy ‘sindir’ kumpulan K-pop
January 13	Rebahlah sebagai srikandi bukan kerana ketampanan artis K-pop
January 13	Gejala sosial anak muda semakin dahsyat
January 14	Remaja ‘fanatik K-pop’ diminta ke pejabat Jawi
January 14	Fenomena K-pop salah siapa?

Source: *Utusan Online website*

Table 2  
*Articles in Malaysiakini*

Date	Title
January 11	Aksi gadis peluk artis K-pop undang cemuhan
January 12	Mahfuz kaitkan K-pop dengan ‘agenda’ global
January 14	‘Ada VVIP peluk Shah Rukh Khan, mana JAWI?’
January 14	Teguran pada media, pengkarya seni
January 15	Anwar: Kenapa senyap bila penguasa peluk artis?
January 16	Syed Ali pertahan ‘pelukan Rosmah’

Source: *Malaysiakini website*

As shown in Table 1 and Table 2, there were six articles published in both *Utusan Malaysia* and *Malaysiakini* from January 11, 2015 to January 16, 2015. On January 11, a day after the video of the ‘hugging and kissing’ incident went viral on the Internet, *Malaysiakini* published a news article entitled *Aksi gadis peluk artis K-pop undang cemuhan* (Trans: K-pop hugging scene attracts criticism) on its website. This article also contained a response by the Youth and Sports Minister, Khairy Jamaluddin who mockingly told the Malay girls, in particular K-pop fans to stop liking the ‘pale, skinny and pretty men’, whom he classified them as ‘not a real man’. The article also highlighted on comments by netizens who even created the hashtag *#menentangkejahatankpop*

(fight against bad Kpop) which flooded Twitter.

However, the articles were not only focusing on the negative remarks by the netizens, as there were some positive points highlighted as well. For instance, some netizens urged society members not to condemn K-pop music and to stop criticising the victims, as Islam also does not allow the insulting of others by any means. The same statement by Khairy and the hashtag topic were also briefly published in in *Utusan Malaysia* on January 12. On the same day, *Utusan Malaysia* published a news article titled ‘JAWI ambil tindakan ke atas penganjur konsert BIA4 di Malaysia’ (Trans: JAWI to take action against BIA4 concert organiser). The article contained statements from the Malaysian Islamic Development Department (JAKIM) Director-General Othman Mustapha who was seen condemning the incident by labeling the said Muslim girls as ‘too obsessed with the K-pop stars’ and claimed that the incident was an ‘embarrassment towards Malaysians, especially the Muslims in this country’.

On January 12, *Malaysiakini*, posted another news article on its website pertaining to the issue by highlighting a statement by Pan-Malaysian Islamic Party (PAS) Information Chief Mahfuz Omar, who was cited as saying that K-pop could be linked to a ‘global agenda’ and effort of tarnishing the image of Islam. Mahfuz was also quoted that he feared the controversial Muslim girls were actually paid to wear a *tudung* and perform the immoral acts on stage as part as of a conspiracy by certain parties. He linked this conspiracy to the Paris shootings incident that occurred not long before that, whereby many speculations associated the tragedy to the agenda set by the Israeli National Intelligence Agency Mossad. In the same article, Mahfuz also criticised the government for failing to produce any proper guidelines for organising such event.

On January 13, an opinion piece titled ‘*Rebahlah sebagai srikandi bukan kerana ketampanan artis K-pop*’ (Trans: Fall as heroine, not because of K-pop star’s good look) by the Federation of Peninsular Malay Students (GPMS) Deputy President Ezaruddin Abd Rahman was published in *Utusan Malaysia*. Similar to the other articles by *Utusan Malaysia*, this piece had continued the criticisms of the said incident and also focused on the trend of idolising K-pop stars among Malay youths, especially females. In the article, Ezaruddin mentioned that the incident would become good news to the ‘liberalism’ group that has wanted to see the deterioration of the Islamic faith among Muslims. The writer also slammed the Muslim girls’ inappropriate behavior by stating that they had easily ‘rebah’ (fallen) into the celebrities’ hugs and should take this incident as a lesson in their lives. In fact, the word ‘rebah’ was continuously used another three times throughout the article. Another article containing negative remarks from the PAS Youth Chief Nik Abduh Nik Aziz about the incident was also published in *Utusan Malaysia* on the same day. He labeled the Muslim girls as ‘immoral’ and blamed the authorities for taking this matter lightly fearing that this could lead to major social problems among Muslim youths in the future. He was quoted as saying that the incident has ‘killed’ the Islamic civilisation in this country and referred it as a ‘disaster’ that occurred due to the globalisation.

On January 14, two articles were published in *Utusan Malaysia* and two articles published in *Malaysiakini*. The first article in *Utusan Malaysia* was a follow-up statement by the JAWI Director Paimuzi Yahya, who urged the girls to come forward to assist in the investigation of the incident, whilst the second article was an opinion piece by its journalist on the K-pop phenomenon in this country. The opinion piece discussed about the youngster’s craze towards Korean celebrities

comprising K-pop stars and Korean actors. The journalist wrote that the ‘celebrity-hugging’ has become a culture in Malaysia especially among the fans that are over-excited to see their favourite stars. This scenario also happened in some shows involving local singer, Anuar Zain and Indonesia star, Afghan, and also married women hugging celebrities. However, the article stated that the ‘hugging and kissing’ incident became heated because it had involved the Muslim girls who were wearing *tudung*. Based on the words and language used, majority of *Utusan Malaysia*’ articles were seen criticising the Muslim girls. Although earlier articles in *Malaysiakini* were published almost in the similar manner, but starting from January 14 to January 16, it could be seen that the publication was highlighting the incident on the different angle.

On January 14, *Malaysiakini* published an article containing feedback from local celebrity Adibah Noor and few social activists about the incident. Instead of criticising the girls and the event organiser, they slammed the decision by the Federal Territory Islamic Religious Department (JAWI) of investigating the matter in a profound manner. Beginning January 14, the articles published in *Malaysiakini* were also linked to the ‘hugging scene’ involving a wife of a VVIP and some well-know figures, which was queried by many parties, as to why there were no actions taken by the authorities as compared to the K-pop incident. An opinion piece published on January 14 was highlighted on the roles of media in covering up such an incident. The writer questioned the media’s stance when highlighting immoral acts among Malaysians, particularly Malays as he found that the attention was always given to the youths who were committing such acts but not to other well-known people such as politicians and local celebrities although they were seen as committing similar acts.

The word ‘bias’ was written in the article to describe the media coverage in this country when it comes to social issues like the controversial incident. On January 15, *Malaysiakini* continued discussing the hugging issue involving the wife of a VVIP by quoting then Parti Keadilan Rakyat (PRK) de-facto leader and former Opposition leader Anwar Ibrahim on the unfairness treatment by JAWI towards the Muslim girls. In the article, the Opposition leader urged that action should be also taken on the wife of a VVIP who did hug a Bollywood male pop star and a local athlete in different occasions and to ‘wisely counsel’ the girls involved in the incident. It was then followed with a statement by the Cheras Umno Division Chief Syed Ali Alhabshee on January 16, backlashing the criticism towards the said wife of a VVIP on the same issue by stating that the hugging was done in different manners and should not be compared to the incident involving the Muslim girls and the K-pop stars.

Both *Utusan Malaysia* and *Malaysiakini* had highlighted the incident in different approaches. Based on the grassroots model, the media will stir up the issue by framing it in a way that could inflame people’s emotions, thus leading to a state of moral panic. This can be seen through the coverage done by both publications. The words used in *Utusan Malaysia*’s articles mostly described the girls in negative nuances and how the incident could lead to the deterioration of the Islamic faith. Although the same pattern could be seen in some *Malaysiakini*’s articles, it can be said that the publication had also stirred up people’s emotions through the same issue by focusing on the involvement of a well-known figure in another occasion. The media coverage towards the K-pop incident can be linked to the argument by Goode and Ben-Yehuda (2009) that the “mass media flourish on at least a measure of sensationalism or exaggeration”. This paper has discussed how the media attempted to create the K-pop issue into a form of moral panic by creating heated

criticisms towards the Muslim girls. Although their attempt at creating a form of moral panic was unsuccessful and neither was K-pop or the Muslim girls labeled as folk devils, the media exaggeration on the issue has made certain members of the public to condemn the girls' acts as immoral and deviant from religion and cultural values.

## Conclusion

The media is said act as a platform in sensationalising and highlighting the cause of moral panics, especially with issues related to public concern, legislative and social action. Although the media may not act as medium in striking up issues on certain occasions, the media can play a big role in exaggerating issues. A good example is the 'hugging and kissing' incident of a K-pop band and a few Muslim girls, which drew the attention of many parties. The aftermath of the controversial issue has made religious authority JAKIM into releasing new rules for event organizers and entertainers to adhere to. The new rules have been introduced in April 2015, which among others include that the performers must "dress decently", banning interaction between men and women attendees and the performance must take into consideration of the religious sensitivities. Yet, it must also be seen how the media had chosen to continuously highlight this issue as a form of moral panic, chose to place this incident as a priority over other news matters, which are of more importance and significance.

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# **“You are found guilty!” – Examining Malaysian newspapers’ coverage on the trial of two high profile crime cases in Malaysia**

**Muhammad Raqib B Mohd Sofian<sup>1</sup>, Azman Azwan Azmawati, Adnan Hussein,  
Juliana Abd Wahab, and Shuhaida Md Noor**

School of Communication  
Universiti Sains Malaysia  
11800, Penang, Malaysia  
(<sup>1</sup>Email: raqibsofian@gmail.com)

## **Abstract**

Media plays an important role in reporting on criminal cases to the public as the reporting can create feelings of anger, anxiety and concern to the public. Media can influence the minds of the public by manipulating words and sentences used in their reporting. The public, who has very limited access to the sources of news, is very dependent on the media to get the correct information about the criminal cases that occurred. The core responsibility of the media in reporting crime cases is by using the suitable words in their reporting and should not favor any party as it involves the dignity and integrity of the accused and the victims involved in a crime case. Thus, this research seeks to study the nature of crime news coverage in the local media. This includes looking at the news texts in the newspapers to understand how different types of crimes are covered and reported by using qualitative approach. Specifically, this study focuses on the trial of two high profile crime cases that happened in Malaysia. For the print media, TWO Mainstream newspapers were analyzed: *Utusan Malaysia* (UM) and *The Star* (Star); TWO Tabloids were analyzed: *Harian Metro* (HM) and *The Malay Mail* (TMM) and ONE Digitalized newspaper: *The Malaysian Insider* (TMI) were analyzed to answer the research questions. Each newspaper represents different targeted readership.

**Keywords:** Crime reporting, crime portrayal, media and crime

## **Introduction**

Media plays an important role in reporting on criminal cases to the public as the reporting can create feelings of anger, anxiety, panic and concern to the public. The media, both in the mainstream and alternative sources play a large role on how members of the society are informed of the events that may affect them directly or indirectly.

Mass media has arguably become the main source of news and entertainment to the public. For many people, the media informs them about the events that affect their lives. The media plays a role in providing information to counteract rumors. People will hear about crimes through casual conversations or rumors and it's the media's job to tell them the truth and explain about the rumored crime.

However, research shows that in general, people overestimate the level of crime in their community, and media representations of crime are thought to be partly responsible for this

(Sanson, Duck, Cupit, Ungerer, Scuderi, & Sutton, 2000). There is a widespread concern that the level and type of crime reported in the media presents a distorted view of the real level of crime in the community; and that this misrepresentation may lead to prejudice towards certain groups, stereotyping of certain groups, people becoming isolated from their community through fear of crime, and the imposition of draconian measures to fight crime (Sanson et al., 2000).

The portrayal of crime in the news media has played a crucial role in creating public awareness and concern regarding crime issues including in Malaysia. How crime is presented in the media and how media capitalized on crime news, affect how society view crime. The presentation of crime news in the media is a result of complex news gathering and news production. Hence, it is crucial to understand how crime news is being produced, presented and the impact it creates on the society. It will in turn help to shape public opinion and public policy which the end result becomes a national concern.

### **Objectives of the Study**

For these purposes, a study of news reporting in print (newspapers) and digitalized media were conducted to understand the nature of crime reporting on Malaysian Media. Specifically, this article seeks to answer questions such as what are the messages is the media forwarding to the society and what are the priorities given in constructing crime news on local media. This will include looking at the news texts in the newspapers to understand how crimes are covered and reported by using qualitative approach. This study will focus on the coverage of the trial of two high profile crime cases that happened in Malaysia.

### **Newspaper Ownership in Malaysia**

The media ownership in Malaysia is directly and indirectly controlled by the Government or government-linked individuals. *Radio Televisyen Malaysia* (RTM) has been owned and controlled by the Government since its inception (Yang & Ahmad Ishak, 2012). Meanwhile, *Media Prima*, the media investment wing of the United Malays National Organisation (UMNO)—the dominant party in the BN coalition—controls several of the nation’s biggest newspapers market. Its 2013 fourth quarter report boasts that it has the largest reach in terms of newspaper readership and circulation in Peninsular Malaysia. *Media Prima* controls the *New Straits Times* (English language) as well as *Harian Metro* and *Berita Harian*. UMNO also holds the controlling shares in the Utusan Group, which owns *Utusan*, a daily BM publication widely perceived as an UMNO mouthpiece, as well as *Kosmo!* (daily) and several weeklies (Lansner, 2014).

The Malaysian Chinese Association (MCA)—the second most powerful constituent member of BN—owns two major newspapers, *The Star* and the *Sunday Star* (English) via Star Publications. *The Sun*, a free English language daily, is noted for relatively impartial reporting. However, it is published by the Berjaya Group, owned by Vincent Tan, who has received government funding for other ventures (Lansner, 2014).

On the other hand, *The Malay Mail* was once a part of the UMNO-linked Media Prima Bhd but is now owned by Redberry Media Sdn Bhd, which had taken out a multi-million ringgit loan for the daily’s nationwide expansion in 2009. It also buys content from *Malaysiakini* and the pro-

government blog The Mole. Chief executive officer Premesh Chandran said it was “in line with the editorial strategy of the new Malay Mail, which is to give readers both sides of the story pertaining to an issue” (*Malaysiakini*, 2011).

The ownership of the media in Malaysia has an obvious pattern in terms of private ownership, similar to the ownership of most Malaysian companies. The ownership is assured to be controlled by the government as stated in the provisions of the New Economic Policy, 1970. This includes the assurance of ownership with involve a major representative from Bumiputra. Some connection to the Prime Minister is guaranteed as a return of the government control. The individuals who take ownership and control the media can either be a friend, associate or political “crony” in which virtue their relationship to the government are rarely to be the critics of its policies (Shiver, 2003).

This relationship would result in journalists engaging self-censorship in order not to offend the Government in respect to the close media-state partnership in Malaysia (Wong, 2004, cited in Yang & Ahmad Ishak, 2012). This brings a culture of fright - starting with the journalists and other writers which can spread to the publishers or broadcasters, suppliers and also the public at large when they are being confronted with anything that involves criticizing the Government.

Furthermore, the bigger fear is that a big amount of journalist, editors, commentators and politicians in Malaysia approve the readily conditions even when they have to suffer with the limitations (Yang & Ahmad Ishak, 2012). More importantly, Mustafa (2005, cited in Yang & Ahmad Ishak, 2012) expressed that the public sphere in Malaysian community has been affected so that normal citizens and concerned civil society groups are not be able to fully convey their opinions in participating directly in the country’s democratic processes. He also expressed that the mainstream media is helpful in promoting the state’s political system influence over the community.

In Malaysia, the Multimedia Super Corridor (MSC) Malaysia Bill of Guarantees is a no-censorship guarantee for the Internet and was announced in 1997. Mahathir Mohamad, the former Malaysian Prime Minister was trying to attract investors to the proposed MSC which can function as the nation’s connection from the Industrial to the Information Age. When the nation faced an increased competition from the lower wage countries such as China and Vietnam, the MSC can help to radiate the Malaysian economy (Yang & Ahmad Ishak, 2012). The Internet and online news coverage have been tremendously celebrated in Malaysia by the individuals who hunger for elective points of view as there is no-censorship guarantee from the Internet by the Government.

In regards to online journalism, *The Malaysian Insider* was one of the most popular digitalized newspapers in Malaysia. TMI appeared just weeks before the 2008 election, financed by a group of businessmen and journalists to reportedly counter *Malaysiakini* (Lumsden, 2013). TMI was owned by The Edge Media Group and was led by Jahabar Sadiq, a well known journalist and TV producer. TMI had attracted 1,117,500 unique visitors as of February 2012, according to the Malaysian Digital Association (Lumsden, 2013).

Lumsden (2013) also stated, advertising pays for about half of TMI’s expenses, with unnamed investors making up the difference. Sadiq said that, “*We’re a very middle-of-the-road,*

*independent, sober portal,” he said. “It’s run by people who love the idea of journalism in its purest form, which is to tell stories. I get flack from everyone. I love it—it means I’m doing my job.”*

On 25<sup>th</sup> February 2016, TMI was blocked by the country's Internet regulatory body, Malaysian Communications and Multimedia Commission (MCMC) on the grounds of national security following continuous publication of defamatory content (Tan, 2016). Following the blocking, the owner of the site decided to shut down the website at midnight on 15 March 2016, citing financial losses incurred by its parent company The Edge Media Group amounting to RM 10 million in the past 20 months since TMI's acquisition.

## **Methodology**

For the print media, TWO Mainstream newspapers will be analyzed: *Utusan Malaysia* (Utusan) and *The Star* (Star); TWO Tabloids will be analyzed: *Harian Metro* (HM) and *The Malay Mail* (TMM) and ONE Digitalized newspaper: *The Malaysian Insider* (TMI) will be analyzed to answer the research questions. Each newspaper represents different targeted readership.

This article is actually a part of a research project on media and crime. The first part of the research project involving a quantitative content analysis approach that is used to map out the pattern of crime reporting. At this stage, the study will look at different types of crime reported as well as the frequency of reporting throughout the three months period on the selected newspapers.

The second part of the research project (which is being discussed in this article) uses a qualitative content analysis approach to study the nature of crimes news coverage in the local media. It includes looking at the news texts in the newspapers to understand how different types of crimes are covered and reported. The study also includes the analysis of news narratives in order to understand how issues on crime are constructed and portrayed in the Malaysian media.

The units of analysis for this study are seen by the featured news articles and their forms which include regular news, editorials, columns, public opinions and letters from readers. These articles are sought and collected everyday throughout the THREE months period for all of the analyzed newspapers. This study used a census sample method that examines all the units of analysis. Many scholars affirmed that the census sample method is very useful in the study of a particular event or series of events (Yang & Ahmad Ishak, 2012).

Therefore, while collecting and analyzing the data, it appeared that there were two major criminal cases reported by the Malaysian media. Thus, the criminal cases involving Datuk Seri Anwar Ibrahim and the murder of Altantuya were selected as the case studies. Below are the summary of the crime cases:

## **Case Studies**

### *Datuk Seri Anwar Ibrahim Sodomy Scandal*

Datuk Seri Anwar Ibrahim, former Deputy Prime Minister and also a former opposition leader has

been involved in many high profile crime cases in Malaysia. One of it was the sodomy case involving his former male aide, Mohamad Saiful Bukhari Azlan. He was tried in 2010 and 2011 and, in January 2012, was acquitted. He was cleared by a High Court of the charges in 2012 because of a lack of evidence. The government then appealed and his acquittal was overturned. It is Anwar's appeal against this ruling that has been rejected which convicted him and imposed a sentence of five years imprisonment (BBC News, 2015).

The popular politician was previously imprisoned for six years for sodomy and corruption after being ousted as deputy prime minister in 1998. He was freed in 2004 and went on to lead his three-party alliance to unprecedented gains in the 2008 and 2013 elections.

### *Altantuya Murder Case*

The case caused a political storm in Malaysia when it alleged Altantuya Shaaribu was murdered because she knew about kickbacks to high-level government officials (Worthington, McDonald, & Dredge, 2015). Before her death, Altantuya was in a relationship with Abdul Razak Baginda, who was a close friend and adviser to Prime Minister, Datuk Seri Najib Tun Razak.

According to Worthington et al. (2015), Altantuya worked as a translator for Baginda's company, which brokered the purchase of French submarines for the Malaysian government. Altantuya told family and friends that Baginda promised then reneged on a million-dollar commission. Abdul Razak was accused of ordering police to kill his former lover, after she came to his family home to harass him for money. He was acquitted of abetting her murder, and is now believed to be living in Britain.

The accused, Sirul Azhar and a second officer convicted of the murder, Azilah Hadri, had been working for an elite police unit that protected the Malaysian prime minister and deputy prime minister. In a drawn-out case, Sirul Azhar and Azilah were sentenced to death in 2009 but was acquitted on appeal. That decision was overturned on January, 2015 and they again faced death by hanging (Worthington et al., 2015).

Despite the Malaysian prime minister's repeated denials, allegations of Datuk Seri Najib's involvement have dogged the leader since 2006. An official inquiry into the murder has never been conducted despite the Malaysian opposition's demands for an independent probe (Worthington et al., 2015). Even in 2008, Datuk Seri Najib had told Foreign Correspondent he had never met Altantuya and those allegations against him were totally unfounded.

## **Results and Discussion**

### *Datuk Seri Anwar Ibrahim Sodomy Scandal*

Based on the qualitative content analysis that has been done, the findings show that most newspapers that are owned by the pro-government accepted and supported the decision made by the judges that Anwar was found guilty of sodomizing Saiful Bukhari. It can be seen by the headlines published by the newspapers and the excerpts from the newspapers. Below are some of examples of headlines that have been published by the newspapers (see Table 1).

Table 1

*Newspaper Headlines on the Datuk Seri Anwar Ibrahim Sodomy Scandal*

Newspaper	Headline
<i>Utusan Malaysia</i>	<ol style="list-style-type: none"> <li>1. Anwar's decision to appeal 10 Feb</li> <li>2. The Federal Court has won unanimous decision, Anwar has been jailed for 5 years</li> <li>3. Unhappy, Anwar criticized the court.</li> <li>4. Proof I'm on the right side</li> <li>5. The human story and the perspective of the judiciary, not a political story- Muhammad Shafee</li> <li>6. Decisions are made in a balanced, objective way</li> <li>7. The defense team will do a judicial review</li> <li>8. The leader was sentenced to a prison of sexual crimes, not unusual</li> <li>9. The court upholds the justice system</li> <li>10. Anwar was disqualified from MPs</li> <li>11. Accepts the court decision whole-heartedly</li> <li>12. Old Tweets sparked social media fuss</li> <li>13. AS needs to look at himself –SukaGuam</li> <li>14. The party's struggle continues - Wan Azizah</li> <li>15. After the sodomy case, there is a RM50 million suit</li> </ol>
<i>Harian Metro</i>	<ol style="list-style-type: none"> <li>1. Count the fate of 10 February, the Federal court ruling against Anwar Ibrahim's final appeal</li> <li>2. Sungai Buloh, Azizah visited Anwar with private bag handed over</li> <li>3. Happiness turns into tears</li> <li>4. Judgment was read for 2 hours 15 minutes</li> <li>5. Happy like winning football matches</li> <li>6. Anwar's sodomy case, not a political story.</li> <li>7. Anwar ordered the family to remain steadfast</li> </ol>
<i>The Star</i>	<ol style="list-style-type: none"> <li>1. Will he be freed or jailed, Anwar could also be cited for contempt in 4 likely scenarios</li> <li>2. Court finds Saiful a credible witness, nothing inherently improbable about former aide's story, says Chief Justice</li> <li>3. Shafee: Conviction proves no politics involved</li> <li>4. Saiful: I got justice after 7-years wait, my family and i can now move on with our lives, says former aide</li> <li>5. DNA profile of Male Y belongs to Anwar, rules court</li> <li>6. Malaysian Bar claims glaring anomalies in Anwar's trial</li> </ol>
<i>The Malay Mail</i>	<ol style="list-style-type: none"> <li>1. Court upholds Anwar conviction</li> <li>2. Jail term will not silence me</li> <li>3. We saw it coming, says Pakatan leaders</li> <li>4. Anwar's conviction a blow to Malaysia's rule of law, international jurists say</li> </ol>

The pro-government newspapers such as *Utusan* and *The Star* did publish explanation by the prosecution lawyer, Shafee Abdullah to accept the judges' decision with an open heart. Shafee explained that there was no political interference in the result made by the judges. Below are some of the examples:

*The judges make their decisions only after weighing all the evidence in a balanced and objective manner. Malaysia has an independent judiciary and there have been many*

*decisions that bring punishment on government figures.*

*The police report against Anwar Ibrahim was made by an individual - a worker and Anwar's personal assistant - not by the government. As a victim of serious sexual assault, he has the right to bring his case to court. In this case, all processes are implemented in a comprehensive and comprehensive manner, which takes several years. The process is now completed and we urge all parties involved to respect the legal process and judgment decisions (Utusan Malaysia, February 11<sup>th</sup>, 2015).*

*...In reading the judgment for two hours 15 minutes, Chief Justice Tun Arifin Zakaria, who heads the five panel of judges, said the CCTV recording of the prosecution's face was important as it showed the time and time of circulating Mohd Saiful and Anwar at the location and on the date of the incident.*

*Judge Arifin said the panel of judges unanimously decided that there was evidence that supported the statement by Mohd Saiful that he was sodomized by the Opposition Leader.*

*He said the medical and DNA evidence presented by the prosecution in the previous case clearly showed that Anwar's spermamine cells were in the anus of Mohd Saiful Bukhari.*

*"It is the only logical explanation that Mohd Saiful Bukhari was indeed sodomized by Anwar," he said in conjunction with Tan Sri Raus Sharif Court of Appeal President Tan Sri Abdul Hamid Embong, Federal Court Judge Tan Sri Suriyadi Halim Omar and Datuk Ramly Ali. The five-panel panel also dismissed the prosecution's counter-appeal to extend the term of jail sentence and Anwar's appeal for a lighter sentence (Harian Metro, February 11<sup>th</sup>, 2015).*

*"The independence of Malaysia's judiciary is enshrined in the Constitution. And this case was brought by a private individual, Anwar's employee, who lodged a police complaint in which he accused Anwar of using undue pressure, as his superior, to coerce him into sex."*

*"Nobody could have scripted the twists and turns of the extraordinary and comprehensive case, including (the) many decisions which have gone in Anwar's favour."*

*"To allege as much is offensive to the judges and it is unsustainable to anyone who reads today what they (have) decided and why," Shafee said in a statement (The Star, February 11<sup>th</sup>, 2015).*

On the other hand, the English newspapers, *The Star* and *TMM* did publish articles that criticized the judges' decision. For example, *The Star* newspaper published an article that stated there were glaring anomalies in Anwar's trial. *TMM* too published views from some quarters of professionals who disagree with the result and they couldn't believe Anwar was found guilty in the trial.

*In a statement, Malaysian Bar president Christopher Leong said it was notable that although there appeared to have been some allegations of coercion by Anwar towards the complainant Mohd Saiful Bukhari Azlan in the court proceedings, Anwar was not charged under Section 377C of the Penal Code for forced sodomy or sodomy rape.*

*Leong said there was also the question of why Saiful, who was alleged to have been a participant in the act of sodomy, was not charged for abetment. "These glaring anomalies fuel a perception that Anwar was persecuted, and not prosecuted," Leong said (The Star, February 12<sup>th</sup>, 2015).*

*"...The Federal Court's decision today to convict Datuk Seri Anwar Ibrahim of sodomy has set Malaysia back in terms of the rule of law and human rights, an international rights watchdog said today. The International Commission of Jurists (ICJ) claimed that the Opposition Leader's right to a fair trial had been violated, including his legal right to be presumed innocent until the prosecution proves his guilt beyond a reasonable doubt."*

*"This decision is a clear setback to the rule of law in Malaysia and is incompatible with the principle of presumption of innocence," the group wrote in a statement today, also saying that the country's apex court had effectively adopted the Court of Appeal's approach last year.*

*ICJ cited its commissioner Justice Elisabeth Evatt who said that the Court of Appeal appeared to have placed the burden on Anwar to prove he had a credible defence, instead of the typical burden to raise a reasonable doubt in the prosecution's case.*

*Today, Justice Evatt claimed the Federal Court's ruling allegedly showed Putrajaya as "once again inappropriately" using the offence under Section 377B of the Penal Code against its "political opponents".*

*"This is deplorable, especially since Section 377B criminalises consensual same sex relations, and thereby, violates a range of international law and standards, including on the rights to privacy, non-discrimination and equal protection," Justice Evatt was quoted as saying in the same statement, referring to the colonial-era offence, which the ICJ had previously asked Malaysia to repeal (The Malay Mail, February 10<sup>th</sup>, 2015).*

Even though *Utusan Malaysia* was very supportive of the decision, they did give Anwar some space to justify himself and viewed his dissatisfaction with the verdict by the judges.

*...Anwar also claimed that the panel of judges had 'sold' their souls to the devil in exchange for returns and positions.*

*"You (the panel of judges) have the opportunity to redeem yourself, correct the wrong and reposition the judiciary in high places and make a name as a fighter of justice. But you have chosen to stay on the dark side and bump into fraud and tricks," Anwar*



said.

*Even so, Anwar continues his 'appeal' aloud and promises by witnessing God that he will not be silent, will continue to fight for freedom and justice and will not give up (Utusan Malaysia, February 11<sup>th</sup>, 2015).*

It is important to note that in this particular case study, the researcher failed to collect any news articles from TMI as the researcher could not reach the website on the verdict day itself, as maybe too many visitors had browsed the portal on that day. The researcher did try to get the news from the archives and contacted the person in charge, but one of the TMI staffs who was responsible in handling the portal, informed the researcher that there was a technical problem with TMI portal, so they could not provide the archival news for the researcher.

### *Altantuya Murder Case*

Table 2  
*Newspaper Headlines on the Altantuya Muder Case*

Newspaper	Headline
<i>Utusan Malaysia</i>	<ol style="list-style-type: none"> <li>1. Altantuya's murder case: The fate of Azilah, Sirul is known today</li> <li>2. Guilty killing Mongolian part-time model, Altantuya Shaaribuu, Azilah, Sirul Azhar will be hanged.</li> <li>3. Australia will not let go Sirul Azhar.</li> <li>4. Sirul Azhar: The government may bring it to an Australian court.</li> <li>5. No official confirmation of Sirul was arrested in Australia- Lawyer</li> </ol>
<i>Harian Metro</i>	<ol style="list-style-type: none"> <li>1. Hang to death</li> <li>2. Australia denies extradition of Sirul, the lawyer's office denies penalties against the law of the country</li> <li>3. Indeed it is impossible to bring Sirul home from Australia</li> </ol>
<i>The Star</i>	<ol style="list-style-type: none"> <li>1. Sirul now a wanted man, Federal court issues arrest warrant for Altantuya killer</li> <li>2. We will track down Sirul down, says IGP</li> <li>3. We will issue all the channels to get Sirul extradited, says police</li> <li>4. Cops waiting for official reply on Sirul's extradition.</li> <li>5. Extradition request to be challenged, Sirul's lawyer: Application will contradict Malaysia's treaty with Australia.</li> <li>6. Sirul still stuck Down Under, Former police commando likely to be holed up in Australia for a while.</li> <li>7. Sirul case likened to war criminal's, ex-Serbian commander in jail for 9 years and it may take as long for Malaysian.</li> <li>8. Altantuya's father wants appeal records</li> </ol>
<i>The Malay Mail</i>	<ol style="list-style-type: none"> <li>1. In final verdict, two excommandos to hang for Altantuya's murder</li> <li>2. Cops on the hunt for Sirul Azhar</li> <li>3. AGs to decide on Sirul's fate</li> <li>4. Altantuya killer to seek pardon, says lawyer</li> </ol>

1. Cops seek Interpol's help to find Altantuya killer Sirul in Australia – Bernama
2. Altantuya's lawyer to seek further instructions from family- Bernama
3. Australia to refuse Malaysia's request to extradite Sirul, says report
4. Putrajaya hopes Australia will extradite Altantuya killer Sirul – Bernama
5. Putrajaya may bring Altantuya killer Sirul to Aussie court
6. Crime watchdog chief offers Sirul free ticket home to face sentence
7. Sirul Azhar Umar placed on Interpol red notice
8. Australia arrests Sirul Azhar, says report
9. AG should resign for failing to prevent Sirul from fleeing, says PKR MP
10. Sirul's lawyer unable to reach him, waiting for official notice
11. Sirul extradition unlikely unless death sentence commuted, reports Australian media
12. Malaysia asks Australia to hand over Sirul
13. Similarities to war criminal may further delay Sirul's extradition
14. Altantuya's killer to file for clemency soon, says lawyer
15. Altantuya killer living with son, relative near Brisbane before arrest, says report
16. Sirul punished for doing his job, says fugitive corporal's mum
17. Sirul may be held in Sydney indefinitely, says Aussie paper
18. Altantuya's death 'just a straightforward murder case', says exlover Razak Baginda
19. Tough to extradite Sirul if he engages lawyers, says deputy minister
20. Razak Baginda's 'rogue police' remark unacceptable, says top cop
21. Dereliction of duty if IGP doesn't want to find out why cops killed Altantuya, says Kit Siang
22. Why is Razak Baginda protecting Najib over Altantuya's murder, asks lawyer
23. Sirul won't come back, says lawyer
24. Najib duty bound to order probe into motive for Altantuya's murder, says DAP
25. Kit Siang barking up wrong tree over motive for Altantuya murder, says IGP
26. Sirul has hired Aussie counsel to fight extradition, says lawyer
27. PAS ignores IGP's warning, wants answers on Altantuya's murder
28. Default judgment for Altantuya's murderers if they don't respond to civil suit, says lawyer
29. Altantuya's 'real' murderers still free, reveals Sirul
30. Sirul must lodge police report to reopen Altantuya murder case, says extop prosecutor
31. I was convicted based on circumstantial evidence, says Altantuya killer
32. Police grossly negligent for ignoring Sirul's statement
33. Stop being ambiguous, Kit Siang tells Altantuya killer
34. PKR to request Canberra's permission for Sirul's interview
35. PKR to bombard IGP's Twitter with Sirul police reports
36. Sirul a no show at highly anticipated teleconference
37. Altantuya case can only be reopened if there are other suspects, says former AG

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Based on the qualitative content analysis that has been done, the findings show that TMI, the digitalized newspaper gave a comprehensive coverage on the matter. The other newspapers did give some coverage on the trial but did not as comprehensive as TMI. The news headlines are as presented in Table 2.

Among all the pro-government newspapers that are being studied, they merely only describe the verdict by the judges including TMM, the independent newspaper.

*...The high-profile case of Altantuya Shaariibuu's nine-year-old murders came to an end when the Federal Court today sentenced the Chief Inspector Azilah Hadri and*

*Corporal Sirul Azhar Umar to murder the part-time model.*

*The resolution was reached by unanimous decision of five judges panel headed by Chief Justice Tun Arifin Zakaria after allowing the prosecution's appeal.*

*The quorum set aside the Court of Appeal's decision on 23 August 2013 which freed both and reinstated Shah Alam High Court's decision to sentence them to death after they were found guilty on 9 April 2009 (Utusan Malaysia, January 14<sup>th</sup>, 2015).*

*...The chain of evidence clearly shows that on the day of the incident, members of the Special Action Unit (UTK) Chief Inspector Azilah Hadri and Corporal Sirul Azhar Umar were at Puncak Alam, where the Mongolian Lady Altantuya Shaariibuu was killed.*

*The unanimous decision of the five judges panel read by Justice Tan Sri Suriyadi Halim Omar concluded that confirming that Azilah and Sirul Azhar were together in a car ending at Puncak Alam showed that they had space, time and opportunity to plan the murder.*

*According to him, this has indirectly dismissed Azilah's allegations that the last time he met Altantuya was at Bukit Aman Police Headquarters and Sirul Azhar's statement that he had met the woman outside the political analyst's home Abdul Razak Baginda (Harian Metro, January 14<sup>th</sup>, 2015).*

*...The Federal Court has issued a warrant of arrest for former police commando Sirul Azhar Umar, 43, who was convicted and sentenced to death yesterday for the murder of Mongolian Altantuya Shaariibuu in 2006.*

*The court granted Deputy Solicitor-General (II) Datuk Tun Abdul Majid Tun Hamzah's application when the former corporal failed to turn up for the Federal Court judgment on the appeal against his acquittal by the Court of Appeal in 2013.*

*Sirul's lawyer Kamarul Hisham Kamaruddin told reporters outside the court that there was a possibility that Sirul had not received the summons to attend and he had not been in contact since a week after the last Federal Court hearing in June last year.*

*Also sentenced to death with Sirul is former chief inspector Azilah Hadri, 38, who was acquitted in 2013 but was present in court yesterday (The Star, January 14<sup>th</sup>, 2015).*

*The Federal Court reversed today the acquittal of two men over the high profile 2006 murder of Mongolian model Altantuya Shaariibuu, sending them back to the gallows in the end to the eight year saga.*

*The decision by a panel of five judges chaired by Chief Justice Tun Arifin Zakaria was unanimous.*

*“The Court of Appeal order is set aside. The order of conviction and mandatory death sentence by the High Court are restored,” Tan Sri Suriyadi Halim Omar said in delivering the verdict (The Malay Mail, January 13<sup>th</sup>, 2015).*

The newspapers also published articles regarding Sirul Azhar Umar, who managed to flee to Australia while he was still on the trial. They mostly referred to the Australian news portal and the Malaysian authorities police as their main sources.

*...Sirul Azhar Umar, who is facing the gallows over the murder of Mongolian Altantuya Shaariibuu, is now behind bars in Australia – and may languish in the country for a long while before he is brought back to Malaysia, if at all.*

*Sirul, 43, who was detained on Tuesday, is believed to have entered Australia on a tourist visa and a valid passport but it was revoked by the Australian Government following an Interpol Red Notice issued against him.*

*Inspector-General of Police Tan Sri Khalid Abu Bakar confirmed the arrest, adding: “We will contact our Australian counterparts for further details. Bukit Aman will be discussing with the Attorney-General’s Chambers on how to proceed further” (The Star, January 22<sup>nd</sup>, 2015).*

*...Australia will not approve Malaysia's application for an extradition order to take home the Special Action Unit (UTK) member, Corporal Sirul Azhar Umar, according to a news report in the country.*

*The Sydney Morning Herald newspaper reported that the Australian Attorney General's Chambers will not meet Malaysia's application as it involves the death penalty.*

*Meanwhile, Bukit Aman Criminal Investigation Department Director, Datuk Seri Mohmad Salleh said Malaysia would work with the Australian Federal Police to detain Sirul Azhar who was believed to have entered the country in October” (Utusan Malaysia, January 16<sup>th</sup>, 2015).*

*...Police are tracing Corporal Sirul Azhar Umar, one of two policemen facing the gallows following the Federal Court’s decision today to overturn their acquittal over the murder of Mongolian woman Altantuya Shaariibuu.*

*Sirul Azhar was not present when the Federal Court delivered its judgement.*

*Federal Police (Bukit Aman) Criminal Investigation Department director Datuk Seri Mohmad Salleh in a text message (SMS) to Bernama said police were hunting down the Special Action Squad (UTK) member following the court warrant for his arrest.*

*“We will track him down and arrest him. We are now in the process of tracing him,” he said (The Malay Mail, January 13<sup>th</sup>, 2015).*

On the other hand, TMI clearly published the most in terms of news articles regarding the trial. TMI referred to many kind sources including MPs from the opposition parties, ex top cop, the accused and law practitioners in giving their opinions on the trial. TMI tried to report some of the hidden facts that could not be reached through the mainstream media. For example, TMI published an article that interviewed Sirul's mother who had commented that her son was not guilty and he just did his job (by killing Altantuya). TMI also published an article of Sirul defending his actions and giving his side of the story.

*...Family members of fugitive Corporal Sirul Azhar Umar felt he has been punished for simply carrying out his duties as a policeman, Harakah Daily reported today.*

*Sirul's mother, Piah Samat, said neighbors had been unstinting in giving moral support ever since Sirul's picture was made public. She said despite the death sentence hanging over his head, certain quarters have spread rumors about her son.*

*"There have been people who have uttered nonsense. There are some who alleged he had been paid off, when he did not receive anything," Harakah Daily quoted her as saying after PAS information chief Datuk Mahfuz Omar had visited Piah at her home in Changkat Jering, Bukit Gantang (The Malaysian Insider, January 27<sup>th</sup>, 2015).*

*...Corporal Sirul Azhar Umar, who has been detained in Australia, said today he was under orders to kill Mongolian model Altantuya Shaariibuu. But the 'real' murderers are still free.*

*In a Malaysiakini interview today, the former police commando said he was also contemplating to 'tell all' concerning the gruesome murder nine years ago.*

*"I was under orders. The important people with motive (to murder Altantuya Shaariibuu) are still free. It is not like I do not love the police (force) or the country, but I acted under orders," he told Malaysiakini (The Malaysian Insider, February 17<sup>th</sup>, 2015).*

TMI did also publish an article where they interviewed Razak Baginda, who was Altantuya's lover and also a suspect of the murder case. He was also a political analyst and was closed to Prime Minister, Najib Razak. In the interview, Razak accused the case has been politicized and defending his innocence.

*"The situation has become quite ridiculous in terms of the speculations. It is much of the same speculation but now, more twisted because we have reached the end of a long legal process.*

*"There is a twist to all this because Sirul escaped and went to Australia," said Razak, adding that he is willing to speak now as from a legal point, the criminal case is now over.*

*Razak insisted that the two policemen had acted on their own accord when committing the murder, adding that, "this was determined by the court."*

*"At the end of the day, the court proceedings were so transparent, some of the best defence lawyers were there, including the late Karpal Singh. The judge was so liberal, giving opportunities for everyone to ask questions."*

*He questioned why there was an allegation of conspiracy hanging over the case when there was no evidence to prove it.*

*"There are still people out there who are convinced that police cannot do this without instructions."*

*"How many people die in remand? The last count was 156 from 2008 and the figure is going up. So who instructed this?" (The Malaysian Insider, January 29<sup>th</sup>, 2015).*

## **Conclusion**

Based on the findings, it can be concluded that every newspaper in the study has its own style of reporting and preference in reporting on crime trials. Most of the newspapers tend to report according to their owners' interests. For example, the pro-government newspapers especially the Malay newspapers such as *Harian Metro* and *Utusan Malaysia* gave an extensive coverage on the Anwar's sodomy case as Anwar was the opposition leader. They gave an extensive coverage on the result by the judges who had found Anwar guilty, without giving opposing opinions by other parties. However, English newspapers such as *The Star* and *The Malay Mail* took a more neutral stand by giving some spaces for opposing views regarding the result of the trial.

These findings are consistent with the previous studies that show the English newspapers in Malaysia practice a balanced coverage and provide some spaces for both parties in a conflict to explain themselves while the Malay-language newspaper especially *Utusan Malaysia* strongly supports the existing status quo (Halimahton et al., 2006; Yang & Ahmad Ishak, 2010, 2012, 2013).

The same as for the Altantuya's murder case. The pro-government newspapers except *The Star* did not give an extensive coverage on the trial as maybe it involved government officers (the police) and maybe because it was also connected to the Prime Minister, Datuk Seri Najib Razak, as the rumors said. On the other hand, *TMI* gave a comprehensive coverage on the Altantuya's murder trial. They interviewed the accused, the family members, lawyers and even opposition political members regarding the trial. *TMI* did also published news from the Inspector General of Police and it can be said that *TMI* was trying to be as neutral as possible in covering this issue.

In summary, the content in the newspaper can be said to follow the requirements of the specific newspaper to the interest of the individuals who hold the power of the media (Amir, 2005; Wang, 2001). In an organisation, ownership plays a significant role of the media and content control through hiring and promotion practices. For instance, the press dependably checks facts and

consents to the owner's and publisher's political propensities and therefore, impacts the publications, columns and scope of press (Wang, 2003).

However, the journalists and the editors of the newspapers in this country must make a point that they have to report on crime with moderation and not by taking any side to ensure that all parties involved are given the opportunity to express their views as the reporting on crimes involves the credibility and dignity of those involved. The media is the primary source of public information on matters involving crime, so journalists are responsible for any misinterpretation in the community about the level and nature of a crime. Journalists are free to report what goes on a particular crime issue/trial as long as they are fair, accurate and without malice.

### **Acknowledgement**

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# Selected Predictors of Environmentally Responsible Behaviour (ERB): An Analysis

Azman Omar<sup>1</sup>, Azwadi Ali<sup>2</sup>, Wan Salihin Wong Abdullah<sup>3</sup> & Norhayati Mohd Tahir<sup>4</sup>

<sup>1</sup>Universiti Malaysia, Terengganu (UMT), Malaysia  
(Email: azman@ipgmksm.edu.my)

<sup>2,3,4</sup>Universiti Malaysia, Kelantan (UMK), Malaysia

## Abstract

Teacher graduates of the Institute of Teacher Education (IPG) play a big role in changing public attitudes towards environmental issues particular among primary school pupils. This study was conducted to establish a model and to identify selected factors that influence environmentally responsible behaviour (ERB) or pro-environmental behaviour (PEB) among student teachers at IPG. For this purpose data were collected from 180 students in eight selected teacher training colleges (IPGK) via a questionnaire. The findings from partial least squares analysis show that the awareness and self-efficacy play an important role in influencing ERB. However, religiosity does not affect ERB. The coefficient of determination  $R^2$  shows that 32.7 % variance of the ERB model can be explained by the variance of self-efficacy, awareness and religiosity. These findings imply that individuals who possess certain self-efficacy and awareness towards the environment have more tendencies to engage in ERB. The results also suggest that teacher training colleges should integrate approaches that could promote self-efficacy and awareness of the environment into their curriculum.

**Keywords:** Environmentally responsible behaviour, teacher training colleges, partial least squares, self-efficacy, environmental awareness

## 1. Introduction

Environmental problems are worsened over the past few decades. On a global scale, these problems include climate change; armed conflicts over resources, particularly oil and pollution of the air, water, and soil. The ultimate impacts of these problems are drastic changes to quality and quantity of all life, including human life (Halweil et al., 2004; Vlek & Steg, 2007; Haliza, 2012).

There are many possible approaches to help alleviate environmental problems such as through government policy, international agreements, corporate leadership, educational programmes and technological innovations. However, there is one area that should not be overlooked which is small-scale or low-cost attempts to influence individuals' behaviour. Most people are not in positions of power where they can directly influence government or corporate policy, but everyone consume materials and energy in their daily lives as such, each person can choose to adopt behaviours that are comparatively better for the environment. These behaviours are called environmentally responsible behaviours (ERB), although they are also referred to as conservation behaviours, environmentally friendly behaviours, pro-environmental behaviour, environmentally sustainable behaviours, and responsible environmental behaviours (Osbaldiston & Schott, 2011).

One of the possible approaches to shape this behaviour is through the implementation of Environmental Education (EE). One purpose of EE is to enhance the knowledge and awareness about the environment and surroundings (Nurul Hidayah, Haryati & Seow, 2013). Hungerford and Volk (1990) argues that education leads to the desired behaviour that can be shaped optimally to form a society that is responsible towards the environment (environmental citizenship) or ERB. Therefore, to achieve this educational objective, teachers are considered the most important individual in the process of delivering knowledge to the target group (Nur Hidayah et al., 2013). Teachers must also have an environmental self-efficacy, which means that they possess required skills to successfully perform actions to prevent environmental problems (Noornajihan et al., 2012). Pre-service teachers or student teachers are the ones who will ensure the effective implementation of Environmental Education (EE) in school. Religiosity is another factor that can influence ERB (Rozita, 2002). She stated that religion has a role in shaping the knowledge, attitudes and behaviour of the society towards the environment. Hence, this study was carried out to examine whether factors such as awareness, self-efficacy and religiosity will have impact on ERB among pre-service teachers or student teachers in teacher training colleges in Malaysia. In addition to the aims of this study is to propose a model based on the conceptual framework shown in Figure 1.

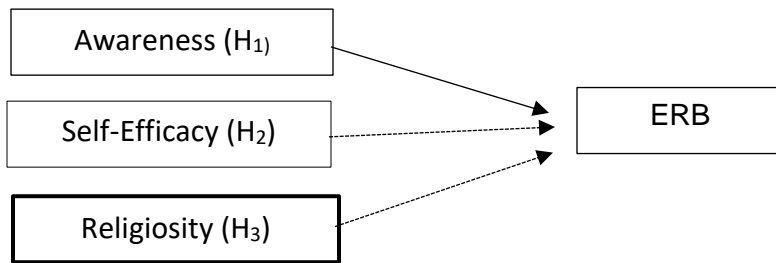


Figure 1. Conceptual Framework

## 2. Literature Review and Hypotheses Development

There has been a great deal of research into predictors of ERB model. However, despite the prolific studies on ERB there is still disagreement regarding how environmentally responsible behaviour can be predicted by attitudes and other variables (Bamberg & Moser, 2007; Kollmuss & Agyeman, 2010; Mobley et al., 2010). This section presents the main results of literature review on variables among individuals (awareness, self-efficacy and religiosity of ERB) and also the hypothesis development.

### 2.1 Awareness and ERB

The term 'Environmental Awareness' has a broad connotation. It is not only implies knowledge about the environment but also attitude, values and necessary skills to solve environment related problems. Moreover, environmental awareness is the ability to carry out responsible citizenship behaviour. Awareness factor plays an important role in the implementation of Environmental Education to develop environmental literacy (Moseley, 2000). Studies using this predictor are important to ensure a paradigm shift in Environmental Education for teachers to produce students

who can compete in the 21<sup>st</sup> century (Arba'at & Mohd Zaid, 2011). Kollmuss & Agyeman (2010) suggested that by providing knowledge, we will increase awareness, concern (attitude) and will eventually produce individuals who have a more positive behaviour towards the environment. Thus, we derived our hypotheses as; H<sub>1</sub>: Environmental awareness will positively affect ERB.

## 2.2 *Self-efficacy and ERB*

Self-efficacy is reported as an important variable in determining ERB (Clayton & Myers, 2009). Hines et al. (1986/87) report that self-efficacy is a stronger predictor than knowledge and attitudes in predicting ERB. Stibbards and Puk (2011) also states that self-efficacy is a good predictor of behaviour-based teaching for future generations. A study carried out by Meinhold and Malkus (2005) found that self-efficacy is the independent variable rather than acting as a moderator in the relationship between adolescents' attitudes and behaviour towards the environment. However, according to Bandura (1977) these personal traits of self-efficacy are given less attention by researchers, even though some studies have shown that a person's success can be predicted through self-efficacy (Bandura, 1997). Thus, self-efficacy should be considered as an important factor and should be given priority in the implementation of the Environmental Education as this factor has a major impact on the formation of positive behaviours towards the environment. Therefore, it is hypothesized H<sub>2</sub>: Self-efficacy in implementation environmental education will positively affect ERB.

## 2.3 *Religiosity and ERB*

Another important factor that is less emphasized on in applying the positive behaviour towards the environment is religiosity. Sayyed Hossein Nasr (1996) states that spirituality like religious elements needs to be cultivated into environmental education and also management and policy formation. Environmental crisis has also been attributed to the lack of religiosity (Sayyed Hossein Nasr, 1996). Thus, the commitment of teachers based on religious values which will produce a generation who can manage the environment responsibly is very much needed now. This is consistent with Crowe (2013) who found that integration between the spiritual and religious values in Environmental Education is an appropriate approach to transforming the attitude and behaviour of pupils. Her research showed that there is a correlation between attitude and behaviour towards the environment. Thus, religiosity variable is studied as one of the most important factors in improving environmental education curriculum so as to produce wholesome individuals who are responsible towards nature. Lastly, we derived our hypotheses as; H<sub>3</sub>: Religiosity will positively affect ERB.

# 3. **Methodology**

## 3.1 *Respondent and Sampling*

The research was conducted in several IPGs in Malaysia using stratified random sampling technique. Eight IPGs, divided into four zones; Northern zone (Pulau Pinang and Perlis), Central zone (Perak and Selangor), Southern zone (Johor and Negeri Sembilan) and Eastern zone (Terengganu and Kelantan) were chosen. The advantage of this sampling procedure is that its sampling error is smaller (Chua, 2006; Zikmund, Babin, Carr & Graffin, 2010). Data was collected using questionnaire.

## 3.2 *Instrument Development*

The five Likert scale question were used based on earlier studies involving the awareness construct (10 items) by Masitah (2012), the religiosity factor (7 items) by Crowe (2011) , Self-efficacy (3 items) by Effeney and Davis (2013) and Boon (2011) and ERB factor (8 items) act as dependent variable proposed by Mobley, Vagias and Deward, (2009). A few questions on religiosity were adapted and modified to suit the local situation.

### 3.3 Data analysis

The measurement of the three factors and ERB model were evaluated for overall fit using tests of reliability, convergent and discriminant validity through partial least square structural equation modeling (PLS-SEM) using smartPLS 3.0. In the assessment of reflective measurement model, four assessment criteria are needed at the outset. These four assessments are internal consistency reliability - Cronbach's alpha ( $\alpha$ ) and composite reliability (CR), indicator reliability (outer loading), convergent validity (average variance extracted (AVE) and discriminant validity (cross loading criterion, Fornell and Larcker's criterion and the Heterotrait-Monotrait ratio of correlations (HTMT). The next steps are the five steps to assess the structural model. Firstly is to assess the structural model for collinearity issues. Secondly, the step continues by assessing the significance and relevance of the structural model relationships. Thirdly is to assess the level of  $R^2$  (Coefficient of Determination) and the last step is to assess the level of  $f^2$  (Effect Size) (Ramayah et al., 2016)

## 4. Research Findings

### 4.1 Measurement and structural model

The construct validity was assessed through convergent and discriminant validity. The result (Table 1) shows that all constructs are considered to meet the convergent validity. Hair et al. (2010) suggest that the use of factor loading is above 0.5, composite reliability is above 0.8 and average variance extracted (AVE) is above 0.5 in order for the measurement model to meet the convergent validity. According to George and Mallery (2003), an instrument is considered to have sufficient reliability when Cronbach's alpha is greater than 0.7. Garson (2016) noted that examination of cross-loading and use of the Fornell-Larcker criterion are accepted methods for assessing the discriminant validity of a PLS model but the methods have a shortcoming. Henseler, Ringle and Sarstedt (2015) assert that HTMT is the best method to check the discriminant validity. They also suggested that if the HTMT value is below 0.9, discriminant validity has been established between a given pair of reflective constructs. This study has shown that the results of the analysis have reached a sufficient discriminant test criteria as prescribed and at the same time it justifies for the construct of this study to be maintained for further analysis (Table 2).

Table 1  
*Results of Measurements Model*

Construct	Item $\beta$	Composite Reliability	Factor Loading	AVE	Cronbach's alpha
Awareness	AWA1	0.920	0.814	0.540	0.903
	AWA2		0.783		
	AWA3		0.796		
	AWA4		0.488		

	AWA5		0.563		
	AWA6		0.685		
	AWA7		0.835		
	AWA8		0.785		
	AWA9		0.792		
	AWA10		0.728		
Self- Efficacy	EF1		0.803		
	EF2	0.835	0.717	0.630	0.711
	EF3		0.854		
Religiosity	REL1		0.763		
	REL2		0.807		
	REL3		0.796		
	REL4	0.924	0.910	0.637	0.904
	REL5		0.859		
ERB	REL6		0.772		
	REL7		0.654		
	ERB1		0.734		
	ERB2		0.693		
	ERB3	0.866	0.681	0.519	0.815
	ERB4		0.779		
	ERB7		0.706		
	ERB8		0.726		

\* ERB 5 & ERB 6 were excluded because AVE was less than 0.5

Table 2.0  
*HTMT for Discriminant Validity*

	Awareness	ERB	Religiosity	Self-Efficacy
Awareness				
ERB	0.426			
Religiosity	0.333	0.315		
Self-Efficacy	0.398	0.649	0.424	

The structural model is a model that aims to look at the relationships between the constructs and significant value (Table 3) and Figure 2. In the initial stage of assessing structural model, it is crucial to address the lateral collinearity issue. In order to assess such collinearity issue, the same rule of thumb as in the evaluation of formative measurement model needs to be applied, where VIF of 3.3 or higher, indicates a potential collinearity problem. Table 3 presents the outcome of lateral collinearity test. All the inner VIF values for the other independent variables are less than 3.3, indicating lateral multicollinearity is not a concern in the study. In addition, the predictive relevance of the model is examined using blindfolding procedure.  $Q^2$  value for ERB ( $Q^2 = 0.153$ ) is more than 0, indicating that the model has sufficient predictive relevance (Hair et al., 2014; Fornell & Cha, 1994).

Table 3  
*Test of Hypotheses*

Hypotheses	Relationship	Path Coefficient	T- Value	VIF	P- Value	Supported	$Q^2$	$f^2$
H <sub>1</sub>	Awareness- > ERB	0.240	3.570	1.177	0.000	Yes	0.153	0.072

H <sub>2</sub>	Self-Efficacy-> ERB	0.407	6.557	1.208	0.000	Yes	0.204
H <sub>3</sub>	Religiosity-> ERB	0.079	1.322	1.187	0.093	No	0.008

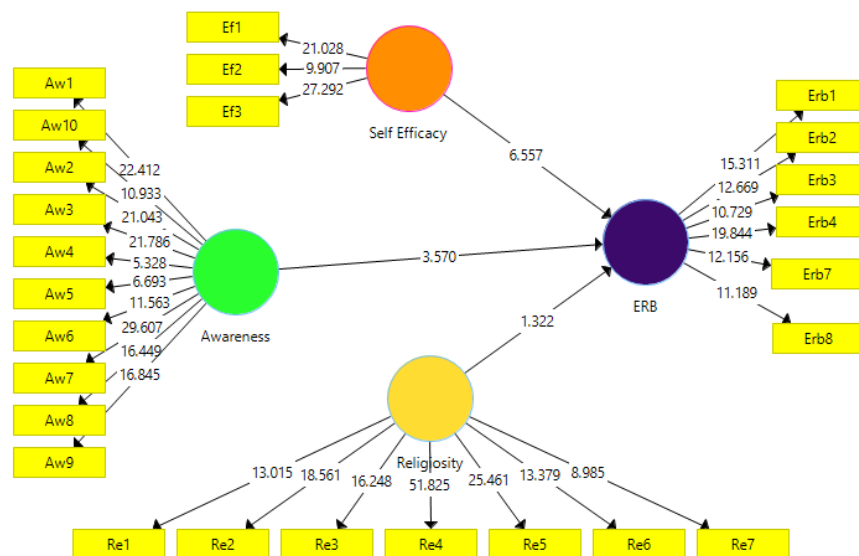


Figure 2. Structural Model

## 5.0 Discussion

Although self-efficacy is also relevant to conservation and pro-environmental behaviour, the research work on this factor is limited (Axelrod & Lehman, 1993; Hines, Hungerford, & Tomera, 1986/87; Sia, Hungerford, & Tomera, 1986; Geller, 1995). The results of this studied showed that self-efficacy is the best predictor to ERB. From Table 3, it can be observed that self -efficacy has a medium effect size in producing the R<sup>2</sup> for ERB (Cohen, 1988). This predictor is also rarely studied by researchers before by using ERB Model. In this study, this predictor has a significant relationship with ERB ( $\beta=0.407$ ,  $p<0.001$ ). This finding is consistent with previous studies (Payne, 2013; Taberner & Hernandez, 2010). Meinhold (2005) also demonstrated that although self-efficacy was not proven to be an effective moderating variable when predicting environmental behaviours, their findings suggest that perceived self-efficacy as an independent variable is predictive of environmental behaviours. The second predictor, awareness is also a good predictor to ERB. Awareness has a small effect size on producing the R<sup>2</sup> for ERB. The relationship between awareness and ERB is positively significant ( $\beta=0.240$ ,  $p<0.001$ ). These findings are consistent with Hawthorne and Alabaster (2000), Masud, Akhtar, Afroz, Al-Amin and Kari (2013) and also Zareie and Jafari Navimipour (2016). This finding contradictory to Bamberg (2003) who observed a weak direct relationship between environmental concern and specific environment related behaviour. This study also found that religiosity is not significant to ERB. However, all these factors or predictors only explain 32.7 % the variance of ERB. The R<sup>2</sup> value of 0.327 is above the value as suggested by Cohen (1988), 0.26, which indicates a substantial model. However the

percentage variance of ERB found in this study is similar to a research which those reported by the prior researcher (Chao, 2012; Bamberg & Möser, 2007 & Hines, Hungerford & Tomera, 1987).

## **6.0 Conclusion**

In this study, factors such as self-efficacy, awareness and religiosity were used as predictors in developing an ERB Model. The results show that self-efficacy and awareness had positive effects in the ERB Model. Religiosity only had an indirect effect in the ERB model. The major contribution of this study is the ERB model for the student teachers in a several teacher training colleges in Malaysia. The formation of ERB model should be expanded to determine others predictors for a more "parsimonious" model. Other predictors is should be examined to form a more robust or parsimonious model. The positive influences of self-efficacy and awareness on the ERB as indicated by the model suggest that individuals who are concerned about environmental issues indirectly stimulate their sense of responsibility in helping to achieve sustainable living. The findings of this study can also help the environmental curriculum implementation in developing future teachers who care about the environment.

## **7.0 Limitations & Recommendations**

The present study has several limitations which can be improved in future research. This study's sample consisted of student teachers from only eight teacher training colleges, so the results cannot be generalized to represent student teachers from all campuses in Malaysia. For future research, the sample can be expanded to include student teachers from universities who might have different opinions from those of IPG students. The present study's small sample contributed to sampling bias. Furthermore, the data was gathered during a specific period of time, so to make it more reliable, longitudinal studies should be conducted.

Future research is also should be carried out as the result of this study showed that religiosity did not have a direct effect on ERB. Religiosity only affected environmental attitudes. Chai and Chen (2009) suggested that religiosity has a significant influence on the consumer's attitude towards the green product. Lastly, it is also important to study the influence of the other factors such as social norms, knowledge and attitude in fostering pro-environmental behaviour or ERB (Chawla & Cushing, 2007).

The results of this research have provided an important ERB model in order to develop a better and more effective programmes fostering pro-environmental behaviour among student teachers.

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# **Job Hopping Attitude and Turnover Intention of Gen Y Hotel Employees: A Review and Research Agenda**

**Fatin Hanani Buang<sup>1</sup>, Mohamad Abdullah Hemdi and Mohd Hafiz Hanafiah**

Faculty of Hotel and Tourism Management, Universiti Teknologi MARA,

Puncak Alam Campus, Malaysia

(Email: fatin\_hanani@hotmail.com<sup>1</sup>)

## **ABSTRACT**

The hotel industry is dependent on recruiting and retaining workers with the right combination of skills. However, the hotel industry is threatened by unmotivated employees, high rates of job-hopping and huge turnover rates. Besides, it is problematic for the hotel to tailor their recruiting and retaining strategies to match different generations' work values, specifically the Generation Y (Gen-Y) employees. Unfortunately, despite employee turnover being such a serious problem in the hotel industry, there is a dearth of studies investigating it. Therefore, the objectives of this study are to explore Herzberg's Two Factors Motivational Theory in the context of employees' intention to leave and examine the moderating effect of job hopping attitude on the relationship among Generation Y employees in the hotel industry. Gaps in the literature on the relationship between the study variables will be explored. Finally, research propositions are developed about the relationship between each construct.

**Keywords:** Motivational Factors, Intention to Leave, Job Hopping Attitudes, Generation Y.

## **Introduction**

Employees leave organizations for many reasons; often these reasons are unknown to their employers and are costly. It costs nearly three times an employee's salary to replace someone, which includes recruitment, severance, lost productivity, and lost opportunities (Tracey & Hinkin, 2008). High turnover rate had great impacts on the hospitality industry in Malaysia (AlBattat & Som, 2013; Chan & Dar, 2014). In fact, the hotel industry in Malaysia currently faces difficulties in retaining and recruiting talented employees (Shah & Beh, 2016). For instance, Malaysia recorded as the second highest involuntary turnover at 6% and the third highest voluntary turnover at 9.5% in South East Asia (Awani, 2015). Additionally, in a survey carried out by Malaysian Employers Federation (MEF) between the year 2010 and 2011 on 143 companies from different sectors in Malaysia revealed that hotel and restaurant sectors recorded 32.4% annual turnover rate. Further, Awee, Cheah, Cheng, Hong, Ling & Tan (2014) mentioned that Malaysian are placed at a sixth position in Asia Pacific region with the attrition rate of 15.9%.

Obviously, it is important for organizations to reduce turnover rates. As such, it is important to identify the motives of departing workers and devise an effective retention strategy. In order to reduce the turnover rates, organizations must first understand the main reasons employees leave for other positions. Many organizations in the hotel industry face difficulties in retaining employees since they are unable to identify the factors that contribute to both employee satisfaction and loyalty (Abdullah, Karim, Patah, Zahari, Nair & Jusoff, 2009). Moreover, (Arokiasamy

(2013)) proposed that employee satisfaction can be considered as the critical success factor for organizations. All things considered, organizations should do everything within their power to reduce turnover as much as possible. But first, organizations must understand other impulsive factors that may affect their employee's turnover intention.

There are many reasons employees are switching jobs. The employee turnover phenomena are the consequence of various impulsive factors (Guha & Chakrabarti, 2015). As the job market has shifted over the past several decades, job-hopping is becoming the norm for the average twenty-something. Shockingly, employees from the Generation Y (Gen-Y) appeared to be more dedicated to their work rather than to their organization (Guha & Chakrabarti, 2015). In fact, it was reported that 91% of Gen-Y employees leave their jobs in less than three years among 1,189 employees and 150 managers, according to the Multiple Generations @ Work survey by Future Workplace.

Job hopping has little or nothing to do with money. Khatri, Fern, and Budhwar (2001) suggested several non-monetary reasons for hopping jobs such as dissatisfaction with the job, lack of challenging work, lack of training and development, career planning and stagnation. Since many companies lack a sophisticated training program and rarely support or encourage development through third party resources, employees venture out to find roles to expand their skills and grow professionally. Surprisingly, switching jobs is one of the best ways to boost their income (Ramkumar et al., 2016). Besides earning higher salary, they also may grow their career in a better cultural fit organization by job-hopping.

Based on the above conjectures, there is a need to understand and investigate the reasons influencing the Gen-Y turnover behaviors, specifically in the hotel industry. This study aims to understand the phenomenon of job hopping and intention to leave of Gen-Y hotel employees. The research efforts are directed to build a body of primary knowledge about this social phenomenon based on a systematic review of research done pertaining the above issues. A conceptual framework and propositions will be proposed.

## **Literature Review**

### **Generation Y**

Generation Y (Gen Y) is a cohort of people who born after Generation X. Gen Y, also known as "Millennials", "Net Generation", "digital natives" and "Generation C" (or Connected Generation), are individuals aged 18–34 years at the time of publication (Bruwer et al., 2011; Nielsen, 2012; Nusair et al., 2013). Being the first generation to grow up with technology and the Internet, Gen Y is highly sociable, tech literate, and media/tech savvy (Bilgihan, 2016). Diversify assumptions have been made according to the specific and exact years of Gen Y were born (San, Omar, & Thurasamy, 2015). Most of the studies had claimed Gen Y was born somewhere between 1980 until 2000 (Lau, 2010).

Gen Y is believed to have distinct personality traits that can distinguish them from the previous generational workforces. For example, Gen Y can be classified as optimistic, high self-confident and tend to oppose the mainstream values by acting and thinking differently compared to other generations. Moreover, they also had placed a high value on freedom, relaxation, consider pay, material possessions, and status which are more important than other intrinsic values in work. The

Gen Y employees are described as more demanding and are unafraid of expressing their opinions (Earle, 2003; Knight 2000). With a low tolerance for boredom, Gen Y thrives on new challenges and expects to be shown respect and given responsibility from early on in their employment (Glass, 2007; Martin, 2005). This new generation is extremely technologically literate, self-reliant, independent and looking for instant rewards (Martin, 2005; Paul, 2001). They are looking to make a contribution to something worthwhile, to have their input recognized from the start, and are not willing to put in years of service to gain any significant reward from their employer (Martin, 2005). In the workplace, they seek constant feedback, even on a daily basis (Glass, 2007; Martin, 2005). On the whole, they dislike menial and repetitive work and seek new challenges regularly (Saba, 2006; Martin, 2005).

Lau (2010) study on Gen Y on working attitudes found that Gen Y has an unrealistic sense of entitlement such as demanding a high salary and work position. Kong (2015) agreed that job satisfaction and professional growth are important, and a clear path for career advancement is a concern among Gen Y employees. In a study by Queiri, Yusoff, and Dwaikat (2015) exploring turnover among Gen Y employees in Malaysian context had revealed that intention to leave from an organization was not only depended on human resource practices but also cultural and economic factors. Gen Y has a different kind of work expectations, and work values preferred to keep career options open and not very loyal to the organization (Smith & Galbraith, 2012). Gen Y also reported having a heavier need in extrinsic motivations from the job (Yusoff, Fauziah, Tan, & Rajah, 2013). Hence, it is the objective of this study to review the literature about motivational preferences (intrinsic and extrinsic), attitude (job-hopping), and intention to leave among Gen Y hotel employees and to proposed an agenda for research.

### **Herzberg's Two Factor Motivational Theory**

Herzberg's Two-Factor Theory suggests that humans have two different sets of needs and that the various elements of the work situation satisfies or dissatisfies these needs (Wright, 1989). The first set concerns the basic survival needs of a person – the hygiene factors (Herzberg, 1971; Herzberg, Mausner, & Bloch Snyderman, 2005). These factors are not directly related to the job itself, but concern the conditions that surround performing that job. The factors are company policy such as reward system, salary, and interpersonal relations (Herzberg, 1971; Herzberg et al., 2005). According to Herzberg, these factors can cause dissatisfaction when not satisfied. However, when satisfied these factors do not motivate or create satisfaction, they only prevent dissatisfaction (Herzberg, 1971; Herzberg et al., 2005).

The second set of needs is growth needs, which refers to factors intrinsic to the work itself, for example, recognition of a task completed, achievement, responsibility, advancement and work itself. These factors are according to Herzberg, the motivating factors, which implies that humans try to become all that they are capable of becoming and when satisfied they work as motivators (Herzberg, 1971, Herzberg et al., 2005). According to Herzberg, the content of work, (e.g. opportunities for responsibility and advancement) is the only way to increase satisfaction and thereby enhance work motivation (Wright, 1989). However, when the growth factors are missing this does not cause dissatisfaction, simply an absence of satisfaction (Herzberg, 1971; Herzberg et al., 2005; (Kermally, 2005). Several studies using Herzberg's Two-Factor Theory have been adapted by various studies such as charity shop (Parsons & Broadbride, 2006), hospitality industry

(Balmer & Baum, 1993), and hotel employees (Hemdi, 1996).

### **Job Hopping Attitude**

Ghiselli (1974) termed the tendency of workers to engage in job-hopping as a “hobo syndrome,” that is, the periodic itch to move from a job in one place to some other job in some other place. Khatri et al. (2001) defined job-hopping as an attitude or behavior where employees migrate from one job to another irrespective of better alternatives or other apparently rational motives. It may originate from either characteristic of individuals (such as itch of impulsiveness) or social influences (such as turnover culture). Prior scholars have put forth the notion of turnover culture to explain job-hopping tendency. For instance, Iverson and Deery (1997) defined turnover culture as a normative belief held by employees that turnover behavior is quite appropriate, and the acceptance of turnover as part of the workgroup norm. If an employee has not changed his or her job for a long time, he or she feels increasingly pressured to do so because of social influences.

This phenomenon can be observed from the findings made by Pizam and Thornburg (2000) who reported that 69.5 percent of middle-managers in the Central Florida hotels quit their organization during their first year of employment. Job-hopping attitudes have been used to explain employees’ turnover behaviors. Simons (1995) in a study among hotel employees found that the high turnover rate among younger workers is manifested through their job-hopping behaviors. According to Simons (1995), most hospitality workers in their early portion of their career expect to move from job to job, which could explain the low desirability placed on commitment. Riley (1980) argued that Labor mobility is an important factor in the development of skills among managers and that turnover is encouraged. Harbourne (1995) suggested that it is unrealistic to expect a talented employee to stay too long in any one organization, even if he or she is satisfied with his or her current job and institution. An ambitious employee needs to move on to gain experience and make progress in his or her career. Chew (1996) in his study of job-hopping occurrences within selected Asian countries postulated that in the past, employees are more likely to look for alternative jobs before resigning the current one. However, employees of today resign from their jobs even before securing another one.

Also, Khatri et al. (2001) in their study within the Singaporean context provided empirical evidence on the role of job-hopping attitude as an antecedent of turnover intentions. According to Khatri et al. (2001), the job-hopping attitudes among managers were found to be highly significant in the hotel and retail businesses as compared to the marine and manufacturing sectors. Khatri et al. (2001) concluded that migrating from one job to the other may provide some ego satisfaction to job-hoppers. These literature on job-hopping attitude seem to imply that this variable has a critical impact on turnover intentions. Given the fact that Singaporean ethnics composition and culture are quite similar with that of Malaysia (Fontaine & Richardson, 2003; Abdullah, 1992), the findings made by Khatri et al. (2001) may apply to the Malaysian scenario.

### **Intention to leave**

Intention to turnover or intention to leave refers to an individual’s perceived probability of staying or leaving an employing organization (Cotton & Tuttle, 1986). Tett and Meyer (1993), on the other hand, referred to turnover intentions as a conscious and deliberate willfulness to leave the

organization. Studies on turnover have shown that intention to turnover is the best immediate predictor of voluntary turnover (Price, 2001; Lambert et al., 2001; Griffeth et al. 2000). This relationship is supported by the attitude-behavior theory (Fishbein & Ajzen, 1975), which holds that one's intention to perform a particular behavior is the immediate determinant of that behavior.

Since significant positive relationships have been found between turnover intentions and actual turnover (Steel & Ovalle, 1984; Price, 2001; Hellman, 1997; Mowday et al., 1982), turnover intentions have been recommended as a proxy for measuring actual turnover (Price, 2001; Price & Mueller, 1981). This is because the actual behavior is harder to predict as there are many factors such as employment alternatives that affect turnover behavior. Thus, it is possible that, despite high turnover intention, actual turnover is low because of high unemployment in the industry. In this case, the low turnover may mask poor management practices. Scholars argued that employee's intention of leaving an organization will have an impact on productivity and long-term succession plan (Keni, Muthuveloo, Ping, & Rahman, 2013).

### Conceptual Framework and Propositions

From the preliminary literature reviews on Herzberg motivational factors, job hopping attitude, and intention to leave, the following conceptual framework and propositions are proposed. Figure 1 diagramed the conceptual framework of Herzberg motivational factors, job hopping, and behavioral intention dimensions.

#### Intrinsic Factors

- Achievement
- Recognition
- Work itself
- Responsibility

#### Extrinsic Factors

- Interpersonal relations
- Company policy
- Salary
- Working conditions
- Supervision

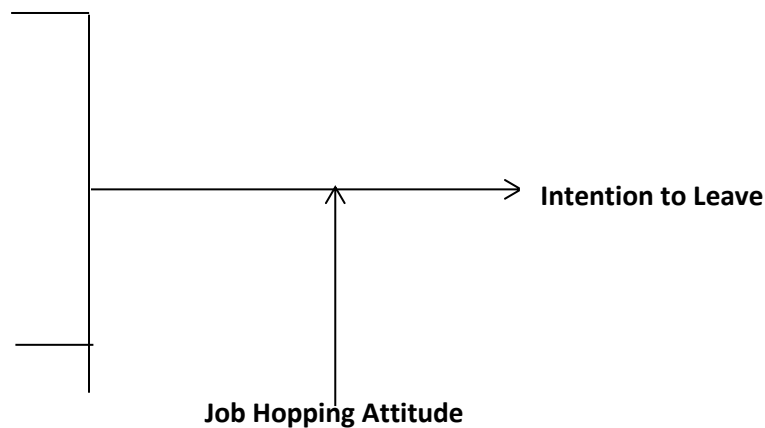


Figure 1. Conceptual Framework

Source: Hemdi (1996); Khatri et al. (2001); Keni, Muthuveloo, Ping, & Rahman (2013)

From the above conceptual framework, the following propositions are proposed:

*Proposition 1:* There is a negative and significant relationship between intrinsic factors and intention to leave.

*Proposition 2:* There is a negative and significant relationship between extrinsic factors and intention to leave.

*Proposition 3:* Job hopping attitude moderates the relationship between motivational factors and intention to leave.

## **Conclusion**

The fundamental purpose of this paper was to review the job-hopping attitude and turnover intention of Gen-Y hotel employees. The researcher hopes that the results and findings afterward can contribute to the body literature of Herzberg's motivational factors and human resource management practice from hospitality perspective in Malaysia settings. Although there are limited studies in investigating job-hopping culture among Gen-Y in Malaysia, thus, by this study perhaps will become a good setter to pinpoint all the trends and justification needs of the study in future.

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# **Brand Engagement in Bumiputera-owned Small and Medium Enterprises (SMEs)**

**Charlie Albert Lasuin<sup>1</sup>, Azizah Omar<sup>2</sup>, T. Ramayah<sup>3</sup>, Pravina Jayapal<sup>4</sup>**

<sup>1</sup>Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah, Malaysia

<sup>2,3,4</sup>School of Management, Universiti Sains Malaysia, 11800 Penang, Malaysia  
(E-mail address: calsbert@ums.edu.my)

## **Abstract**

Undoubtedly, SMEs are the engine of growth and backbone of any economy around the world. SMEs contribute 65 per cent of employment with 97 per cent of total business establishments by sector and size in Malaysia. Every business large or small wants to win customer's heart and choice in a so called red ocean market of the same products and services. However, in order to achieve success in the domestic and international markets, branding becomes crucial as it stimulates business growth. Branding as an intangible asset is crucial to SMEs because it allows their organisations to promote themselves for a greater market access by creating emotional relationship between a person and a brand. This special relationship refers to brand engagement. Brand engagement involves communication of brand attributes at every touch point that provides opportunities for consumers to engage and interact with products and services. This conceptual paper will highlight the appropriateness of brand engagement using social media (SM) in the context of Bumiputera-owned SMEs.

**Keywords:** Brands, Brand Engagement, Social Media (SM), Facebook, SMEs, Bumiputera-owned SMEs, Malaysia

## **Introduction**

SMEs play crucial roles across nations by supporting the economy, contributing to employment, innovation as well as Gross Domestic Product (GDP). There are more than 95 per cent of SMEs around the world, providing 60 per cent of private sector employment and promoting technological environment with the collaboration of larger corporate sector (SME Bank, 2014). According to Rosli (2016), SMEs in ASEAN contribute about 40 and 50 per cent on average of both GDP and employment respectively. SMEs become an important catalyst for growth and development in Malaysia. The implementation of the SME Masterplan (2012-2020) brought new development for Malaysian SMEs which also supports the Government's Economic Transformation Programme and 11<sup>th</sup> Malaysia Plan. The 11th Malaysia Plan (2016–2020) addresses the issues and challenges faced by Bumiputera as well as the strategies to enhance Bumiputera Economic Community (BEC) (Chin, 2015). Moreover, the plan also touched on the development of Bumiputera entrepreneurs particularly on the implementation of programmes targeting Bumiputera-owned SMEs and start-ups (Daily Express, 2016).

In the world today, the technological progress has become medium of success behind economic growth, citizen engagement, employment opportunity as well as information and communication technologies (ICTs) in every nations (The World Bank, 2016). The emerging of Internet as a vital development tool of ICTs changed the lifestyle of human civilisation 360 degree. Besides that, the Internet also changed today's business landscape and environment (Celuch et al., 2011). Internet penetrates into global community of more than 3 billion users particularly in China with 721,434,547 million users (as at 30 June 2016) (Crocker, 2016; Internet Live Stats, 2016; Internet World Stats, 2016). Social media (SM) become a huge phenomenon among society as Internet developed rapidly in terms of network technology and services these past few years. As an integral part of today's modern society, SM comprises of several platforms serving to everyone including SMEs with different purposes and contents (*Chapman, 2009; History Cooperative, 2015; Jagongo & Kinyua, 2013*).

SM is the new technique to facilitate connection and engagement with consumers, stakeholders, local communities and opportunity for brands to engage with their customers via online (**Digital Marketing Sapiens, 2014; Romelus, 2015**). According to Brynley-Jones (2012), 81 per cent SMEs are using SM to promote and market their businesses. In addition, 26 per cent of SME marketers also spend an hour or more on SM marketing per day (Yip, 2015). This situation portrays that SMEs are starting to appreciate the value in engaging with customers who post comments on SM platforms because they can communicate and interact with a special niche audience (Sarna, 2015). Some SMEs measures success in SM in terms of likes, reached users, engaged users or sales as it signifies that the more 'likes', 'favourites', 'replies', 'comments', 'love' and 'shares' generated from the post, the more percentage of fans that the SMEs reach (Rae, 2016; Sarna, 2015). "Getting customers to engage with your brand on social media is gold" (Clifford, 2015).

There is an extensive body of academic literature on SM use in corporate level such as larger enterprises but limited in term of SM in the context of SMEs (Meske & Stieglitz, 2013). In addition, the literature related to brand engagement in Bumiputera-owned SMEs context also has yet to be fully explored. This conceptual paper will highlight the appropriateness of brand engagement using SM to Bumiputera-owned SMEs in building a successful brand as a competitive strategy.

## **Literature Review**

### **The Establishment of SMEs in Malaysia**

Table 1

*SME's Definition by Size of Operation in Malaysia*

Category	Manufacturing		Services and Other Sectors	
	Sales Turnover	Total Employees	Sales Turnover	Total Employees
<b>Micro</b>	Less than <b>RM300,000</b>	Less than 5	Less than <b>RM300,000</b>	Less than 5
<b>Small</b>	RM300,000 to less than RM15 million	5 to less than 75	RM300,000 to less than RM3 million	5 to less than 30
<b>Medium</b>	RM15 million to not exceeding RM50 million	75 to not exceeding 200	RM3 million to not exceeding RM20 million	30 to not exceeding 75

Source. SME Corporation Malaysia, 2016

SMEs comes with unique characters that not only focus on economic background, but also include the cultural and social dimensions used across different countries (Bloem, 2012; Lindner, 2005). Therefore, the meaning of SMEs differs across geographical locations (Muda & Rahman, 2016). In Malaysia, SMEs were defined based on its sales turnover and number of employees in according with The World Bank quantitative criteria for defining SMEs (Berisha & Pula, 2015) (Table 1). SMEs comprised of heterogeneous group of businesses namely services, manufacturing and agriculture with a complete life cycles throughout its operation (Gupta et al., 2013; Lukács, 2005). Services sector dominated SMEs segment with 90 per cent of overall number of establishments in Malaysia compare to manufacturing (6%), construction (3%) and agricultural sector (1%) as well as mining and quarrying (0.1%). This is in conjunction with Malaysian Government to transform Malaysia into a high-income nation by 2020 (Economic Transformation Programme, 2013).

The SME Masterplan helps SMEs the development of SMEs to achieve the 41 per cent contribution of gross domestic product (GDP) and providing 9.5 million employments to Malaysian by 2020 (SME Bank, 2016). As the dominator of 97 per cent of the business establishments in Malaysia, SMEs contributes 36.3 per cent of the country's GDP with 6.1 per cent growth in 2015, 65 per cent of the country's job employment and nearly 18 per cent of Malaysian exports (Chan, 2016; Rosli, 2016; The Borneo Post, 2016; The World Bank, 2016). Malaysian SMEs are mainly located in the Central region of Malaysia particularly Selangor (125,904 establishments) and the Federal Territory of Kuala Lumpur (84,261 establishments).

Table 2

*Number of Bumiputera-owned SMEs Establishments in Malaysia*

Ethnicity	Micro	Small	Medium	Total
	Number of Establishments & Percentage			
Bumiputera	218,930	26,034	2,975	247,939
Non-bumiputera	277,528	102,753	16,916	397,197
<b>Total</b>	<b>496,458</b>	<b>128,787</b>	<b>19,891</b>	<b>645,136</b>

Source. PwC Advisory Services Sdn Bhd, 2015

Bumiputera-owned SMEs comprised of 247,939 total firms establishment in Malaysia behind the non-bumiputera firms with 62 per cent of all SMEs in Malaysia (397,197 firms) (Table 2) (PwC Advisory Services Sdn Bhd, 2015). Hence, Malaysian Government should focus as well as to motivate the Bumiputera communities to participate and venture in SMEs (Omar & Azmi, 2015).

### **The Bumiputera SMEs in Malaysia**

The term Bumiputra denotes to the indigenous people or “sons of the soil” that predominant to Malays and the other native people in Sabah and Sarawak (Sabiu & Abdullah, 2015). Malaysian Government is fully supportive to uplift the socio-economic well-being of the Bumiputera. The New Economic Policy (NEP) and National Development Policy (NDP) are public policy instruments designed to strengthen the participation of Indigenous or Bumiputera economic well-being particularly in business enterprises (Zainol & Daud, 2011). Since the beginning of the NEP, Malaysian Government spent huge sums of financial aid, providing supports to Bumiputera particularly to Malay entrepreneurs, from the business start-up right to the business expansion and internationalisation (Yusoff et al., 2014). However, their under-representation number in entrepreneurial ventures are still remain the same (Jamak et al., 2014). Malaysian Communication and Multimedia Commission stated that a Bumiputera company must fulfil the following criteria which are the company established under the Companies Act, 1965 with paid-up capital of at least RM25,000, the shareholders are 100 per cent Bumiputera and the management team (Board of Directors, Managerial and Professional Staff, and Supporting Staff) are at least 51 per cent Bumiputera.

### **The Social Media Landscape in Malaysia**

Indeed, “the Internet and its related technologies make what we know today as social media possible and prevalent” (Tuten & Solomon, 2014). SM appeals across everyone as it comes with different types of sites that allow users to generate their own content, commonly referred to as user-generated content (Evans, 2010). Indeed, SM is not only a key part of the individual’s modern lifestyle but continuously become an important digital tool for branding and connecting to customers as it transforming every aspect of business especially on customer’s communication and relationships (Daley, 2010; Landry, 2014; Platkiewicz, 2015). Kaplan and Haenlein (2010), defined social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 that promotes the creation and exchange of user-generated content. Table 3 shows the SM classifications based on social presence/media richness and self-presentation/self-disclosure.

Malaysia is one of the most vibrant, socially engaged markets in the world with 62 per cent of Internet users in Malaysia access SM networks daily, compared to 42 per cent global users (Tey, 2015; TNS, 2014). Lee (2016) stated that around 18 million (80%) Malaysian users possesses their own Facebook account. Facebook also popular as a medium of communication (chatting and expressing ideas with peers) among young Malaysian aged 14 to 16 years old (Baboo et al., 2013). In addition, 62 per cent of Malaysians purchase the products or brands after 94 per cent of them discovered the items on Facebook (Lee, 2016). This signifies that SM platform offer engaging activities for consumers to stick and spend more time with brand and consequently lead to higher levels of brand loyalty (Tuten & Solomon, 2013).

Table 3

*Classification of Social Media by Social Presence/Media Richness and Self-presentation/Self-disclosure*

		Social Presence/Media Richness		
		Low	Medium	High
Self-presentation/Self-disclosure	High	Blogs and microblogs (Twitter)	Social networking sites (Facebook)	Virtual social worlds (Second Life)
	Low	Collaborative projects (Wikipedia)	Content communities (YouTube)	Virtual game worlds (World of Warcraft)

*Source.* Adapted from Kaplan and Haenlein, 2010

### The Global Brand at Glance

A brand symbolised value added and connotes a thousand words to any products and services (SME Corp Malaysia, 2016). American Marketing Association (AMA) (2016) defined brand as a "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers". Interestingly, brand is beyond just a catchy name, memorable logo or creative graphic elements. Brands creates awareness, prominence, reputation, respect, source of differentiation, customer experience, trust and loyalty of marketer's products and services in the marketplace (Keller, 2013; SME Corp Malaysia, 2016). Good impressions of a brand such as Colgate toothpaste, Maggi (Nestlé) instant noodle and Pampers will lasted longer in consumers' mind and thus, help company to boost their sales. Hence, branding can be a source of competitive advantage as well as to contribute future stable assets, economic value, revenues and profit to company (Keller, 2013; Mazzoleni, 2014).

Brands are the most valuable entity, sustainable and intangible asset of any company with more than 30 per cent of the stock market value of companies in the S&P 500 index (Bradley, 2011; Linssen, 2010; Mazzoleni, 2014; The Economist, 2014) (Table 4). Intangible resources such as brand normally stay within a company and become the source of sustainable competitive advantage (SCA) because other companies cannot buy that particular brand from the market (Jurevicius, 2013). No doubts that strong brands can be damaged or tarnished by something beyond its control but does not crumble forever regardless of the time (Johnson, 2014; Magee, 2011). According to Aaker (2016), the strong brands like Apple and AT&T for example survived years of less inspired products and long decades of unproductive service, but now become the strongest brand in its own league as portrays in Table 4. Samsung's decision to stop the production of Note 7 entirely was intended mitigate the financial and reputational damage faced by them in order to rebuild consumer trust and loyalty (Carlson, 2016; Cosmin, 2016; Smith, 2016).

Table 4

*The Most Valuable Brands of 2016*

Rank/Year		Brand	Country	Brand Value (USD \$ Millions)		Brand Rating	
2016	2015			2016	2015	2016	2015
1	1	Apple	USA	145,918	128,303	AAA	AAA
2	3	Google	USA	94,184	76,683	AAA+	AAA
3	2	Samsung	South Korea	83,185	81,716	AAA	AAA-
4	8	Amazon.com	USA	69,642	56,124	AA+	AAA-
5	4	Microsoft	USA	67,258	67,060	AAA	AAA
6	5	Verizon	USA	63,116	59,843	AAA-	AAA-
7	6	AT&T	USA	59,904	58,820	AA+	AA+
8	7	Walmart	USA	53,657	56,705	AA	AA+
9	11	China Mobile	China	49,810	47,916	AAA-	AAA-
10	15	Wells Fargo	USA	44,170	34,925	AAA-	AAA-

*Source.* Adopted from Brand Finance, 2016

### Brand Engagement

Hollebeek et al. (2014) stated that the concept of customer engagement and brand engagement share the similar conceptual scope regardless of its names. Brand engagement involves emotional engagement with the brand that the consumers observe the brand as better fit to their expectations they hold for the ideal in the category where the brand belongs and thus, contribute to the positive consumer behavior (Passikoff, 2013). Ahanonu et al. (2013) defined brand engagement as method of connection and interaction between brands with its intended consumers in aim to create and sustain awareness of the brand. Therefore, brand engagement is the relationships between brands and consumers via two-ways of communications (interactions) and experiences using the online SM platforms to employ significant cognitive, emotional as well as behavioural activity (Brodie et al., 2011). Sarna (2015) stated that, SM is vital and powerful branding tool for any brand's marketing mix. Consumer view SM as a platform for two-way communication between them and the brands as well as to discover the new brands, making comparison between alternative brands and to read comments or reviews from other consumers (Shuai Yang et al., 2016).

### Discussion

According to Niven (2014), SM is a blessing for SMEs as they faced limited resources as it provides free social networks namely Facebook, Twitter, Instagram, Pinterest and YouTube. These media platforms have been embraced actively by business for marketing activities. Selecting the right channel or platform is crucial (Pickup, 2016). Bumiputera-owned SMEs need to identify their target audience. Facebook, YouTube and Twitter are the most popular SM platform in Malaysia in terms of average number of fans or followers and ability for engagement (Pickup, 2016; Socialbakers, 2016).

**Therefore, Bumiputera-owned SMEs can adopt these media based on the needs for their firm (Figure 1). Besides that, Facebook will become the centre of discussion for Bumiputera-owned SMEs to create their online brand engagement. Facebook is a hub for everything SM and delivers the organisation an immediate opportunity to engage with stakeholders,**

**participating in a discussion and deliver the feedback** through the brand engagement campaign (Campbell, 2013; News Whip, 2016). “A brand engagement campaign encourages both loyal fans and potential new customers to like, share, comment on and contribute to that brand's narrative” (Corstie-Massay, 2014). Similarly, Campbell (2013) illustrated Facebook Ladder of Engagement in order to portray the process of engagement which can be implemented by Bumiputera-owned SMEs in trekking their possible loyal consumers.

**Interestingly,** Cvijikj and Michahelles (2013) suggested that “fans can engage with a company by (1) posting content on the wall (depending on the communication policy set by the company), (2) commenting on the existing post shared by the moderator, (3) indicating interest in an existing post by pressing the “like” button, i.e., liking, and (4) sharing the post on their profile wall”. Vahl (2015) also suggested 11 ways for small business like SMEs to boost their Facebook engagement through Facebook updates that includes Move Your Audience to Action, Host a Facebook Party, Show Personality, Incorporate Humor, Have Fun, Be Responsive, Create a Facebook Event, Post to Your Page and Profile, Invest in Videos, Provide Great Local Content and Go Behind the Scenes. Besides that, in order to increase the rate of engagement, small business also suggested by using interesting visual content (images and videos) and incorporate humour and fun in their Facebook post! (Vahl, 2015).

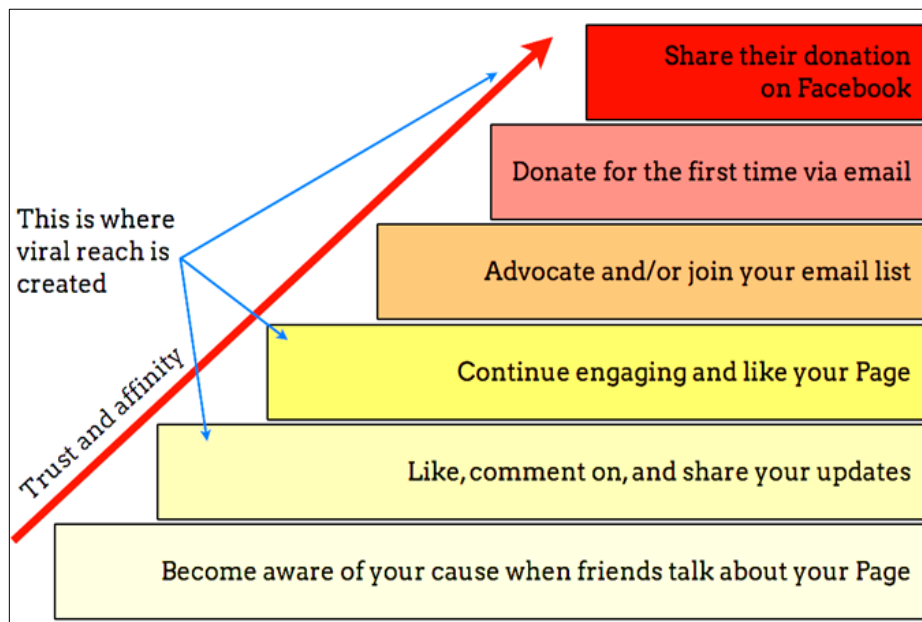


Figure 1. *The example of Facebook ladder of engagement*  
 Source. Adapted from Campbell, 2013

Realistically speaking, as the technology keep on spinning 360 degree, Bumiputera-owned SMEs should at least implement SM in their integrated marketing strategy and other marketing activities. However, if Bumiputera-owned SMEs ignore SM presence while their consumers are actively accessing or using it, there is tendency that the consumers will buy from their rivals. The crucial point is to make the company visible to everyone via SM platform! According to Nathan (2015),



a company's product will gain exceptional word-of-mouth communication if the influencers, brand advocates or employees are talking about company's brand via SM. SMEs in UK used SM to enhance their brand awareness via Twitter, LinkedIn and Facebook (Inglis, 2016). The SM road map for example will assists SMEs particularly Bumiputera-owned SMEs in implementing SM as their business strategy.

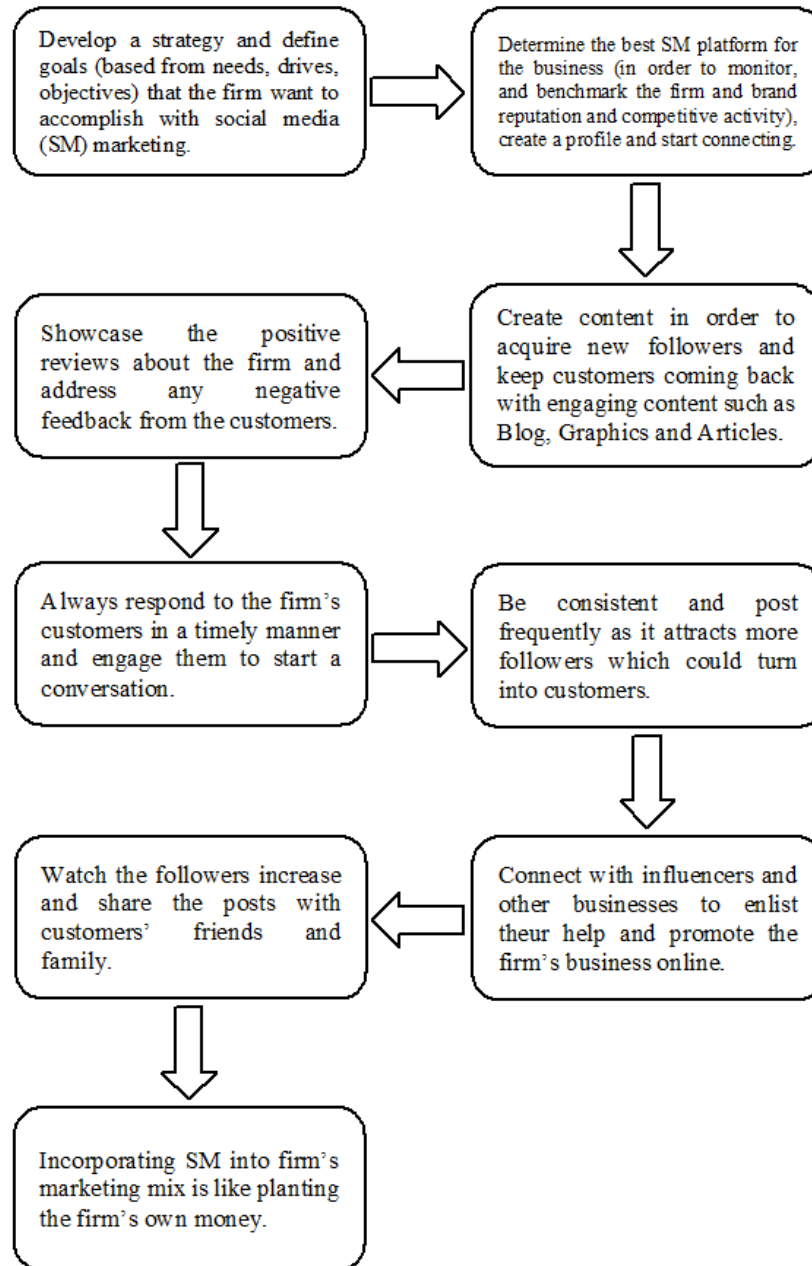


Figure 2. *The social media road map*  
 Source. Wasem, 2016

### Conclusion

As Malaysia strives towards achieving an industrialised nation status, branding should be developed among Bumiputera-owned SMEs. Successful and well-managed brands help create

long-term relationships with consumers that contribute to sustainable competitive advantage. In addition, powerful brands will act as a shield of protection for any business especially small businesses like Bumiputera-owned SMEs during market turbulence or uncertainties. Nowadays, branding is no longer promotionally attached only to the conservative television, radio and the print media. The newcomer in advertising technology, SM, has become the new avenue for Bumiputera-owned SMEs to promote their brands. The emerging SM as a new promotional tool for brands must be optimised by Bumiputera-owned SMEs in an increasing competitive environment in order to stay ahead of their competitors. SM is the best idea for Bumiputera-owned SMEs to get up close and personal with their prospective consumers with a minimum cost. Brand engagement is seen as an interaction between the brand and consumers over SM that can lead to co-creation. Co-creation is just like a 'happy medium' when the two parties, Bumiputera-owned SMEs and consumers, are delighted with their co-operation. The most important part of co-creation is a constant value exchange between the company and the co-creator (the consumers). Interestingly, co-creation will bring a win-win situation between the company and participating consumers. The company delivers the characteristics of their products or services, while the consumers highlight their ideas for the improvement and market opportunity for the product or services. Brand engagement is a platform for Bumiputera-owned SMEs to create a strong base of loyal consumers by listening to their thoughts and ideas via SM.

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# Affordable Housing and Sustainable Urban Living of the Families in Penang Island, Malaysia

Samson Chieng Kuan Meng<sup>1</sup>, Nor Malina Malek

School of Social Sciences  
Universiti Sains Malaysia  
11800 Penang, Malaysia  
(Email: sam6455@gmail.com)

## Abstract

As Penang Island is rapidly being developed and urbanized, it brings to an issue of a growing urban population which resulted in a lack of suitable land for urban housing development on the island. Such a scenario has pushed up the land use density and values that leads to a concern about an increase in the price of houses and insufficient provision of affordable housing in Penang Island. This is due to the fact that their income does not qualify them to purchase from the affordable housing schemes. Coupled with the increasing cost of urban living, the issue of affordable housing affects the sustainability of urban living of the affected families. The main objective of this paper is to explore and identify the issues and challenges faced by the urban families in Penang Island pertaining to affordable housing ownership. To achieve this objective, 30 heads of urban households were interviewed through an semi structured interview method. They are urban families in Penang Island that are selected through purposive sampling technique. Direct observations were also carried out to understand more about the living style of these families and their current living conditions. Subsequently, the qualitative data collected were analysed using content analysis technique. Briefly, this study found out that the main issues and challenges faced by the urban families in Penang Island are expensive pricing of houses, lack of affordable housing choices, high urban living costs, difficulties to obtain bank loans and low income. These issues and challenges, if not taken into serious consideration by the relevant parties, will affect the well-being of the families and sustainability of urban living on the island.

**Keywords:** Affordable Housing, Urban Housing, Sustainable Urban Living, Urbanization, Penang Island

## 1.0 Introduction

Excessive urbanization which resulted in concentration of people and economic activities in large urban areas lead to the increasing demand for shelter as well as land. High demand for shelter and the shortage of suitable land for housing development has caused the house prices to soar. This scenario is especially true in Penang Island, Malaysia as the island is a compact urban area and is facing shortage of land. It is mentioned in an article that, “*According to the Department of Statistics, the level of urbanisation in Penang at 90.8 per cent is among the highest after Kuala Lumpur, Putrajaya and Selangor*” (Mok, 2016). The level of urbanization coupled with the shortage of land in the island, is definitely bringing the house prices to a whole new level. According to Williams, Talhar and Wong (2015) in Property Market Report 2015 that the “*scarcity of land in Penang has driven up land cost and snowballing into the hike of prices for newly launched projects.*”



The soaring of house prices also means that the demand for affordable housing is very critical due to the increasing demand from growing population as a result of urbanization and rapid development in Penang Island. The lack of adequate supply of affordable housing in Malaysian's cities remains a huge concern among the people especially those in the middle-income group, for a very long time (Azriyati, Rosly, & Singaravello, 2013). This is due to the fact that their income does not qualify them to purchase from the affordable housing schemes and at the same time, they are not qualified for the low-cost housing. Based on observations, the house prices in Malaysia is considered expensive and unaffordable by urban dwellers as compared to their current income. The increasing living cost in the urban areas coupled with the issues of affordable housing affects the sustainability of urban living of the affected families.

Therefore, Penang Island is a good research area as the background of the urban dwellers and the rate of development of the island fits the purpose of this study. The aim of this paper is to explore and identify the issues and challenges faced by urban families in Penang Island pertaining to affordable housing ownership. The focus of this study is on the social aspect of affordable housing issues compared to previous studies that focuses on economic aspects. The emphasis on the social aspect is to understand the affordable housing issue more comprehensively and to relate it with sustainable development approach. It is important to highlight the significance of affordable housing to ensure their continuous supply to the middle and low income urban dwellers as well as to promote sustainable urban living. Decent and adequate affordable housing is important to urban families especially in highly urbanized areas in order to fulfil the basic human needs for shelter.

## **2.0 Literature Review**

As a key aspect in sustainable urban development, housing plays a vital role in attaining the goal of sustainable development. The World Commission on Environment and Development (WCED) 1987 report, *Our Common Future*, has led to a world-wide notion of the concept of sustainable development and today there are about 300 published definitions of sustainable development with different vision views (Moles & Kelly, 2000). The report does not focus only on the environmental issues, but also the economic and social issues, such as violation and inequality of human rights, human quality of life, quality health care, access to housing and education that are related to rapid population growth on today's urban development scenario. In brief, sustainable development is not merely an environmental protection, it also involves quality of life, the distribution of resources, interactions between the environment and development and most importantly the provisions for the future of human populations (Department of the Housing, Planning & Local Government, 1995).

Human and housing are always linked together with urban development. With rapid urban development in cities, more people tend to move into the cities causing these cities to be overcrowded. As housing is one of the basic needs of humans, the increasing number of populations relates closely to the dramatic increase for the demand of decent housing in the city. Housing contributes significantly to socioeconomic development and the well-being of communities (Economic Planning Unit, 2015). In the recent decades, most countries on the globe are putting all their efforts into developing more decent and affordable housing units for their populations. Housing, besides being a very basic requirement for the urban dwellers, also holds the key to accelerate the socioeconomic development of the nation. Housing industry has a

multiplier effect on income and employment, which contributes to the overall development of the nation's economy. Tse, Ho and Gansesan (1999) stated that the demand of housing in urban area has significant impacts on the economic conditions of the society. An increase in the population and income will lead to the increase in housing demand (Tawil, Hamzah, Khoiry, Che-Ani, & Basri, 2011).

Several authors (MacLennan & Williams, 1990; Freeman, Chaplin, & Whitehead, 1997) have tried to develop working definitions for the term 'affordable housing' but there is no general acceptable and applicable definition since the term is very broad and might mean different things to different people in different nation (Miles, Berens, & Weiss, 2000). The idea of affordable housing recognises the needs of households whose incomes are insufficient to allow them to access housing in the market without assistance (Milligan, Phibbs, Fagan, & Gurran, 2004). Coetzer (2010) defined affordable housing as housing that is adequate in quality, location and it does not cost too much that it forbids families for meeting other basic amenities or threatens their right for basic human needs. In Australia, the National Affordable Housing Summit Group defined affordable housing as reasonably adequate in standard and location for a lower or middle-income household as well as that it does not cost so much that a household will be unable to meet other basic living costs on a sustainable basis (Australian Housing & Urban Research Institute, 2007). Similarly, Anderson, Charles and Fullio (2003) also defined affordable housing as household that does not spend more than 30% of its income on housing expenses. According to them, each family has to allocate 70% of its income to food, education, cultural needs and leisure. Housing absorbs a high proportion of household expenditure, the trade-offs household are required to make in order to meet their housing needs (Yates & Gabriel, 2006). As a result, urban dwellers may have inadequate resources in terms of monetary, to meet their non-housing needs in order to achieve a sustainable urban living life.

In the Malaysian context, there is yet a standard definition of what constitutes affordable housing. However, according to the report 'Making Housing Affordable' by Khazanah Research Institute (2015), the overall Malaysian housing market is 'seriously unaffordable'. By using the 'median-multiple ratio' standard by the United Nations Centre for Human Settlement at the World Bank, a housing market is considered 'affordable' if the house price to household income ratio is below 3.0 times. In Malaysia, the overall median house prices are 4.4 times the median annual household income in 2014. More worryingly, the median multiple ratio for Penang is 5.2 times which considered to be 'severely unaffordable' (Khazanah Research Institute, 2015). According to Penang Town and Rural Planner, affordable housing does not only concern with the 'affordability' factor, but the quality of affordable housing also impacts the home users and their urban living (Penang Institute, 2012).

Prochorskaite and Maliene (2013) argued, in order to promote sustainable urban living to progress faster, health and well-being issues must incorporate greater consideration into 'sustainable housing' concept. Affordable housing has been linked with the improvement of health, education, economic outcomes for families and children. Affordable housing is both a foundation for well-being as well as a platform for connecting people to services and resources that includes quality health care centres and schools, community centres, grocery stores and libraries. When housing is stable and affordable, families can spend more time and resources on medical care, nutritious food, transportation to and from work and quality day care services (Prochorskaite & Maliene, 2013).

Based on a study by Salfarina, Malina and Azrina (2010), the house price is the main problem due to the fact that high prices offered are beyond their affordability to own houses in urban areas. Besides that, Azriyati et al. (2013) explained that middle-income households in Malaysia, particularly in an urban area, are having difficulties in owning their very first home due to the house price and the total monthly income of the households. It is therefore concluded that there is a mismatch between housing price and income of households. Furthermore, Baqutaya, Ariffin and Raji (2016) indicated that three main affordable housing issues currently faced by middle-income groups in Malaysian urban area are housing prices continue to rise, housing loan application are stricter and fewer choices are available for the middle-income group.

Based on the literature review presented above, it is clear that there is a pressing need for this study to be undertaken because housing policy researchers had not been looking at various other challenges, issues and impacts of affordable housing on the sustainable urban living of families in local context. Most of these researches tend to focus on the supply and demand of housing, 'bricks and mortar' aspect of housing and housing financial system. There is a lack of focus on the urban families' sustainable urban living as most researchers emphasise more on economic and financial factors such as homeownership compared to other social factors. Therefore, it is critical to study how affordable housing shapes the sustainable urban living of families as well as in ensuring homeownership, particularly in Penang Island.

### **3.0 Methodology**

The purpose of this research is to paint a picture of the current situation regarding affordable housing issues of urban families in Penang Island. Therefore, qualitative research approach allows a great deal of data to be collected and analysed. At the same time, this research also aims to identify the issues and challenges that are currently faced by them in ensuring homeownership and quality of life. The qualitative research approach is most suitable for this study because it aims to give a better understanding of life experiences of the participants in this research context as it also explores the real issues, problems and challenges that are faced by the relevant families. It attempts to get an in-depth opinion from the participants that cannot be experienced in the numerical data and statistical analysis used in quantitative research.

A total of 30 head of households of urban families were interviewed through semi structured interviews with purposively selected urban families in Penang Island. The selection of 30 heads of households were based on their occupational skill level from skilled worker, semi-skilled worker to low-skilled worker. According to Malaysia Standard Classification of Occupations 2008, different skill level of worker has different education attainment such as PMR, SPM, Diploma, and Degree (Ministry of Human Resources, 2008). Semi structured interviews were also conducted with selected key informants based on their professional expertise such as Penang State Housing Department. These interviews were complemented with direct observations by the researchers to understand more about the living style of these families and their current living conditions. Besides that, it allows a further understanding towards the challenges and social impacts of the housing problems on the sustainable urban living of the families. In addition, secondary data were collected from published statistics, books, journals, thesis, reports from both governmental and non-

governmental organizations to supplement the primary data collected. The data that are collected from interviews are then verified with secondary data.

The questions were designed according to the participatory approach to capture the feedback from head of household regarding affordable housing issues. The interview protocol consists of four parts. Part A consists of questions on participants' personal profile and demographic; Part B consists of existing property attributes; Part C consists of household consumption patterns; Part D consists of the affordable housing issues. In addition, secondary data were gathered from documented data sources such as official reports and statistics to supplement the primary data collected. For the purpose of systematically evaluating the transcribed texts, a conventional content analysis technique is used to make valid inferences by interpreting and coding textual material. Conventional content analysis is generally used with a study design whose aim is to describe a phenomenon, in this case, affordable housing issues. This type of analysis is usually appropriate when existing theory or research literature on a phenomenon is limited (Hsieh & Shannon, 2005).

## **4.0 Result and Findings**

### **4.1 Expensive pricing of houses**

The expensive pricing of houses is one of the most controversial issues within many big cities in Malaysia such as Penang Island. According to all participants from semi structured interviews, most of them agreed that the houses in Penang are very expensive and are considered unaffordable with their current income. As pointed out by one participant: *“How can it be affordable when the pricing of houses has increased to RM 400,000.00? And, the price is able to choke a person” (Indian participant 1).*

The expensive pricing of houses is due to the supply of affordable housing is inadequate and at the same time there is a lot of new upcoming luxurious housing projects in urban housing market. Expensive pricing of houses issue is becoming more and more complicated as it affects the ability of urban dwellers to own houses due to the high cost of housing. Besides that, Penang has increased its international profile in recent years and improvements in physical connectivity such as direct flights, opened up the market to international arena. As a result, the development of housing industry has been quick to capitalize, attracting house buyers across the globe which are driving demand for high-end property in Penang (Macdonald, 2012). The increment in pricing of houses have definitely given a huge impact to the citizen, especially in Penang Island. This is a concern that needs to be raised up to the policy maker in order to make a change of the current scenario.

### **4.2 Lack of affordable housing choices**

The main factor that causes the lack of affordable housing choices in Penang Island is the lack of suitable land for housing development. Penang has a declining supply of land available for development, where parts of it is due to its geographical constraints and another part is also due to its colonial and cultural history that has left a lasting legacy on the pattern of land ownership. The scarcity of land for development has led the developers to build more high cost houses instead of affordable housing in order to maximize their profit from the sales of their properties. It is mentioned by one of the participant: *“The supply of affordable housing is too little while there is a high demand for it. It is hoped that the State Government can build or provide more affordable*

*houses for the people in Penang Island” (Chinese participant 1). Some locals choose to stay outside of Penang Island where it is far from work and inconvenient in the sense of the cost for transportation as highlighted by one participant: “Now, most of my Penangites friends are complaining that the houses in Penang are too expensive. That’s why they go over the bridge to Butterworth to buy a house. They say Penang is a gold mine” (Indian participant 2).*

### **4.3 High urban living costs**

The general cost of living in Penang might seem moderate at a first glance and especially when compared to some other cities, but the living costs have been on the rise lately. As mentioned above, the cost of living in Malaysia has increased significantly in recent years, which has caused the population to tighten their belts. This is also indicated by one participant: *“We can’t afford to buy stuff every day. Even for lunch, it costs me RM 5.00 and together with drink like Teh Ais, it will cost around RM 7.00 per meal. This cost still does not include the meal for dinner” (Malay participant 1).*

To overcome this problem, many low-income families receives aids and support through different welfare programs from the state and federal governments, welfare institutions and wealthy professionals, however, it is the middle class that struggles the most. According to the participant: *“Yes, I know that the expenses are high now. I have been living for a long time and the goods are obviously cheaper last time when I was young. Compared to now, the goods for children and foods are all very expensive. Even with PTPTN, the money is not enough too. As a mother, I really need to give extra” (Malay participant 2).* The prices of goods such as food, transportation, housing, and everyday expenses are on the rise and adds to the cost of living. It is increasingly a cause for concern to see the rising cost of living leading to a significant decrease of their disposable income. This results in the younger generations, particularly those who are at the entry level of their jobs, unable to secure their own homes, be it in urban or sub-urban areas. Therefore, it has become a pressing policy matter to find an effective solution to keep affordable housing prices in check.

### **4.4 Difficulties to obtain bank loans**

According to the participants, financial problems became one of the issues for low and middle-income earners due to the difficulties in obtaining bank loans in order for them to buy their own homes. Normally, the first-time home buyers are the young age group who just started to survive in life. Most of them faced issues to obtain bank loans due to their income and other high basic living expenses in Penang Island. It was indicated that it is difficult to get housing loans in Malaysia due to the stricter lending guidelines such as the need to meet certain minimum income level as indicated by a participant: *“They do not approve the loan. They say it can only be approved with me having an income of more than RM 3000.00. I cannot afford the house and I am old too” (Indian participant 3).* Recently Bank Negara Malaysia (2010) has announced a new regulation that property buyers will no longer have the option to take housing loans for longer than 35 years and personal loans are only for a period of up to 10 years only. One of the participant responded: *“Some they can afford the house, but the bank doesn’t approve the loan. It causes everyone having the difficulties to buy the house. I hope that the bank can be more considerate” (Chinese participant 2).*

Some of these rules makes it difficult for low and middle-income groups to get a step on the housing ladder. Without doubt, it is agreed by most participants that there are difficulties in obtaining bank loan. The rules and regulations should be reconstructed to fit in the requirements of the people in order for them to have the chance to own a house.

#### **4.5 Low income**

The income factor is one of the factors that affect the participants severely. The participants who have low income with high bills to pay, resulted in the daily expenses surpassing their income. This is because the pricing for almost all of the consumer goods and services increases throughout the years. The situation is worsened with the implementation of the Goods and Service Tax (GST), let alone for the pricing of houses, which also increases rapidly in a short period of time. They are saying that the increase of house prices is faster than the increase in their income. This causes the issue of affordability for houses for the participants. For them, to afford a house is almost an impossible task. A participant commented: *“What I see is, there are people who can’t afford to own a house where the price is overly expensive and it is not suitable for the current income of the people. If the income is less than RM 3000.00, it will be hard for them to get the bank loan too. When the house pricing is to be increased, the salary should be valued together with the increment, that’s all” (Malay participant 3).*

Indeed, income level is an essential element when discussing the question of affordability for a house. The reason behind the unaffordability is the lack of increment in the income level of the urban population. They are struggling even if it is only to feed themselves. It is a paramount importance to ensure that the issues in the slow increment of income is heard by the authorities.

#### **5.0 Discuss**

As mentioned earlier, the objective of this study is to explore the affordable housing issues and challenges faced by the urban families in Penang Island pertaining to affordable housing ownership. Five issues and challenges have been identified and the results are somehow linked to each other. From the findings of this study, it is concluded that one of the factors that affects the urban dwellers in affording a house is the expensive pricing of houses. This is similar to the finding of a previous study by Salfarina et al. (2010) which found out that the main problem is due to the high prices offered that are beyond their affordability to own houses in urban areas. The expensive pricing of houses is due to the scarcity of land in Penang Island that causes a hike in house prices while the demand of housing increases with rapid development. The hike in house prices is followed by the issue of lack of affordable housing choices. Houses in Penang Island is concluded to be unaffordable for the urban dwellers and this is similar to the fact in the report ‘Making Housing Affordable’ by Khazanah Research Institute (2015) that overall Malaysian housing market is ‘seriously unaffordable’.

Moreover, the income factor is also found out to be one of the factors that affect the people most. This finding is in line with the study by Azriyati et al. (2013) where it is explained that middle-income households in Malaysia’s urban area are having difficulties in owning their very first home due to the house price and the total monthly income of the households. There is a mismatch between housing price and income of households. People moved out to the urban areas to earn for

a better living, but it turns out to be beyond their expectation. The income they earned in the cities does not enable them to maintain a sustainable urban living. The current income of RM 3000.00 is considered low now in major cities, especially in Penang Island. Together with the current high urban living cost, as concluded from this study, their expenses surpassed the amount of income that they earned.

Besides that, most of the urban dwellers are having more debts now, ranging from study loan, car loan and even personal loan for those who want to own the latest IT gadgets. The financial literacy among the urban dwellers is relatively low and this has caused them with difficulties in obtaining bank loans. With the bank changing their policies, to set a higher minimum income requirement and more procedures, made it become a tedious task for the people to obtain loans to buy house. Without the aids from the bank, there is no chance for the people to afford a house. These are all similar to a previous study by Baqutaya et al. (2016) where it is indicated that the three main affordable housing issues currently faced by middle-income groups in Malaysian urban area are that housing prices continue to rise, housing loan application is stricter and fewer choices are available for the middle-income group.

While all of these are the issues and challenges faced by the urban dwellers, it is the same exact reason why there is the concept of affordable housing. Overall, the people who lives in the urban cities are facing difficulties in sustaining a living as well as in meeting their families' basic need for a decent shelter. Failure to own a house have the potentials to generate other problems be it financial or social problems. The pressure to own a house for these affected families in many ways influences their social well-being which in turn affects the sustainability of the urban living. It is seemingly that the implementation of the concept of affordable housing is not playing its roles in making housing affordable for the urban dwellers.

## **6.0 Conclusion**

In conclusion, this study aims to understand and explore the issues and challenges of affordable housing in Penang Island. More similar studies are very much needed in order to continuously evaluate affordability among urban families as well as to ensure that everyone is able to own a decent home. Failures to address the importance of affordable housing in a city might cause the low and middle-income communities to be continuously marginalized in the society and deprived of a good quality of urban life.

It is suggested that the government needs to look carefully into these issues and reduces its consequences. Policy makers should be alert of the effectiveness of the implementation of the concept of affordable housing as the current execution of the concept fails to help the urban dwellers. The very intention of the affordable housing does not solve the issues faced by them and is worsen by days. Therefore, proper actions or policy implementations are needed to tackle the various issues and challenges on the island. To avoid the low and middle-income Penangites from moving out of Penang Island, the State Government should prioritize the affordable housing problem so as to promote sustainable urban living of all citizens.

There are also the local developers, that are to be addressed with the current scenario faced by the urban dwellers in Penang Island. Local developers that are aware of the current scenarios will be

more understanding towards the current scenario and will put in more efforts to aid in the scenario. With the cooperation from them, many policies can be implemented effectively. Besides the policy makers and the local developers, the urban dwellers should also be putting efforts in being more financially literate in the current situation where the urban living cost is high. They should be aware of the importance in getting a shelter and set it as a priority. The money earned should be wisely spent instead of spending more on the “want” items. The family will be able to afford an affordable house with proper financial management and this will lead to a sustainable urban living. This is in line with the idea from Prochorskaite and Maliene (2013) as stated in the literature review, that when housing is stable and affordable, families can spend more time and resources on medical care, nutritious food, transportation to and from work and quality day care services.

On top of it all, there is an urgent need to look into the issues mentioned and most importantly, it is by solving these issue that sustainable urban living can be promoted. The cooperation from all the stakeholders in affordable housing will bring us closer to a sustainable urban living with a better execution of the concept of affordable housing. It is important to always exercise a sustainable urban living approach in solving these issues. The purpose of affordable housing is to help the urban dwellers to own a house and to grow a family that will continue to develop the country in the future.

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# The Art of Language Arts

Paramjit Kaur Sardara Singh<sup>1</sup>, Noor Mazni Abdul Karim<sup>2</sup>, Lee Siew Lin<sup>3</sup>

<sup>1,2,3</sup> English Studies Department, Institut Pendidikan Guru Kampus Ilmu Khas, Malaysia  
(Email: paramjit@ipgkik.edu.my<sup>1</sup>, maznisf@yahoo.com<sup>2</sup>)

## ABSTRACT

This study investigates teacher trainees' understanding and ability to conduct Language Arts lessons during Practicum Phase 2 over a period of 8 weeks. The participants were 12 Program Ijazah Sarjana Muda Perguruan (PISMP) TESL teacher trainees. They had to carry out Language Arts lessons once a week in their assigned classes. Employing a mixed method approach, data was collected using pre and post-questionnaires, Borang Bimbingan Praktikum (Borang PR1) and written reflections. The analysis of data indicates that there is a significant increase in teacher trainees' level of confidence, understanding and ability in teaching Language Arts. However, there is still room for improvement. The results generally imply that the teacher trainees still need support and guidance in carrying out Language Arts lessons. It is important for them to be well versed with the aims and objectives of the syllabus and be knowledgeable of the various techniques, strategies and approaches so that they can plan and implement effective Language Arts lessons.

**Keywords:** Language Arts

## 1. INTRODUCTION

*Kurikulum Standard Sekolah Rendah (KSSR)* was implemented in 2011 beginning with the Year 1 pupils. This curriculum adopts a modular structure to the teaching of English which focusses on the development of language skills “through fun-filled, activity-based and meaningful experiences” (Kementerian Pelajaran Malaysia, 2011:12). The modular structure for Year 1 and 2 comprises four modules namely, Listening and Speaking, Reading, Writing, and Language Arts. For Years 3, 4, 5 and 6 there is an extra module on Grammar. The Language Arts modules for Years 1, 2 and 3 explore “the power of story, rhyme and song to activate pupils' imagination and interest, thus encouraging them to use English language widely. This component will ensure that they benefit from hearing and using language from fictional as well as non-fictional sources” (Kementerian Pelajaran Malaysia, 2011:10).

On the other hand, for Language Arts for Years 4, 5 and 6, a selection of contemporary children's literature comprising short stories, poems and graphic novels are exploited. The use of these texts will allow teachers to “create fun-filled and meaningful activities in language learning so that pupils enjoy the learning experience and gain exposure to the aesthetic use of the language” (Kementerian Pelajaran Malaysia, 2011:16-17). Language Arts therefore allows pupils to integrate, use and experiment various language skills in engaging activities. These activities provide them enriching opportunities to plan, present and showcase creative works. Teacher trainees, specifically those majoring in the Teaching of English as a Second Language (TESL) are

exposed and trained accordingly, thus enabling them to keep abreast with changes in the English Language syllabus for primary schools. As such, this study looks at teacher trainees' understanding and ability in conducting suitable lessons for Language Arts. It is hoped that the findings will provide insights into the implementation of this component in the Malaysian primary ESL classrooms.

## **1.1 Background of Study**

Teacher trainees in the *Program Ijazah Sarjana Muda Perguruan (PISMP)* majoring in TESL undergo eight semesters (four years) of training to become primary school teachers. Throughout these semesters, they are taught the pedagogy and methodology of teaching the four language skills. Apart from that, they are also taught several components on children's literature. In the first semester of their teaching degree, they are exposed to Children's Literature followed by Songs and Poetry for Young Learners in the second semester, Stories for Young Learners in the third semester, and Plays and Drama for Young Learners in the fourth semester. These components provide the teacher trainees with the necessary experience and familiarity with various literary genres. This in turn helps to enhance their understanding and knowledge of how these components can develop pupils' language and aesthetics. In addition, the teacher trainees have been trained to select and adapt materials appropriately for effective teaching and learning. Therefore, during Practicum Phase 2, these teacher trainees are assessed by their practicum supervisors on their ability to plan and implement engaging Language Arts lessons, thus putting theory into practice. In other words, this assessment will help to ascertain teacher trainees' understanding and their ability to conduct Language Arts lessons. Thus, this study addresses two questions which are "does Practicum Phase 2 help teacher trainees to improve their understanding of Language Arts?" and "are teacher trainees able to conduct suitable Language Arts lessons during Practicum Phase 2?"

## **2. LITERATURE REVIEW**

The inclusion of the Language Arts module in the *KSSR* syllabus has set the stage for countless opportunities specifically for pupils to develop and enrich their language skills in representing their thoughts, expressions and imagination. Teachers in the primary schools must therefore take on this challenge and make such possibilities available during Language Arts lessons. On that basis, teacher trainees also have to equip themselves with sound knowledge and appropriate skills so that their lessons provide avenues for young learners to explore their potentials in using the language creatively and meaningfully in different contexts.

According to Duffy (2002), successful teachers acclimatise and invent accordingly to be able to achieve the objectives of teaching. These teachers are also able to identify changes in situations, envision various possibilities, and use professional knowledge accordingly (Fairbanks, Duffy, Faircloth, He, Levin, Rohr, and Stein, 2010). Duffy, Miller, Parsons, & Meloth (2009) add that effective teachers are metacognitive about practice, solve problems as challenges arise, prepared to adapt as needed. All these qualities are indeed vital for the teaching of Language Arts, more so for teacher trainees who will be crossing the threshold to become full-fledged teachers in the near future.

Teacher education prepares teacher trainees to become teachers who are knowledgeable, always aware of changes, have the confidence and most of all, possess the right attitude. Training programmes must be capable of preparing teachers who have practical knowledge to teach language arts and that the teachers must be exposed to amongst others, linguistics, semiotics as well as literature (Madoc-Jones, 2005). Phase 2 of the teaching practice, therefore serves as a platform for the teacher trainees in this study to apply the transfer of knowledge in a real classroom situation because this environment enables content knowledge and pedagogical content knowledge to interact more effectively as teacher trainees carry out their lesson plans. This experience helps to mould them into capable, adaptable and professional individuals.

In line with the aims of the *KSSR*, a teacher trainee ought to choose or create activities that focus on pupils as these would enhance young learners' imagination, arouse their curiosity and at the same time, provide a sense of fun in learning. Cox (2014) believes that, "teaching language arts should be student-centred. Children should be actively involved in using language and focused on meaning. It should stem from ideas, interests, language, and unique talents of each child." Thus, a Language Arts class ought to provide ample opportunities for young learners to explore, express and experience language using diverse content and through a multitude of contexts.

Certainly, a Language Arts teacher plays an important role in generating engaging lessons that fulfil the objectives of the *KSSR*. Teacher trainees should therefore make constant efforts to enhance their knowledge in teaching and embrace change so that they are able to keep up with the ever-changing demands of the teaching profession.

### **3. RESEARCH METHODOLOGY**

A mixed method approach was employed in this research. A questionnaire was administered before the teacher trainees embarked on their practicum and after they had completed it. As for qualitative data, feedback from the practicum supervisors in *Borang Bimbingan Praktikum (Borang PRI)* provided useful information about how the teacher trainees implemented their Language Arts lessons. The teacher trainees also had to write a reflection about their experiences in teaching Language Arts throughout the duration of Practicum Phase 2 which spanned over a period of 8 weeks.

#### **3.1 Participants**

The participants consisted of 12 *PISMP* (TESL) teacher trainees who were placed in national type primary schools around Kuala Lumpur. They were assigned to teach different classes ranging from Year 2 to Year 5. The enrolment for each class also differed. They were chosen as participants because they were all involved in Practicum Phase 2, a compulsory component of the course which lasted for 8 weeks. They also had to carry out Language Arts lessons once a week with the class they were assigned to. Previously, these teacher trainees were involved in Practicum Phase 1 which was 4 weeks long. In Phase 1, they were required to teach only their major subject, English Language. Hence, it was only during Practicum Phase 2 that they had the opportunity to teach Language Arts.

#### **3.2 Instrumentation**

The collection of data for this study was done using quantitative and qualitative procedures. The three instruments which were used in the research were namely:

- i. two sets of questionnaires with 15 close-ended items in which respondents' answers were recorded using a 3-point Likert Scale with the options 'Agree', 'Unsure' and 'Disagree'.
- ii. *Borang Bimbingan Praktikum (Borang PRI)*
- iii. written reflections

### **3.3 Data Collection Procedure**

A set of questionnaires was administered to the teacher trainees before Practicum Phase 2 and the other after the practicum ended. These were to gain insights into the teacher trainees' understanding about Language Arts as well as their ability in carrying out meaningful Language Arts lessons in the classroom.

The teacher trainees also received support from their practicum supervisors when they (the supervisors) went to observe them teaching in school. Feedback on the lesson taught was written in the *Borang PRI* for these teacher trainees' perusal and action. The comments highlighted on the strengths and weaknesses of the lessons observed, as well as on areas for improvement.

In addition, each teacher trainee was asked to write a reflection after they had completed their practicum and the main focus was on their teaching of Language Arts.

### **3.4 Data Analysis Procedure**

The same set of items was used in the questionnaire administered before and after the practicum. An analysis was carried out comparing the responses before and after the practicum to examine the difference in the teacher trainees' confidence, knowledge, and awareness towards carrying out Language Arts lessons. The comments in *Borang PRI* by the practicum supervisors and the written reflections by the teacher trainees were also carefully scrutinized and analyzed as they helped to provide instrumental information for the purpose of this study.

## **4. FINDINGS AND DISCUSSION**

A triangulation of the three methods of pre and post questionnaires, the *Borang Bimbingan Praktikum/Borang PRI* and analysis of written reflections helps to corroborate the findings of this study.

### **4.1 Quantitative Data Analysis**

The following section describes the analysis of quantitative data taken from the teacher trainees' pre and post questionnaire.

The pre questionnaire administered before the teacher trainees went out for practicum and the post questionnaire administered after the practicum comprised the same set of items. The questionnaires

consisting of 15 close-ended positive items were assessed using a 3-point Likert scale with 1 being ‘agree’, 2 ‘unsure’ and 3 ‘disagree’. The pre and post questionnaires were administered to gather data on the teacher trainees’ understanding and ability of teaching Language Arts. This is gauged by looking at domains such as their confidence, knowledge, and awareness towards this subject. The feedback from the pre and post questionnaire was analysed using one-sample t-test to identify if there is any significant increase in the specified domains.

Before the practicum, the teacher trainees were unsure about the teaching of Language Arts in terms of designing lessons, relating the content standards and the learning standards to the aims and objectives. Apart from those, they also were uncertain about using effective strategies to teach, adapting materials that can be used in the lessons, exploiting materials for a meaningful and purposeful lesson as well as having the confidence to carry out Language Arts lessons. However, a positive shift is noted after Practicum Phase 2.

From the t-test results presented in Table 1, it is observable that the t value of the pre-test is 23.350 while the t value of the post test is 43.152. It can thus be perceived that after Practicum Phase 2 and facilitation by supervisors, all the teacher trainees registered a significant increased level of confidence, knowledge, ability and awareness to teach Language Arts ( $m=15.333$ ,  $SD=1.231$ ) than before the practicum ( $m=20.417$ ,  $SD=3.029$ ) with  $p<.0005$  (two-tailed). The SD of the pre-questionnaire administered is found to be higher if compared to the post-questionnaire administered, whereby the value of the pre-questionnaire SD is 3.029 while the post-questionnaire SD value is 1.231. The value of  $p<.0005$  illustrates that these differences are indeed significant.

Table 1: Analysis of t-test on the *PISMP* TESL teacher trainees’ responses on the pre and post questionnaire administered.

	Test Value = 0							
	t	df	Sig. (2 tailed)	Mean Difference	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference	
							Lower	Upper
Total score -pre	23.350	11	.000	20.417	3.029	0.874	18.49	22.34
Total score -post	43.152	11	.000	15.333	1.231	0.355	14.55	16.12

The mean and standard deviation values for each item also indicate that the teacher trainees perceive they are more competent in implementing Language Arts lessons after undergoing the practicum. The mean values (likert scale reverse order, 1 being agree, 2 unsure and 3 disagree) of the following four items showed improvement; “I know how to adapt materials that can be used in Language Arts lessons” (mean pre-q=1.7, mean post-q=1.0), “I know how to design Language Arts lessons” (mean pre-q=1.8, mean post-q=1.1) , “I am able to relate the content standards and

the learning standards for Language Arts to the aims and objectives of the lesson” (mean pre-q=1.7, mean post-q=1.2) and “I am confident of carrying out Language Arts lessons” (mean pre-q=1.8, mean post-q=1.3), as reflected in Table 2.

Table 2: Mean and Standard Deviation for Pre and Post Questionnaire

No.	Item	Pre Q Mean	Pre Q SD	Post Q Mean	Post Q SD
1	I know what Language Arts entails.	1.7	0.65	1.1	0.29
2	I am aware Language Arts lessons are carried out once a week.	1.2	0.58	1.0	0.00
3	Language Arts is currently implemented in Years 1, 2, 3, and 4.	1.4	0.79	1.0	0.00
4	I know the rationale of conducting Language Arts lessons.	1.3	0.65	1.0	0.00
5	I know how to design Language Arts lessons.	1.8	0.45	1.1	0.29
6	I am able to relate the content standards and the learning standards for Language Arts to the aims and objectives of the lesson.	1.7	0.49	1.2	0.39
7	I know effective strategies to teach Language Arts lessons.	1.7	0.65	1.4	0.51
8	I can teach language skills in Language Arts lessons.	1.1	0.29	1.0	0.00
9	Language Arts promotes the aesthetic use of language.	1.1	0.29	1.0	0.00
10	I know the materials that can be used in Language Arts lessons.	1.3	0.45	1.0	0.00
11	I know how to select materials that can be used in Language Arts lessons.	1.3	0.49	1.1	0.29
12	I know how to adapt materials that can be used in Language Arts lessons.	1.7	0.65	1.0	0.00
13	I know how to exploit materials for a meaningful and purposeful Language Arts lesson.	1.5	0.52	1.2	0.39
14	I know how to prepare appropriate activities for Language Arts lessons.	1.6	0.67	1.2	0.39



15	I am confident of carrying out Language Arts lessons.	1.8	0.39	1.3	0.49

The SD values also indicate improvement of the teacher trainees' understanding in planning and conducting Language Arts lessons. These are reflected in the following items; "I know how to adapt materials that can be used in Language Arts lessons" (SD pre-q=0.65, SD post-q=0.00), "I know how to design Language Arts lessons" (SD pre-q=0.45, SD post-q=0.29), and "I am able to relate the content standards and the learning standards for Language Arts to the aims and objectives of the lesson" (SD pre-q=0.49, SD post-q=0.39).

The analysis of the quantitative data reveals that Practicum Phase 2 has indeed provided the teacher trainees with the context and opportunities to build on their understanding towards the teaching of Language Arts.

## 4.2 Qualitative Data Analysis

### 4.2.1 *Borang Bimbingan Praktikum/Borang PRI*

All teacher trainees were observed once each for Language Arts during Practicum Phase 2 by their practicum supervisors. As lessons were taking place, supervisors would record their comments and scores on *Borang Bimbingan Praktikum/Borang PRI*. This form covers four components namely; planning, implementation, reflection, and teacher attributes. The aspects in each component act as a guide in determining the teacher trainees' abilities in carrying out lessons on Language Arts. Data from the *Borang Bimbingan Praktikum/Borang PRI* reveals details from the supervisors' perspective.

From the comments made by the supervisors, two poignant observations were made. Four of the teacher trainees appeared to lack sound knowledge of teaching Language Arts. They perceived it to be similar to an Art lesson. This was obvious in the production stage of the lesson in which activities planned involved the laborious production of art and craft. Therefore, there was a gap in understanding the underlying principles of teaching Language Arts which emphasizes on fun-filled meaningful activities for language learning.

From the observation forms, it was also noted that the majority of the teacher trainees could have made better choices in selecting appropriate activities that would capitalize on the integration of skills from other modules. These help to provide pupils with the opportunities to experiment and apply what they have learnt earlier besides offering more chances of activating their imagination, interests and creativity. This will have an impact on the intentions of the Language Arts module which stresses on providing pupils with invaluable and meaningful experiences using the English language through fictional and non-fictional materials.

The observations made do appear to be in contradiction with the quantitative data discussed earlier. The responses in the pre and post-questionnaire were solely the teacher trainees'. From their perspective, they felt that they had improved after 8 weeks of practicum. The mismatch could be

due to the following reasons. The teacher trainees did the pre-questionnaire before they went for practicum and the post-questionnaire after the practicum. They therefore assessed their understanding and ability after a period of 8 weeks. As for the supervisors, they observed a trainee only once for Language Arts. Therefore, their comments are based on a particular observation. This justifies the differences in both the analyses. However, the points made by the supervisors should be noted and reiterated so that the next batch of teacher trainees does not make the same mistakes.

#### 4.2.2 Reflection

Practicum Phase 2 ended after 8 weeks. The teacher trainees reflected on their experiences in teaching Language Arts and recorded their thoughts down chronologically moving from the onset of practicum until its completion. From their reflections, there were a few thoughtful insights.

A few teacher trainees expressed apprehension about how to carry out lessons for Language Arts at the beginning of the practicum. They expressed that they, *“have learned about Language Arts in theory but ... have not conducted a lesson before”*. One revealed that she was *“unsure about the process of how language arts should be conducted in the classroom”*. One more teacher trainee also reflected that she, *“was not sure on what activity should (she) use and how to fully exploit the materials such as poem, songs and stories”*. She had the impression that, *“during the Language Arts lesson (she) only have to make the students to do any art activity without focusing on the learning part of the lesson”*. There were doubts running through their heads as one of the teacher trainees questioned, *“what am I going to teach them?”*

There was also misinterpretation of what Language Arts entails. This was made obvious in the teacher trainees' reflections. One of them revealed that, *“(his) interpretation on Language Art lesson was wrong. After carrying out two LA lessons (he) just realized that what (he) did was merely an ART lesson”*. Another teacher trainee had the notion that, *“to teach a Language Arts lesson, you need to be creative, know how to draw or come out with ideas that related to Arts world”*. This confusion has serious consequences if it is not addressed immediately. Fortunately, the teacher trainees sought their supervisors' advice regarding their apprehension and misconception about Language Arts as noted in their reflections. The teacher trainees admitted that their supervisors helped to enlighten them about these pressing issues and made them understand the objectives of the Language Arts module.

The teacher trainees' reflections also revealed that when they were clear about Language Arts, their planning and implementation of lessons improved. A teacher trainee claimed that she, *“understand the concept of Language Arts and the activities that (she) can use during the lesson”*. In addition, she stated that she is now *“clearer on what the students should achieve in the lesson.”* Another teacher trainee indicated that she *“also learned about choosing the right activities to provide practice for the pupils”*. Having a better understanding of Language Arts made her aware that Language Arts lessons are, *“very interesting (and) not that hard to prepare”*. Their progress in conceptualizing and carrying out lessons is evident in their assertion that they *“feel more confident in conducting a language arts lesson now”*. They now realise *“that the crafts made during the lesson is not the main objective of the lesson, but manipulating the craft to demonstrate understanding of language is what matters”*.

Overall, the reflections reveal that the teacher trainees are more aware of what Language Arts entails. However, the data also shows that there are still grey areas which need attention for improvement. As such, much more can be done to upscale their competency in producing lessons which are enjoyable, yet develop pupils' language proficiency in a non-threatening manner.

## **5. CONCLUSION**

It is widely known that the teaching of Language Arts brings forth numerous benefits for the pupils. If conducted effectively, it can provide meaningful and lasting language experiences. Pupils get to explore a wide range of materials of different genres which can offer them opportunities to appreciate literary works as well as exposure to the aesthetic use of language. However, this can only be achieved with teachers' ability to select suitable materials and plan relevant activities that could enhance pupils' knowledge and imagination. Therefore, it is important for teacher trainees to be well versed with the aims and objectives of the syllabus and be knowledgeable of the various techniques, strategies and approaches which could be employed in a Language Arts classroom.

### **5.1 Implications**

This study shows that the teacher trainees do have basic knowledge of Language Arts. Though the results from the quantitative data show that there is a significant increase in teacher trainees' level of confidence, understanding and ability in teaching Language Arts, there is still room for improvement. Teacher trainees must be made aware that Language Arts in actuality stresses on the extensive use of English Language through the incorporation of knowledge gained from other modules, culminating in an enjoyable yet meaningful language experience from various literary genres, strategies and activities. This, in turn, will help to promote pupils' understanding, engagement and creativity in language learning. When teacher trainees are able to transfer this knowledge into their lessons, Language Arts lessons will not metamorphose into skill-based language lessons or Art lessons. Teacher trainees should be made aware that a Language Arts lesson encourages pupils' wholesome language development. Pupils must be given language experiences and opportunities in planning, performing and creating works of their own. When this takes place, it will support the core aim of the Language Arts module.

### **5.2 Recommendations**

The findings of this research provide pertinent insights which need to be addressed for the benefit of the teacher trainees, specifically and pupils in general. It is recommended that to fortify their knowledge in the teaching of Language Arts, trainee teachers ought to be given additional workshops outside the component teaching hours which focus on planning and implementing Language Arts lessons per se. This would also prepare them to perform better in the next phase of practicum.

It is also hoped that the inclusion of *Language Arts in the Primary ESL Classroom*, a component in the revised PISMP TESL course structure for the 2015 intake would serve to bridge the gap between theory and practice. In doing so, the teacher trainees will be more competent in teaching

this component. In other words, when they have acquired the art of Language Arts, they are able to plan and carry out engaging lessons confidently.

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# **Role of Self-Perceived English Language Proficiency on Job Satisfaction and Commitment of the Employees Working in MNCs in Pakistan**

**Muhammad Khaleel<sup>1</sup>, Dr. Shankar Chelliah<sup>2</sup>, Jamshed Khalid<sup>3</sup>, Umer Iftikhar<sup>4</sup> & Dur-e-Najaf Zaibi<sup>5</sup>**

<sup>1,2,3</sup> School of Management, Universiti Sains Malaysia, <sup>4</sup> National Defense University Islamabad, <sup>5</sup> School of Education, Universiti Sains Malaysia  
(Email: kshiry2000@gmail.com1, shankarchelliah1@gmail.com2, jamshed.jt@gmail.com3, iftikhar@ndu.edu.pk4, najaff.zaibi@gmail.com5)

## **Abstract**

This study tries to find out how self-perception of English language proficiency of non-native English speaking employees influences their organizational commitment and job satisfaction. Employees of different hierarchical levels from five multinational companies in the Pakistan were selected as study samples. Data was collected from 125 Employees working in Federal Region. PLS-SEM was used to test the hypotheses. The result from this study found that self-perception of English language proficiency was a predictor of organizational commitment and job satisfaction. Multinational firms can promote the commitment of individuals towards their organization and job satisfaction of the employees by initiating training programs and workshops. This research is one of the innovative studies that empirically examine the predicting role of self-perceived English language proficiency by conducting research on non-native English speaking individuals.

**Keywords:** Self-perceived English language proficiency; Job Satisfaction; Organizational Commitment

## **1.0 INTRODUCTION**

Multinational companies around the world have been facing various challenges, one of such challenges is an increased use of a foreign language at work (Marschan-Piekkari, Welch, & Welch, 1999). Adopting a foreign language in an environment where it is not the native language of the majority of the local people and where the local language is the predominant means of communication. In such an environment, the levels of foreign-language proficiency tend to vary from person to person, which becomes an obstacle for interpersonal communication and may affect individuals' task performance (Fredriksson, Barner-Rasmussen, & Piekkari, 2006; Harzing & Pudelko, 2013).

Previous literature in the international business settings has extracted various employee outcomes that are directly or indirectly associated with the language proficiency of the employee such as, task performance and interpersonal relationship (Marschan-Piekkari et al., 1999). Sometimes language becomes an obstacle when an assignment requires high proficiency of English language and employee avoid participating in such task (Barner-Rasmussen & Aarnio, 2011). Also, varying levels of English language proficiency may become the reason of conflict among the employees (Yamao & Sekiguchi, 2015). As such employees with the higher proficiency of English language become dominant over employees with lesser proficiency. That may result in stress, confusion, and frustration particularly among employees with the lesser proficiency of English. These

negative psychological conditions sometimes become the reason of negative consequences (i.e., job dissatisfaction, turnover intention, low performance, workplace deviance, etc.) in the firm (Spar & Sonnentag, 2008; Yamao & Sekiguchi, 2015).

Even though there is extensive literature on the English language proficiency but still there is very little knowledge about how self-perceived English language proficiency affects the attitude of the employees towards their firms (Barner-Rasmussen & Aarnio, 2011). Moreover, it can be assumed that the topic of perceived English language proficiency is still under-discovered in the organizational behavior settings. To resolve this lingering issue, the current study tries to fill this gap of knowledge by conducting research on the attitudinal consequences of self-perceived English language proficiency among employees working in multinational companies where the local language is not the official language. Furthermore, this study contributes important insights to the literature about language in international business and also in the organizational behavior literature by investigating the relationship between perceived English language proficiency and employee's attitudinal outcomes such as job satisfaction and organizational commitment.

### **1.1 English Language Proficiency**

Language is considered as the most common aspect to categorize the group of people than any other acquired characteristic and hence considered as the powerful sign of identity for individuals (Linguists Giles & Johnson, 1981). Keeping in the view of Linguists and Johnson (1981), a French author said "*In the universal process of cultural homogenization, the role of language will remain intact as a key cultural differentiator, while other sources of cultural differentiation will progressively disappear.*" (Usunier, 1998). The term self-perceived English language proficiency refers to the ability of an individual in understanding the English language (Yamao & Sekiguchi, 2015). It is associated with how individual perceive about his English language skill. English is the de facto global language (Crystal, 2003) and it is often recognized as the global business language for firms involved in the international business (Crystal, 2003; Harzing & Pudelko, 2013). There is significant pressure and motivation for employees who speak English as a foreign language to improve their English language proficiency. Indeed, some studies, e.g., (Harzing, Köster, & Magner, 2011; Neeley, Hinds, & Cramton, 2012) have reported negative emotional responses by non-native English speakers toward their English native colleagues' sense of superiority and their complacency for learning foreign languages. Harzing and Pudelko (2013) developed a model proposing the competency of English language in multinational subsidiaries around the world. In his model, he has distributed the regions by language speaking in the subsidiaries as shown in the figure below. Asian countries have less English speaking labor and are characterized into low English speaking zone. Multinational organizations in this region usually operate in the local language (Harzing & Pudelko, 2013).

Based on self-efficacy theory, the self-perceived English-language proficiency of employees who speak English as a foreign language will influence their commitment to their organization. Self-efficacy is essentially about a person's confidence in their ability to achieve a goal in a given circumstance (Bandura, 1977, 1982). Self-efficacy is known as a buffer for adverse conditions at work, and it is an important predictor of the attitudes of employees to their jobs (e.g., (Saks, 1995) including turnover intention and job satisfaction (Tojjari, Esmaeili, & Bavandpour, 2013; Troutman, Burke, & Beeler, 2011).

## **1.2 Job Satisfaction**

Job satisfaction of the individual comprises of both intrinsic and extrinsic aspects. The intrinsic components are made up of working with colleagues, task accomplishment, educational opportunities, social support and personal need of recognition. The extrinsic aspects include promotion and salary given by the organization (Davis, 1996; Koeske, Kirk, Koeske, & Rauktis, 1994; Malik, Bashir, Khan, & Malik, 2013).

Spector (1997) has given the most comprehensive definition of the job satisfaction. He describes that job satisfaction is comprised of nine aspects: promotion benefits provided, operating procedures and policies, pay, supervision, contingent rewards as a means of recognition and appreciation, dealing with coworkers, nature of the work, communication within the organization and nature of the work (Spector, 1997). As per those nine aspects, job satisfaction is considered strongly associated with individual and organizational outcomes (Judge, Thoresen, Bono, & Patton, 2001).

Job satisfaction has an influence on individual's life satisfaction. The researchers have examined three possible relationships between job satisfaction and life satisfaction: (1) spillover, where work life influence individuals non-work life or vice versa; (2) Compensation, where dissatisfying job is compensated by looking for happiness in his or her non-work life and vice versa; (3) Segmentation, where job and life involvements are separated and have no concern with each other (Khaleel, Chelliah, Khalid, Jamil, & Manzoor, 2016; Saari & Judge, 2004).

Klassen and Chiu (2010) have conducted a study on educators in which they have mentioned low level of self-efficacy produces a high level of job stress and decreases the job satisfaction. Another study examining constant predictors of job stress, job satisfaction, and employee retention between New Zealand Customs Services workers also supported these factors and gathered that satisfied employees enjoy decision-making latitude or autonomy (Mansell, Brough, & Cole, 2006). There are a number of factors of job satisfaction have been recognized in previous studies. They are job security, organizational reward systems, centralization, and power distribution, the need for achievement, job resources and self-esteem (Lankau & Scandura, 2002; Lefkowitz, 1994; Lizano & Barak, 2015). Various studies have observed job satisfaction along with other variables. Therefore job satisfaction is typically considered as critical outcomes construct (Judge & Watanabe, 1994; Landeweerd & Boumans, 1994; Lizano & Barak, 2015). Therefore it can be argued that individual with high self-perceived English language proficiency have healthy interpersonal relationships, understand the organizational procedures and information is provided to them and are satisfied with their jobs.

*H1:* There is a positive relationship between self-perceived English language proficiency and job satisfaction of the employees working in multinational companies in Pakistan.

## **1.3 Organizational Commitment**

Commitment refers to the attention and the desire of an individual to a certain task of his work (Abdullah & Ramay, 2012). In a similar study organizational commitment is referred as employees' intention to maintain employment relation (Jehanzeb, Rasheed, & Rasheed, 2013). Mowday, Steers, and Porter (1979) has given a widely acceptable definition of organizational commitment. He defined OC as "a strong belief in and acceptance of the organization's goals and values, a willingness to exert considerable effort on behalf of the organization, and a strong desire

to maintain membership in the organization...” (p.226). Prior literature depicts that OC is a widely studied topic, some researches have been conducted on the predictors and outcomes of OC (Huselid & Day, 1991; Mahajan, Bishop, & Scott, 2012; Suppayah, 2010).

Applied linguistics research on foreign language acquisition suggests that self-perceived foreign-language proficiency influences a person’s confidence in coping with an environment in which the foreign language is used. For instance, recent empirical studies have suggested that the higher a person’s self-perceived foreign-language proficiency, the less anxious he or she become when communicating in this language (Dewaele, Petrides, & Furnham, 2008). Yamao and Sekiguchi (2015) examined the relationship between self-perceived English language proficiency and employee commitment to globalization and found a significant positive relationship between the two. Therefore, it can be argued that employees who are proficient in speaking English as a foreign language may be more committed to their organizations.

*H2: There is a positive relationship between English language proficiency and organizational commitment of the employees working in multinational companies in Pakistan.*

## **2.0 Methodology**

Data was collected from the employees working in multinational companies in federal territory area of Pakistan. Seven companies were contacted through emails, telephone and personal visits to the HR departments and gathered permissions for the data collection. These seven companies include telecommunication, hospitality, and IT firms. The reason for selecting seven multinational companies is that these are among the top multinational companies in Pakistan. As the population of the companies was unknown therefore non-probability sampling was used and 250 questionnaires were distributed to the managers and employees who were working at different levels in the organizations and were also willing to participate in the study. Further, they were informed that results of the survey would be available to them upon request. The collected questionnaire was 125 with the response rate of 50% (Sivo, Saunders, Chang, & Jiang, 2006). This moderate response rate was achieved by sending two e-mail reminders and a follow-up telephone call to encourage participation. After screening incomplete or inconsistent responses, 123 data sets were found to be usable for the further tests and analysis.

### **2.1 Measures**

#### **2.1.1 Job satisfaction**

Job satisfaction was measured with a 6 item, 5-point Likert-type scale that was asked to employees. The scales included items adapted from scales used previously by (Ehsan, Nawab, Naeem, & Danish, 2010). The Cronbach alpha was found to be 0.84.

#### **2.1.2 Affective Organizational Commitment**

Affective organizational commitment was measured with a four item, five-point Likert-type scale that was asked to employees. The scales comprised of the articles adapted from previous study by Mowday et al. (1979). An example of the item format is “I would recommend a job at the company to friends”. The Cronbach alpha was found to be 0.88. The job satisfaction questions were filled out by the employees.

#### **2.1.3 Perceived English language proficiency**



A four item, a five-point Likert scale developed by Self-perceived English language proficiency is an independent variable. It was measured using a five-item scale by Yamao and Sekiguchi (2015). The Cronbach alpha was calculated to be 0.89. The perceived supervisor support questions were filled out by the employees.

### **3.0 Results**

#### **3.1 Respondents Profile**

From the analysis refer to Table 1, the majority of the respondents were male 54.4% while female respondents consisted of 45.6% of the total respondents of 125. Majority falls under the range of 26 to 30 years old 52% followed by age group between 21 years to 25 years old 20.8% and age group of 31 to 35 years old were 12%. Only 6.4% of the respondents were above 41 years and above. The majority of the respondents have bachelor degrees 85.6%, followed by Diploma holders 12.8%. Only 1.6% respondents found having High School. Regarding the organization position majority of the respondents are from supervisory levels 48% followed by managers' 42.4% and 4.0% general managers. Employees with other position in the organization were 5.6%. About 77.6% employees have 1 to 5-year working experience in the company, followed by 16.8% employees with 6 to 10-year working experience. There were only 2.4% of the employees who are working with the company for 21 years and more.

**Table 1: Demographic Information**

<b>Demographic Data</b>	<b>Frequency (N=136)</b>	<b>Percentage (%)</b>
<b>Gender:</b>		
Male	68	54.4
Female	57	45.6
<b>Age:</b>		
21-25	26	20.8
26-30	65	52
31-35	15	12
36-40	11	8.8
41-above	8	6.4
<b>Education:</b>		
High School	2	1.6
Diploma	16	12.8
Degree	107	85.6
Other	0	0
<b>Experience:</b>		
1-5 years	97	77.6
6-10 years	21	16.8
11-15 years	2	1.6
15-20years	2	1.6
21-above	3	2.4
<b>Position:</b>		
General Manager	5	4.0
Manager	53	42.4
Supervisor	60	48.0
Other	7	5.6

### **3.2 Analysis method: SEM**

Initially, data was analyzed using SPSS for Windows SPSS. Later Partial Least Squares Structural Equations Modeling (PLS-SEM, see Hair et al., 2014) was used to analyze the path model. Smart PLS v2.0 software (Ringle, Wende, & Will, 2005) was used to test the proposed hypotheses (see explanation by Hair et al., 2014). PLS-SEM is a second generation data analysis technique that analyzes and explains research model with many variables and constructs. PLS-SEM is a variance-based approach (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014) that enables the instantaneous analysis of up to 200 indicator variables, allowing the examination of extensive interactions among independent, dependent, mediator and moderator variables (Al-Gahtani, Hubona, & Wang, 2007).

### **3.4 Assessment Model**

Harman's single factor test was employed to assess the common method bias problem. A unrotated factor analysis accompanied on all measurement constructs extracted 5 factors. Total variance of the 3 factors in this study is 72.84 percent of the total variance. Factor one accounted for only 48.25 percent of the variance. Thus there was no persistent dilemma of common method variance in the current study. As there was no single factor found and the first factor did not have variance

more than 50 percent. Therefore it is concluded that common method bias is not a concern in the present study. The goodness of measurement is assessed through construct and convergent validity. To determine the degree of validity, the recommended loading value is more than 0.50, and value with 0.70 as shown in Table 2 and above is considered good for one indicator (Hair et al., 2014). In this study, the degree of construct validity is equal to and more than 0.79. Factor loadings, average variance extracted and composite reliability should be considered to establish convergent validity. The benchmark value for AVE is 0.5 or greater as shown in Table 2. Therefore this study found that AVE is more than the suggested value. Moreover in this study value of composite reliability (Range: 0.90-0.94) is more than the cut-off value of 0.7 (Nunnally, 1978).

**Table 2: Results of Measurement Model**

<b>Constructs</b>	<b>Measurements</b>	<b>EE</b>	<b>AVE</b>	<b>Composite Reliability</b>
<b>Job Satisfaction</b>	<b>JS1</b>	0.809446	0.709797	0.936169
	<b>JS2</b>	0.864608		
	<b>JS3</b>	0.837206		
	<b>JS4</b>	0.865924		
	<b>JS5</b>	0.851886		
<b>Organizational Commitment</b>	<b>JS6</b>	0.824370	0.716525	0.909892
	<b>OC1</b>	0.873808		
	<b>OC2</b>	0.795274		
	<b>OC3</b>	0.859890		
<b>Perceived English Language Proficiency</b>	<b>OC4</b>	0.854803	0.729780	0.915083
	<b>LP1</b>	0.802859		
	<b>LP2</b>	0.837675		
	<b>LP3</b>	0.919664		
	<b>LP4</b>	0.852676		

Therefore, this study justifies all the standards for convergent validity. Table 2 evaluates the results of the measurement model which demonstrates that the items are all valid measures of their particular constructs.

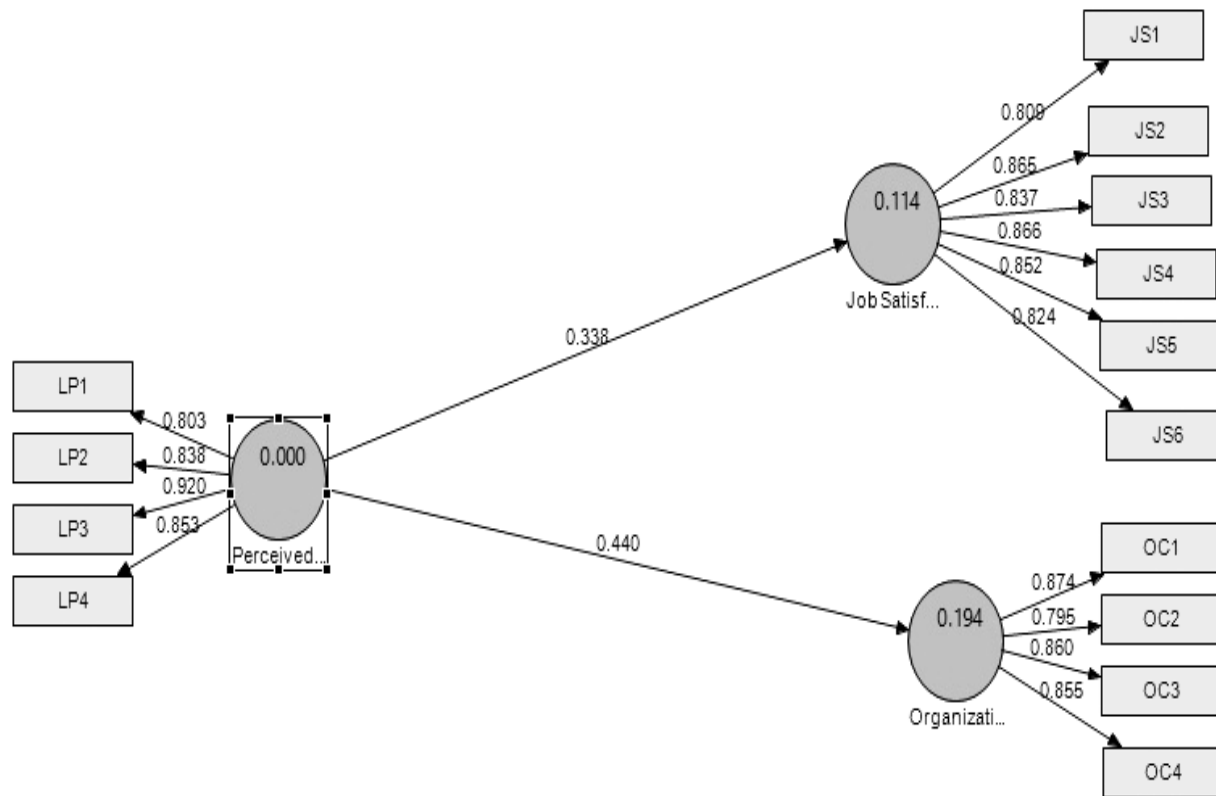


Figure 2: Measurement Model of the Framework

Figure 2 briefly explained the measurement model of the framework. Furthermore, this study examined discriminant validity, which explains that how a single construct is different from the other constructs in the same model by using square root of AVE. To assess the discriminant validity square root of AVE is compared with the correlation of the other constructs. This study found that square root of AVE is higher than the value of correlation of other constructs. See Table 3.

Table 3: Discriminant Validity

	Job Satisfaction	Organizational Commitment	English Language Proficiency
Job Satisfaction	<b>0.842494</b>		
Organizational Commitment	0.670822	<b>0.846477</b>	
English Language Proficiency	0.338369	0.440243	<b>0.854271</b>

Thus analysis of this study can reveal that measurement of the model justifies adequate discriminant and convergent validity.

### 3.4 Assessing Structural Model

Table 4 shows the results of independent and dependent variable in the research model. The endogenous variable (Job Satisfaction and Organizational Commitment) have  $R^2$  of 0.114 and

0.194 respectively. Suggesting that 11.4 % (weak) of variance on job satisfaction is explained by self-perceived English language proficiency and 19.4% (moderate) variance on organizational commitment is explained by self-perceived English language proficiency. A further analysis exhibited that the  $R^2$  is significantly based on the guideline of R square by (Cohen, 1988) where the author recommended that 0.02 -0.12 is weak, 0.13 -0.25 is moderate and 0.26 and above is substantial. The result of the analysis proves there is significant self-perceived English language proficiency on job satisfaction and organizational commitment.

*Table 4: Summary of Path Coefficient and Hypothesis Testing for Direct and Indirect effect*

<b>Path</b>	<b>Standard Beta</b>	<b>Standard Error (STERR)</b>	<b>T value</b>	<b>Decision</b>
Self-perceived English language proficiency > Job Satisfaction	0.338369	0.106139	3.187979	Supported
Self-perceived English language proficiency > Organizational Commitment	0.440243	0.099888	4.407352	Supported

Note: \*\*p < 0.01, \* p <0.05, (based on two-tailed test with 500 bootstrapping)

Self-perceived English language proficiency is found to be related to job satisfaction as t-value is greater than the standard value 2.33 (p <0.01). Furthermore Self-perceived English language proficiency is also found to be related to organizational commitment as its t-value is 4.40, which is greater than the standard value. Thus both hypotheses proposed earlier in the study are supported.

#### **4.0 Discussion**

The purpose of the current study was to investigate the commitment of employees to their organization and their job satisfaction about the self-perceived foreign-language proficiency of employees. Due to the importance of English as the de facto global language (Crystal, 2003). This study chose the perception of individuals who consider English is not a local language. The findings of this study has following implications in the literature of organizational behavior and international business.

First, based on the theory of self-efficacy (Bandura, 1977, 1982), this study established the concept of individuals' self-perceived English-language proficiency in predicting positive attitudes (i.e., affective commitment) toward their organization. The findings of the study indicated that individuals who are confident in their English language ability are more committed to their organization. The data was collected from the individuals working at various levels in the organization, the findings of the study are consistent with the results of Yamao and Sekiguchi (2015) Therefore, results of this study found that the individuals' English-language proficiency is related to their commitment to their organization.

Secondly, this study has proposed that self-perceived English language proficiency be a predictor of individuals' Job Satisfaction in the organization. The results of the study found that the

individuals who had good skills of English language tend to be more satisfied with their job. This was because individual working in an organization where English as foreign is used as a medium of communication and their English language ability is good they are more satisfied because they understand the procedures, information, and direction of their assignments and can perform accordingly.

Thirdly, this study signifies the importance of individuals' abilities with the organizational behaviors and attitudes of the individuals. A person's abilities and skills play a fundamental role in shaping his attitude towards his organization. Those individuals who are confident in their abilities tend to be more attached and committed to their work and are more satisfied. For example, if an individual does not understand organizational procedures, information, and assignments due to the absence of language skills, he will be more confused in performing his task and always willing to leave the organization showing less organizational commitment and job satisfaction. Therefore this study has developed the knowledge on personal abilities (self-perceived English language proficiency) and their outcomes in the organizational behavior settings.

Based on the results of this study, it is concluded that perception of non-native English speakers of their English language proficiency is important for them to be satisfied from their jobs and committed to their organization. Organizations should promote English language proficiency of the individuals by conducting training programs and various learning activities. Individuals may respond the support that organization provides because they felt more motivated and obliged to contribute to the organization and, hence, they may become more committed and satisfied with their job.

Findings of the study may be relevant not only to Pakistani organizations but also to multinational companies from emerging markets that are entering or operating in foreign countries. There are many major evolving economies in Asia specifically the Middle East where English is not the first language. Multinational companies in these Countries may face significant obstacles for inter-personal communication and a decline in the task performance of employees because of language barriers. Therefore, the importance of an individuals' perception about their English-language proficiency is the topic of interest in various regions where English is not the first language.

#### **4.1 Future Suggestions & Limitations**

There are few limitations of the study which may open the way for the future research opportunities. Firstly data was collected from the individuals working in multinational companies in Pakistan. There are various local companies in Pakistan where the medium of communication is English. Therefore local companies should also be focused while examining the Language proficiency of the individuals. Secondly, survey design was cross-sectional. Therefore, our data provides limited support for causal implications. It is suggested for the future studies to conduct longitudinal and experiment based studies to get more accurate results in examining Self-perception of English language. Finally, most of the respondents were a degree holder. It can be assumed that degree holders have good skills of English language as an educational system for degree level in Pakistan is in English that may increase their abilities to communicate in English. Therefore variation in respondents' educational profile may increase the scope of this study.

### 4.3 Conclusion

The current study has numerous implications for theory and practice in the management of employees in organizations based in non-native English Language countries where a local language is the major business language. This paper focused on the importance of the English language proficiency of Individuals in shaping their attitudes (i.e., commitment and job satisfaction) to their organization. The current study has demonstrated that training and workshops should be conducted that facilitate the learning of English and also include language skills as a criterion for recruitment and promotion, that may influence the job satisfaction and commitment of employees. Moreover, this study is based on perceptions of individuals in Pakistan adds depth to the literature that addresses commitment to the organization by conducting research in Western context. It is also demonstrated that the investigation on this field should be pursued and extended further as language is the most central means for communication that is strongly associated with a person's confidence, and ability to deal with various organizational factors.

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# Gendered Leadership: An Analysis into the Leadership of Jessica Pearson in *Suits*

Nursyaheedah Binti Muhammad Isa

Pusat Bahasa Moden & Sains Kemanusiaan  
Universiti Malaysia Pahang, Lebuhraya Tun Razak, 26300 Gambang  
Pahang, MALAYSIA  
(Email: syaheedah@ump.edu.my)

## Abstract

The study discusses gendered leadership by analysing the leadership of Jessica Pearson. Jessica Pearson is a fictional character in *Suits*. *Suits* is a legal drama set in a fictitious New York law firm, Pearson Hardman. Gendered leadership is a concept put forth by Holmes (2006). Most positions of authority in different workplaces have traditionally been dominated by men; it is therefore unsurprising that the mentality of “think leader, think male” persists (Holmes, 2006). In this study, Jessica Pearson’s styles of leadership is analysed by utilising the concept of discursive leadership. Qualitative data was primarily obtained from watching the drama series *Suits*. Significant clips which showcase Jessica Pearson’s leadership at Pearson Hardman were identified, duration of the clips noted and the interactions between Jessica Pearson and her subordinates transcribed. The result shows that Jessica Pearson’s leadership style is a hybrid of masculine and feminine styles, although she predominantly performs masculine leadership style. The study concludes with recommendations for future research.

**Keywords:** Gendered leadership; Discourse; Leadership styles

## 1. Introduction

Holmes (2006, p.34) asserted that the concept of leadership is “gendered”. Leadership is often linked to masculinity on the grounds that the majority of leaders have been men which has resulted in the prevailing mentality of “think leader, think male” (Holmes, 2006, p.34). Thimm, Koch and Schey (2003) suggested that men appear to be the ‘default’ gender occupying positions of authority. Carbonnell and Megargee (as cited in Kent & Moss, 1994) found that men more often emerge as leaders than women; a phenomenon attributed to the internal and external obstacles that limit the emergence of women leaders. However, Kent and Moss’s (1994) study on the effects of sex and gender role on self and group perceptions of leader emergence, found that although women were somewhat more capable of emerging as leaders than men, gender role had a stronger effect on emergent leadership than sex. Studies on gender, language and leadership in popular media utilising multimodal discourse analysis are currently lacking especially one that looks into the leadership portrayed by a female character in television whom holds a position of power.

Therefore, this study aims to address the gap in the literature by examining how Jessica Pearson’s leadership was portrayed in the first season of *Suits*, which was aired on the USA Network in the summer of 2011. Jessica Pearson is a fictional character in *Suits*. *Suits* is a legal drama set in a

fictitious New York law firm, Pearson Hardman. Jessica Pearson is an attorney, a managing partner and a co-founder of Pearson Hardman.

## **2. Literature Review**

According to Dewan and Myatt (2007) & Merchant (2012), communication is an imperative aspect of leadership, and leaders can motivate (Hamdi & Rajablu, 2012) and inspire their people and promote positivity (Brandts, Cooper & Weber, 2014), discipline, responsibility and strategic alignment through communication (Froschheiser, 2008). However, Holmes (2006) identified that our ways of communicating and speaking are gendered. The literature on gender and communication reveals that men and women have distinct communication styles (Vasavada, 2012). Given that male and masculinity is standard norm in leadership, masculine speech styles such as assertion, independence, aggressiveness, coarseness, competitiveness and confidence is often correlated with authority and leadership (Holmes, 2006; Tannen, 1994, Eagly & Karau, 2002). Schnurr (2009) asserted that a masculine speech style is often achieved through the dominance and one-at-a-time formation of the speaking floor, the construction of extended speaking turns, common use of interruptions (Latu & Schmid, 2016) and the use of need statements and imperatives when giving directives such as ‘I need this...’ and ‘check that out’. In addition, other characteristics of dominance are low pitch and masculine toned voices (Knowles & Little, 2016).

On the other hand, integral aspects of feminine speech style include the use of politeness strategies, avoidance of conflicts and the use of supportive feedback and minimal responses (Tannen, 2004). Other common features include the use of interrogative instead of imperative forms of directives; modal verbs such as may, might, could and would; hedges (von Hippel, et al., 2011), such as probably, perhaps and sort of; paralinguistic features such as hesitations and pauses; and the inclusive pronoun we. The use of disclaimers such as ‘I think’, ‘I guess’ and ‘maybe’ and tag questions such as ‘... don’t you’, ‘...right?’ and ‘isn’t it’ are also classified as feminine speech styles along with the mitigated, hedged and indirect forms for giving directives downwards (Holmes, 2006). Another aspect of feminine leadership style is relational practice.

Relational practice (henceforth RP) is a concept introduced by Joyce Fletcher in 1994 which refers to “the ability to work effectively with others and understanding the emotional contexts in which work gets done” (Holmes, 2006, p.74). According to Foldy & Ospina (2012), leadership is a relational construct and RP is considered a people-oriented behaviour as it requires leaders to attend to workplace relationships which include attending to people’s need to be valued and appreciated for their distinctive skills and expertise, and their respective contribution as part of a team (Holmes, 2006). RP aids in achieving workplace objectives as it requires leaders to be friendly, supportive and simultaneously allowing people space to do their job effectively and efficiently. However, the particular aspect of RP which is relevant to this study is damage control, which involves creating and preserving people’s dignity at work, saving face, in terms of respecting employees’ rapport or ‘positive needs’ and their independence or ‘negative face’, mitigating potentially threatening behaviour and negotiating agreement (Holmes, 2006).

### 3. Methodology

This study employs the method of multimodal discourse analysis through the lens of discursive leadership. Specifically, this study analyses the linguistic devices and discursive strategies through a detailed micro-analysis of Jessica Pearson's interactions which construct her leadership style(s). Discursive leadership was chosen as the framework since it provides an optimal resource for examining the communicative practices involved in the management of meaning and the communicative construction of reality (Torres & Fyke, 2013). Although this study is firmly positioned within the practice of discursive leadership, the researcher utilises the method of multimodal discourse analysis to provide insights into how leadership is performed by Jessica Pearson in *Suits*, in particular her leadership style(s) in *Suits*. Multimodal discourse analysis is utilised by looking at the way Jessica Pearson communicates and interacts with her subordinates through her use of speech styles, gestures, and facial expressions. The multimodal discourse analysis approach is used here in an effort to gain fresh perspectives on and understanding of the complexities of performing leadership at micro-level interactions (Choi & Schnurr, 2013).

According to Waters (2013), Jessica Pearson depicts the characteristics of a commanding and strong female lawyer, and is deeply respected by her male subordinates. Moreover, Jessica Pearson is the epitome of a strong female leader character on television (Baines, 2013). Jessica Pearson has positioned herself as a leader because, according to Hammargren (2007), law firm partnership is the primary leadership role in the legal community. The depiction of women attorneys on television has increased in parallel with the increment of women in the legal profession (Waters, 2013).

The data collected in this study were qualitative in nature. The source of data for this study was from primary data which is the American legal drama, *Suits*. In this study, season 1, consisting of twelve episodes, was chosen as it serves as a foundation for audiences to understand the storyline and getting to know the characters and their relationship dynamics with each other. The researcher viewed all the episodes of season 1 of *Suits* to identify clips to determine Jessica Pearson's leadership style(s). Jessica Pearson's leadership at Pearson Hardman was observed through her daily interactions, facial expressions and body language, specifically with Harvey Specter and Louis Litt. It is pertinent for Jessica Pearson to be present in all the scenes identified. The duration of each important scene was noted to ease the process of transcription and the interactions between Jessica Pearson and her subordinates were manually transcribed at this stage. Next, the researcher went through all the transcribed interactions to choose which clips to analyse in order to examine Jessica Pearson's leadership as portrayed in the first season of *Suits*. The clips which the researcher selected were from Episode 1: *Pilot*, Episode 6: *Tricks of the Trade*, Episode 10: *The Shelf Life*, Episode 11: *Rules of the Game* and Episode 12: *Dog Fight*.

### 4. Analysis & Discussion

Jessica Pearson (henceforth Jessica) does not display one distinct leadership style. Her leadership style is something of a hybrid of masculine and feminine styles, although she gravitates more towards a masculine leadership style. In terms of the discursive strategies employed by Jessica in her leadership, Holmes (2006) stated that there is no easy way to equate discourse strategies with

particular interactional styles; however, Jessica employs primarily masculine speech styles in her leadership.

#### 4.1 Masculine Leadership Styles: Direct and Authoritative

Holmes (2008, p.35) stated that in most workplaces, the norms for interaction are predominantly masculine and men’s discourse styles have been “institutionalised as ways of speaking with authority”. This exact scenario is observable in the law firm, Pearson Hardman where Jessica, despite being a woman, depicts masculine norms in her leadership, especially in her use of discursive strategies. Jessica displays her identity as a leader by utilising various discursive strategies which indicate a typical masculine speech style, such as ‘bald-on-record’, imposing directives, challenging questions and the use of personal pronoun ‘I’. Excerpt 1 shows Jessica displaying her decisiveness and authoritativeness with Louis Litt.

**Excerpt 1: *Suits* Season 1, Episode 12: *Dog Fight*,  
Duration: 27:26 - 28:26**

Context: Earlier in the episode, Harvey attempts to free an innocent man, Clifford Danner, whom he wrongly convicted twelve years previously. Louis, earlier, confronts Jessica to tell her that Harvey should not handle the case but she disagrees. Louis goes to meet Jessica in her office because she wants him to get his cousin, who works at the DNA lab, to run a test that will prove Clifford Danner’s innocence. Jessica is sitting cross-legged on the edge of her table, facing the door to her office when Louis walks in.

1	Jessica	Call your cousin.
2	Louis	It is not that simple.
3	Jessica	Yes, it is.
4		You've compromised your principles before.
5		Do it now.
6	Louis	Like I told Donna, this isn't for me.
7		This is for Harvey.
8	Jessica	Wrong!
9		It's for me.
10	Louis	Okay, you know, you want this so bad, why don't you maybe compromise your principles a little bit?
11	Jessica	Excuse me?
12	Louis	Yeah.
13		You know my billables.
14		You talk about it all the time, "Louis has got big billables"
15		You see my loyalty, yet you refuse to acknowledge my value.
16	Jessica	Where's this going?
17	Louis	Where is this going?
18		When you said "Litt. Nothing and nobody." You know what that said to me?
19		That said, "Louis, you're never going to make senior partner"
20		Well, Harvey's running out of time.
21		This is my leverage.
22		I want to make senior partner, and I want to make senior partner now.

23	Jessica	Louis I do not respond to threats.
24		I make them.
25		So if you ever want to be senior partner, you call your cousin.
26		Now.
27	Louis	All right.

In the excerpt above, the moment Louis walks into Jessica’s office, she directly commanding him, to “Call your cousin” in line 1. Jessica utilises a masculine style of giving a bald-on-record directive with the use of an imperative at the beginning of the sentence, ‘**Call** your cousin’. Louis clearly does not want to put his reputation on the line for Harvey, which explains his reluctance to help. Jessica responds to Louis’s excuse in line 2 “It is not that simple” by stating in line 3, with a firm voice and a slight rise in intonation, “Yes, it is”. She also exudes authority when she demanded Louis in line 10 to “compromise your (Louis’s) principles a little bit”.

In line 5, Jessica issues another directive using the imperative verb “**Do** it now”. The use of these unmitigated, short and authoritative directives without a politeness marker which is stereotypically masculine (Holmes, 2006), indicates that Jessica wants Louis to take the action of calling his cousin immediately without delay. Holmes (2006) stated that women who use imperatives when giving orders to subordinates are effectively using the authoritative style of leadership which according to Jayasingam and Cheng (2009) is considered to be masculine in nature and those who use it are the authorities in their respective organisations.

When Louis says in line 7 that what Jessica wants him to do is “for Harvey”, Jessica replies “Wrong!” authoritatively in line 8, with high intonation, and continues with “it’s for me” in line 9. Her emphasis on the adjective ‘wrong’ and the personal pronoun ‘me’ indicates she is getting annoyed at Louis’s refusals. Louis however, does not take Jessica’s response positively as he provokes and challenges Jessica in line 10. Jessica then poses a series of challenging questions with a serious facial expression in line 11 “excuse me?” and line 16 “Where’s this going?”, implying that she is potentially surprised and angry at Louis’s overt remarks. Louis, however, instead of complying, perceives this as an opportunity to go so far as to threaten Jessica in line 22, blatantly stating that he wants to “make senior partner, and I want to make senior partner now”.

Although Louis is threatening Jessica, she lets Louis compose his arguments and voice out his opinions which are attributes of an authoritative leader (Goleman, 2000). However, in line 23 she decides that she has had enough. She responds to Louis’s threat in a calm but firm and authoritative manner, saying from line 23 to 26 that “I do not respond to threats. I make them. So if you ever want to be senior partner, you call your cousin. Now”. In line 22, 23 and 24, Jessica’s use of the personal pronoun ‘I’ could be interpreted as signifying her status as managing director of Pearson Hardman to make an executive decision, or in this case to pose a threat which no one else can. According to Sung (2011), the use of ‘I’ here is also to overtly invoke her authority and concurrently emphasise the status difference between herself and Louis.

In line 25, Jessica in turn threatens Louis with what he wants the most, to be a senior partner, to get him to obey her. Jessica use the adverb ‘now’ in line 26, which is very imposing but effectively stops Louis from making further threats. Note that she uses short, to the point, clear clauses with no modifications to get her points across to Louis. These short and clear clauses without

modifications contribute to the construction of a very authoritative and masculine leadership style (Holmes, 2006). Besides displaying predominantly authoritative leadership styles, Jessica also exercises relational practices in her leadership.

#### 4.2 Feminine Leadership Styles: Relational Practice

Jessica might appear to be authoritative and at times cold-hearted (Vogt, 2011) towards her subordinates; however, she conjointly performs her mainly masculine leadership style with a feminine leadership style by performing relational practice (RP) at Pearson Hardman. Holmes (2006) added that an effective RP helps leaders to accomplish more than simply affective, interpersonal goals. Although RP is generally devalued (Fletcher & Jacques, 1999), Jessica, being the managing director of her own law firm, emphasises this behaviour because of its importance in creating both an authoritative and concurrently a supportive environment for her employees. In excerpt 2, Jessica exercises relational practice by attending to the relational needs of her subordinate (Louis) to be valued and appreciated for his hard work.

#### Excerpt 2: *Suits* Season 1, Episode 6: *Tricks of the Trade*

**Duration: 9:57 – 10:45/13:24 – 14:11**

Context: Earlier in the episode, Louis finds two tickets for the Royal Shakespeare Company’s production of *King Lear* on his table with a note from Jessica asking him to see her in her office. Louis walks into Jessica’s office while she is in the middle of a conversation with Harvey.

1	Louis	How did you get these?
2	Jessica	You mean the Royal Shakespeare Company’s production of King Lear?
3	Louis	The show was sold out the minute the ticket went on sale.
4		I live for King Lear.
5		How did you know that?
6	Jessica	It’s my job to know that.
7	Louis	But why?
8	Jessica	Louis your billable are outstanding.
9		You’ve landed three high profile clients in a month [Harvey pretends to be yawning] and I want to show you my appreciation.
10		[Louis laughing] And I am very happy that you are excited.
11	Louis	So should we get dinner before or after the play?
12	Jessica	[confused] Hmm I...I don’t know.
13	Harvey	Jessica do you remember when we went to that Yankee game and you caught that foul ball and you ate all my nachos?
14		Did we go to the steak house that night? Oh that was a good meal.
15		Have a good time. [Harvey leaves Jessica’s office]
16	Jessica	You know what Louis? Dinner after.
17	Louis	I’ll have Norma make the reservation.
18	Jessica	Fantastic!

In line 1, Louis wastes no time asking Jessica “How did you get these?” when he gets to her office even though Harvey is present. Jessica’s response in line 2 is rather interesting because she purposely emphasise “the Royal Shakespeare Company’s production of King Lear?” with a smile,

what Louis refers to as “these” in line 1. This is potentially her way to elicit excitement from Louis. From line 3 to 5, it is clear that Louis never expected Jessica to know of his interest, let alone buy him a ticket to watch King Lear, a play that he “live(s) for”. This might also be the first time that Jessica has shown her appreciation towards him in a form of a gift, judging by how surprised Louis is. Jessica responds in line 6 that “It’s my job to know that”, which shows that she makes it her priority to know about her employees’ interests. Her emphasis on the first-person pronoun ‘my’ implies that it is her job and no one else’s to make Louis feel appreciated. Besides feeling under-appreciated by Jessica, Louis harbours an intense jealousy towards Harvey for becoming senior partner earlier than he did, especially considering that Harvey previously spent more time being a junior (Senior Associate) to Louis (Junior Partner).

Jessica addresses Louis’s enquiry by providing reassurances and emphasising Louis’s achievements in line 8; “Louis your billable are outstanding” and in line 9 “you’ve landed three high profile clients in a month”. Jessica utilises a feminine speech style with the use of the empty adjective (Lakoff, 1975) ‘outstanding’ to compliment Louis’s work. Louis is an integral part of Pearson Hardman because his expertise in financial law brings to Pearson Hardman high profile clients, and by utilising feminine style of leadership, Jessica secures Louis’s co-operation and commitment to the firm. Jessica is being honest and direct when she also says, with a smile on her face, “I want to show you my appreciation” in line 9, and her use of the personal pronoun ‘I’ is her way of telling Louis that it is her who is appreciative of Louis’s effort because that is what Louis wants all along.

It is interesting to point out that Jessica is complimenting Louis in front of Harvey, which serves to both increase Louis’s confidence and to prove to Harvey that she equally appreciates his and Louis’s hard work. In line 10, Jessica utilises the intensifier ‘very’, an indication of feminine speech style (Holmes, 2006), to describe her genuine happiness that Louis is excited with the gift. Louis’s response “should we get dinner before or after the play?” in line 11 takes Jessica by surprise, which is apparent on her face. The dinner and attending the play with Louis are not part of Jessica’s plan, however, Louis, is inviting Jessica to show her his appreciation towards her kind gesture. Jessica responds in line 12 with uncertainty, which is a rare occurrence for her, when she says “Hmm I ... I don’t know”.

It is apparent, from line 13 to 15, that Harvey is being sarcastic, however, he is, in a way facilitating Jessica to perform her relational work. Jessica picks up Harvey’s subtle facilitative move in a form of a sarcastic cue without missing a beat which, according to Holmes (2006) is an excellent form of RP. This puts Jessica in an awkward situation because if she were to reject Louis’s invitation to dinner, Louis will think that she has an apparent favouritism towards Harvey. Harvey then leaves Jessica’s office and Jessica, after taking a few seconds to think, finally agrees in line 16 “Dinner after”. Although Jessica reluctantly agrees, she does not want to embarrass Louis by saving his positive face. According to Holmes (2006), one of the requirements of a leader in exercising RP is to save their subordinates’ ‘positive face’ by exercising damage control. Saving someone’s positive face is an indication of feminine speech style of interaction. According to Roberts (1992, p.288), “when taking another person’s feelings into consideration, people utilised politeness when speaking to minimise the potential threat in the interaction”.



Louis is completely clueless about Jessica's feelings as seen in line 17. Nevertheless, Jessica responds positively with an empty adjective, "Fantastic" in line 18 before Louis leaves her office. The empty adjective is potentially used by Jessica to mask her reluctance to accept Louis' dinner invitation. It is noticeable that Jessica is very alert to the conflicts faced by her subordinates (Louis in this case) and in doing so, she accomplishes her relational or people-oriented goals of performing leadership. Jessica draws on RP by means of anticipating a potential crisis and heads off possible challenges from Louis when she bought him the tickets.

## 5. Conclusion

In conclusion, it is observable that Jessica's skilful combination of masculine and feminine leadership styles in *Suits* is an effective way of performing leadership as she is able to both exercise her leadership and hold the position of power in a male dominated organisation, Pearson Hardman. This finding correlates to the findings of Avolio (as cited in Eagly, 2013) that women tend to combine feminine and masculine leadership styles more than men to accomplish their leadership aims. Women leaders such as Jessica Pearson, as Holmes (2005, p.18) stated, are "broadening the notion of what counts as acceptable leadership behaviours and combating the erasure of women's way of leading" by successfully climbing the corporate ladder, and staying there, by incorporating and balancing between their wide-ranging speech styles and being adequately feminine and masculine in performing effective leadership.

The findings from this research have instigated potential future research topics. A fruitful area for future research is to examine the leadership styles of women leaders in male dominated organisation especially in higher education settings considering that the Malaysian government had announced a target for women to represent 30% of decision-making positions, and this also include an increment of 30% women Vice Chancellors by the end of 2016. However, thus far, in the 20 Malaysian public universities, where the numbers of female lecturers are higher than their male counterparts at 17,081 to 14,796, there are currently only four female Vice-Chancellors from Universiti Putra Malaysia (UPM), International Islamic University Malaysia (IIUM), Universiti Sains Malaysia (USM) and Universiti Malaysia Terengganu (UMT) (Daily Express, 2017). The aim of increasing the percentage of women Vice Chancellors to 30% is to have more women join the workforce in higher education, which eventually will increase the number of women leaders in higher education. The increase in the number of women Vice Chancellor will support the effort towards gender equity/equality and send a signal to women that they are able to become leaders and eventually encouraged them to apply for the position of leadership with the full support from the Malaysian government (The Guardian, 2017). By conducting a research on the leadership styles of woman VCs in public Malaysian universities, this could potentially assess the effectiveness of their leadership styles and evaluate areas of improvements.

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# Managing the Deportation of Undocumented Migrants in Malaysia: A Review

Nor Sakinah Omar<sup>1</sup>, Khairiah Salwa Mokhtar<sup>2</sup> & Low Choo Chin<sup>3</sup>

<sup>1,2</sup> Political Science Department, School of Distance Education, Universiti Sains Malaysia  
(corresponding author).

<sup>3</sup> History Department, School of Distance Education, Universiti Sains Malaysia  
(Email:norsakienah.omar@gmail.com<sup>1</sup>, khairiah@usm.my<sup>2</sup>, lowc@usm.my<sup>3</sup>)

## Abstract

This paper focuses on the deportation policy in Malaysia regarding undocumented migrants. The problem of undocumented migrants in Malaysia is a crucial one for policy makers and enforcement officers. Deportation is difficult for various reasons, such as the cost of deportation and the difficulty in determining the undocumented migrants' citizenship status in cooperation with the involved embassies. To examine this phenomenon, this study analyses government reports such as official statements of parliament, the Ministry of Home Affairs website and relevant legislation. The study also examines secondary data and media reports obtained from local and international newspapers. This study highlights the challenges faced by Malaysia's deportation system in preventing the influx of irregular migrants. It reviews the existing alternatives to help the government in solving the problem of irregular migrants.

**Keywords:** Undocumented migrants; deportation; policy challenges

## 1. Introduction

Deportation is a controversial practice. According to Gibney (2008), deportation involves the exercise of power that seems incompatible with the modern liberal state based on the respect of human rights. Deportation has separated individuals from their families and expelled people from the communities where they have lived for many years. The deportation policy carried out by various governments often has minimal success due to several limitations including the high cost and time-consuming nature of deportation. Bloch and Schuster (2005) argued that deportation can be both expensive to the government and distressing for those who are removed. Deportation also involves an international aspect which requires the willingness of another state to accept the returnees. It takes time for the state to confirm the nationalities of the irregular migrants who claim to be their citizens. The government normally takes many months to complete preparations for the deportation of irregulars.

Deportation refers to the removal of aliens by the state from its territory, whether 'voluntarily', forcibly or under the threat of force (Walters, 2002). Thus, deportation is controversial because it involves the violation of human rights. The practice of deportation allows the state to apply pressure to people to return voluntarily (Bloch & Schuster, 2005). According to Coutin (2015), deportation is a forcible rather than voluntary act. Human rights aspects are ignored during the deportation process because irregular migrants are often treated poorly in the detention centres. A study was done by Fekete (as cited in Bloch & Schuster, 2005) showed that deportation has been carried out under inhumane conditions and has led directly to a number of deaths in recent years.

The right of the state to deport non-citizens in a lawful manner is typically seen as a power that flows from the state's right to control its territorial borders. Kanstroom (as cited in Anderson, Gibney, & Paoletti, 2011) stated that deportation operates as a form of extended border control that enables the state to remove those who have entered illegally, those whose permission to reside has been withdrawn and those who have breached the conditions of entry.

In Malaysia, the deportation of irregulars has been carried out for the past two decades. The Immigration Act of 1959/63 established the grounds for deportation of irregular migrants. Irregular migrants are defined as foreigners who commit one of the following offences:

- a. entering Malaysia without a valid passport or document (Section 6 (3) of the Immigration Act of 1959/63)
- b. overstaying after their passes expire (Section 15(4) of the Immigration Act of 1959/63)
- c. failing to comply with the conditions of the issued pass (Regulation 39d of the 1963 Immigration Regulations)

Immigrants who work in a sector other than the one in which they are registered are also called PATI (*Pendatang Asing Tanpa Izin*). For example, a migrant who is supposed to work in the agricultural sector but is caught working at a construction site is classified as PATI (Immigration Act of 1959/63 [Amendment] 2002).

Malaysia has 13 detention centres which can accommodate a total of about 50,000 people (Shah, 2016). The Malaysian government successfully deported 17,720 irregular immigrants in 2014, and the number increased to 27,769 in 2015 (Dermawan, 2016). However, the government is confronted with many issues in deporting irregular immigrants, such as the difficulty of determining their citizenship status, the non-cooperation of the embassies involved and the cost of deportation incurred by the government (Garcés-Mascarenas, 2010). Although the continuous cycle of raids, arrests, detention and deportation has kept the security situation under control, it is in no way a favourable solution. The deportation procedure places the state in a critical predicament that involves escalating human rights issues, wastage of manpower in terms of administrative and security forces, and the financial burden of operating the depot camps (Federation of Malaysia, 2008, p. 18).

Deportation in Malaysia has been hindered by challenges in implementation and enforcement. The Malaysian government cannot deport irregular migrants who fall under the categories of refugees, smuggled migrants and children of illegal migrants. However, due to the non-streamlined system of deportation, there are no clear categories for irregulars and refugees, among others. Moreover, there is no expedited removal mechanism for deporting irregulars. The number of backlogged cases and occupants in detention centres has increased government expenditures. Diplomatic issues also arise when the country of origin is not willing to take back its citizens, which eventually causes a delay in deportation (Kassim, 2011, 2014). The biggest challenge faced by the Immigration Department of Malaysia is the red tape involved in the process of securing documentation from the embassy of the detainee's country of origin. While the host country continues to bear all the costs incurred in maintaining the depots, questions have arisen on the steps that can be taken to expedite the deportation process of the arrested PATI (Federation of

Malaysia, 1996, p. 27). The deportation process can only be expedited if the necessary travel documents are secured. Hence, documentation is a major hurdle.

The Malaysian government is critically looking for better alternatives to stop the increase of irregular migrants. For example, the Immigration Department of Malaysia aims to free the state of irregular migrants by 2020 by cooperating with the military to prevent the entrance of irregular migrants. To achieve this target, stern actions have been taken to ensure that irregular migrants can be expelled. The government, through its agencies, has created several policies and programmes to combat this issue, such as the 6P programme, Integrated Ops 6P and other operations to arrest irregular migrants. Despite these efforts, the inflow of irregular migrants is increasing. Research has been done to identify the limitations of these policies and to help the government find the most effective instruments to impede the inflow of irregular migrants (Kassim, 2014; Kassim & Mat Zin, 2011). The objective of this study is to examine the existing deportation policies as well as to investigate the policy challenges. The study also explores the alternatives being adopted by the Malaysian government to control the increase of irregular migrants.

## **2. Policy Development**

Various deportation policies have been implemented since the 1990s. These include Ops Nyah II, the 6P programme, the Integrated Ops 6P and the latest operation, the 3+1 programme. Deportation operations, which have been implemented since 1992 beginning with Ops Nyah II, have focused on expelling illegal immigrants who have entered Malaysia. Raids by police and immigration officers have become common in Malaysia, with thousands of operations taking place annually. The high number of irregular migrants has been brought under control through various operations (coded according to their targeted groups) launched by the Immigration Department. The sub-operations targeted different groups of illegals under different operation code names (Kassim & Mat Zin, 2011, p. 22). Among the operations carried out by the immigration officers are Ops Sayang at entertainment outlets and massage parlours, Ops Dandan at beauty salons, Ops Minyak at petrol kiosks, Ops Sapu at squatter areas, Ops Pintu for maids and Ops Kutip for vagrants (“Ministry looking into imposing single levy”, 2013).

Ops Nyah I sought to restrict the entry of new immigrants, while Ops Nyah II aimed to flush out irregular immigrants already in the country. Irregular immigrants detained under Ops Nyah I and II were sent to an immigration detention depot before being tried, convicted and expelled from Malaysia (Kassim & Mat Zin, 2011). Illegal immigrants caught by Ops Nyah I and II were detained at detention centres before being sentenced to punishments such as imprisonment, caning and penalties, after which they were immediately deported (Kanapathy, 2008, p. 11). The Malaysian government began implementing Ops Nyah I in January 1992; it initially aimed to curtail border intrusion by foreigners into Malaysia and involved the patrolling of borders nationwide. The government then began implementing Ops Nyah II in July 1992 to root out irregular migrants in the country. Arrested irregular migrants were sent to a detention centre and charged in a special court, after which they were deported (Kassim & Mat Zin, 2011).

In 2011, the government introduced the 6P programme, which was composed of six activities: registration (*Pendaftaran*), regularisation (*Pemutihan*), amnesty (*Pengampunan*), monitoring (*Pemantauan*), enforcement (*Penguatkuasaan*) and deportation (*Pengusiran*). According to the World Bank (2013), the 6P initiative was regarded as a ‘total package solution’ to the problem of foreign workers in the country. Under the 6P initiative, irregular foreign workers were either

legalised or deported without punishment. This alternative was first introduced in July 2011 and was carried out in stages. It was originally expected to be completed within one year. However, the deadline for the registration exercise under 6P was extended twice from the original October 2011 to 10 April 2012.

The implementation of 6P was hindered by several factors, including the passive role of both unregistered and formal agents during the registration and regularisation of irregular migrants. These agents refused to join the legalisation programme because the procedures to legalise irregular migrants were highly bureaucratic. According to Kassim (1997), employers must pay a guarantee bond and provide medical facilities and housing for the workers. Both employers and employees must also observe a work contract, which stipulates, among other things, the minimum pay to be given to the foreign worker and the duration of service. Both employers and employees claimed that the procedures were too cumbersome, confusing, costly, time-consuming and restrictive (Kassim, 1997, p. 50). Many illegals turn to informal recruiting agents who can give them jobs at less than half the cost of legal recruitment, more quickly and with few or no conditions and restrictions. Kanapathy (2008) also asserted that state intervention meant that regulating the inflow of foreign workers has contributed to increasing the transaction costs of migration, which has led the agents and illegals to refrain from participating in legalisation.

Out of the 2,320,034 foreign workers who took part in the first phase (registration), only 536,000 irregular immigrants who registered under this biometric system were legalised and placed under the care of an employer (Federation of Malaysia, 2013b, pp. 27–28). There seems to be an impression that the 6P programme failed. However, some immigrants remain illegal due to the following reasons: First, some employers fail to attend interviews for the legalisation process. Second, some immigrants fail the Foreign Workers' Medical Examination and Monitoring Agency (FOMEMA) health inspection, which prevents them from working in Malaysia. Third, some immigrants exceed the age limit for work. Individuals aged 45 or more are no longer considered capable of a good productivity level or are considered unable to work in certain areas. Fourth, some immigrants have an unsatisfactory record with the security and enforcement agency. Because of their criminal record, they must return to their country of origin. Finally, the dependents of PATI, including the spouse and children, are not allowed to work (Federation of Malaysia, 2013a, p. 17).

In some cases, registered irregular migrants cannot get their travel documents processed by their respective embassies within the one-year period. Nevertheless, to continue curbing the increase of irregular migrants, the Malaysian government implemented the Integrated Ops 6P nationwide. According to Deputy Prime Minister Ahmad Zahid Hamidi, Phase 1 (1 September 2013–20 January 2014) of the Integrated Ops 6P resulted in the arrest of 6,293 irregular immigrants and 69 employers in 915 locations nationwide (“Fasa 3 Ops 6P Tumpu Pusat Hiburan, Rumah Urut”, 2014). Whereas the second phase (21 January–1 April 2014) resulted in the apprehension of almost 3,000 irregular migrants through 334 operations. The deputy director of the enforcement division of the Immigration Department, K. Saravanan, confirmed the effectiveness of this operation: ‘We carried out inspections of 14,008 foreigners, of which 2,959 irregular immigrants were arrested. They were citizens of Indonesia (1,154), Myanmar (411), Bangladesh (404), the Philippines (208), Nepal (204), India (177), Pakistan (116), Cambodia (114) and other nationalities’ (“3,000 PATI ditahan dalam Operasi sejak 21 Januari”, 2014).

The third phase of the Integrated Ops 6P focused on the inspection of entertainment centres, massage parlours and spas across the country (*Utusan Malaysia*, 2014). The operation tracked down irregular immigrants who were employed to maintain the premises, as well as the errant employers (*Utusan Malaysia*, 2014). Small-scale enforcement operations such as Ops Sapu, Ops Ikrar, Ops Mahir, Ops Belanja and Ops Serkap were carried out along with the Integrated Ops 6P. Table 1 presents the number of immigrants who were arrested and who surrendered based on integrated operations conducted by various government agencies.

Table 1  
*Breakdown of illegal immigrants tracked down by Integrated Ops 6P (1 January 2014–30 April 2015)*

<b>Year</b>	<b>2014</b>	<b>As of 30 April 2015</b>
Arrested	37,644	18,310
Surrendered	112,276	36,435
Total	149,920	54,745

Source: Information Department ([www.penerangan.gov.my](http://www.penerangan.gov.my))

Kassim (2014) argued that the operations succeeded in increasing the number of legal foreign workers but failed to curb the number of irregular migrants and their dependents. The Ministry of Home Affairs denied allegations that there are millions of unregistered foreign workers in the country. Its deputy minister, Datuk Nur Jazlan Mohamed, said, ‘From the payroll and relocation irregular immigrants (PATI) or rehiring programme, only 103,000 were registered. So the belief that there are millions of unregistered foreign workers is incorrect’ (Idris, Mohamad & Karim, 2016). The Immigration Department estimated that the number of unregistered foreign workers ranged from 500,000 to 1.8 million in 2011. However, various parties such as employers’ associations and trade unions believe that the actual figure is much higher. The actual number of illegal immigrants in the country cannot be accurately estimated. But 1,303,126 migrants took part in the registration phase of the 6P programme, which was implemented in 2011 (Federation of Malaysia, 2013c, p. 1). Integrated Ops 6P recorded the deportation of 70,064 irregular migrants to their countries of origin in 2014, and around 25,308 irregular migrants were deported in April 2015 (Information Department, 2015).

In 2014, the Immigration Department implemented the 3+1 programme to encourage irregular immigrants to return home voluntarily; ‘3’ refers to the RM 300 fine and ‘1’ refers to the RM 100 for a special pass that enabled the immigrants to depart from Malaysia (Federation of Malaysia, 2014, p. 98). This effort aimed to alleviate the problem of overcrowding in detention centres and reduce government expenditures, as the cost of tickets would be borne by the immigrants. The 3+1



programme was applied to those who entered Malaysia without a valid passport as well as those who overstayed their passes or entry permits. According to Datuk Nur Jazlan, 40,374 irregular migrants joined this programme and were deported to their countries of origin (Federation of Malaysia, 2016, p. 5).

### **3. Policy Challenges: Implementation and Enforcement**

The current regulatory system has been gradually adjusted and improved to suit the circumstances. Deportation has become a vital measure for controlling irregular migrants. This policy involves several stages such as arrest, detention and conviction in court prior to deportation. Nevertheless, deportation is not the ultimate solution, as its implementation is hindered by several enforcement challenges including the lack of an expedited removal mechanism at the border. Detainment centres are filled with detainees caught at the border and those caught during raids carried out at various locations. At the same time, there are backlogged cases in detention centres. These circumstances add to government expenditures, particularly in terms of food, lodging and deportation (e.g. tickets and travel documentation). Kaur (2010) noted that the core problem of the situation is the weak governance structure in immigration. Expediting deportation is necessary to avoid chaos in the detention centres, to reduce government expenditures and to improve the state's image in the eyes of human rights activists.

A key challenge in the implementation of deportation programmes in Malaysia is to address the inconsistencies in policy-making. The mixed policy measures combining hard and soft approaches have resulted in contradictory policies. Although the deportation process would be much easier if the migrants voluntarily surrendered themselves to be sent back to their countries of origin, voluntary repatriation, such as the 6P programme and the 3+1 programme, has failed to deter illegal immigration. The amnesty programme basically conflicts with stricter control measures, and these soft approaches may have damaged the state's strong enforcement stance. Nonetheless, deportation policies switch between hard and soft approaches because they have to be responsive to the issue at hand.

Deportation is a big challenge to the government when irregular migrants do not want to return to their countries of origin. Those who have stayed in Malaysia for a long time own properties in the country and have established a family locally. Thus, attempts to re-enter the state illegally are common (Kassim & Mat Zin, 2011). The Malaysian government often changes its policies due to the lack of a clear direction. According to Devadason and Chan (2014), Malaysian migration policies and laws have been erratic because they are short-term remedies for labour shortage problems. An ad hoc management style in regulating irregular migrants has been implemented for the past two decades. Policy measures are frequently changed in response to economic, social, political and security concerns. For example, the decision to ban Indonesian workers in early 2002 was reversed within less than a month (Kassim & Mat Zin, 2011).

Fernandes (2008) found that the state has continuously denied the problems of irregular workers by implementing ad hoc policies or a so-called 'patterned schizophrenic policy'. Deportation is also difficult partly because of the inadequate facilities and lack of enforcement staff. The lack of personnel and basic infrastructure and equipment such as vehicles, lockups and holding centres

has greatly hampered the state's efforts (Kassim & Mat Zin, 2011). The depots also lack basic facilities and are often overcrowded due to the delay in processing the departure of detainees. This situation imposes a huge constraint on the activities of field officers. Additionally, the policy instruments do not differentiate between categories of irregular migrants. The state does not differentiate between those who come without valid documents, those who are considered refugees and those who are classified as irregular; thus, they are all subject to detention and deportation (Kassim & Zin, 2011; Ramasamy, 2006). These circumstances have led to an enforcement problem in deporting irregular migrants.

Deportation is often hampered by the non-cooperation of the migrants' countries of origin. It is difficult to deport irregular migrants when their source countries are reluctant to cooperate. For instance, India is reluctant to accept its citizens who have been apprehended in Malaysian detention centres (Federation of Malaysia, 2002, p. 40). When the countries of origin refuse to provide visas to their citizens, the deportation process becomes difficult. Another factor that prolongs deportation is the irregular migrants themselves, usually the Africans, who refuse to go home. In addition, foreign missions are always slow to respond because they need to evaluate the detainees, prepare the travel documents and provide financial assistance. This causes a considerable delay in deporting the irregulars and affects the weeding out operations in the state (Kassim & Mat Zin, 2011).

#### **4. Policy Alternatives**

Most of the previous control measures tended to focus on deportation and target the irregular migrants for violating the Immigration Act of 1959/63. The government has given serious attention to punishing the migrants instead of focusing on the employers and brokers who have also played a significant role in sustaining the industry of irregular migration (Nah, 2012). The government has identified loopholes and sought to enforce stricter penalties for employers who hire irregular immigrants. It has implemented stringent measures for employers who are found guilty of hiring or harbouring irregular migrants. Section 55B.1 of the Immigration Act of 1959/63 states that

any person who employs one or more persons, other than a citizen or a holder of an Entry Permit who is not in possession of a valid Pass shall be guilty of an offence and shall, on conviction, be liable to a fine of not less than ten thousand ringgits but not more than fifty thousand ringgit or to imprisonment for a term not exceeding twelve months or to both for each such employee.

During the implementation of the Integrated Ops 6P, the government warned employers against breaching the Immigration Act and reinforced the Immigration Act to include those found guilty of hiring or harbouring irregular migrants. Immigration Department Director General Datuk Seri Mustafar Ali said that employers who continue to hire and harbour irregular migrants would have their assets and bank accounts frozen (Dermawan, 2016). Employers have been given adequate time to abide by the law.

The government has also conducted inspections at various premises to arrest employers who hire irregular migrants and international students. Deputy Director of Immigration Enforcement K. Saravanan emphasised that these operations are a warning to employers who still hire irregular

migrants and ignore government regulations. This shows that the government is serious in taking action to catch employers who have breached Section 55B.1 of the Immigration Act and action can be taken under the Anti-Trafficking in Person and Anti-Smuggling of Migrants (ATIPSOM) Act 2007 (Dermawan, 2016). The Immigration Department shows no mercy to employers who are found hiring irregular immigrants. Its director general, Datuk Mustafa Ibrahim, said the department has decided to stop issuing fines to those found with irregular immigrants on their payrolls. Instead, the department will start bringing the errant bosses to court, where they will have to face the brunt force of Section 55 of the Immigration Act (Mohd, 2015).

Another important alternative is to come up with specific categories for irregular migrants (Kassim, 2014). Nah (2012) argued that Malaysia does not provide legal status for asylum seekers, refugees, stateless persons and those in need of humanitarian assistance. Consequently, these groups of migrants fall under the same category of irregular migrants. To avoid being irregulars, they can enter and reside in Malaysia using different types of visas, such as tourist, student or migrant worker visas. Malaysian law does not recognise the legal position of refugees; it considers those without valid passports and national identity cards as 'illegals'. However, the Malaysian government acknowledges the role of the United Nations High Commissioner for Refugees (UNHCR), which holds operations in Malaysia, in verifying asylum seekers and refugees by issuing identity documents (Nah, 2005). These circumstances have caused overcrowding in detention centres, where many of the apprehended are refugees and asylum seekers. Therefore, it is necessary for the government to review its policy on categorising irregular migrants. The Malaysian government can also differentiate refugees from other types of irregular migrants by providing them with a programme like that of 'quest workers' instead of hiring new foreign labourers from neighbouring countries (Kaur, 2009; Mascarenas, 2010).

Another programme that was initiated after the 6P programme ended was the rehiring programme. The government implemented the rehiring programme with the aim of providing irregular migrants with the opportunity to be issued a valid work permit. The programme also enabled the Malaysian government to determine the number of irregular foreign workers for monitoring and security control purposes. The programme helped the government meet labour demands, especially in certain industries or sectors. The programme was implemented from 15 February to 30 June 2016 in Peninsular Malaysia. The programme had strict conditions, such as the deportation of unqualified irregular workers via the 3+1 programme. This initiative was applied to irregular migrants who joined the rehiring programme to legalise themselves. Those illegal workers who have joined the programme can apply for the work permits and meet the labour demands in specific sectors (Tan and Sivanandam, 2016).

## **5. Conclusion**

This study examined the Malaysian deportation policy by highlighting several issues faced by the government in deporting undocumented migrants. This study identified obstacles to the implementation and enforcement of the deportation policy. The major problems are the lack of an expedited removal mechanism and non-cooperation among the governments of countries of origin that are reluctant to take back their citizens. The Malaysian government should critically examine its immigration policies and strengthen its bilateral agreements with the immigrants' countries of origin.

Deportation is part of migration control and deportation alone could not solve the problem of irregular migration. The issue could be resolved if the government also looks at two aspects of migration control, namely the imposition of sanctions against employers and the creation legal channels for recruiting migrant workers. At the domestic level, Malaysia's migration policy needs to address the issue of a comprehensive labour recruitment programme to meet the much-needed labour demands in specific sectors. At the regional level, the government should address the problem of deportation in a regional agreement, such as in the ASEAN. The governments involved in the deportation process need to agree on the procedures or requirements of deportation.

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# Implications of Terrorism on Government Revenue in North-East Nigeria

Abubakar Bashir Ribadu<sup>1</sup> & Siti Zuliha Binti Razali<sup>2</sup>

<sup>1,2</sup> School of Social Sciences, Universiti Sains Malaysia, Penang, Malaysia

<sup>1</sup> Department of Political Science, Faculty of Arts and Social Sciences

Federal University Dutse, Jigawa State, Nigeria

(Email of corresponding author: abubakarribadu@yahoo.com)

## Abstract

The period 2009-2015 witnessed the rise of “*Boko Haram*” (*BH*) terrorist activities and the displacement of thousands of inhabitants of the North-East (NE) region of Nigeria. This study aims to explore the nature of attacks and threats faced by investors in the NE by the *BH* terrorists as well as its implications on government revenue. The study utilizes qualitative research method and uses content analysis exclusively. While, Frustration-aggression theory is employed to connect the root of *BH* and make suitable inferences that will portray a clear cut interpretation of the scenario in the NE region. The researchers primarily engage Microsoft Excel as a tool to analyze and examine some set of quantitative data collected through secondary sources and supplements them with sets of qualitative data. The results revealed that: *BH* terrorist’s attacks drastically affected the economy of both NE and Nigeria at large (in terms of negative revenue flow from trades and businesses); weakens investor confidence to invest in the NE and further attributed to trades and businesses loss as well as closure of some ventures. The results additionally discovered that the statistics of attacks recorded between 2009-2015 ranges from; gun attacks 64%, bomb attacks 35% and kidnappings attacks 1%. The study established that, between 2013 and 2014 *BH* were the most lethal terrorists group in the world with statistics of killing more than ISIS, Taliban, Al-Shabaab and other radical terror groups. Additionally, these led to loss of billions (of Naira in revenue yearly) by the Federal Government of Nigeria, which the outcome is being felt with enormous knock on the economy. As the consequences linger, Nigeria has plunge into recession as an outcome of insecurity posed by terrorism as one of the factors. The researchers recommended that; the government should develop infrastructures and create employment to reduce poverty, increase literacy and re-engineer socio-economic change as one of the panaceas.

**Keywords:** *Implications; terrorism; government revenue; north-East Nigeria*

## 1. Introduction

In Nigeria today, especially the North-East (NE) region which comprises of six (6) States namely; Adamawa, Bauchi, Borno, Gombe, Taraba and Yobe States respectively where *Boko Haram* (*BH*) insurgent activities are more pronounced, nobody is safe. In response to high level of terrorist attacks in the region, the Federal Government of Nigeria declared state of emergency in some Local Government Areas of Borno and Yobe State in January of 2012. When the insurgency continued unabated, state of emergency was extended to Borno, Yobe and Adamawa State in May, 2013. The insurgents had also unleashed terror attacks on travellers on inter-local government, inter-state and trans-border road travels in the area (Carson, 2012:2). Most of the motorists and travellers had fallen victims of either been killed or kidnapped by the insurgents on the major highways. It is against this background that this study looks at the risk posed by insurgents in the North-East region and its implications on government revenue.

However, Nigerians are hungry for progress and an improvement in their lives, but Northern Nigerians feel this need most acutely. Life in Nigeria for many is tough, but across the North, life is grim. Income inequality is growing rapidly. These trends are worrisome for economic, political and security reasons (Carson, 2012:4). Also, over the last years *BH* has created widespread insecurity across Northern Nigeria, increased tensions between various ethnic communities, interrupted development activities, frightened off investors, and generated concerns among Nigeria's Northern neighbours (Cameroon Republic, Republic of Chad and Niger Republic) (Eme, et al, 2012:45).

*BH* terrorist activities continuously affected production, whole sale, retail businesses and investments as well as import and export trade (with the neighbouring Cameroon, Chad and Niger) in the NE region of Nigeria. This is seen in the continuous decline in the government revenue generated through custom duty tax and payment of business tax in trade activities in the NE region since the inception of the insurgency in 2009 to date.

Nigeria has been labelled as the most populated black nation and also called the giant of Africa in terms of resources, military might and other political and economic development, also termed as the 6<sup>th</sup> largest producer of crude oil in the world and a member of organization of petroleum exporting countries (OPEC). As such, the issue of *BH* terrorist activities is seen as a major setback to the country's development in terms of political and economic stability (IFES, 2015).

Finally, the researchers aimed at addressing how terrorist activities affected government revenues in the NE region and how government can overcome this menace posed by insurgency. The study further limits its scope to NE Nigeria through focusing on *BH* terrorist activities and its implications on government revenues.

## **2. Literature Review: Understanding Terrorism and Terrorist**

According to Brian Jenkins (in Wilkinson and Stewart 1987), terrorism can be described as a kind of weapons system. This is a useful definition to some extent because it provides a context to the researchers in which this weapon can be used by various actors. It is not the weapon of one group, organization or ideology but it is the weapon of various actors in the international system. It is indeed insightful to describe terrorism as the weapon of the poor. Terrorism is more likely to be used by 'poorer' groups who need to bring an expensive political change because terrorist activities induce lower costs but may bring significant political changes (Özdamar, 2008).

The saying 'one man's terrorist is another man's freedom fighter' reflects the seemingly inherent difficulties in defining terrorism. On a global level, several attempts to reach a common definition have been unsuccessful, and governments, international organizations, and private agencies, thus operate with separate characterizations of the phenomenon. Scholars in IR and related fields often employ the UN Academic Consensus Definition:

"Terrorism is an anxiety-inspiring method of repeated violent action, employed by (semi-) clandestine individuals, group or state actors, for idiosyncratic, criminal or political reasons, whereby - in contrast to assassination - the direct targets of



violence are not the main targets. The immediate human victims of violence are generally chosen randomly (targets of opportunity) or selectively (representative or symbolic targets) from a target population, and serve as message generators. Threat and violence-based communication processes between terrorists (organizations), (imperilled) victims, and main targets are used to manipulate the main target (audience(s)), turning it into a target of terror, a target of demands, or a target of attention, depending on whether intimidation, coercion, or propaganda is primarily sought" (Schmid, 1988).

Insurgencies has been as old as civilization but became most prominent after the September 11, 2001 bombings of the United States by Al-Qaeda. The bombings were carried out on world trade centre which has adverse effects on the business activities of America and globally (Rogan, 2007).

### **3. The *Boko Haram* sect**

The sect has adopted its official name to be; People Committed to the Propagation of the Prophet's Teachings and Jihad, which is the English translation of "*Jama'atu Ahlis Sunna Lidda'awati wal-Jihad*". The group is widely known by its '*Hausa*' (Nigeria's local language) name *BH* as jihadist terrorist organization based in the North-East Nigeria (Cook, 2011).

It is an Islamist movement which strongly opposes man-made laws. Founded by Mohammed Yusuf in 2001, the organization is a Muslim sect that seeks to abolish the secular system of government and establish Shariah Law in Nigeria.

The movement, whose name in the *Hausa* language, *BH*, translates as "Western education is sacrilege" or "a sin" is divided into factions, and in 2011, was responsible for thousands of killings (in its early stage) in Nigeria. (Eme et al, 2012:47).

Though the group first became known internationally following sectarian violence in Nigeria in 2009, it does not have a clear structure or evident chain of command. Moreover, it was a matter of debate then as to whether *BH* has links to terror outfits outside Nigeria and its fighters have frequently clashed with Nigeria's central government (Brock, 2012). The group pledged their allegiance to IS (BBC News, 2015).

*BH* is an indigenous offshoot of the Salafist group which only turned itself into a Salafist Jihadist group in 2009. The Salafist group are the militant group of extremist Sunnis who believe themselves as the only correct interpreters of the Holy Qur'an and consider moderate Muslims to be infidels; as such, they seek to convert all Muslims and to ensure that their own fundamentalist version of Islam will dominate the world. In Nigeria, the Salafist group is not legal and several members were arrested and prosecuted by the Government while others are awaiting trial. It propagates that not only interaction with the Western World is forbidden, but it is also against the Muslim establishment and the government of Nigeria. The group publicly extols its ideology despite the fact that its founder and former leader Muhammad Yusuf was himself a highly educated man who lived a lavish life and drove a Mercedes Benz (Bartolotta, 2011).

Human Rights Watch researcher Eric Guttchuss told IRIN News that Yusuf successfully attracted followers from unemployed youth "by speaking out against police and political corruption"

(Farouk, 2012:2). Abdulkarim Mohammed, a researcher on *BH*, added that violent uprisings in Nigeria are ultimately due to “the fallout of frustration with corruption and the attendant social malaise of poverty and unemployment” (Cook, 2011:3).

*BH* attacks both within Nigeria and its neighbours; Cameroon, Chad and Niger Republics as such, this portrays negative incentives to both traders and investors especially in the North-Eastern region as well as the stable revenue flow to the government (Eze, 2013: 92-94). The issue of investment is also about the issue of security. No investor will come to invest in Nigeria with the current security challenge (Baiyewu, 2012:9).

#### **4. Implications of *Boko Haram* on Government Revenue**

*BH*'s violent campaign for an Islamic state in Northern Nigeria has led to the growing isolation of this region. Trade in Kano, the economic hub of the North, is estimated to have been cut by half in recent years. IRIN, (2013a) roughly \$15 billion worth of annual trade and two million traders from neighbouring countries used to flow through Kano. IRIN, (2013b) As *Boko Haram*'s violent attacks have increased; fewer traders are crossing the border to take the risk. This coincides with a stream of businesses leaving Northern States from Borno to Kaduna for greater stability in the south (Shiklam, 2012).

*BH*'s high-profile kidnapping of French tourists in February 2013 accelerated the plunge in travel in the region. Internet and cell phone access have similarly been restricted due to *BH*'s bombing of 24 base transceiver stations belonging to at least six telecommunications companies in the North-East (Idris, 2012).

However, this has affected trade and trading activities significantly, as Nigeria typically supplies almost half of the Sahel's cereal needs. As a result of the conflict in the North, production is down and prices have spiked causing serious food security concerns in the Sahel, particularly import-dependent, Niger (Shiklam, 2012).

#### **5. The Frustration-Aggression Theory**

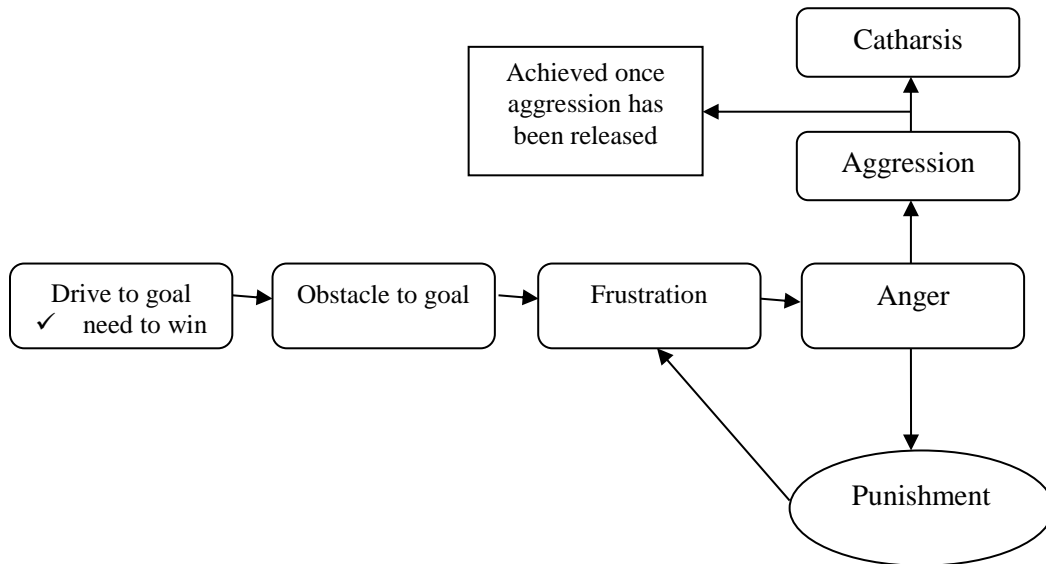
This theory was first developed by John Dollard and his research associates in 1939. These research associates were: “Leonard Doob, Neal Milles, O.H Mowrer and Robert Sears” (Ibaba, 2011: 242). Later the frustration aggression theory was modified and expanded by other scholars, including Aubrey Tates “Frustration and Conflict” (1962); Leonard Berkowiz “Aggression: A Social Psychological Aggression” (1961) and Ted Robert Gurr “why Men Rebel” (1970).

Frustration simply means the act of preventing someone from making advancement, progress or success in life, this blockage likely results to dissatisfaction in individual or groups who turn to react in a violent manner (aggression) as an indication of protest against hindrances to succeed. When this occurs, it can produce feelings of anger, which in turn can generate feelings of aggression and aggressive behaviour (www.alleydog.com).

##### **5.1 Assumption of the theory and its application**

This assumption postulates that when people are frustrated they would usually direct their aggression towards the cause of the frustration and if this is not possible it will be displaced unto another person or object. Frustration does not automatically result in aggression, but it produces a readiness for aggression if triggered (Akuva, 2012). According to the *BH* Terrorist, the Nigerian

state is not ready to give in their demands so they have embarked on several attacks on both the government (all security agents) and the civilian population. In effect, the terrorist have targeted government buildings, security personnel's, places of worships, markets places, local villages and all other activities to cause mayhem and cripple the economy and the government at large. These attacks were channelled to be presumed cause of the frustration or plight of the region. *BH* has influenced the short-falls in government revenues since the terrorist could not attack the federal government directly it attacks its source of revenue which often comes from trade and other business related activities in that region.



**Figure 1:** The Frustration – Aggression Theory Model

**Source:** Adopted from; John Dollard and his research associates in 1939

## 6. Research Methodology

The study utilizes a qualitative approach and has employed secondary data for its analysis. The secondary data for this study was collected by the government revenue collection organization and government disaster management agency offices. Furthermore, data was collected from the Federal Inland Revenue Service (FIRS) (Nigeria) Online Archives (office responsible for all revenue collections on behalf of the government of Nigeria). Data was also collected from the National Emergency Management Agency's (NEMA) (Nigeria) annual report and online database (the office has an agenda of managing disasters in Nigeria). Several government policies and strategies to end the menace of the insurgent attacks were reviewed. Lastly, the researcher presented the statistical data using Microsoft Excel while content analysis was applied to reach a logical conclusion.

## 7. Findings

The study found out that the major attacks by the *BH* terrorist are categorized into: Gun, Bomb and Kidnapping attacks respectively. Statistics indicate that the highest number of attacks by the insurgent group is by gun attacks which records 64% followed by bomb attacks which records 35% and finally kidnapping which records 1% of the total attacks carried out between the periods

July, 2009 and August, 2015. Also it was discovered that, there were more attacks in the period 2013-2014 which also stimulate revenue flow drop within the same period the government lost billions of naira. This could also be seen in the U.S. State Department report published by Forbes Statistics titled; *Global terrorist casualties in 2013–2014*.

However, strategies by the Nigeria government in terms of overcoming the menace of the insurgency are seen as focusing both internal and external, followed by its assessment so far. Among the internal strategies are that; Nigerian government replaced senior leaders in the security services including the Minister of Defence, National Security Adviser, service chiefs, and Inspector General of Police in an attempt to reinvigorate the fight against the insurgents. The Presidency also created the position of national counter-terrorism coordinator in 2011. This was followed by the Nigerian government's offer of amnesty in October 2011 and a proposal for dialogue with the insurgents in January 2012. The government strategy also explored legal means to defeat the *BH* threat and terrorism in the country as a whole through the passage of the Terrorism Preventive Act (TPA) in June 2011 (Ogbonnaya, and Ehigiamusoe, 2013). The Nigerian government also established a committee on security in NE. Part of the government strategies also identified Nigeria's porous borders as transit routes for the movement of arms and insurgents and the Nigerian government temporarily closed the country's Northern borders in early 2012. The Nigerian national security strategy focuses on "public safety and national stability" and relies heavily on the use of modern technology for intelligence, surveillance, detection and informatics as the basis for its new counter-terrorism strategy and critical infrastructure protection (Forest, 2012).

Furthermore, the use of local vigilante group popularly known as the civilian joint task force (CJTF) to help identify the sect members as some of them are repentant *BH* members are some of the internal strategies the government exploited. While some of the external strategies includes but not limited to the following; seeking international support from its neighbours, African Union, Britain, United Nation, United State of America and other international security organizations for assistance on ways to end the menace of the *BH* terrorist activities in the country and elsewhere.

Abbasi & Abu Bakar (2015) foreign policy remains the first and foremost tool that countries use to interact with each other throughout the history of international politics. As such, Nigeria in its quest to crush the insurgency threatening its security and economy solicited the support of its neighbouring countries. This led to the formation of the Multinational Joint Task Force (MNJTF) as a combined multinational formation, comprising units, mostly military, from; Benin, Cameroon, Chad, Niger, and Nigeria. It is headquartered in N'Djamena and is mandated to bring an end to the *BH* insurgency in Nigeria especially in the NE region of the country. As such, co-operating with neighbouring countries (i.e. Benin, Cameroon, Chad and Niger Republic) to form a strong alliance against the dreaded insurgence group became imperative as the new government of President Muhammadu Buhari came on board on May 29, 2015 with a committed priority on security as one of his government top agenda for Nigeria.

Therefore, it is however worthy to note that the Multinational Joint task force (MNJTF) has achieved great success in terms killing and arresting a lot of the *Boko Haram* members, pushing away the sect members into hide out at *Sambisa* forest, recapture of all territories under the groups

control and freeing a lot of hostages. But nevertheless, *BH* is still viral, recruiting new members and carrying out minor attacks, looting and kidnapping especially in remote villages and towns.

Finally, it is worthy to note that the study used assumptions of the theoretical framework of terrorism based on existing literatures, methodological approaches and empirical evidences. The frustration-aggression theory demonstrates that terrorists have a significant tendency to attack if their struggles and demands have been opposed by the government. Otherwise the government needs to approach them in form of a dialog to settle some of their grievances.

## **8. Conclusion and Recommendations**

To say that the deadly activities of the Islamic sect, *BH* is not killing the economy of the NE is an understatement because the series of attacks has been going on due to the prevalence of *BH* in that region which made investors and businesses with no options but to fold up and move out of that region. Other areas where the activities of *BH* seriously affect business enterprises with businesses activities destroyed include; Adamawa, Borno, Yobe, Bauchi and some part of Gombe State (Adebayo, 2014).

However, Maiduguri the capital city of Borno State has a popular market called Monday Market been the biggest market in the state, it was worse hit due to the attacks by the *BH* insurgents, the shops has to be closed because they were owned by the southern people of Nigeria, in fact it was reported that over 10,000 shops were closed down as a result of the activities of dreaded *BH* (Oshio, 2009). It has also been observed that, Othman & Sule (2015) businesses no longer takes place in most of the affected areas of the North-East part of Nigeria because markets were closed, banking services not rendered or hours of services reduced, which certainly crippled the enabling business environment and also government revenue flow in terms of taxes and other forms of levies.

In view of above submissions, this study recommends that attempts to fully understand and proffer solutions to *BH* insurgency in Nigeria; firstly, must not relegate class conflict, particularly among the political elites and issues of widespread unemployment, illiteracy, poverty especially in Northern Nigeria must be addressed by the government. Secondly, the government should acquire reconnaissance drones from foreign supplier countries to help monitor the country's borders at lower cost. Thirdly, to embrace a community-centric strategy aimed at denying *BH* members safe bases to plan and stage attacks. Fourthly, the government should ensure that there is smooth and closer cooperation between domestic security agencies and other stakeholders to enhance intelligence sharing, integration, joint conduct of operations and policy coordination.

Finally, if all these measures above are addressed by the Federal Government of Nigeria, the menace of terrorism and other inhuman activities will be curtailed and gradually halted and investor confidence will be restore to enable government get a steady revenue flow for the betterment of the NE region and the country at large.

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# Social Trust over Facebook among Malaysian University Students

Ooi Shok Hong<sup>1</sup> and Intan Hashimah Mohd Hashim<sup>2</sup>

School of Social Sciences, Universiti Sains Malaysia, Malaysia

(Email: <sup>1</sup>s.hong\_89@hotmail.com, <sup>2</sup>hashimah@usm.my)

## Abstract

Facebook as one of the most popular social networking sites has been the major focus among relationship researchers, especially those working with adolescents. Adolescents born in the era of advanced communication technology rely heavily on this medium to form and maintain their social relationships thus raising the issue of social trust across these relationships. This paper focuses on how Malaysian university students perceived social trust over Facebook. Rosenberg Generalized Trust Scale (RGT) was used to measure social trust over Facebook. This study assessed subjective well-being using Scale of Positive and Negative Experience (SPANE) and Satisfaction with Life Scale (SWLS). Participants were 800 students from a public university in northern Malaysia (178 males and 622 females). This study was conducted online using Google Form online survey. Findings indicated a medium level of social trust reported by participants. Findings also showed that social trust contributed to university students' subjective well-being. There was a positive correlation between social trust and university students' subjective well-being. In conclusion, social trust over social media such as Facebook is important to university students' well-being and represents one of the positive elements of Facebook relationships.

**Keywords:** *Social trust, subjective well-being, Facebook*

## Introduction

Development of the internet has increased the use of Facebook as a communication medium (Boyd & Ellison, 2010). Facebook enables users to create a public profile that allows them to connect with other users at the end of their fingertips (Boyd & Ellison, 2010). Malaysia has the population of 30,949,962 and out of this figure, 19 million of them are registered Facebook users (Socialbakers, 2016). Facebook has been rated as the top social networking site in Malaysia with more than 10.9 million active users (Alexa, 2015). University students have been found to log into Facebook at least once a day with an average usage of 52 minutes a day (Jacobsen & Forste, 2011). Young people have been shown to prefer online communication and they mainly use it for relationship purposes (Liu & Yu, 2013). The popularity of Facebook has somewhat reduced the traditional face-to-face communication especially among younger generations.

Trust is an essential aspect of social relationships and can contribute to the development of good interpersonal functioning (Thielmann & Hilbig, 2015). The virtual world of Facebook has opened a new area of research and concerns with "virtual trust". When people join Facebook, they begin to create a profile by posting their personal information. This profile is used to make connections with existing friends they knew offline and/or new people they met through the site. Researchers are interested to know how trust is established between people in virtual arena. It is challenging to establish trust between two strangers in Internet because they are not interacting physically with each other thus have less information about the other person (Pettit, 2004). A lot of research related to social trust has been conducted in offline context and other fields of study such as economic (Helliwell & Huang, 2010). Currently, there is a limited understanding about online social trust



especially among young people. In Malaysian context, researchers have focussed on perception of trust towards Facebook rather than trust of other users (Haque, Sarwar & Yasmin, 2013). This research examined social trust towards other users in Facebook.

Furthermore, a number of research have been carried out to study the impact of social trust on subjective well-being in offline context e.g, Helliwell and Wang (2010) and Jovanović, (2016), but less is known about the association between social trust and subjective well-being within online scenario. Looking at some of these offline studies, Helliwell and Wang (2010) examined social trust and subjective well-being among Canadian households and found that the two constructs are significantly linked to each other. However, this finding is not necessarily applicable to online context as there are differences between online and offline context including absence of nonverbal cues in online context. In addition, most of the research only focused on a single indicator of subjective well-being (e.g, happiness) and there are limited studies on associations between trust and multiple indicators of subjective well-being (e.g. positive emotions, negative emotions and life satisfaction). This study examined relationships between social trust and subjective well-being in Facebook context, using more than one indicator of well-being.

### **Social trust and subjective well-being**

Trust is a significant component in a successful online interaction (Coppola, Hiltz & Rotter, 2004). The virtual trust related to Facebook has opened a new area of research. Individuals who are actively participating in Facebook are more likely to experience connectedness and feel happier (Valkenburg, Peter, & Schouten, 2006). According to Ellison, Steinfield and Lampe (2007), university students who reported low connections with relationships over Facebook also reported lower life satisfaction. Thus, actively participating in Facebook increases university students' life satisfaction and well-being (Ellison et al., 2007). One possible mechanism of how Facebook increases life satisfaction and well-being is by fostering trust.

Facebook usage reduces uncertainties in virtual world and increases the level of trust among users. Stefanone, Hurley and Yang (2011) conducted a research on the usage of Facebook in reducing uncertainties in social media. The finding showed that Facebook users utilized Facebook to reduce uncertainties about new friends. For existing friends, Facebook is used to gather information about communication apprehension. Putnam (2000) stated that trust and reciprocity are positively associated with life satisfaction. People who are actively participating in a social network are more likely to receive more emotional supports from other users during a personal crisis. This support in turn can further enhance their trust of network members thus contributing to subjective well-being. Researchers also have found that people have higher subjective well-being when they reported that they can trust strangers (Coppola, Hiltz & Rotter, 2004).

Social connections and trust are causally linked in both directions. Balliet (2010) conducted an experiment on social connections and interpersonal trust and found that social connections are positively correlated with interpersonal trust. This means that people who trust certain environments are willing to make a connection with others. Many types of research have shown that trust and social connection to have independent linkages to subjective well-being (Helliwell & Putnam, 2004). In the study, participants were asked to evaluate their trust level in different domains. For dimensions with high level of trust, the score correlated with subjective well-being.

This finding provided further support for the relationship between trust, life satisfaction and subjective well-being.

The process of revealing personal information is a way for people to establish trust and build relationships (Trenholm & Jensen, 2011). An individual reveals information about themselves during relationship's development. This can help others to understand him or her. Besides this, self-disclosure contributes to an individual's subjective well-being by reducing the anxiety through revealed information and creating a positive impression about each other. Good relationships with others can increase an individual's life satisfaction and the level of subjective well-being. However, there are limited research about trust and subjective well-being in Malaysian context. Most of the research conducted in this area focused on subjective well-being and health in general (Choong, 2016; Lee, Verma, Yadva & Barua, 2016) and less research focused on trust. Most of the research also focussed on offline relationships. Therefore, this research attempts to address these research gaps by focussing on relationships between trust and subjective well-being in Facebook context.

## **Method**

### **Participants**

The survey was completed by 800 participants who were undergraduate students at a local university in Northern Malaysia. The participants in this study were not evenly distributed by gender and races. There were more female in this study which consists of 622 women and only have 178 male. Furthermore, there were more malay students in this study which consists of 440 Malay, 295 Chinese, 39 Indian and 26 other races. However, this reflects the patterns of general population in Malaysia and distribution of university students.

### **Procedure**

The procedure began with the selection of a university-wide courses. The selected course was opened to all students from different academic programs and years in the university and therefore enabled researchers to have access to a more representative group. Once the course has been identified and lecturer has agreed to allow data collection to be conducted in the course, the students were invited to participate in the survey through e-learning. The link to the survey was posted in the e-learning or class's page through Facebook. Students were instructed to answer the survey online (Google forms) within the time frame given.

### **Measures**

*Scale of Positive and Negative Experience (SPANE)*. Scale of positive and negative experience (SPANE) was used to measure the positive and negative emotions. In this study, twelve items were adopted from previous research which also focused on Facebook setting (Jafri, 2015). This scale consisted of twelve items that measured positive and negative experience of an individual. In this scale, six items devoted to assess positive experiences and another six items for negative experiences (Diener et al., 2010). The participants were instructed to rate their emotion based on the five Likert scale, the ratings ranged from one (very rarely or never) to five (very often or always). SPANE has moderate reliability ( $\alpha = .76$ ). In this study, the reliability for this scale was also moderate ( $\alpha = .67$ ).

*Satisfaction with Life Scale (SWLS)*. Satisfaction with Life Scale (SWLS) was used to measure life satisfaction. Satisfaction with Life Scale was adopted from previous research which also conducted in Facebook setting (Liu, Tov, Kosinski, Stillwell, & Qiu, 2015). The five-item scale was used to measure the global life satisfaction of an individual. The participants were instructed to specify their agreement with the statements by indicating an appropriate number on each item that was based on seven Likert scale ranging from one (*strongly disagree*) to seven (*strongly agree*). Diener (1984) stated that SWLS had a good reliability ( $\alpha = .87$ ). In this study, the reliability for this scale was very high ( $\alpha = .83$ ).

*Rosenberg Generalized Trust Scale (RGT)*. Social trust was measured by Rosenberg Generalized Trust Scale (RGT). This scale consisted of six items adapted from previous research (Valenzuela, Park & Kee, 2009). The participants were instructed to specify their agreement by indicating an appropriate number based on five Likert scale ranging from one (*Never*) to five (*Most of the time*). For the scoring, the total of social trust can be obtained by adding all dimensions. The total score can range from 6-30, with the highest scores indicating greater social trust. In this study, RGT has a moderate reliability ( $\alpha = .59$ ). The scale was targeted to assess social trust associated with their relationships on Facebook.

## Results

This research measured the level of social trust, positive emotion, negative emotion and life satisfaction among university students. In this study, the mean of social trust was 2.93, which indicated a moderate level. Subjective well-being was measured by positive emotions, negative emotions and life satisfaction. The mean of positive emotion was 3.70 indicated that the sample was experiencing positive emotions frequently. The mean of negative emotions was 2.44, which was slightly lower as compared to positive emotions. This implied that the sample rarely experienced negative emotions. Lastly, the mean of life satisfaction was 4.69 which indicated that the sample in the present study was slightly satisfied with their life. More details mean value are illustrated in Table 1 below.

Table 1  
*Descriptive Statistics for Social Trust, Positive Emotion, Negative Emotion, and Life Satisfaction*

	Participant
	<i>M (SD)</i>
Social Trust	2.92 (2.36)
Positive emotion <sup>a</sup>	3.70 (3.38)
Negative emotion <sup>a</sup>	2.44 (3.06)
Life satisfaction <sup>a</sup>	4.69 (5.10)

*Note.*  $N=800$ , <sup>a</sup>Subjective well-being was measured by positive emotion, negative emotion, and life satisfaction.

In this study, correlation was used to analyse the relationships between the social trust and subjective well-being of university students. The result of *Pearson Correlation* showed that there was a significant positive correlation between social trust and positive emotion ( $r = .323, p < .001$ ). By referring to this rule of thumb in the present study, social trust and positive emotion was moderately correlated. In addition, the result of *Pearson Correlation* showed that there was a significant negative correlation between social trust and negative emotion ( $r = -.170, p < .01$ ).

By referring to this rule of thumb, this result showed a weak correlation. Lastly, the result of *Pearson Correlation* showed that there was a significant positive correlation between social trust and life satisfaction ( $r = .271, p < .001$ ). This result also indicated a weak correlation. The results showed a positive correlation between social trust and positive emotion as well as life satisfaction. However, the result showed a negative correlation between social trust and negative emotion. Hence, there was a significant positive correlation between social trust and subjective well-being.

## **Discussion**

The findings of the study have indicated a medium level of social trust over Facebook at Malaysia university students. This implies that university students only trust their Facebook friends at sometimes. Compared to previous studies such as Feng, Vlachantoni, Liu and Jones (2016); Montoro, Shih, Román and Martínez (2013); Siegrist, Gutscher and Earle, (2005) and Yamaguchi, Brase and Yama (2014), the mean of the present study is consistent with their findings and appeared to be in the middle range in between 2.6 to 3.2. As compared to these previous studies, the current finding is in the medium level of trust. One possible explanation for this modest level of social trust with regards to relationships over Facebook is due to the difficulty of building trust in the virtual world where there is an absence of evidence and social cues (Pettit, 2004). However, there was a study that showed a high level of trust associated with Facebook and this was attributed to the willingness of users to share information on their page (Dwyer, Hiltz & Passerini, 2007). It is possible that the level of sharing information over Facebook for this particular sample of university students was relatively low thus contributed to the medium level of trust in this study.

By comparing the mean of trust in the present study to previous findings conducted in the Western samples (i.e., Montoro, Shih, Román & Martínez, 2013; Siegrist, Gutscher & Earle, 2005), the mean for this sample was relatively low. The lower level of trust may reflect cultural differences in which Western samples have been found to display higher trust towards the out-group people (refer to stranger or people that are not close) while Asians including Malaysian have lower level of trust towards these groups of people (Feng, Vlachantoni, Liu & Jones, 2016). Facebook relationships typically consist of people in and outside groups and the lower level of trust among Malaysian sample may reflect this cultural difference.

The findings of the research showed that there was a significantly positive relationship between social trust and positive emotions. It is likely that being able to trust information posted by Facebook users especially the positive ones elicit positive feelings including happiness. According to Lin, Tov and Qiu (2014), massive context of Facebook allows user to broadcast and receive joys thus fostering positive emotions. This pattern is more readily observed among our sample of university students as they are the more frequent users of the social media. Earlier, we established that university students are frequent users of Facebook (Jacobsen & Forste, 2011) and they are likely to share feeling, achievements, funny information and location. The positive Facebook posts can broadcast the joy to other users and elicits the positive emotion in other users. In addition, the users who post the information will receive the positive feedback from other users and indirectly increase the positive emotions. Future research needs to look more closely at the content of Facebook sharing.

In addition, the finding of the research showed a significantly negative relationship between social trust and negative emotions. The finding is similar with previous research (Sherchan, Nepal & Paris, 2013). Sharing of personal background, status updates and activities over Facebook may

reduce negative emotions such as anxiety often associated with unfamiliar information (Helliwell & Wang, 2011). Facebook information reduces uncertainties about a person therefore increasing trust and decreasing negative emotions.

This study also showed a significant positive relationship between trust and life satisfaction. This finding is similar with a research that have carried out in U.S (Putnam, 2000; Valenzuela, Park & Kee, 2009). One possible explanation is that Facebook has bigger social ties and the user can gain support from these ties during the crisis. The support can further enhance their trust towards the network members and contribute to life satisfaction. Moreover, the findings of this study is in accordance with the previous study (Calvo, Zheng, Kumar, Olgiati & Berkman, 2012) where high level of interpersonal trust was positively correlated with positive emotions and life satisfaction, and negatively correlated with negative emotions. This is again due to how information in Facebook reduces uncertainties and suspicion which indirectly influence emotions and life satisfaction.

There are two implications of the present study. Firstly, this study contributes to research in social trust by providing a more extensive picture on social trust and subjective well-being in Malaysia. Secondly, this study highlights how trust can represent a positive element to relationships in Facebook. Fostering trust in Facebook relationships allows users to benefit from the relationships and consequently have positive impact on their emotions and life satisfaction.

This study focused only on students in university. Using university students as sample limits the ability of the study to be generalised to other young adults. Besides this, most university students come from the middle and upper-middle classes that have better access to the Internet and have more time to socialize with people. Future studies should include other groups of population including young people who are not in university. It is important to include other groups of populations in order to capture the whole range of the issue. Current research has shown that social trust in Facebook increases positive emotions and life satisfaction and decreases negative emotions. Thus, social trust in Facebook increases university students' subjective well-being.

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# The Role of Self-Control and Body Image in Altering Eating Habits and Body Weight among University Students

Muhammad Waseem Tufail<sup>1\*</sup>, Rahmattullah Khan<sup>3</sup>, Md. Azman Shahadan<sup>3</sup>, Muhammad Saleem<sup>4</sup>,

<sup>1,2,1</sup>Department of Psychology & Counseling, Universiti Pendidikan Sultan Idris, Malaysia

<sup>4</sup>Department of Applied Psychology, The Islamia University of Bahawalpur, Pakistan  
(Email: waseemtufail.pk@gmail.com<sup>1</sup>)

## Abstract

The current study sets out to explore the role of self-control and body image in changing body weight and eating habits among university students. This qualitative study recruited four psychology students (3 overweight, 1 normal weight; 3 females, 1 male) from a public university in Malaysia through purposive sampling. The mean of age was 19.75 ( $SD = 2.21$ ). Semi-structured interviews were conducted and recorded with the consent of the participants. The audio and video data were transcribed, analyzed and tabulated by employing the content and thematic analysis. Findings of the study revealed that self-control and body image play a significant role in altering body weight and eating habits of the students. Overweight participants agreed that low self-control in eating is a major factor to increase body weight and negative body image demotivates social engagement and exercise. On the other hand, the respondent with normal body weight did not prioritize her body image but believed that self-control when eating is necessary to maintain body weight. The emerging problem of obesity among Malaysian students needs a careful consideration for prospective researchers.

**Keywords:** *Self-control, body image, eating habits, overweight, students, Malaysia*

## 1. Introduction

Obesity among the young people is an emerging problem worldwide. In the same vein, Malaysia has a growing number of obese/over-weight students as a serious threat to national well-being. Malaysian over-weight students are not only facing stigmatization of being less-privileged, but also becoming a victim of negative attitudes solely based upon their obesity (Latner, Ebnetter, & O'Brien, 2012; Akhter et al., 2017). There might be several prevalent causes that contribute in youth obesity, but one of the leading causes is improper eating habit (Farah-Wahida, Mohd-Nasir, & Hazizi, 2011), which is a major issue among Malaysian university students (Ganasegeran, 2012). A majority of students have poor eating practices (Alam, 2012), and skip at least one meal in a day, usually breakfast (Gan et al., 2011). Furthermore, eating patterns are not uniform among the genders; male students eat more as compared to female students (Mirnalini et al., 2008).

One of the salient barriers to control eating is poor self-control that is associated with poor/abnormal eating, improper eating habits, eating behavior problems, and even eating disorders among university students (Fan & Jin, 2013; Tangney et al., 2004). Similarly, for the other side of the coin, high self-control is associated with controlled eating, less emotional eating, healthy eating habits, and good health behaviors (Konttinen et al., 2009; Will Crescioni et al., 2011). Therefore, self-control is an important and influential factor to control eating and weight management among students (Haws, Davis & Dholakia, 2016). Surprisingly, few studies have been done to explore the intuitive connection between self-control and weight loss (Will Crescioni et al., 2011). Although,



obese individuals exhibit a lower degree of self-control than the individuals with normal weight and high self-control predicted fewer chances to become overweight (Tsukayama et al., 2010). Another prominent barrier to control eating and promote weight loss is negative or distorted body image that may lead to negative effects; such as unhealthy eating habits, and eating disorder in Malaysian students (Khor et al., 2009). Body image is an important factor in weight management among students (Alipour et al., 2015), and positive or ideal body image consisting various aspects such as body appearance, evaluation, orientation, and satisfaction that can enhance good eating behavior (Suwandi & Efendi, 2015). Whereas, overweight Malaysian students expressed lower confidence and less body satisfaction. Similarly, they express greater preoccupation over their body weight and shape (Khor et al., 2009). Moreover, body mass index significantly associated with body image (Balluck, Toorabally, & Hosenally, 2016). Meanwhile, limited researches have been reported on body image and weight concerns in Malaysian overweight students (Pon et al., 2004; Swami & Toyee, 2005; Khor et al., 2009; Mellor et al., 2009). Similarly, few studies have concerned to explore the connection between self-control and weight loss (Will Crescioni et al., 2011).

From the above scenario, there is a dire need to conduct a qualitative study to explore the role of self-control and body image among overweight Malaysian students.

### **1.1. Objectives of the Study**

1. To measure body mass index (BMI) of target Participants
2. To investigate self-control of participants from interview
3. To inquire body image of participants from interview
4. To explore eating habits of participants from interview

### **1.2. Research Questions**

1. How to categorize participants into normal and overweight?
2. What is the role of self-control in changing body weight and eating habits of students?
3. What is the contribution of body image in weight management and healthy eating habits among students?

### **1.3. Purpose of the Study**

Overall, a review of the literature suggested that further evidence is needed to explore self-control and body image among students and their role in weight management and healthy eating habits because research in this area is so limited. Therefore, a qualitative method is selected for this study to get in-depth information about target variables with students' personal experiences. The purpose of this study is to explore the hindrance factors that affect student's eating pattern, body weight, and personal concept of self-control and body image.

### **1.4. Significance of the Study**

The current study provides baseline information to the intervention models or programs that currently work on weight management and the development of positive body image in overweight youth. Moreover, the collected data from this study adds additional information to the existing literature because in-depth information is lacking in the current literature. Finally, the current study findings assist the clinicians to pay attention toward negative body image and poor self-control among obese patients.

## **1.5. Interview Questions**

1. Do you have self-control on over-eating?
2. How many times do you eat in a day? What types of food do you take within a day?
3. Are you satisfied with your body?
4. Do you want to reduce your weight?
5. What is your personal experience regarding weight and body image?

## **2.0 Method**

### **2.1. Participants**

The current qualitative study recruited four participants (Onwuegbuzie & leech, 2005; Onwuegbuzie & Daniel, 2003) from University Pendidikan Sultan Idris (UPSI), including both genders (3 girls and 1 boy), more specifically 1 'normal' weight and 3 'overweight' students. All participants belong to psychology department and age ranged was 18 to 25. The interview took place from each participant at Psychology Research Lab between 20 to 30 minutes.

### **2.2. Research Design and Sampling**

The present study is qualitative in nature and contextually qualitative research method used to understand the participant's experiences (Maxwell, 2012). Purposive sampling (Mason, 2002; Patton, 2005) was used for data collection and further (homogeneous samples) interviews (Holloway & Wheeler, 1996; Patton, 2005; Robson & McCartan, 2016).

### **2.3. Instrument**

A short screening questionnaire was employed to collect the data during interviews. There were four major questions constructed regarding desired variables.

### **2.4. Procedure**

Initially height and weight measures in Psychology research lab, and maintain privacy as each participant weighed without his or her fellows. A topic guide used to prompt discussion about participant's everyday lives, their perceptions about food and eating, body weight, body image, body appearance, and self-control. The interviewer did not use any embarrassing or value-laden terms related to body size and shape (e.g. chubby and fat) so that each participant could spontaneously introduce the terms with which they were familiar and comfortable. The questionnaire used to provide prompts within the interview. Interviews took place between April-2016 to May-2016 and audio-video recorded in each interview with participant's consent.

### **2.5. Data Analysis**

The data obtained from the interviews were transcribed and analyzed through coding and constant comparison process. Thematic and content analysis began whilst the data were still being collected. This means each theme that emerged in the previous interview explored in later interviews. Researcher read the transcripts repeatedly.

### **2.6. Ethical Consideration**

Informed consent took from each participant before conducted an interview and debriefed about the study. The pseudonyms are used in the study; instead of the real names and the data were

decontextualized where appropriate to ensure individuals could be identified. Data files kept confidential with an ambiguous name. The data file wouldn't share with anyone except the team involved in this research.

### 3.0 Results and Discussion

Table 3.1  
Content Analysis Matrix

P.no	Gender	Age	BMI	Verbatim	Context
Question 1					
1	M	23	28	<i>He eats more if he finds his favorite food especially when he was at home. He knows and believes he doesn't stop himself to eat sweet things especially cake.</i>	He cannot stop eating at home.
2	F	19	29	<i>She doesn't eat so much to consider she has a self-control problem because she already eats according to her plan and she doesn't like many sweets things or a special type of food to consider she cannot stop herself. She can say that yes, she has a self-control on eating</i>	She has self-control on eating and she doesn't eat much because she eats according to her dietary plan
3	F	18	26	<i>She doesn't think that she eats more and she can stop herself when she needs to stop eating. She doesn't eat sweet things and she doesn't think she cannot control herself when she eats her favorite food. She can say that she has a much self-control, not fully control but she has. She thinks, she doesn't have any issue or problem regarding self-control.</i>	She has much self-control and she can stop herself when she needs to stop eating.
4	F	19	22	<i>She likes to eat sweet things and she eats more sweet things. Mostly she likes to eat chocolates and cannot stop herself when she was eating chocolates. She can control herself in others dishes but it is difficult for her to stop eating sweet things.</i>	She thinks she doesn't have self-control when she eats chocolates and cannot stop herself to overeating.
Question 2					
1	M	23	28	<i>He eats more than 3 times in a day. He eats bread for breakfast and rice for lunch but if he doesn't eat rice for a lunch he feels hungry. He eats some snacks before dinner and does dinner regularly but sometimes he takes soup in supper but not usually. He likes to eat sweet things such as cake. He eats more when he is in the home.</i>	He eats more than 3 times and he knows it is not good for his health.
2	F	19	29	<i>She eats 2 times in working days, and prefer to eat light things for breakfast, after that, she takes lunch and never eats until night. She drinks milk for dinner and avoids eating some solid things. She used food</i>	She eats a balanced diet as well as used food supplements. She drinks just milk

P.no	Gender	Age	BMI	Verbatim	Context
				<i>supplements and conscious about her diet. She is suffering hormonal problem.</i>	for dinner. She is suffering hormonal problem.
3	F	18	26	<i>She eats 3 times in a day, and she thinks her diet is quite ok but she prefers to stop eating rice in every day especially for lunch time. She doesn't eat sweet things. She doesn't take a breakfast regularly, sometimes she eats sometimes not. She eats rice 2 times in a day for lunch and dinner.</i>	She eats 3 times in a day. Sometimes she did not take breakfast. She eats rice 2 times for lunch and dinner.
4	F	19	22	<i>She eats 3 times in a day. She prefers to eat bread for breakfast, and rice for lunch as well as for dinner. She eats sweet things especially chocolates, if she wakes till late night, she eats something after dinner but not usually.</i>	She eats 3 times in a day. She eats bread for breakfast and rice for lunch and dinner.
<b>Question 3</b>					
1	M	23	28	<i>He is quite satisfied with his body, although he knows he is healthy, chubby and fatty. Sometimes his friends call him chubby, fatty etc., sometimes his family members' jokes on him and called big, fatty. He likes his head because it looks quite ok with his body size but he dislikes his abdominal obesity.</i>	He is quite satisfied with his body but dislikes abdomen part.
2	F	19	29	<i>She is not satisfied with her body. She knows her body is big. She did not receive more negative comments about her body from family or friends. She likes her hands because the hand is ok with her body size. Although she dislikes her feet because feet are too small and body is too big. She looks like an older due to big body.</i>	She is not satisfied with her body. She likes her hand and dislikes her feet.
3	F	18	26	<i>She is quite satisfied with her body, although she is healthy and fatty. It is a difficult question to give an answer about liking and disliking of body parts, but researcher insists then she told, she dislikes her thigh.</i>	She is quite satisfied with her body but she dislikes thigh and chin.
4	F	19	22	<i>She is not satisfied with her body although other individuals told her she is quite slim and smart. She doesn't like the lower part of the body below the waist because it is quite fatty and heavy. Although she likes upper body part upside from the waist.</i>	She is not satisfied with her body image. She dislikes lower body part from waist to onward but she likes upper body part.
<b>Question 4</b>					
1	M	23	28	<i>He wants to reduce body weight. He wants to control overeating and can lose his body weight if control overeating especially rice, and do exercise regularly.</i>	He wants to reduce his body weight through exercise and control overeating.

P.no	Gender	Age	BMI	Verbatim	Context
2	F	19	29	<i>She wants to reduce her body weight and she is trying to reduce it. She is using food supplements currently and goes for walk but not regularly. She tries to manage exercise on regular basis for reducing body weight.</i>	She is trying to reduce her body weight through exercise and food supplements.
3	F	18	26	<i>She wants to reduce her body weight through exercise and control overeating especially rice.</i>	She wants to reduce her body weight through diet and exercise.
4	F	19	22		
<b>Question 5</b>					
1	M	23	28	<i>He knows he is fat, chubby, his friends commented the same but not usually, while his family members commented the same whereas he considers his body quite ok but needs some exercise and control diet.</i>	He admits he is fatty and chubby. He needs to do exercise and control overeating.
2	F	19	29	<i>She is big, and she remembers when students called her mother during the previous job. She liked student's comments at that time. She thinks due to overweight she looks old lady.</i>	She is big and students called her mother previously.
3	F	18	26	<i>She doesn't have experience that someone teases her or passed negative comments about her body size or body weight, but her close friends sometimes passing comments that she is healthy and she knows that she is fatty.</i>	She is fatty, no one teases her but sometimes friends just said healthy.
4	F	19	22	<i>She received appreciation from her friends that she is smart but personally she feels her lower body part below the waist is heavier.</i>	She received gratitude about her body size but she feels her lower body part is thicker and bigger.

*Note.* P.no= Participant number, M= Male, F= Female, BMI= Body mass index

Table 3.2

*Information Adequacy Summary*

Participant	Perception of self-control (Theme 1)	Frequency of eating (Theme 2)	Perception of body image (Theme 3)	Intention toward weight reduction (Theme 4)	Personal experience (Theme 5)	Total
1	✓✓	✓✓✓	✓✓	✓✓	✓✓	11
2	✓✓	✓✓	✓✓✓	✓	✓✓	10
3	✓	✓	✓	✓		4
4	✓	✓	✓	✓		4

Note Single ✓ shows participants provided information; double ✓✓ shows more information provided; Triple ✓✓✓ shows rich information provided.

Table 3.2 shows information adequacy provided by the participants during the interview. The result shows that participant 1 and 2 provided more information during the interview as compared to the participant 3 and 4.

### **3.1. Perception of Self-Control**

The participants agreed on the relationship of self-control and eating and they consider self-control as the ability to control one's self to stop eating even they have desired to eat more. Previous studies prove that there is a strong relationship between eating and self-control (Tangney et al., 2004; Konttinen et al., 2009). Some participants admitted that they don't have self-control regarding eating to stop themselves especially when they were eating delicious and favorite food. Meanwhile, Respondent 1 (M: 23: 28) declared that he cannot stop himself when he eats favorite food in the home. Existing literature supported that overweight people have self-control problems (Burger & Lynham, 2010). A similar statement was made by Respondent 4 (F: 19: 22) that she doesn't have self-control when she eats sweet things especially chocolates. Respondent 3 (F: 18: 26), said she doesn't think so she cannot control herself toward eating, she has control on this matter. Finally, Respondent 2 (F: 19: 29) stated that her impulses completely under control, she can say that she doesn't have any problem of self-control in terms of eating because she is conscious about diet. Research supported that self-control also associated with restrained eating in some samples (Williams & Ricciardelli, 2000). Study supported that self-control is an important and influential factor to control overeating and weight management among students (Haws, Davis, & Dholakia, 2016)

### **3.2. Frequency of Eating**

The participants responded very well to share about the timing of eating and types of food that they are eating in particular timings. Respondent 1 (M: 23: 28) described he eats more than 3 times in a day; usually, he eats bread in morning and rice for lunch. If he doesn't eat rice, he feels hungry and finds something to fulfill his hunger. He eats rice for dinner but eats supper seldom. He likes to eat sweet things such as cake. Research supported that Malaysian male students prefer to eat more as compared to female students (Mirnalini et al., 2008). In the opposite side Respondent 2 (F: 19: 29) stated that she eats 2 times in working days and 3 times in weekend days. She prefers to eat light things in the morning time and only take lunch, but for dinner, she prefers to drink milk. She takes a balanced diet and she is using food supplements currently. Similarly, Respondent 3 (F: 18: 26) described that she is taking balanced diet but sometimes she eats more rice and doesn't eat sweet things. Sometimes she did not take breakfast but take lunch and dinner regularly. Research supported that majority Malaysian students skipped at least one meal daily and breakfast most frequently skipped (Gan et al., 2011). Finally, Respondent 4 (F: 19: 22) likes to eat sweet things and she eats chocolates. She eats 3 times in a day but whenever she stays wakeful till late night she finds something for eating. Research supported that when students stay awake longer in the night, the urge developed to grab something for eating (Deliens et al., 2014). She eats bread in the morning and rice for lunch and dinner as well. Research supported that eating habits have been a major concern among Malaysian university students (Ganasegeran, 2012) because they tend to have poor eating practices (Alam, 2012). Research supported that eating behavior or overeating positively associated with BMI among students (Farah Wahida, Mohd Nasir, & Hazizi, 2011). Another study supported that high self-control needs to develop in both boys and girls but majority girls are less likely to become overweight (Tsukayama et al., 2010).

### **3.3. Perception of Body Image**

Respondents perceived the concept of body image as perception about their own body, and how others perceived about their body. Research supported that the concept of body image encompasses body appearance, evaluation, orientation, and satisfaction (Suwandi & Efendi, 2015). Respondent 1 (M: 23: 28) stated that he is quite satisfied with his body but he knows he is fatty and chubby that's why his friends and family members told him the same but rarely. He likes his head but doesn't like the stomach. Respondent 2 (F: 19: 29) described that she is not satisfied with her body and doesn't like her feet because her body is bigger and feet is too short, although she likes her hands. Research supported that some Malaysian students were not satisfied with their bodies (Mellor et al., 2009). On the other side Respondent 3 (F: 18: 26) stated that she dislikes her thigh but she is quite satisfied with her body. She knows she is healthy but she did not receive any negative comment about her body. Research supported that some overweight females still satisfied with their body size (Okop, 2016). Respondent 4 (F: 19: 22) stated that she is not satisfied with her body because the lower trunk is fatty although she likes upper trunk. Other people commented about her body that she is smart and slim but she knows lower body part is still fatty that's why she dislikes lower body part. Research revealed that body image perception is an important factor among students (Alipour et al., 2015), and body mass index significantly associated with body image particularly in students (Balluck, Toorabally, & Hosenally, 2016).

### **3.4. Intention toward Weight Reduction**

All respondents gave intention toward weight reduction even normal weight respondent intentionally wants to reduce her body weight. Respondent 1 (M: 23: 28) planned to start exercise for weight loss and intended to increase self-control to overcome over-diet and sweet things. Meanwhile, Respondent 2 (F: 19: 29) is doing exercise and taking food supplements and also maintain a diet to reduce her body weight, while still searching more techniques for effective weight reduction. Furthermore, Respondent 3 (F: 18: 26) also planning to start exercise and control unhealthy eating pattern for weight loss. Finally, Respondent 4 (F: 19: 22) emphasized to stop overeating specifically sweet things for weight reduction and also positive thinking to start exercise on daily basis especially to reduce lower trunk size. Research supported that there was a strong connection between self-control and weight loss (Crescioni et al., 2011). Malaysian overweight students desired to be lighter than their present weight (Khor et al., 2009). Another study supported that obese or overweight participants expressed willingness to lose weight and intended to do exercise (Okop, 2016).

### **3.5. Personal Experience**

Respondents share their experiences how they are thinking currently and perception of others about their body image. Respondent 1 (M: 23: 28) revealed that he has experienced to face negative comments about his body not just from friends but some family members passed comments such as he is chubby or fatty. Research supported that overweight or obese students were greater stigmatized (Latner, Ebnetter, & O'brien, 2012). He is quite satisfied with his body but he needs and interested to reduce body weight. Respondent 2 (F: 19: 29) stated that some students were called her mother because her body is bigger and looking wise elder or more aged person due to big body. After that, she did not receive such type of comments but she is intended to reduce her body weight. Last two respondents did not share any experience from their lives. Research supported that being overweight is coming up a significant problem particularly in Malaysian

students (Akhter et al., 2017), and predicted more negative attitude toward overweight and obese (Latner, Ebnetter, & O'brien, 2012).

#### **4.0. Conclusion**

The current study concluded that self-control and body image play a significant role in changing body weight and eating habits among students and are a risk factor for obesity. The participants gained weight and were suffering unhealthy eating habits due to low self-control and negative body image. Therefore, weight management intervention studies should focus on self-control and body image as salient factors in weight loss and control overeating.

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# **New Parameter Dimension in Estimating Value-at-Risk (VaR) for Sukuk Market : A Conceptual Review**

**Anis Suhaila Anas<sup>1</sup>, Zatul Karamah Ahmad Baharul Ulum<sup>2</sup>, Mohd Asrul Hery Ibrahim<sup>3</sup>**

<sup>1,2,3</sup>Faculty of Entrepreneurship and Business,  
Universiti Malaysia Kelantan,  
Malaysia

(Email: aniss.anas@gmail.com<sup>1</sup>, zatulkaramah@umk.edu.my<sup>2</sup>, hery.i@umk.edu.my<sup>3</sup>)

## **Abstract**

The aim of this study is to estimate the Sukuk market volatility using volatility models. The data consist of daily closing prices for Murabahah Sukuk obtained from Data Stream, Thomson Reuters Eikons, Securities Commission Malaysia and Bursa Malaysia covering the period between 2010 and 2015. In this paper, the researcher will use different volatility models to estimate value-at-risk (VaR) in Sukuk market. VaR has become known as a widely common financial risk measure and has become a standard risk measure for financial risk management due to its ready applicability, ease of computation and mainly their conceptual simplicity. A wide extensive list of both symmetric and asymmetric GARCH models including GARCH-normal and GARCH-t will be considered in modelling the volatility in the Sukuk market. All VaR estimations are carried out by “Decision Tools Suite 7.0” software. The performance of these models is analysed through descriptive analysis. This study is expected to provide valuable information and guidelines to issuers, policy makers, regulatory bodies and investors regarding Sukuk market performance.

**Keywords:** Backtesting, GARCH, monte carlo simulation, sukuk market, value-at-risk

## **1. Introduction**

A few financial crises that happened since last 15 years, have described the inefficient methods in managing the risk in that it motivates the practitioner, policy makers and risk managers to find a better quantification for market risk estimation in financial industry (bond as part of financial instrument here) (Selmi, Fakhfekh, & Salem, 2015). From the definition, the conventional system of the bond issuance, interest became the center of attention in most of the transaction. However, interest in the Islamic financial system is strongly prohibited by Shariah. Regardless of extensive research on the market risk behavior of Bonds and stock prices in various conventional financial markets, less study has been less concentrated on evaluating the nature of market risk for Sukuk (Islamic Bonds). Sukuk is an alternate to Bonds. Currently, Sukuk is gaining popularity in the financial markets for raising capital based on a Shariah compliant manner (Damak & Volland, 2008).

The main idea behind introducing Sukuk was the high demand for an Islamic kind of long-term financial instruments which can play a similar role as conventional fixed-income debt securities such as treasury bonds and bills (Iqbal & Tsubota, 2006). However, similar to other instruments that are traded in any financial market, Sukuk is also affected by risk. Previous studies only focused on conventional sovereign securities or bonds within the fixed income securities for the Malaysian Market (Hafezian, Salamon, & Shitan, 2015). Thus, there is a need to address the lack of studies

done to discuss about Shariah-based issuance or Sukuk. Besides that in accordance to the latest statistic of Global Sukuk Issuances (GSI) 2015. Earlier, Malaysia is the main Sukuk player or the largest issuer of Sukuk among 'active player country'. Thus, there is an obligation to study the financial risk behavior of the Sukuk market. This support the notion that further research on fixed income securities especially the Shariah-based security in the Malaysian market is highly recommended (Hafezian et al., 2015).

Risk is usually measured as a standard deviation or variation of outcomes with and technical quantification advancement, the risk management have evolves and since then several risk methods are apparently available. One of the most suitable and remarkable mathematical approach to quantify financial risk is value-at-risk (VaR). According to many authors, VaR approach is considered to be among the best methods in risk assessment. VaR is defined as the maximum amount of loss expected for a portfolio over a given holding period at a certain confidence level (Jorion, 2007). Another motivation of this study is that many previous empirical research have looked on factors such as total risk and alpha even beta, standard deviation and variance as risk representation. However, VaR is slowly replacing standard deviation or volatility as the most widely used risk measure. Thus, when engaging with Sukuk as the financial instruments to Sukuk risk quantification, question arise as "to what extent will the VaR numbers be different under certain constraints?" how unique will the performancs of these in suggested VaR to Sukuk risk quantification be. Therefore, the general research objective of this study is to estimate the worst expected loss of Sukuk based on VaR.

## **2. Literature Review**

Sukuk is one of the financial instruments in the Malaysian capital market which comply with Shariah requirement. The growth of the Islamic bond market in Malaysia has demonstrated a noteworthy development over the past three decades. Sukuk is an Islamic bond and is based on the concept of securitization. Sukuk is comply with shariah requirements, which means it's transaction does not involve interest (Riba'), uncertainty (Gharar), and gambling (Maisir).

The current practise are basically similar to conventional concept of securitization, which is a process in which the ownership of the underlying assets are transferred to an investors through documents essentially known as certificates, Sukuk or instruments that are representing the proportionate value of an assets (Haider & Azhar, 2010; Zawya, 2015). There has been growing interest in Sukuk since the introduction and has become the preferred capital market instruments for raising funds. The global Sukuk industry experienced enormous growth over recent years and is now at the centre of the rapid development in Islamic financial system (Shahimi & Sapiyi, 2013). According to International Islamic Financial Market (IIFM) 2015 report, Malaysia is one of the total volume of Global Sukuk outstanding from a country perspective, 93% is represented by just five countries , Malaysia 57% , Saudi Arabia 17% , UAE 10% , Indonesia 6% & Qatar 4%.

The growing demand on the instrument has created a flourishing Islamic financial system specifically in Malaysia. Hence, it is important to note that the resilient capital market would eventually contribute to the rapid growth of the Islamic finance industry. Since 1996 until 2014, Malaysia has become the largest Sukuk market which holds for nearly 67% of outstanding global Sukuk (Ulus, 2013). The essence of these emerging instruments triggers the financial crowd about

the risk management and measurement for its scope of investment that is Sukuk. Managing risk is at the main base of managing any financial organization. In most countries, quantitative methods are now useful for regulators to evaluate market risks. Therefore, the most commonly used and accepted measure of market risk is namely VaR or value-at-risk. Moreover, Shahimi and Sapiyi (2013) stated that VaR is among the most popular risk measures for the evaluation of capital needed as a shield against any unexpected losses.

According to (Yamai & Yoshiba, 2005), VaR has become a standard risk measure for financial risk management due to its ready applicability, ease of computation and mainly their conceptual simplicity. Generally, VaR gives the financial risk manager the worst expected loss under average market conditions over a certain time interval at a given confidence level. While the mathematics that underlie in VaR were extensively evolved in the context of portfolio theory by Harry Markowitz (1956). VaR made it possible for dealers to use risk measures that could be differentiated and managed across trading sectors as a means of monitor and control their financial risks (Danielsson & Zhou, 2015). The regulators also consider VaR is a useful tool in measuring market risk. Thus far, wide accepted definition of VaR Lopez (1998), Jorion (2007) and Dowd (2005) stated that, VaR is a mathematical approach that shows the maximum amount of loss over a given holding period at a certain with a given confidence level. A notable explanation of VaR is measured in three variables, the amount of potential loss, the probability of the amount of loss, and the time frame (Predescu & Stancu, 2011). Nowadays, implementing the VaR model is considered as a goal of risk management because it is easy for them to compare profitability and risk of different units and allocate risk based on VaR (Gourieroux & Jasiak, 2009).

### **3. Research Methodology**

This study uses a quantitative approach to measure the risk in Sukuk. The process involves selecting the assumption and relevant values as the underlying principles, providing a comprehensive approach for measurement and valuation to justify each data and results. The data in this research will be gathered from the daily data which is believed to provide a more timely and accurate proxy for conditional risk in the management of Sukuk which is subject to daily monitoring. In this study, the data used is secondary data which will be obtained from Data Stream and Thomson Reuters Eikon gathered the Sukuk indices. Secondary data is the daily closing prices for Sukuk issued in Malaysia. The use of daily data is also similar to the previous studies (Batten et al. 2006; Batten and Hogan, 2003; Manzoni, 2002; Miloudi and Mouraux, 2009; Nakashima and Saito, 2009; Pedrosa and Roll, 1998 and Yap and Gannon, 2007). The data is still actively traded from January 2010 until the month December 2015. This research only focuses on measuring the market risk of Sukuk Murabahah as the leading Sukuk issuance in Malaysia (M. S. Saad, et al., 2009; N. M. Saad & Haniff, 2013; SC, 2015).

An adequate VaR model needs a correct specification of the chosen GARCH-type model. In this paper, will look to study the price dynamics for Murabahah Sukuk issuance via computing the VaR based on GARCH-type models which is only focusing on Normal (Gaussian) distribution, or Non-normal distribution; that is, the t-distribution which is GARCH-normal and GARCH-t distribution. All VaR estimations are carried out by "Decision Tools Suite 7.0" software. Finally, computing the VaR then assessing their performance for both in-sample and out-of-sample periods. Next, two GARCH-type models in normal and Student-t distributions then, we introduce

the VaR model and how can it be computed with these GARCH-type models and finally the statistical accuracy of model-based VaR estimations.

### 3.1 GARCH-normal distribution

GARCH-normal or Normal (Gaussian) distribution considers the impact of the market shock on volatility prediction to be independent of its sign (Hansen & Lunde, 2001). This normal distribution indicates that market factors often experience periods of greater volatility, which may be persist for long periods of time. The majority of application of the GARCH model are based upon the GARCH(1,1) version, which considers only one prediction error (Ragnarsson, 2011). The simplest GARCH(1,1) version model if  $p = 1$   $q = 1$ , thus, analytically:

$$\sigma_t^2 = \omega + \alpha \epsilon_{t-1}^2 + \beta \sigma_{t-1}^2 \quad (3.1)$$

### 3.2 GARCH t-distribution

Other than in normal, another variation of the GARCH model is identified when a normality condition is not observed or assumed. It is the volatility modelling under non-normal distribution. Implemented to adjust and accommodate a reasonable amount of fat tail observed in the data analysis. The series of t-distribution is:

$$f(t|\nu) = \frac{\Gamma\left(\frac{\nu+1}{2}\right)}{\sqrt{\pi(\nu-2)}\Gamma(\nu/2)} \left(1 + \frac{t^2}{\nu-2}\right)^{-(\nu+1)/2} \quad (3.2)$$

The process includes selecting the underlying principle, provides the comprehensive approach for measurement and evaluation to explain each data and the results. This research will apply a structured MCS that can simulate the return data and the scenarios to obtain the changes in VaR estimation.

Theoretically, VaR can be presented as :

$$\text{VaR}_t = W_t \sigma \sqrt{\Delta t} \quad (3.3)$$

Where  $W_t$  is the portfolio value at time  $t$ ,  $\sigma$  is the standard deviation of the portfolio return and  $\sqrt{\Delta t}$  is the holding period horizon (h) as a fraction of a year.

VaR estimated by running hypothetical from Monte Carlo simulations (MCS). The data used in this research is the daily price data which is believed to provide a more timely and accurate proxy for conditional risk. The second part, The MCS which is integrated with several volatility models is used as the approach to quantify the VaR numbers for Sukuk investment. The overall process involved in calculating and evaluating VaR based on the Monte Carlo Simulation (MCS). An accuracy test is observed to evaluate the VaR estimate of what extent the proportion of losses that exceed is consistent with the model's chosen confidence level (Engel & Gizycki, 1999; Escanciano & Olmo, 2008; Leccadito, Boffell, & Urga, 2013; Ulum et al., 2012). The process of backtesting the accuracy of the estimated VaR is crucial. In developing the most suitable risk estimation model, VaR will be accommodated with backtesting; Kupiec (1995) stress test. In this study, the backtesting VaR which is based on Kupiec (1995) test. This study will use the Kupiec test to verify whether VaR models provides a proper coverage according to the chosen confidence level (Ulum

et al., 2012). The overall suggested process involved in calculating and evaluating VaR based on the MCS, the adaptation from Jorion (2006), p.200, is as follows:

1. Decide the data sources - Murabahah Sukuk in Malaysia indices from Thomson Reuters Eikon data stream for the period of 2012 until 2016
2. Parameter setting - parameter setting is crucial in dealing with quantification of VaR which highly affected by the parameters. (CL=95%, h=25days)
3. Transforming financial data - the data transformed into logged form using eviews (Decision Tools Suite 7.0)
4. Financial data statistical – To obtain the results for descriptive analysis; the Stationarity and the normality test will be obtain using eviews 9.0.
5. Volatility modeling - volatility modelling process depends on either of 2 condition; Normal (Gaussian) distribution, or Non-normal distribution; that is, the t-distribution. The analysis is run using Microsoft excel (numb.xl add.ins)
6. VaR Calculation integrated with MCS - 10,000 iterations. The simulation is run using @Risk (Decision Tools Suite 7.0) for more accurate risk estimate can be obtained.
7. Backtesting - GARCH model validation. An accuracy test is observed to evaluate the VaR estimate of what extent the proportion of losses that exceed. The test will using @Risk add.ins.

#### **4. Conclusion And Discussion**

The importance of financial risk management has increased mainly due to increase of volatility of financial market over the recent years especially for Islamic finance industry specifically for Islamic fixed income securities. Thus, this study is significant as it can be used by both risk managers and policy makers to find a more accurate solution to measure risk. Apart from that, this study is one of very few studies which have investigated the behavior of Sukuk data using secondary data and describes based on several statistical distribution function. Observation parameters are based on two levels of confidence (95% and 99%) and holding periods of 1-day. Furthermore, the return distributions are analyzed random normal and student t-distribution. The MCS which is integrated with several volatility models is used as the approach to quantify the VaR numbers for Sukuk investment. These volatility models are GARCH-normal and t-GARCH models. As mentioned above, the main objectives of this study is to estimate the worst expected loss of Sukuk by using Murabahah Sukuk data indices as the object of the research based on VaR. According to many authors, VaR approach is considered to be among the best methods in risk assessment (Cakir & Raei, 2007; Chen, Silvapulle, & Silvapulle, 2014; Danielsson & James, 2014; Gouriou & Jasiak, 2009; Hung, Lee, & Liu, 2008; Nanaeva, 2010; Yamai & Yoshida, 2005). Apart from that, VaR also takes into account the correlation between different financial instruments/positions (Corkalo, 2011).

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# **The Conservation of Architectural Values in The Shophouses, George Town, Penang, Malaysia**

## **Case Study: Sun Yat Sen Museum**

**Akram Zwain<sup>1</sup>, Azizi Bahauddin<sup>2</sup>**

<sup>1,2</sup>School of Housing, Building & Planning, Universiti Sains Malaysia,  
11800 USM, Pulau Pinang, MALAYSIA.  
(E-mail: idazusm@gmail.com<sup>1</sup>, azizigt@gmail.com<sup>2</sup>)

### **Abstract**

Penang which is a well known city situated in the northern part of Peninsular Malaysia has been added in to the UNESCO's world heritage back in 2008. This is to acknowledge its rich cultural heritage constitutes of unique architectural components and cultural townscape. Vernacular shophouses in George Town is one of the cultural heritage that has been well studied to understand their importance in the cultural and environmental heritage values context. However, despite all of this architectural and cultural values, the recent modern shophouses in Malaysia still do not share similar concern and the importance of maintaining the cultural values. It is to comprehend the remaining of the maintained culture in the city. The Sun Yat Sen shophouse in Penang has been studied and reviewed in this paper. It is a small private museum which has been preserved for more than hundred years. The building is one of the examples that embraces its original components. It is an extraordinarily beautiful example of Straits Settlements merchant's shophouse. This research aims to critically investigate into the original elements preserved in this house, re-restored and converted into a Museum for the sustainable architectural compliance. Moreover, It is rich in design and art components that are embedded in its architecture, conserving until today. Apart from it. The introduction of new non-related architectural components into the southern Chinese (eclectic style) style in shophouses in George Town has resulted in the disappearance of this unique style of architecture. This investigation employs a qualitative research approach by documenting evidence and understanding the architectural as well as cultural influences of the southern Chinese eclectic style by studying the Sun Yat Sen Museum as a case study. The findings of the research point towards highlighting the most important architectural elements preserved in this house, an addition to its architectural character of the shophouse.

**Keywords:** Conservation components, Vernacular shophouse, Culture and Style.

### **Introduction**

The main purpose of this paper is to examine the architectural value of eclectic style. The Straits eclectic is the architectural manifestation of east meets west. Elements of European architecture are incorporated into properties that usually belong to Asia and very likely Chinese owners. In fact, it is rich in design and art components feature in its architecture that is still conserving until these days. The Straits eclectic style came about during a prosperous era in the history of George Town in between the 1840s to 1910s. It was also during the period when George Town experienced an influx of Chinese immigrants. Zwain& Bahauddin have quoted that most of the ornate clan shophouses in George Town were built during this period of time between 1840s to 1910s (Zwain& Bahauddin, 2017). Furthermore, this city was successfully added to the UNESCO's



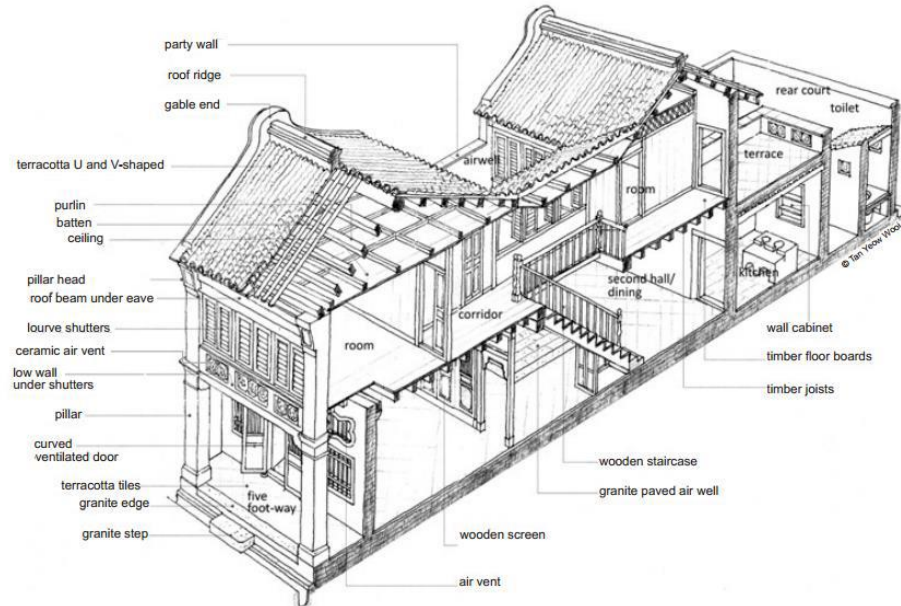
world heritage list in 2008 to acknowledge its rich cultural heritage that constitutes of unique architectural and cultural Townscape along the Straits of Malacca.

### **The Vernacular Shophouses of George Town, Penang**

Vernacular shophouses have been built in Penang for two hundred years. It is clearly could be seen the influence of Chinese, Malay, Indian and European styles. The mixture of those styles merged and matured in response to the local environment (Ismail& Shamsuddin, 2005). From the Chinese came the courtyard plan, the rounded gable ends and the fan-shaped air vents; from the Malay came the carved timber panels and the timber fretwork; from the Indians, urban construction techniques, including a hard-wearing plaster; from the Europeans, French windows and decorative plasterwork (Fels, 2002). The Chinese, with a long urban tradition, began building attached structures soon after their arrival. With regards to the strength of the sun and force of the rains, the settlers has blended a little bit of Malay porch element with a portion of hometown arcades of China so as to create the verandah-way. Thus, it evolved a continuous covered walkway. Knapp et. al has mentioned that due to this protection elements made the Indian immigrants as well the Chinese shopkeepers of Penang unable to determine the business growth (Knapp, Ong & Wang, 2010). Thus, as in the case of 120 Armenian Street, the shophouse was designed mainly for residential purpose. The unique Chinese form of shophouses resulted from local influences and colonial's modification in an attempt to adapt to tropical climates.

### **Architectural Components of Vernacular Shophouses**

A vernacular shophouse or townhouse has two or more storeys and is a commercial and private structure (*Figure 1*). The tenants usually use the first floor for commercial purposes such as sundry shop, light industry or warehouses; and reside in the upper floors. The building is connected to several other shophouses to form a shophouse block (Fatland, 2013). This shophouse is repeated to create streets and town squares found in many urban areas in Malaysia. Sometimes, the tenants use both the ground and upper floors for residential. This type of shophouse is known as terrace house. In such case, the building has a big entrance with a timber bar locked into the door head, metal-bar and louvered-panel windows on the ground floor and a few openings at upper floors (Khoo, 2007).



**Figure 1: Heritage Shophouses Features**  
 Source: <http://penangshophouse.com.my>, (2016)  
 Accessed on 13/5/2016

Usually, a shophouse will have a narrow frontage between 12' to 18'. The length varies greatly from 60' to 140' topped with a pitched roof of not more than 30°. The shophouse often designed in a symmetrical organisation in which the entrance is located in the middle with windows on both sides. A shophouse is characteristically featured a five-foot way (kaki lima) or verandah walkway. The covered five-foot way is typically located in front of the house which comes with an arched opening and joined between houses. Thus, it creates a continuous walkway on the front facade of the shophouse block (Ahmad, 1994).

### **Shophouse Style in George Town, Penang**

Penang Heritage Trust (Heritage of Malaysia Trust, 1990) has classified shophouse buildings in George Town into 6 main historical styles (*Figure 2*). Those are, Early Penang Style (1790s - 1850s), Southern Chinese (1840s - 1900s), Early Straits (1890s - 1910s) and Late Straits Eclectic Style (1910s -1940s). Thereafter, the Art Deco (1930s -1960s) and Early Modernism Style (1950s -1970s) were introduced. The unique architectural and decorative features in each style represent the history of George Town in a different period of time.



Figure 2: The period of shophouses were classified by Penang Heritage Trust <http://penangshophouse.com>, 2015  
Modified By Author

The southern Chinese eclectic style observed in the Sun Yat Sen Museum shophouse based on the observation and studied of the details of its architecture. The unique architectural and decorative features has proven to represent the eclectic style at different period of time. One could only say a building might have ‘heritage value’ if the shophouse is either maintained the distinct historical features or at least restore the features that might have been lost. Thus, one could find the original features and decorative elements of shophouse within the said building. Thus, it is ought to revamp the presence of the conventional structure so as to enhance the building performance towards a greener design. This is in parallel to support the sustainable development.

### Sun Yat Sen Museum, George Town, Penang

The Sun Yat Sen Museum is one of the recognized shophouses building by the UNESCO and World Heritage Site (WHS), of George Town. This is due to its unique architectural style, culture-historical attributes. It is observed that most of the shophouses in Armenian Street, George Town, Penang would either become as residential or just for the business purpose. The Sun Yat Sen Museum is situated along with the George Town Heritage Office with distance of about 300 meters. Along the 300 meters street is the loation by which many residential shophouses (*Figure 3*), museum building, markets as well as George Town heritage office are situated. Principally, the Armenian Street in George Town has a history of interest to those who occupied them. Occasionally, there was a significant activity being structured in there led by Dr. Sun Yat Sen.



*Figure 3:* Front facade of the Sun Yat Sen, 120 Armenian Street is a shophouse of Penang (Khoo, 2009)

Those activities took place in the shophouse found at 120 Armenian Street which was associated with Dr. Sun Yat Sen that was known as the father of the nation. Moreover, the shophouse itself served as a significant base for Sun Yat Sen's activities in George Town, Penang (*Figure 4*). It has become as one of a good examples from the late 19th-century association style by which the enhancement happened through his personal association. Sun Yet Sen Shophouse was built around 1880 as a residential townhouse.



*Figure 4:* The Penang Conference –Dr. Sun Yat Sen Speaking to His Fellow Revolutionaries  
Source: [https://en.wikipedia.org/wiki/Road\\_to\\_Dawn](https://en.wikipedia.org/wiki/Road_to_Dawn)  
Accessed on 20/11/2015

The narrow double storey building structure is a very good example of merchant's house in the Straits Settlements. The building comes with a covered walkway or at least complimented with

five-footway which would be linked to the neighbour shophouse. The five-footway is to ease the pedestrian movement and secure their safety. Some of the original features are still available on this 130 feet (40 meters) length building. Those are courtyard garden, timber made staircase, geometric tiling floor as well as the large beams spanned lime plaster walls.

A dedicated area and its function towards the house could be seen as in (Figure 5) and (Figure 6). At the moment, the different themes of the house (Sun Yat Sen history, family history, traditional house Museum) are spatially ordered so that the exhibition of Dr. Sun Yat Sen biography occupies the front part of the house. The second hall which is the most heavily furnished with original blackwood Straits Chinese furniture is mainly dedicated to the Ch'ng family. Furthermore, the Museum kitchen displays traditional cooking utensils associated with the role of women in a Baba-Nyonya household (Khoo, 2010).

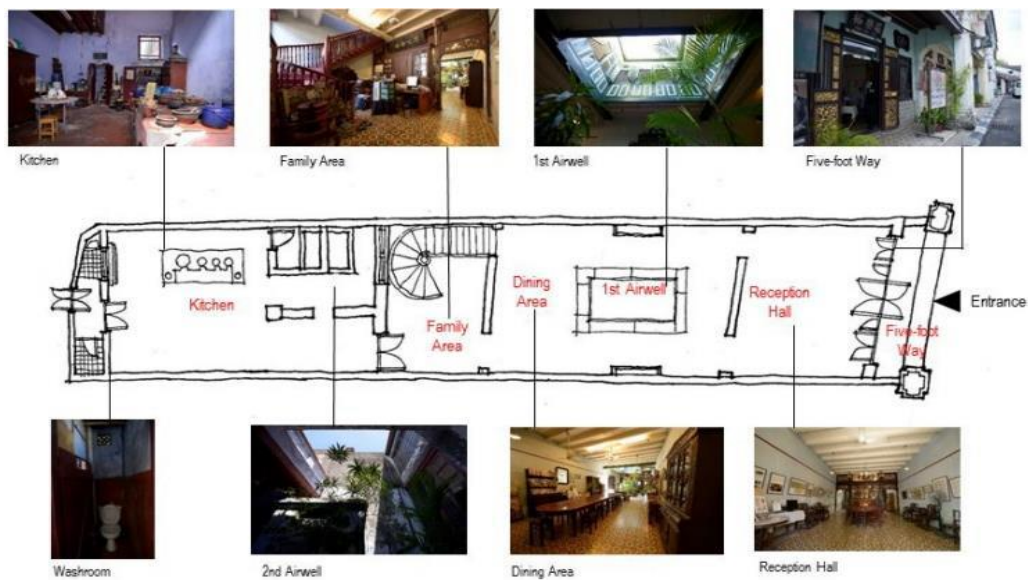


Figure 5: Spatial Organization of Ground Floor  
 Source: Modified by Author





*Figure 6: Spatial Organization of First Floor*  
Source: Modified by Author

The kitchen in Sun Yat Sen Museum (*Figure 7*), is a Nyonya kitchen designed with double void high ceiling, a small opening and louvred windows. The strategic design is found to be a very sustainable place in bringing sufficient lighting into the kitchen and effective ventilation to keep this place cool from the heat produced while cooking (Zwain& Bahauddin, 2015). The second air well is located just beside the kitchen to promote better air circulation. The centrepiece of this area is the firewood stove that was made of concrete and painted to make it looks like bricks. Pots, pans and utensils displayed here were originally used to make Nyonya cakes and for daily cooking (Brophy& Lewis, 2011). Madam Tan Ean Siew, the stepmother of the fourth owner, usually used the large kitchen, to produce wedding sweetmeats (kah-win kueh) meant for the major celebrations. Nowadays, they transform it to a modern style by using gas or electrical appliances. The traditional stones still remain in there as it is part of their memory of this Museum (Reese, 2011).



*Figure 7: The kitchen of Sun Yat Sen Museum*

The interior is fully decorated with the original black wood made of Straits Chinese furniture and ornately carved wooden screens (*Figure 8*).



*Figure 8:* Black Wood Straits Chinese Furniture and Carved Wooden.  
Source: Taken By The Author

The title of this 120 Armenian Street dated back in 1875 and the house had already been shown in the 1893 map. The house is deemed to have been built circa 1880. When the road now called Kampong Kolam was made behind the house, the back portion of the house was renovated in 1924. The alterations were designed by the well-known architect Chew Eng Eam. The green colour scheme and some decorative features were probably introduced at this point. After the Second World War, the house was used as a warehouse for storing goods for Ch'ng Eng Joo. A moveable zinc awning was installed at the front air well. A photograph of part of the house in 1953 shows the carved wooden front doors. Sometime after that and some years before 1992 – the facade was altered. The wooden door was replaced with a collapsible metal grill. The timber louvered shutters were replaced with timber-framed glazed shutters (Yvonner & Alvin, 2013).

The house was progressively restored after 1992. The repairing covered the roof, the front air well as well as the gutters. However, the facade was only renovated in 2010. The new shophouse style was observed to be built by bricks, plaster coat and roofed with fire proof tiles instead of wood or attap thatch which was commonly used before. The fire proof tiles was officially executed right after a fire happened in 1814. The air ventilation and light would be sheathed from a series of wooden louvered shutters which is placed at the upper storey of full faced. Nowadays, it is observed that the shophouses are equipped with two layers of glass windows instead of wooden made shutters. A series of ornamental ventilation ports too could be seen from the bottom of the shutters (*Figure 9*). It is made of ceramic tiles along with some carved openings as well as painted in light blue hue color (Yvonner & Alvin, 2013). A stylish *shou* which means “longevity” character is surrounded by four bats could be seen from the insert molded feature.



Figure 9: *Shou* Featured By Four Bats and *Wu*  
 Source : Taken By The Author

*Wu* which is represented by five essential elements of good fortune marks the traceability of 5<sup>th</sup> century which was written in *Shuijing* or “Book of History”. It is very famous, especially in the Ming and Qing dynasties. Those five elements are longevity, wealth, health, love of virtue and lastly to die in a natural way at the old age. Zhuang Rong Yu is the three characters which could be seen on top of the entrance door placed on a horizontal signboard refer to Ch’ng Eng Joo which is the name of a firearms company that is Ch’ng Teong Swee. The characters of Guorui Jiexiang means “Prosperity” for the country and “Auspiciousness” for the family is available on the surface of red doors (Fatland, 2013). An elongated building with the width of about 5.50 meters and 40 meters in height would have a shady and dark internally. It comes with a spatial component known as sky - well. Sometimes, air - well or light - well also refers to sky - well. In the south of China, sky - well is called “*tianjing*” (Figure 10). Commonly found in urban shophouses or even in country homes. It provides a possible mechanism for internal ventilation as well as light through an attenuated structure. A bright and windy place furnished with a set of table and chairs are reserved for guests to drink tea while having conversation is located next to a rectangular sky - well.

The sky - well provides a cosy place till the second floor allows a myriad type of greenery available in the shophouse. Huge vats used to be a reservoir tank to store the falling rainwater for domestic use. If we looked further inside, an antique wooden made curio cabinet is attached to the wall with an iron safe imported from Birmingham around 1900 used to keep account books as well as cash.





*Figure 10: Sky – Well of Sun Yat Sen Museum*  
Source: Taken By Author

One room could be found after passing through the front entry (*Figure 11*). This room is backlit by the sky - well that radiates through the two doorways as well as a carved wooden wall screen which separates the living hall for the public from the more privacy behind area meant for family members. A rectangular altar table with a square table down under serves for family members to worship deities. Meanwhile, space further inside or upstairs would be a preferred place for ancestral tables.



*Figure 11: A Room after The Entrance Backlit By Skywell*  
Source: Taken By The Author

The lithographed portrait of Sun Yat Sen could be seen in a carved wooden frame with is full of low relief carvings and lattice panel's decoration (*Figure 12*). The portrait of Sun Yat Sen is a common portrait to be seen in any Chinese schools in the past.

Besides the two flags with each one of them for the Nationalist party (Kuomintang) as well as the Republic of China, there carved with his famous motto “The revolution is not yet over, comrades must continue their efforts.”



*Figure 12: A lithograph portrait of Sun Yat Sen  
Source: Taken By The Author*

### **Research Findings**

George Town’s unique vernacular shophouses and streets await their fate. It is difficult to rebuild these structures at their original cost. This is not only due to a limited skilled labor but also lacked off the inexpensive materials and manpower. The sense of decoration, of craft, even of opulence cannot be duplicated. The weather will not change. The humidity, heat and rain will continue to inflict damage on structures. The streets will stay alive only as long as maintenance thrive. This paper has presented about the Sun Yat Sen Museum which lies in the heart of George Town, Penang. Moreover, the Museum was feted as Malaysia’s newest UNESCO World Heritage Site. Thus, the main concept of conserving the Sun Yat Sen Museum preserves the rich historical evidence in this building. Following the concept, principles are crucial to providing a fundamental guideline for the architecture style to conserve and preserve work in this cultural heritage. The building is a living example of the architectural heritage of George Town which is a superb example of Straits Settlements merchant's shophouse. The findings of this study have benefited the author with a significant understanding of the architectural and cultural influences that govern the design of the shophouse. This in turn helps in characterizing the Eclectic Style architecture. Based on the discussions, each style has distinctive architectural and decorative features. This in turn represents the history of George Town at different period of time. These vernacular shophouses are a perfect example of architecture that used materials which are locally available such as lime, claystone, and timber. As highlighted, Sun Yat Sen Museum possesses architectural features such as air vents and air well. These features help for a natural ventilation and cooling within a building. As the architectural values and also the implication of dwindling number of

shophouses concern arose, it is important for the architectural values and the cultural impact to be discussed further. This is to conserve the presence of shophouse and its distinct architecture in future.

## Conclusion

The richness and wide range of architectural derived from western and eastern styles as well as its traditions have granted a uniqueness of the Straits Eclectic architecture particularly in Penang. The main concept of conserving the Sun Yat Sen Yat Sen Museum is to preserve the rich historical evident in this building. Following this concept, maintain the original building structure and fabric as much as possible. As well as, preserve a direct relation to building's function and purpose. Furthermore, The future generations of this country, particularly the descendants of the Baba-Nyonya may not only learn the architectural and historical values of the shophouses which were of importance to such community but also the cultural aspects. Based on the discussion, it is important that the Baba-Nonya are associated with and recognised by their architectural significance in addition to their crafts, antique furniture. Even though they no longer enjoy the high social and economic status of the golden age, the Baba architecture should be part of the architectural heritage of Malaysia. Efforts should be made to conserve their unique architecture including the shophouses.

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# **Growth is Good for the Poor: Panel Data Evidence from Africa**

Anas Sanda<sup>1</sup> and Saidatulakmal Mohd<sup>2</sup>

<sup>1,2</sup>Economics Programme, School of Social Sciences, Universiti Sains Malaysia  
(E-mail: anassanda@gmail.com<sup>1</sup>, eydda@usm.my<sup>2</sup>)

## **Abstract**

From the period immediately after the great depression to date, the world economy as a whole has experienced tremendous growth. However, the growth has largely been uneven. Globally, inequality levels have increased both within and between countries. Although globalisation has brought tremendous economic growth worldwide, it has also brought with it increased poverty and inequality, particularly in the poorest developing economies. Nevertheless, opinions remain sharply divided in the economic, social and political spheres regarding the role that growth plays on poverty and income inequality. The controversy in the literature is vast. While one group of studies in the extant literature find growth to increase inequality, another group argue that growth reduces inequality. This study contributes to this debate and finds evidence in support of the second strand of the literature which argues that growth reduces inequality. Specifically, we use panel data to empirically examine the growth-inequality nexus and find evidence that economic growth reduces poverty and inequality in Africa.

**Keywords:** income inequality, economic growth, poverty, Africa

## **Introduction**

In recent decades, African economies have experienced significant positive economic growth. An understanding of how the proceeds of economic growth are distributed among people and countries of Africa is important for the analysis of poverty and inequality in the continent. A 2011 study by the African Development Bank, finds seven of the ten fastest growing economies in the world during the 2000s were in Africa. Despite this, the region is second only to Latin America as the most unequal in the world. This study therefore aims to establish if the tremendous growth recorded in the recent past by African economies have translated into poverty reduction, or whether the growth has led to the widening of income inequality on the African continent.

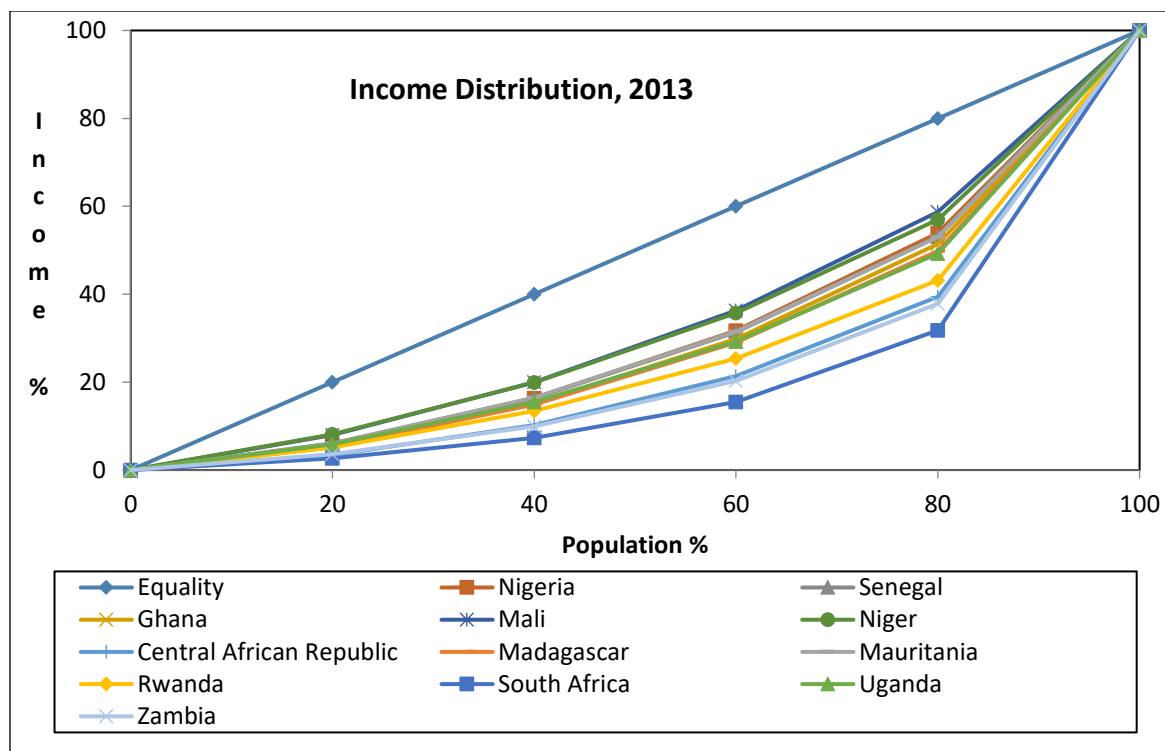


Figure 1: Lorenz Curves showing income distribution in Africa in 2013

Source: Author’s computations using WDI data

### The Empirical Literature

The empirical evidence regarding the inequality-growth relationship is conclusively inconclusive (Fields, 2007). Alesina and Rodrik (1994), Persson and Tabellini (1994), Thorbecke and Charumilind (2002) all argue inequality is not necessary for growth. Others, including Barro (2000), Deininger and Squire (1998), Forbes (2000), Gallor and Moav (2004), Voitchovsky (2005), and Garcia-Penalosa and Turnovsky (2007) find a positive association between inequality and growth, with a few instances where the results were inconclusive. They argue that increased inequality, particularly in developed countries, augurs well for economic growth. Galor and Zeira (1993) put forward a strong argument in the literature regarding inequality and growth. They argue that income inequality is a product of growth and is pivotal to the shape and pattern that growth assumes. According to Barro and Sala-i-Martin (1992), states that are relatively poorer grow faster than their richer counterparts in the United States.

Empirical evidence also suggests countries with high human capital development - in the form of higher levels of education – tend to register greater growth in GDP, with increased openness of their economies (Basu & Bhattacharai 2011). However Barro (2008) and Agnello, Mallick and Sousa (2011) argue that excessive trade and financial liberalisation is harmful for economic growth. In a study of six South Asia countries, Bhattacharai (2011) finds international trade has significantly increased poverty and inequality in the region. The findings of Bhattacharai (2011) are not isolated. China’s tremendous growth – achieved through increased openness - has also come at the cost of a significant widening of the income gap between the haves and the have-nots, even though absolute poverty rate has declined from 70% in 1978 to 15% in 2004 (Deng & Jefferson 2010). A

possible reason for this is because the Chinese growth model has given greater emphasis on investment in capital-intensive projects (Herd 2010).

However, Dollar and Kraay (2004) find no statistical significance for the impact of trade on the income of the poor. In this cross-country study of one hundred and one countries, although, they observe increased trade openness is positively associated with growth, they find no “systematic change in the distribution of incomes of households”. Similarly Perry and Olarreaga (2006) find trade liberalisation policies have failed the poor through increased inequality. Trade policies that do not provide a buffer for semi-skilled or unskilled workers in developing countries where the labour force is predominantly not skilled is only likely to exacerbate income inequality. Moreover even for studies that report low inequality as being associated with high growth, positive growth alone may not be a sufficient condition for achieving low inequality. Countries preoccupied with achieving economic growth that consistently gives rise to low inequality would have to implement policies that ensure growth is pro-poor (Kim 1997).

Although the growth literature is far from unanimous regarding the effect of inequality on growth, there is a prevailing theme that suggests growth reduces inequality by improving the lot of the poor (Kraay 2002). Persson and Tabellini (1994), Perotti (1996), Easterly (2001), Perry et al (2006) and Serven (2006) all find evidence that inequality inhibits economic growth. Also, a significant volume of studies find that increased trade openness has a positive effect on growth (Basu & Bhattacharai 2011, Barro 2008, and Agnello 2011). Bloom, Canning and Sevilla (2004) and Weil (2007) use health to proxy for human development and find a positive association between the health-growth nexus. Human capital (represented by health expenditure per capita) and demographic factors (represented by the percentage of the population living in urban areas) are also expected to have a positive effect on growth, and a negative effect on inequality. Bertinelli and Strobl (2003) and Henderson (2002) find increasing proportions of the populations of developing countries residing in urban areas to be good for growth. Furthermore increasing fertility is associated with rising inequality levels (Odedokun and Round 2004).

### The Model

To estimate the effect of economic growth on income distribution, this study draws from the models developed and used in several previous empirical studies such as Barro (2000), Lundberg and Squire (2003) and Szeles (2012), among others.

The basic model for income distribution is given by equation (1) below:

$$\ln y_{i,t} = \omega'x_{i,t} + \psi'z_{i,t} + e_{i,t} \quad (1)$$

for (i = 1, 2,...,n; and t = 1, 2,..., T).

where  $x'$  represents explanatory variables common to both economic growth and income distribution as posited by the extant literature.  $z'$  stands for explanatory variables particular to only income distribution, and  $e$  is the stochastic error term for income distribution. The indexes  $i$  and  $t$  represent the country and time period dummies respectively.

Equation (1) above is constructed with the assumption that income distribution and economic growth are independent of each other. Hence to examine how they interact with one another, the assumption is for the mean time discarded. By dropping the orthogonal condition, equation (2) below estimates the effect of growth on income distribution.

$$\Delta \ln G_{it} = \omega \Delta \ln G_{it} + \psi \Delta \ln G_{it} + \xi \Delta \ln G_{it} + \epsilon_{it} \quad (2)$$

## The Results

To check for unobserved heterogeneity in panel data analysis, we perform static analysis regressions using random effects and fixed effects models. We also apply the generalised method of moments (GMM) technique in order to reduce the risk of potential autocorrelation of the residuals. This technique is also useful in order to avoid spurious results which are common place when static models are estimated for non-stationary variables.

The Gini coefficient is set as the dependent variable and the effects economic growth, trade, health and fertility rates exact on it are estimated. Fixed and random effect estimations of the inequality regression are estimated in the table below. The Hausman test recommends the choice of the fixed effect regression to gauge the effects of the dependent variables on income inequality. Although both models yield similar estimates, trade is insignificant in the random effects model but significant at the 10% level in the fixed effects model. The fixed effects model is preferable for the estimation of the inequality regression due to the expectation that the explanatory variables may be correlated to the gini index. The dependent variables are significant in both models, except trade which is insignificant in the random effects model. Nevertheless the overall estimates are robust and consistent.

Table 1			
Results of regressions for the effect of economic growth on income inequality			
Dependent Variable: Gini	Fixed effect	Random effect	GMM
Ln growth	(12.77258)***	(6.507344)***	(15.6052)***
Trade	0.04314*	0.010305	0.039751***
Health	0.0175218***	0.022475***	0.0187985***
FertlRate	(2.116072)*	(1.84578)*	(2.53713)***
Constant	143.907***	99.13142***	83.61256***
Tests	F(11, 166) = 17.69 (0.0000)	Wald chi2(4) = 21.36 (0.0003)	Wald $\chi^2(4) = 97.35 (0.0000)$



Sample	N = 12; NT = 182	N = 12; NT = 182	
Within	0.1200	0.0673	
Between	0.1478	0.5395	
Overall	0.0766	0.3945	

Source: Author's computations

Notes: Hausman test for random effects model.  $\chi^2(4) = 24.26 (0.0001)$ .

\* (\*\*) (\*\*\*) indicate significance at the 10 (5) (1) level.

All regressions include period dummies (not reported).

Variable definitions and data sources are reported in the Appendix.

## Discussion

Results of the static and dynamic estimations reveal a consistent and robust relationship between growth, health and fertility with inequality. The regressions however report contrasting findings for the effect of trade on income inequality. As expected, economic growth has the effect of reducing income inequality. As a country's economic fortunes improve, income inequality declines. This is similar to the findings of Dollar and Kraay (2002). And unlike the findings of Odedokun and Round (2004), we find that when fertility rate increases income inequality reduces. The argument in the literature regarding the role of increasing fertility rate on income inequality is that it traps the poor into a vicious circle of poverty. This study finds otherwise. A possible explanation for the effect of rising fertility rate on income inequality based on the findings here is that rising fertility rates may lead to the provision of more human capital for the economy which promotes economic growth and in turn decreases income inequality. Health on the other hand, according to the findings of this study, has a robust and consistently positive effect on increasing inequality. A probable explanation for this is that healthier individuals are more productive, and hence earn more, which worsens income inequality.

## Recommendations and Policy Implications

Like Dollar and Kraay (2002), we find growth reduces inequality. These findings are significant for a number of reasons. High inequality levels tend to generate some degree of tension in society. This tension is manifested in the form of disputes between owners of capital and labour (workers). The result of this friction is a reduction of labour supply by labour when it opines that the income that accrues to it is lower than its valuation of the contribution it makes to production. This impasse slows down economic activities and reduces economic growth rates. African countries can learn from the lessons of Latin America. For a long time Latin America has been the world's most unequal continent. However, many countries in the continent have successfully implemented policies that lead towards the redistribution of income from the rich to the poor. The resultant effect has been significant and sustained gains in economic growth over the past decade. Countries including Brazil, Mexico, El Salvador, Chile and Nicaragua have implemented far reaching, inclusive redistributive policies which have translated into greater growth rates. Chile for example,

promulgated redistributive policies that effectively made education free for its citizens, and provided a platform that promotes small and medium scale enterprises, among others. For Brazil, the major sources of redistribution were changes in labour incomes (including a restructuring of the minimum wage), and social security adjustments designed in a manner that makes the poor benefit more than the elite (Neri 2012). These redistributive policies reduced inequality and led to sustained growth. Campos (2012) cites the aggressive inclusive growth strategies pursued by the Mexican government over the past decade to be an important reason for its economic recovery. African countries could therefore promote economic growth by aggressively pursuing redistributive policies similar to those pursued by Mexico, Brazil, Chile, and Nicaragua.

On the effect of health on growth and income inequality, the study finds health positively influences both. The positive association of health with inequality is partly unexpected as theory suggests health reduces inequality. A probable reason for this divergence is the fact that health is positively correlated with productivity. Income inequality between countries would therefore widen over time due to the differences in productivity of labour between countries. Economic theory suggests when labour productivity increases, economic growth is boosted. Like the theory, the study finds increase in health boosts economic growth. Others who have similar findings are Bloom, Canning and Sevilla (2004) and Weil (2007). Thus countries that invest in improving the health status of their populations are likely to register greater economic growth.

Contrary to the theory, and to the findings of Odedokun and Round (2004) and Croix and Doepke (2002), I find a rise in fertility rate is growth promoting. The inequality literature suggests that increasing rates of fertility have a positive effect on inequality. The argument suggests poorer segments of society reproduce more and invest less in education and thus are caught in a vicious cycle of poverty as fertility rate goes up (Croix and Doepke 2002). An increase in population, which a rise in fertility rate implies, supplies the economy with the much needed labour which is necessary for enhancing the growth process, provided that other ingredients necessary for growth to occur are in place.

Therefore, in light of the experiences of the Latin American countries, African countries, African countries would do well to pursue deliberate measured interventions targeted at curbing inequality and pursuing a more inclusive shared growth. Furthermore in pursuing redistributive policies, it is vital to adequately invest in human capital to strengthen the position of the labour force (by increasing expertise, skill, competence and productivity) in the face of an increasingly globalised international trade arena. By investing in social spending programs in health, education and housing, governments raise the productivity of the poor. Programmes that subsidise agricultural produce, price-guarantee schemes, employment tax credit, free healthcare systems and universal free education promote redistribution and increase productivity of labour.

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# **Does Economic Union Matter in the Finance-Growth Nexus? New Insights from Union Économique et Monétaire Ouest Africaine (UEMOA)**

**Kizito Uyi Ehigiamusoe**

Economics Program, School of Social Sciences,  
Universiti Sains Malaysia, 11800 Minden, Pulau Pinang  
(Email of corresponding author: ehiuyikizexcel@yahoo.com)

## **Abstract**

This study juxtaposes the impact of financial development on economic growth before and after the formation of Union Économique et Monétaire Ouest Africaine (UEMOA) in West Africa. It covers 1980-2014 period and employs different empirical strategies that address various economic and econometric issues such as non-stationarity, heterogeneity and dynamism. Evidence from the study reveals that financial development has positive and significant impact on economic growth before and after the formation of UEMOA, albeit this depends on the proxy used to measure financial development. Specifically, when proxied by credit to private sector relative to GDP, financial development has more impact on economic growth before UEMOA was established. But when proxied by liquid liabilities relative to GDP, financial development has greater impact on economic growth after the formation of the union. Although economic union could have indirect positive impact on economic growth through the financial sector, but there is no sufficient evidence in this study to conclude that economic union matters in the finance-growth nexus in West African region. Based on the findings, the study makes some policy recommendations.

**Keywords:** Economic union, financial development, economic growth, UEMOA.

## **1. Introduction**

In recent years, many developing countries have been vigorously pursuing economic union with a view to achieving strong macroeconomic stability, financial integration, financial markets development and economic growth. This is because theoretical literature provides evidence that economic union has the capacity to enhance productivity growth, capital accumulation and economic growth. The possible mechanisms through which economic union influences economic growth are reduction in exchange rates volatility and risk, promotion of international trade, enhancement of sound institutions and strong macroeconomic stability, acceleration of full exploitation of the single market, improvement in price transparency, promotion of international financial integration and financial market development (see Conti, 2014; Shambaugh, 2012).

One of such economic unions is the Union Économique et Monétaire Ouest Africaine (UEMOA) established in 1994 by 8 West African countries namely Benin, Cot d'Ivoire, Burkina Faso, Niger, Senegal, Guinea Bissau, Mali and Togo. It seeks to create common market, coordinate sectoral policies, harmonize fiscal policies, converge macroeconomic policies and promote greater economic competitiveness. The union established one common regional central bank, one common stock market and fashioned out one common currency as well as sets the legal and regulatory framework for banking system for all member states. It has also succeeded in the implementation of macroeconomic convergence criteria (and reviewed it periodically), a common accounting

system, effective regulation of indirect taxes, a custom union and common external tariff as well as initiated regional structural and sectoral policies. However, since the establishment of UEMOA, no attempt has been made (to the best of our knowledge) to investigate whether economic union enhances the influence of financial development on economic growth. It remains unclear whether there is a significant difference between the finance-growth nexus before and after the establishment of UEMOA.

But some empirical studies have provided evidence for the positive impact of financial development on economic growth (see Beck et al., 2000; Levine et al., 2000). A more developed financial sector enhances financial deepening, access and efficiency which boost economic growth. Nonetheless, the impact of financial development on economic growth in developing countries is tenuous relative to advanced countries (see Deidda & Fattouh, 2002; Demetriades & Law, 2006; Henderson et al., 2013; Rioja & Valev, 2004b). Furthermore, some empirical studies have established a link between economic integration or union and financial integration which has the capacity to enhance financial development. For instance, Kalemli-Ozcan et al. (2001) reported that economic integration/union leads to greater capital market integration which induces higher specialization in production and less symmetric output fluctuations. Phylaktis and Ravazzolo (2002) examined the impact of economic integration on financial integration with equity prices and reported that financial integration accompanies economic integration at the regional and global levels. Masten et al. (2008) also reported that monetary integration in Europe enhances higher level of financial integration just as European monetary union allows simultaneous development of financial markets and integration. Conversely, Barr et al. (2003) reported no clear significant positive effects of monetary union on financial markets development. Bekaert et al. (2013) also showed that the adoption of the Euro has no significant effects on financial integration.

Consequently, the specific objective of this study is to juxtapose the impact of financial development on economic growth before and after the establishment of economic union in UEMOA countries. Thus, this paper makes some contributions to the finance-growth literature because the findings would serve as guidelines for policymakers and government in making better, informed and more accurate decisions about their participation in economic union.

Apart from this introduction, the remaining part of the paper is divided into four sections. The methodology employed in the study is presented in Section 2, while section 3 presents the description and sources of data. The empirical results are reported in Section 4, while the last section concludes the study with some policy recommendations.

## **2. Methodology**

### **2.1. Empirical Model**

Following the standard linear cross-country relationship between financial development and economic growth in the literature (see Beck et al., 2000; Levine et al., 2000), the basic model estimated in this study is given as follows:

$$Y_{i,t} = \alpha FD_{i,t} + \delta Z_{i,t} + \eta_i + \mu_t + \varepsilon_{i,t}$$

where: Y= economic growth; FD=financial development; Z= a set of conditioning variables (such as government consumption expenditure as a ratio of GDP, trade openness as a ratio of GDP, human capital and inflation rate);  $\eta_i$  =unobserved country-specific effect;  $\mu_t$  =time specific-effect,

$\varepsilon_{i,t}$  = independent and identically distributed error term. All variables except inflation rate are transformed into natural logarithm before analysis.

## 2.2. Estimation Techniques

This study uses Fixed Effects (FE), Random Effects (RE), Mean Group (MG) and Pooled Mean Group (PMG) estimators to examine the finance growth nexus in UEMOA countries. The MG estimator was proposed by Pesaran and Smith (1995) whereas the PMG estimator was proposed by Pesaran, Shin and Smith (1999). The former allows the short-run and long-run coefficients, the speed of adjustment and error variances to differ across countries while the PMG estimator assumes homogeneous long-run coefficients but allows for variations in the short-run coefficients, speed of adjustment and error variances. After estimating the MG and PMG models, the Hausman test of homogeneity of long-run coefficient is conducted to ascertain the preferred model. Similarly, after estimating the FE and RE models, the Hausman test is used to choose the preferred model between the two models. The use of these multiple analysis provides robust, more informative and reliable estimates and also tackle some economic and econometric issues such as non-stationarity, heterogeneity and dynamism.

## 3. Description and Sources of Data

The study uses annual data of UEMOA countries namely Benin, Cot d'Ivoire, Burkina Faso, Niger, Senegal, Guinea Bissau, Mali and Togo for the 1980-2014 sample period. However, the data were divided into two groups based on the establishment year of the economic union. Since the union was established in January 1994, the first dataset covered 1980-1993 while the second dataset covered 1994-2014. The description and sources of the data are reported in Table1.

Table 1. Data Description and Sources

Variables	Description	Sources
Economic growth	It is proxied by real GDP per capita (GDP in current US dollars divided by mid-year population)	World Development Indicators (2016)
Credit to private sector relative to GDP	It measures the credits issued by the banking institutions to the private sector and excludes credits issued to governments, its agencies, public enterprises as well as credits issued by the central bank	World Development Indicators (2016)
Liquid liabilities relative to GDP	It is M3/GDP, measures financial depth and the overall size of the financial intermediary sector. It includes currency, demand and interest-bearing liabilities of both banks and non-bank financial institutions.	FRED Economic Data (2016) of Federal Reserve Bank of St Louis, USA
Government consumption expenditure relative to GDP	It is government final consumption expenditure relative to GDP, and it is used as an indicator of government policy	World Development Indicators (2016)
Trade openness relative to GDP.	It measures the total exports and imports of goods and services relative	World Development Indicators (2016)

	to GDP and it is used to capture the degree of a country's openness	
Human capital	It is measured by average years of schooling (average number of years of education received by people that are 25 years and above) and it accounts for the effect of human capital accumulation	Human Development Report (2015) of the UNDP.
Inflation rate	Annual changes in consumer price index, and it is used as indicator of macroeconomic stability	World Economic Outlook (2016) of the International Monetary Fund.

The summary of descriptive statistics and correlations of UEMOA countries before and after the establishment of economic union are presented in Tables 2. The average real GDP per capita before the formation of UEMOA was USD 392.2 compared to USD 524.4 after the union was established indicating that real per capita income increased after the formation of the union. Similar trends were recorded in liquid liabilities relative to GDP, trade openness relative to GDP and human capital. However, the average credit to private sector relative to GDP, government consumption expenditure relative to GDP and inflation rate decreased after the establishment of the union. Since one of the proxies of financial development (liquid liabilities relative to GDP) increased while the other proxy (credit to private sector relative to GDP) decreased after the formation of UEMOA, it is uncertain whether economic union matters in financial market development.

Table 2. Summary of descriptive statistics and correlations

	Y	CPS	LLY	GOV	TOP	HCA	INF
<b>Before UEMOA (1980-1993)</b>							
Mean	392.231	20.705	21.714	16.069	56.695	1.548	10.182
Median	311.847	19.741	21.604	16.327	53.114	1.301	3.955
Maximum	1231.08	41.870	44.691	29.438	108.814	3.003	112.710
Minimum	130.198	3.137	0.416	7.052	28.374	0.400	-14.936
Std. Dev.	230.417	9.759	9.482	4.106	18.455	0.823	20.668
Y	1						
CPS	0.777	1					
LLY	0.413	0.602	1				
GOV	0.121	0.096	0.047	1			
TOP	0.281	0.494	0.601	0.061	1		
HCA	0.312	0.197	0.127	0.229	0.382	1	
INF	-0.271	-0.377	-0.610	-0.086	0.049	0.284	1
<b>After UEMOA (1994-2014)</b>							
Mean	524.479	14.734	25.477	14.612	61.908	2.508	5.013
Median	458.742	15.176	24.499	14.182	60.035	2.302	2.555
Maximum	1545.94	34.115	48.975	26.064	151.184	5.300	50.933
Minimum	160.218	0.802	5.1427	6.407	30.732	0.700	-3.474
Std. Dev.	288.514	6.999	8.561	3.7184	18.844	1.274	8.984
Y	1						
CPS	0.582	1					
LLY	0.647	0.770	1				



GOV	-0.018	0.078	-0.026	1			
TOP	0.485	0.534	0.544	-0.428	1		
HCA	0.560	0.534	0.643	-0.428	0.753	1	
INF	-0.240	-0.224	-0.243	-0.2114	-0.093	-0.109	1

Notes:  $Y$ = real GDP per capita; CPS= credit to private sector as a ratio of GDP; LLY= liquid liabilities as a ratio of GDP; GOV= government consumption expenditure as a ratio of GDP; TOP= trade openness as a ratio of GDP; HCA= human capital, INF= inflation rate.

The correlation analysis reported in the lower panel of Table 1 indicates that financial development indicators (credit to private sector and liquid liabilities) are positively correlated with economic growth in UEMOA countries before and after the union was established. However, the relationship between credit to private sector relative to GDP and economic growth is stronger before the establishment of UEMOA than after the union was established. However, the reverse is the case for liquid liabilities relative to GDP as its correlation coefficient is larger after the formation of economic union than before the union was established. Hence, it is not certain whether economic union matters in the relationship between financial development and economic growth in West African region. Expectedly, inflation rate is negatively correlated with economic growth before and after UEMOA, while the other control variables are positively related to economic growth except government consumption expenditure after UEMOA was established.

#### 4. Empirical Results

Panel unit root tests were conducted to determine the order of integration of the variables using the tests proposed by Maddala and Wu (1999); Levin, Lin and Chu (2002); Im, Pesaran and Shin (2003); and Pesaran (2007). The results (available on request) reveal that government consumption expenditure relative to GDP, trade openness relative to GDP and inflation rate are integrated of order zero  $[I(0)]$ , while real GDP per capita, credit to private sector relative to GDP, liquid liabilities relative to GDP and human capital are integrated of order one  $[I(1)]$  at 5 percent significant level in both groups.

The estimation results of the impact of financial development on economic growth reported in Tables 3 show that before the formation of economic union, financial development (proxy by credit to private sector relative to GDP) enters with positive and statistically significant coefficients in both static and dynamic models (Columns 1 and 3) whereas the coefficient of financial development is only statistically significant at 5% levels in the static models after the formation of economic union (Columns 4 and 5). This implies that there are evidences to suggest that financial development is growth-enhancing both before and after the establishment of economic union in West African region. But there is no remarkable improvement in the relationship between financial development and economic growth after the formation of economic union in West Africa region.

The results of the set of control variables included in the model are consistent with economic theory as there are evidences that government consumption expenditure relative to GDP, trade openness relative to GDP and human capital are positively correlated with economic growth while inflation rate is negatively correlated with growth.

Thus, the lag length in the dynamic specification was chosen using the unrestricted model based on Schwarz Information Criteria (SIC) subject to a maximum lag of 2 resulting in Autoregressive Distributed Lag (1,1,1,1,1,1) equation. In essence, the dynamic model (PMG estimator) found existence of cointegration relationship between financial development and economic growth. This

is supported by the statistical significance of the coefficient of lagged error correction term. Besides, the coefficient of lagged error correction (convergence coefficient) is negative showing the speed at which the system returns to equilibrium if the system is temporary pushed out of equilibrium. Moreover, the Hausman test statistics shows that the PMG model is the appropriate model in the dynamic specifications while the Random effect model is the preferred model in the static models.

Furthermore, the results of this study are not due to the presence of heteroscedasticity, autocorrelation or multicollinearity because the standard errors are heteroscedasticity-corrected. Also, the study used Variance Inflation Factor (VIF) and correlation analysis to check for multicollinearity and the highest VIF in the models suggests absence of multicollinearity. The correlation analysis reveals the highest correlation among the explanatory variables (see Table 2) and multicollinearity cannot exist in a model when the highest VIF is less than 10 or the correlation among the independent variables is less than 0.90 (see Stock & Watson, 2003; Gujarati & Porter, 2008).

Table 3. Comparative analysis of the impact of financial development on economic growth before and after the formation of UEMOA

Variables	Before UEMOA (1980-1993)			After UEMOA (1994-2014)		
	RE	FE	PMG	RE	FE	PMG
Long-run coefficients						
CPS	0.215** (0.107)	0.102 (0.095)	0.607** (0.240)	0.294*** (0.105)	0.296** (0.105)	-0.043 (0.33)
GOV	-0.133 (0.102)	-0.132 (0.098)	-0.969*** (0.162)	0.432** (0.192)	0.425* (0.200)	0.558*** (0.156)
TOP	-0.030 (0.155)	-0.122 (0.190)	1.214** (0.497)	0.335 (0.243)	0.343 (0.241)	0.123 (0.124)
HCA	0.363*** (0.082)	0.329** (0.123)	-0.153 (0.167)	0.471*** (0.128)	0.475*** (0.127)	0.234 (0.226)
INF	-0.012 (0.001)	-0.002 (0.001)	-0.069*** (0.016)	-0.007* (0.001)	-0.007*** (0.001)	0.013*** (0.001)
Constant	5.617*** (0.723)	6.299*** (0.955)	0.444* (0.272)	2.531*** (0.959)	2.512** (0.957)	-0.023 (0.390)
Convergence coefficients						
			-0.299* (0.223)			-0.418*** (0.063)
Short-run coefficients						
$\Delta$ CPS			0.066 (0.194)			-0.012 (0.059)
$\Delta$ GOV			0.701** (0.275)			-0.112 (0.074)
$\Delta$ TOP			-0.244 (0.258)			-0.145* (0.081)
$\Delta$ HCA			-0.002 (0.183)			-0.354** (0.098)
$\Delta$ INF			-0.003 (0.006)			-0.002** (0.001)
Time Trend			0.026 (0.023)			0.023*** (0.006)
Hausman test	20.60		0.09	0.22		61.37

Log Likelihood			145.22			234.74
Countries	8	8	8	8	8	8
Observations	112	112	112	168	168	168

Notes: \*\*\*, \*\* and \* indicate statistically significant at 1%, 5% and 10%, respectively. Heteroscedasticity-corrected standard errors in parenthesis. The regression also included fixed effects for time period. Dependent variable =economic growth, CPS= credit to private sector relative to GDP, GOV=government consumption expenditure relative to GDP, TOP=trade openness relative to GDP, HCA=human capital, INF=inflation rate.

### Robustness checks

In order to further ascertain the relationship between financial development and economic growth before and after UEMOA was founded, the study utilized alternative proxy of financial development namely, liquid liabilities relative to GDP to determine the robustness of the results. In Columns 1-3 liquid liabilities enters with insignificant coefficient before the establishment of economic union whereas the coefficient of liquid liabilities is statistically significant at 5% level in both static and dynamic models (Columns 4-6) after the formation of economic union. This implies that liquid liabilities relative to GDP becomes growth-enhancing in UEMOA countries after the economic union was established, but before then, the impact of liquid liabilities on economic growth was insignificant.

The major findings of this study can be summarized as follows: First, financial development has positive and significant impact on economic growth before and after the formation of UEMOA, albeit this depends on the proxy used to measure financial development. Second, when proxied by credit to private sector relative to GDP, financial development has positive impact on economic growth before and after UEMOA was established. But when proxied by liquid liabilities relative to GDP, financial development has positive impact on economic growth only after UEMOA was formed. Third, from the overall results (descriptive statistics, correlation and regression) there is no remarkable evidence to conclude that economic union matters in the finance-growth nexus. Finally, the finance-growth nexus could be sensitive to the proxy used to measure financial development.

Table 4. Robustness checks of the comparative analysis of the impact of financial development on economic growth before and after the formation of UEMOA

Variables	Before UEMOA (1980-1993)			After UEMOA (1994-2014)		
	RE	FE	PMG	RE	FE	PMG
Long-run coefficients						
LLY	0.001 (0.034)	-0.010 (0.035)	1.101 (1.049)	0.531** (0.157)	0.530** (0.156)	0.495*** (0.152)
GOV	-0.132 (0.096)	-0.134 (0.095)	-0.283 (0.882)	0.105 (0.148)	0.089 (0.154)	0.153 (0.144)
TOP	-0.099 (0.178)	-0.128 (0.186)	5.060** (2.059)	0.243 (0.252)	0.251 (0.254)	-0.036 (0.113)
HCA	0.269** (0.105)	0.264** (0.114)	1.038 (1.138)	0.464*** (0.142)	0.475** (0.139)	0.129 (0.186)
INF	-0.001 (0.001)	-0.001 (0.001)	-0.027* (0.014)	-0.005*** (0.001)	-0.005** (0.001)	0.031*** (0.005)
Constant	6.528*** (0.769)	6.676*** (0.744)	-3.683** (1.842)	2.825*** (0.847)	2.832** (0.867)	0.462** (0.196)

Convergence coefficients			-0.134**			-0.363***
			(0.057)			(0.057)
Short-run coefficients						
$\Delta$ LLY			-0.144			-0.060
			(0.339)			(0.126)
$\Delta$ GOV			0.448***			-0.027
			(0.169)			(0.096)
$\Delta$ TOP			-0.610			-0.118**
			(0.194)			(0.055)
$\Delta$ HCA			-0.077			-0.502***
			(0.143)			(0.178)
$\Delta$ INF			-0.001			-0.001
			(0.002)			(0.001)
Time Trend			0.022**			0.014***
			(0.010)			(0.003)
Hausman test	1.43		0.85	0.46		3.37
Log Likelihood			133.28			237.84
Countries	8	8	8	8	8	8
Observations	112	112	112	168	168	168

Notes: \*\*\*, \*\* and \* indicate statistically significant at 1%, 5% and 10%, respectively. Heteroscedasticity-corrected standard errors in parenthesis. The regression also included fixed effects for time period. Dependent variable =economic growth, LLY= liquid liabilities relative to GDP, GOV=government consumption expenditure relative to GDP, TOP=trade openness relative to GDP, HCA=human capital, INF=inflation rate.

The findings of this study are consistent with Bittencourt (2012) and Demetriades and Law (2006) who documented a significant positive impact of financial development on economic growth in developing countries. However, the findings repudiate Henderson et al. (2013) and Naceur and Ghazouani (2007) who reported that financial development has no significant positive impact on economic growth in developing countries. The findings also confirmed Adu et al. (2013) who reported that the impact of financial development on economic growth could be sensitive to the proxy used to measure financial development. Moreover, the findings of this study are consistent with Kalaitzoglou and Durgheu (2016) who found no direct impact of political or financial integration (Euro) on economic growth in Europe. Also, Conti (2014) found that the adoption of Euro has weak impact on economic growth and labour productivity in countries with high debt-to-GDP ratio. Shambaugh (2012) also noted that the viability of monetary union is influenced by banking crises, sovereign debt crises and growth crises. Hence, the benefits of financial or economic integration to developing countries depends on the quality of their institutions, strong macroeconomic framework, prudent policies, human capital and financial markets development (see Alfaro et al., 2004; Samimi & Jenatabadi, 2014).

## 5. Conclusion

This paper examines and compares the finance-growth nexus before and after the establishment of UEMOA in West African countries using different estimators and proxies. The paper shows that financial development has positive and significant impact on economic growth before and after the establishment of economic union, albeit this depends on the proxy used to measure financial development. When proxied by credit to private sector relative to GDP, financial development has positive impact on economic growth before UEMOA was established. But when proxied by liquid liabilities relative to GDP, financial development has positive impact on economic growth only after UEMOA was established. From the overall results (descriptive statistics, correlation and

regression) there is no remarkable evidence to conclude that economic union matters in the finance-growth nexus. The results of this study are robust to various diagnostic tests. The economic implication of this study is that economic union could have indirect impact on economic growth through financial development but the case of UEMOA is uncertain. Thus, the financial sector reforms and restructuring that accompanied the formation of UEMOA (such as adoption of common currency, common central bank, common stock market and other macroeconomic policies) have not demonstrated remarkable improvement in the nexus between finance and growth. It is necessary for UEMOA countries to conduct a reassessment and revaluation of the various financial sector reforms and policies with a view to repositioning the sector for growth. Nonetheless, future researches could examine other channels through which economic union influences economic growth in UEMOA countries.

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# **The Operational Excellence on Small and Medium Enterprise in Malaysia**

**Mohd Hafeez Al-Amin Abdul Wahab<sup>1</sup>, Mohammad Ismail<sup>2\*</sup>, Mohd Nazri Muhayiddin<sup>3</sup>**

<sup>1</sup>Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, 16100 Kota Bharu, Kelantan, Malaysia

(Email: hafeez.a14e011f@siswa.umk.edu.my)

<sup>2</sup>Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, 16100 Kota Bharu, Kelantan, Malaysia

(Email: mohammad.i@umk.edu.my)

<sup>3</sup>Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, 16100 Kota Bharu, Kelantan, Malaysia

(Email: mnazri@umk.edu.my)

## **Abstract**

Small and medium enterprises (SMEs) are recognized as an engine for the economy and a generator of employment and growth. However, SMEs are affected by the challenges of the business environment which influence their performance. The competitive market conditions have forced organizations to seek long-term success by achieving excellence. Nowadays, achieving operational excellence is a requirement for the organizations. The operational excellence literature shows that many factors can lead to the operational excellence including the soft factors, hard factors and external environmental factors. The objective of this study is to investigate the factors influencing the operational excellence on SME sectors. The literature shows that the research on operational excellence in the SME sectors remains unclear and there is a need for a study in the context of Malaysian SME sectors. This study attempts to combine the soft factors, hard factors and external environmental factors that have been studied separately in the past. This research proposes a theoretical framework that examines the factors influencing the operational excellence. This research may be useful to firms, managers, and stakeholders in understanding and adopting efficient management of soft and hard factors to improve performance and achieve the operational excellence. It will help Malaysian SMEs to have a body of knowledge that will make them have a better understanding of the effects of soft factors, hard factors and external environmental factors on operational excellence. The practical adoption of the soft factors and hard factors management among SMEs in Malaysia will contribute to the operational excellence in their businesses.

**Keywords:** Hard factors, external environment, operational excellence, small and medium enterprises (SME), soft factors

## **1. Introduction**

Nowadays, the business environment has become more challenging and more complex due to the differences in customer needs, demographics changes, technological advancement and the effects of globalization (Bolboli & Reiche, 2013). The changes and challenges in the business environment have forced most of the organizations to improve their abilities to respond and adapt

to the changes caused by uncertain environmental conditions (Ahmad, 2012). According to Urban and Naidoo (2012), operation management was considered as one of the key important areas which will affect the organization's success. In order to stay competitive in the business, organizations need to improve their operation management by continuously improving their production costs, delivery schedules, manufacturing skills, supplier relations and productivity (Urban & Naidoo, 2012). Moreover, the organizations need to be dynamic in creating new strategies and ideas to achieve business excellence (Yew & Ahmad, 2014). One of the ways to achieve excellence in the business is by pursuing the operational excellence (Shehadeh et al., 2016). How to achieve the operational excellence and sustain competitive advantages are the fundamental questions among the organizations (Pellissier, 2009; Shehadeh et al., 2016; Yew & Ahmad, 2014). The practitioners require practical and detailed guidance to achieve the potential benefits of excellence. However, the guidelines or approaches regarding the nature of excellence are still unclear, and such implementations have followed a trial and error approach (Sharma & Kodali, 2012).

Small and medium enterprises (SMEs) are recognized as the engine of the economy and a generator of employment and growth. SMEs play an important role in contributing significantly to the economic and social developments. However, SMEs also have their barriers which might affect their performance (Mat Yunoh & Mohd Ali, 2015). SMEs need to improve their productivity and operational excellence to survive and grow in the business.

Literature on operational excellence is growing and mostly deals with the overseas situation like Jaeger et al. (2014), Martinich (2014) and Shehadeh et al. (2016). However the study studies and discussion on SME sectors are still lacking (Bhullar et al., 2014; Jaeger et al., 2014) particularly in the context of Malaysian SME manufacturing industry (Yew and Ahmad, 2014). Additionally, the literature on operational excellence is still limited where there is a lack of research that investigates the operational excellence, and most of the studies are giving more attention to other performances (Shehadeh et al., 2016). Previous studies on operational excellence are focusing only on internal environment factors, and only a few studies that explain the effects of the external environment on operational excellence (Ojha, 2015). Besides, previous empirical research (e.g Jaeger et al., 2014; Shehadeh et al., 2016; Susanti et al., 2015; Yew & Ahmad, 2014) conducted on operational excellence had separately examined the soft factors, hard factors, and external environment factors towards operational excellence. Therefore, this study attempts to incorporate the soft factors, hard factors, and external environment factors towards the operational excellence of SMEs in Malaysia.

## **2. Literature Review**

### **2.1 Operational Excellence**

Operational excellence is a balanced management of quality, cost and time as well as at the same time focusing on the customer requirement. Operational excellence emphasizes on performance and organizational practices in management to achieve superior performance and continuous improvement. The continuous improvement includes all dimensions of the production plant, and it is measured by the performance efficiency and effectiveness. In order to achieve operational excellence, top management must play a role to engage the operational excellence structure and culture to their employees (Friedli, Basu, Bellm, & Werani, 2013). Miller (2014) defined operational excellence as the continuous pursuit of better performance and effectiveness in all dimensions of the organization. Additionally, enhance customer value, operational excellence does not only focus on the production process, consistency and reduce waste but also on creating value



through interaction performance of employees, customers, and supply chain. Hence, operational excellence is not for perfection but for achieving outstanding performance and profits using a systematic approach that focuses on people, implements changes by involving customers, innovates constantly, improves operational continuously and moves at optimal speed.

Treacy and Wiersema (1993) explained that operational excellence is a strategic approach to the production and delivery of products and services. The objective to pursue the systematic approach is to reduce costs and optimize processes that will provide customers with reliable goods or services at the competitive prices with minimum delivery difficulties. This can be achieved through reducing production steps and transaction costs as well as optimizing business processes (Treacy & Wiersema, 1993). On the other hand, Ifeanyichukwu (2010) defined operational excellence as a disciplined integrated management system which improves organizational performance through the use of best practices and continuous improvement. This disciplined integrated management system will help organizations to improve and sustain business growth through eliminating waste, reducing operational cost, improving quality and customer satisfaction. It is also an approach that helps managers to be more competitive and achieve superior performance by integrating people, processes, and tools.

## **2.2 Operational Excellence Success Factors**

The previous studies related to the operational excellence like Asif et al., (2010) and Bigelow, (2002) showed that the operational excellence was determined by the internal environment and external environmental factors. According to Ojha, (2015) operational excellence largely depends on the internal environment and the external environment. Both factors are the crucial elements which will affect the organizational improvement, and they are critical elements for organizations to compete in the business environment.

## **2.3 Internal Environmental Factors**

The internal environmental factors are the factors controlled by the organizations and they are one of the crucial factors that determine the organizational excellence performance (Calvo-Mora et al., 2014). The internal environmental factors comprise of two major elements which are the hard factors and soft factors. The combination of hard and soft factors will lead the organizations towards operational excellence (Dahlggaard-Park & Dahlggaard, 2007; Ojha, 2015; Yew & Ahmad, 2014). Additionally, the hard and soft factors have been recognized as the success criteria for excellence. They have also been identified as important internal resources to increase business performance (Barney, 1991; Wernerfelt, 1984). According to Barney (1991), the soft and hard elements will contribute to a competitive advantage and influence the performance. The soft and hard elements comprise of internal resources which are important to achieve sustained competitive advantages and superior performance that is operational excellence. The most effective way organizations use their resources in their operations will contribute to operational excellence (Yew & Ahmad, 2014). Furthermore, the hard and soft dimensions are represented in the business excellence models such as EFQM and MBNQA. Calvo-Mora et al., (2013) identified the elements in the EFQM model to be grouped into soft and hard factors (Calvo-Mora et al., 2013)

### *2.3.1 Soft Factors*

The soft dimension is related to the work organization which refers to the method, job content, role and responsibilities in a production system. Additionally, work organization is related to the

social relationships among individuals and groups, their behaviours, skills, capabilities, feelings and other human aspects (Muniz, Dias, & Loureiro, 2010).

### 2.3.2 *Hard Factors*

The hard dimension is related to production organization in the production management models. Production organization refers to the processes, activities, types and physical arrangement of equipment and material flow that affect the services and goods in a production system (Muniz et al., 2010). According to Bou-Llusar et al. (2009), the hard factors reflect the methods for the production, operation improvement, processes and procedures for the continuous improvement of goods and services to customers.

## 2.4 External Environment Factors

External environmental factors which are beyond the organizational control, are very important to organizations. It will affect the organization with the adoption of new ideas (Johnson, 2004). The external environmental factors compel the organization to take appropriate actions to manage their sustainability development. Organizations will reduce costs, improve quality, manage risks and acquire a social image through competitive advantages to improve the sustainability of their products and operations (Alblas, Peters, & Wortmann, 2014). Moreover, the opportunities, threats and environmental change from the external factors will encourage organizations to operate efficiently and effectively and improve their performance (Damanpour, Walker, & Avellaneda, 2009). In addition, a good relationship between business strategy and external environment is key to develop sustainable competitive advantage (Black & Porter, 1996). Thus, external environment is one of the major variables that affect the correlation amid the business strategies and performance of organizations (Jabeen & Mahmood, 2015). A proper alignment and good fit between internal and external organizational factors will reward organizations to be more successful in maintaining and improving performance (Lawrence & Lorsch, 1967).

## 2.5 Proposed Model

Based on the discussion in the previous literature, the research model will be developed for SME in Malaysia which consists of internal environment factors and external environmental factors. Figure 1 shows a proposed model used in this study.

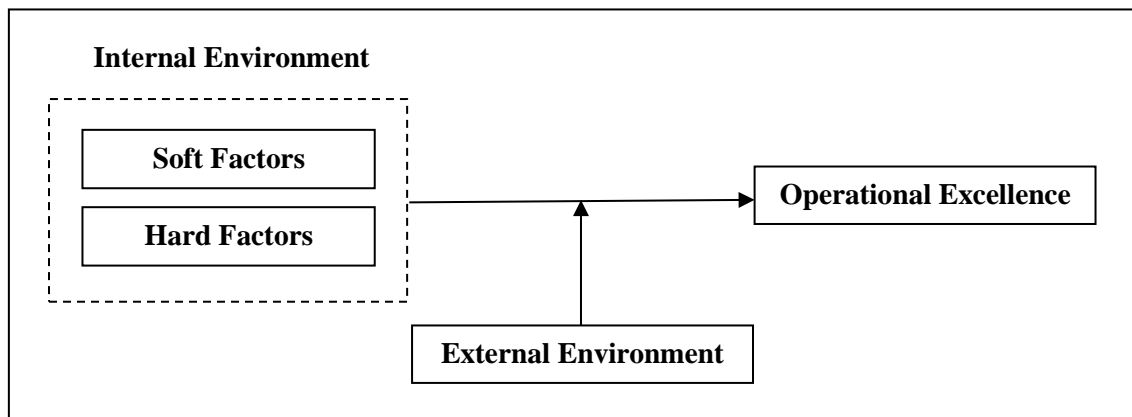


Figure 1: Proposed Model

Source: Calvo-Mora et al., (2014), Dahlgaard-Park and Dahlgaard (2007) and Ojha (2015)

### 3. Discussion and Conclusions

This study aims to examine the factors that influence the operational excellence on SME sector in Malaysia. The literature indicates that the internal and external environmental factors are the core success factors towards operational excellence. Since it is very crucial for organizations to compete in the industries, both of the internal and external factors are important aspects that will influence organization improvement (Ojha, 2015). This study attempts to incorporate the internal and external environment factors together which were identified separately in the past. Furthermore, operation management is an important area to study due to many SMEs have failed to grow. As a result, high mortality rate of SMEs is accounted because of barriers that occurred in the operation functional area (Mbizi, Hove, Thondhlana, & Kakava, 2013).

Additionally, operation management is one of the critical areas that will affect SME performance (Urban & Naidoo, 2012). Operational function issues faced by SMEs will hinder them to survive and grow as the achievement of SMEs in their operation functions will lead them towards sustainability (Nurach et al. 2011; Mbizi et al. 2013). Thus, it is important for the SMEs to improve their operation management by pursuing the operational excellence in order to remain competitive in the business environment (Ifeanyichukwu, 2010; Urban & Naidoo, 2012). Once this research has been conducted, it will be possible for the researcher to make some recommendations towards improving operation functions to the entrepreneurs. It will also help the owners and managers of SMEs to have a better understanding of the effects of internal and external environmental factors on the operational excellence to improve their business.

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# Exploring the Effect of Household Income on Tuberculosis Incidences Using Spatial Interpolation Method

Abdul Rauf Abdul Rasam<sup>1,2</sup>, Noresah Mohd Shariff<sup>3</sup> and Jiloris F Dony<sup>4</sup>

<sup>1,3</sup>Geography Programme, School of Distance Education, Universiti Sains Malaysia, Malaysia.

<sup>2</sup>Centre of Studies for Surveying Science and Geomatics, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA (UiTM), Malaysia.

(E-mail: rauf@salam.uitm.edu.my)

<sup>4</sup>Consultant Physician Public Health and Area Medical Officer of Health, Sabah Ministry of Health Malaysia.

## Abstract

Numerous studies have shown a significant correlation between income, poverty and incidences of tuberculosis (TB), but its relevance to current local context remains a vague association. This paper aims at exploring the impact of household income on TB cases in Shah Alam using a deterministic interpolation approach in geostatistics. The national poverty indicator from the Economic Planning Unit, Malaysia for 2012 and TB data from MyTB system for 2015 are the main references to classify the income data into a five-risk scale of class 1 (as the lowest risk) to class 5 (as the highest risk). The variables are interpolated using a deterministic interpolation method in Geostatistical Analyst tool of ArcGIS. The results show that most of the TB real cases (67.7% out of 161 eligible cases) are located in moderate and high-risk areas (class 3 and class 4) in the interpolation risk map, namely those with low-medium incomes of RM 830.00 to RM 2490.00. This result is beyond expectation in comparison with the predictable highest risk (class 5) or the lowest incomes (less than RM 830.00) that only recorded 27.3% or 44 cases. While, patients with incomes exceeding RM 2490.00 contributed 5.0%, comprising of all low-risk groups (class 1 and class 2). Results from the risk map and the real cases are also consistent which indicates a medium strength with the corresponding risk estimation. This new interpretation reveals that the possible high-risk for TB in the study area not only affected the low-income groups, but also affected the medium to high socioeconomic status (SES). The spatial interpolation method has a geographical neighbourhood capabilities to predict TB risk surface. Other determinants related to SES and geostatistical method need further exploration for a realistic causal investigation.

**Keywords:** Geostatistics; Spatial interpolation; Socioeconomic status (SES); Income poverty; Tuberculosis (TB)

## 1. Introduction

The relationship between the incidence of infectious diseases and the environment has been comprehended thoroughly over the past century. The World Health Organization (WHO) has also issued a report on the relationship especially in the context of airborne diseases such as tuberculosis, asthma, and lung diseases. Tuberculosis is a disease caused by Mycobacterium bacteria spread by airborne when sneezing, singing and talking. The bacteria will be more dangerous if it is exposed to certain risk factors that accelerate the susceptibility in the human body

and the transmission risk in environments. These include built environments and human factors in line with the epidemiological process, starting from an individual level to a population level. Socioeconomic status (SES) has been associated with TB cases, especially the people living in low and poor socio economic conditions (Maciel et al., 2013; Tanimura et al., 2014; Mondal & Shitan, 2014; Uphoff et al., 2013) of developing and low-economic countries (WHO, 2016). The cases also occur in the developed countries however they are contributed by the low economic immigrants. For example, in the United States, many cases are reported by the foreign-born people such as from Mexico, Philippines and India (Woodruff et al., 2013).

In Malaysia, some researchers have examined the impact of socio-economic status on TB incidences using health and environmental approaches (Abdul Rasam et al., 2016; Azhar Shah et al., 2002). However, the recent incidences are relatively dynamics and therefore this study is aimed to investigate the exploratory association between household income status and TB occurrences using a spatial perspective. The focus of this study is to determine the possible influences of income on TB in an urban setting in Malaysia. Shah Alam is selected as a study area due to its TB and spatial variations and as a developed locality in the country. These location features are suitable to serve as a research platform on new TB scenario and plurality of the sociodemography profile of the country. Spatial interpolation method has also technical capabilities to predict unknown values for any geographical point data of risk concentration.

## **2. Tuberculosis, Income and Spatial Interpolation: Pathway of Outbreak?**

The relationship between disease, society, economy and environment is theoretically described in an environmental health triangle, in which an infected individual can be a susceptible agent to host in a population and environment. Similarly, a poor economic status and environments such as behaviour, lifestyle and social pattern can influence the incidence of TB in several countries (Cantwell et al., 1998; Hudelson, 1996; Navio et al., 2002; Needham et al., 2001). Income poverty in an urban area is not only become barriers to get a better food, education, amenities and medical facilities, but also distress on the poor health knowledge and awareness on the disease (Maciel et al., 2013; Navio et al., 2002; Needham et al., 2001; Tanimura et al., 2014; Vendramini et al., 2006). However, a contradictory finding has been discovered by Harling et al., (2008) in South Africa as the high levels of income inequality were independently associated with increased prevalence of TB. These studies have insightfully provided into TB transmission, but much remains to be discovered to effectively diminution the incidence, particularly identifying multiple risk factor effects. Therefore, biosocial interventions can be combined with biomedical approaches for new solutions of TB control programme (Ortblad et al., 2015).

Statistical regression analysis is a familiar technique used for estimating relationships among non-spatial variables, but this method-driven operation can be enhanced with a geographical information system (GIS), spatial analysis and geostatistic techniques. Geostatistics offers better global predictions and more weight to 'neighbouring' observations compared to the regression technique (Van Beers & Kleijnen 2004). Originally, this data-driven method was used for geology and ecology, it then has been expanded to other fields such as geography, social science and health. In the context of epidemiology and SES, some authors have interests in studying TB hotspots using geostatistical analysis (Álvarez-Hernández et al., 2010; Harling & Castro, 2014; Li et al., 2014; Liu et al., 2012). Liu et al., (2012) demonstrated the advantages of geostatistical applications

in disease mapping by providing the most accurate results of a continuous surface than multiple linear regression models. Previously, in Malaysia, a GIS or geostatistical analysis in TB applications was limited to a general mapping and descriptive statistics only. Abdul Rasam et al., (2016) has recently attempted using a knowledge-driven GIS method to map potential areas of TB in Selangor. The map can be used for displaying the risk areas of the disease using environmental risk factors

### **3. Materials and Methods**

#### **3.1 Data Collection, Tool and Technique Selection**

Geostatistical analysis requires two basic inputs, which are known as control points and an interpolation method (Chang, 2011). Available data on 161 household incomes in Shah Alam is derived from TB cases and used as control points, ethically obtained from the Selangor State Health Department. The other datasets used are land use map and Google Earth as a base map of the study. The national poverty indicator from the Economic Planning Unit (EPU), Malaysia (2012) is the main reference to classify the mean household income into a developed five-risk scale of 1 class to 5 class. The deterministic method is much more flexible than Inverse Distance Weighting (IDW) method and is comparable to the exact form of kriging method.

#### **3.2 Data Processing and Analysis**

##### **3.2.1 Spatial Data Display and Exploratory Analysis**

TB cases were geocoded into Google Earth based on the patients' address. Once the addresses are geocoded they are exported into ArcMap for standardising their local coordinate system. While the attribute data of income value in TB cases were converted into a Geodatabase format of Environmental Systems Research Institute (ESRI) for data analysis. Geostatistical exploratory spatial data analysis (ESDA) and Data Analysis Tools in Microsoft Excel menu were used to gain a deeper understanding of the TB data variations.

##### **3.2.2 Spatial Structural Analysis, Surface Map and Assessment**

Radial basis functions (RBF) or thin plate splines is employed in this study to estimate the income effect on TB risk concentration. A proposed five-risk scale of the existing TB cases or control points is interpolated for measuring the unknown surface areas. As illustrated in Figure 1, the unmeasured crosshair location can predict its value based on the closest measured locations. The red points in the figure are going to be weighted more than the green points since they are closer to the location that is predicting (value 3.95512). Generally, the RBF method does not allow to detect error assessment, but the model accuracy can be expected by observing at the root-mean-square error (RMSE) which is 0.084.



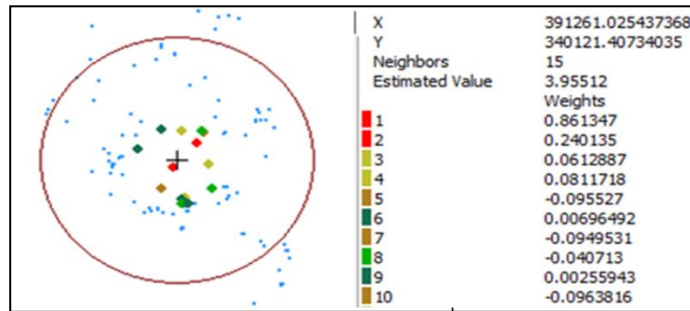


Figure 1: Estimating an unknown value at the crosshairs based on the closer measured values of TB risk scale in Shah Alam.

### 3.2.3 Spatial Statistics of the Correlational Analysis

The produced risk map (according to a maximum value) needs to be exported to vector data structure for visual comparison and analysis. The analysis can evaluate the possible effect of income status on TB occurrences and for supporting results done by the ESDA. Besides this, related attribute data in TB cases are exported into dBase format and processed in Excel Data Analysis Tool for correlating household income status with the overall risk variables of TB in Shah Alam (Abdul Rasam et al., 2016).

## 4. Results and Discussions

### 4.1 Pattern Distribution of TB Cases and Household Income Status from MyTB System

Figure 2 elucidates the distribution of TB pattern and the income status in Shah Alam for the year 2015. Figure 2 (a) shows the general pattern of TB that are frequently concentrated in the North-Eastern zone of the study area (Sections U 5, U18, U19 and U20), and the Southern zone (Sections S7, S17, S18, S20, S27). Meanwhile, there are a few or no cases are recorded in sections of U15, U17, U3, U4 which can lead to an uncertainty or biased error of the result. Interestingly, there are TB cases clustered around the ? zones and they are also close to the industrial areas and major cities in the Klang Valley (Abdul Rasam et al., 2016). Descriptive analysis on income status with the 5-risk scale as displayed in Figure 2 (b) shows the histogram of data frequency which is not perfectly normal distributed. It has wider spread pattern and negatively minor skewed towards the long left tail, meaning that the data residuals are spatially autocorrelated or variations.

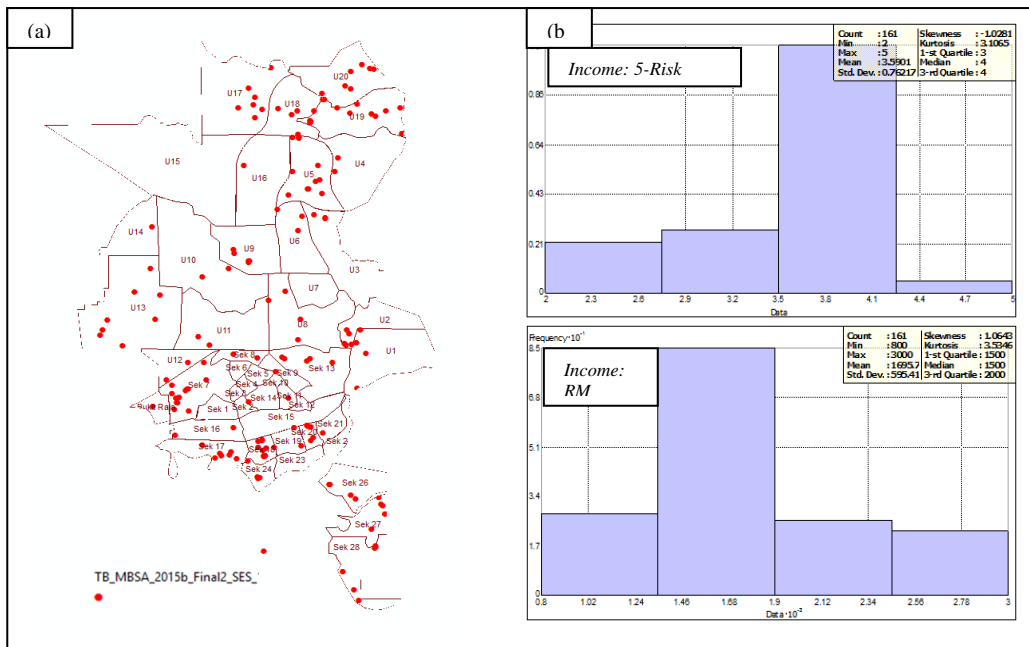


Figure 2: Distribution of TB cases and income status in Shah Alam, 2015 using (a) a ArcGIS map, and (b) a statistical histogram

This abnormality was projected previously because the data are obtained based on the real TB cases as recorded by the MyTB System. It is a relevant representative sample of the real data on TB population and income status. In general, there is a clustering pattern in scale 4 or high-risk area of income status. The highest cases (83.2% out of 161 cases) are located in moderate and high-risk areas (class 3 and 4), namely those with low-medium incomes from RM 830.00 to RM 2490.00. This is an unpredicted gap in comparison with the predictable highest risk (class 5) or the lowest socio-economic status (less than RM 830.00) that only recorded 3.1% of the cases. While people earning more than RM 2490.00 or low-risk groups (class 1 and class 2) contributed 13.7% of the cases. This new interpretation reveals that the potential high-risk people in Shah Alam is not only affecting low-income groups, but also affecting the medium-high SES, particularly in urban areas.

#### 4.2 Pattern Distribution of TB Cases from TB hotspot and Interpolated Risk Map

Figure 3 describes the overall distribution of TB hotspot with a five-risk scale of income status as defined by the Economic Planning Unit (EPU), Malaysia (2012). The scale includes 5 classes, ranging scale 5 or the most risk coloured in red (income less than RM 830.00) to scale 1 or the lowest-risk status with dark green (income more than RM 3200.00). Figure 3 (a) explains a TB hotspot using point data and overlaid with a satellite imagery, referring to the home locations of the patients and their income status. The majority of the cases origin comes from the scale 4 or located at high-risk status (RM 830.00-RM 1660.00), which accounted for 66.5% of the total cases. It is followed by a moderate risk (16.8%), not at risk (13.7%), and not a very risky (3.1%) of the income status.

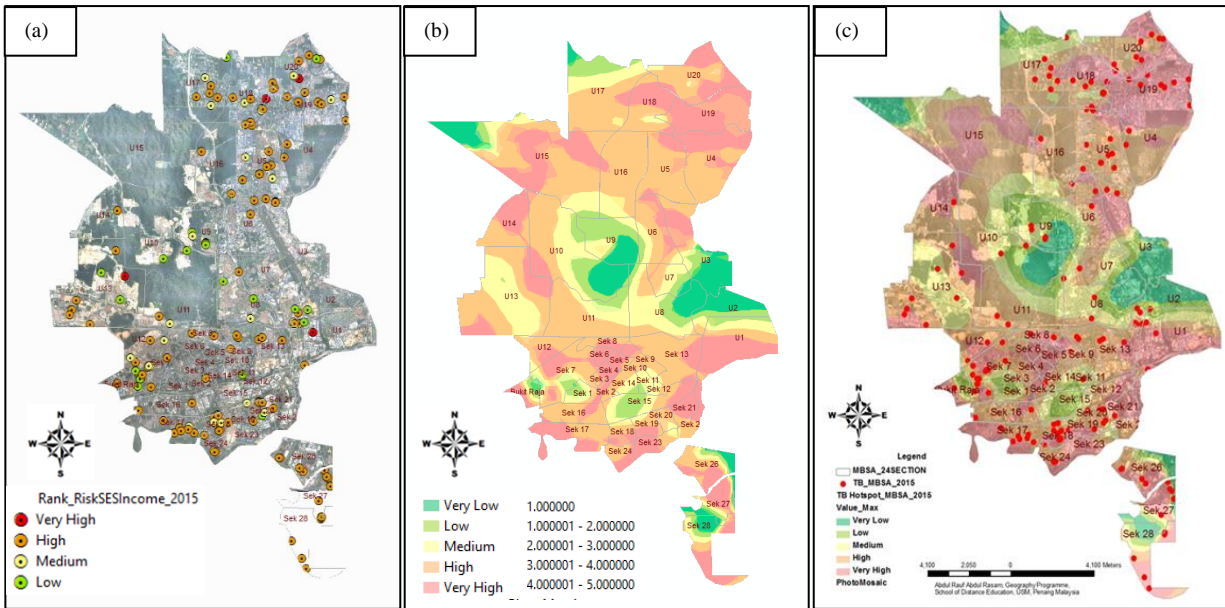


Figure 3: Tuberculosis Hotspots in Shah Alam, 2015 using (a) pin point map (b) interpolation (c) visual comparison

This finding supports the statement given in section 4.1, in which the incidence of TB is not necessarily associated with the low family income. A similar result also found by Abdul Rasam et al., (2016), stating that the correlation between income status and total risk factors of TB in Shah Alam was only a negatively medium strength. Conversely, Harling et al., (2008) found a distinct contradict result as the high levels of income inequality were independently associated with increased prevalence of tuberculosis in South Africa. Since the findings on these association are inconsistent with the related studies, some literatures (Kaplan & Keil 1993; Needham et al., 2001; Navio et al., 2002; Vendramini et al., 2006) have recommended that a vague relationship between SES and disease events could be improved by adding other related risk factors such as psychosocial factors, workplace environment, education, and urbanicity.

Figure 3 (b) displays an estimated TB risk map (area in metres square) using a spatial deterministic interpolation. This surface prediction map is generated with known points of the income status as illustrated in Figure 3 (a). The map used a five-risk class in different colours, indicating the highest risk in red (class 5), and dark green for the lowest risk (class 1). There is a slight changes of risk scale in Figure 3 (b) over the point hotspot in Figure 3 (a), where the risk class of scale 4 is still dominated by the risk coverages of the surface by 40.9%. The significant changes have been identified in other classes especially at class 5 (27.3%), class 3 (16.3%), class 2 (8.4%) and class 1 (7.1%). Since there are no cases (control points) plotted in the certain section of the area or map (Sections U15, U17, U3, U4), spatial uncertainty might also be existed in this risk map .

Figure 3 (c) and Figure 4 indicate a comparative position of real TB cases in the TB hotspot created by a pin point map (Figure 3 [a]) and an interpolation map (Figure 3 [b]). Referring to the interpolation risk map, the majority of the cases still located at scale 4 or high-risk area by 55.3% overall. It is followed by a very high-risk (27.3%), medium-risk (12.4%) and 2.5% for not risky (scale 2) and least risky area (scale 1) respectively. Figure 4 also affirms that although the distribution trend of real TB cases in both maps is identical, there is still substantial changes occurred in the distribution. The significant changes and findings occurred in scale 5, from 5 cases to 44 cases (24.2%) and the scale 1 to become 4 cases (2.5%) from null cases.

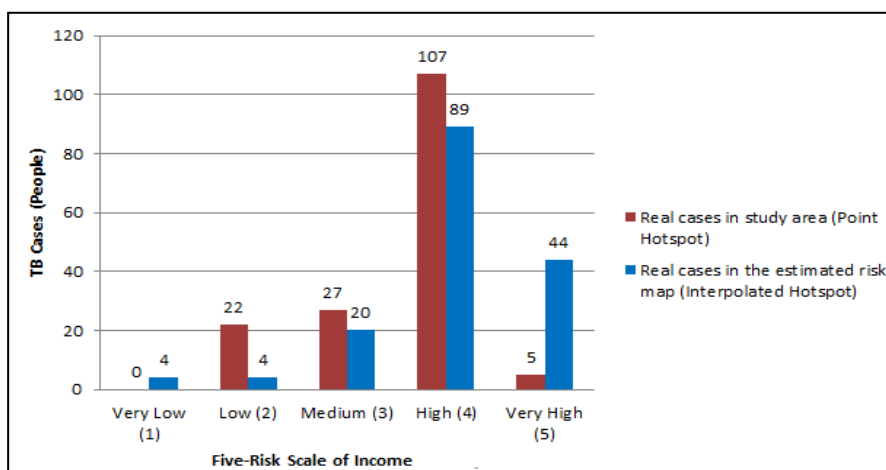


Figure 4: A visual comparison of TB risk cases in Shah Alam, 2015 using a pin point map and an interpolation map using a 5-risk scale

Inclusively, the interpolated risk map (Figure 3 (b)) is more dynamic and predictive than the point map (Figure 3 (a)). Moreover, the distribution of TB cases is slightly realistic and randomly scattered throughout the study area. This present study, therefore, makes a noteworthy contribution by presenting that the spatial interpolation method has neighbourhood and predictive ability in line with the need of TB epidemiology, spreading easily in a close proximity to people and areas. However, this risk prediction could be improved with a sampling intensity to portray the overall spatial pattern of income status. Furthermore, although the deterministic method is desirable because it is a conceptually less abstract in real practice (Luo et al., 2013), a geostatistical method needs to be taken into consideration for better estimation of the prediction and accuracy (Burrough & MacDonnell 1998). Van Beers & Kleijnen (2004) and Li et al., (2014) also point towards the advantages of this stochastic interpolation method for providing enhanced global predictions, more weight to 'neighbouring' observations and grants the most accurate results of the continuous surface. Li et al., (2014) adds the geostatistical method that allows error assessment, a crucial aspect in a GIS model development which needs to be investigated further.

## 5. Conclusion

The relationship between human factors, especially income poverty and tuberculosis (TB) has been realised over the past decades. However, some studies found differences in suggesting an inverse relationship between income positions and TB diseases. Therefore, its relevance to the current local context remains an indefinite association and need to discover in the urban area of Shah Alam, Malaysia using a spatial interpolation approach. The finding is exciting as most of the cases are occurred among low-middle incomes rather than the low-income community as expected. It reveals that the potential high-risk people in the study area do not only affect low-income groups, but also possibly occur at an urban medium-high income community. The study also has proved that the approach has a dynamic and a reliable characteristic because of the geographical neighbourhood and predictive capabilities, fitting with the local TB transmission pathways. However, other factors related to human dynamics and stochastic method should be considered in this exploratory study thus able to model the significant phenomena of TB epidemics.

## 6. Acknowledgement

Appreciation to the TB and Leprosy Sector in the Ministry of Health Malaysia, the Selangor State Health Department and the District Health Officer of Petaling for providing TB data from MyTB system. This research has been registered in the National Medical Research Register, Malaysia (ID: NMR R -15-2499-24207)

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# Exchange Rate and Natural Rubber Differential: A Malaysian Case Study

Jireh C.Y.L.<sup>a,\*</sup>, Au Yong H.N.<sup>b</sup>

<sup>a</sup>Universiti Tunku Abdul Rahman, Malaysia  
(Email: jirehchanyl@gmail.com)

<sup>b</sup>Universiti Tunku Abdul Rahman, Malaysia

## Abstract

This study aims to examine the bilateral relationship between exchange rate and one of Malaysia's exported commodities, natural rubber in the context of Prebisch-Singer Theory in Malaysia. Prebisch-Singer Theory suggests that commodity price decreases in the long run. Since changes in commodity price tend to lead to changes in exchange rate and vice versa (Zhang, Dufour, & Galbraith, 2016), the long-run decrease of commodity price suggested by the Prebisch-Singer Hypothesis will then have impact towards the exchange rate. However, findings regarding the Prebisch-Singer Theory were inconsistent across studies. The main explanation for such inconsistency in findings is due to external events that are difficult to foresee, such as worldwide business cycles, political events or technical innovations. Findings from this study suggest Prebisch-Singer Theory does not hold for natural rubber in the context of Malaysia due to intervention by the Malaysian Government such that the price of the natural rubber does not decrease in the long run. For this reason, this paper also aims to probe the forecasting capability of several macroeconomic variables (MYR/USD exchange rate, Malaysia gross domestic product (GDP), and Malaysia inflation) toward natural rubber price via a time-series model, Vector Autoregressive Model (VAR), including a one-year projection for the year (2016). The established VAR model in this study is significant at 1% significance level, indicating that exchange rate (MYR/USD), GDP (nominal, current level, USD), and inflation rate are significant towards forecasting natural rubber price (USD/kg). In addition, the established VAR model has 75% probability of success for predicting natural rubber year-to-year price change direction. Last but not least, projection result suggests price increase for natural rubber commodity in the year 2016.

**Keywords:** Prebisch-Singer Hypothesis; Natural Rubber; Exchange Rate; VAR; Malaysia

## 1. Introduction

According to Malaysia External Trade Development Corporation (MATRADE), commodities are Malaysia's second largest exports in the year 2015, accounted for 17% of Malaysia's total trades. This is fortunate for Malaysia as natural commodities are essential inputs for manufacturing goods or end products including industrial products, domestic product, and also foodstuffs, and these commodities are supplied across the world to satisfy demands because not all countries are capable of producing every commodity they need. One of the significances of commodities is their relationship with exchange rate. According to Zhang, Dufour and Galbraith (2016), commodity price tend to impact exchange rate while exchange rates can also support forecast economic fundamentals such as commodity prices due to the financial and speculative features of foreign



exchange markets, hence, establishing the exchange rate and commodities differential, the topic of this study.

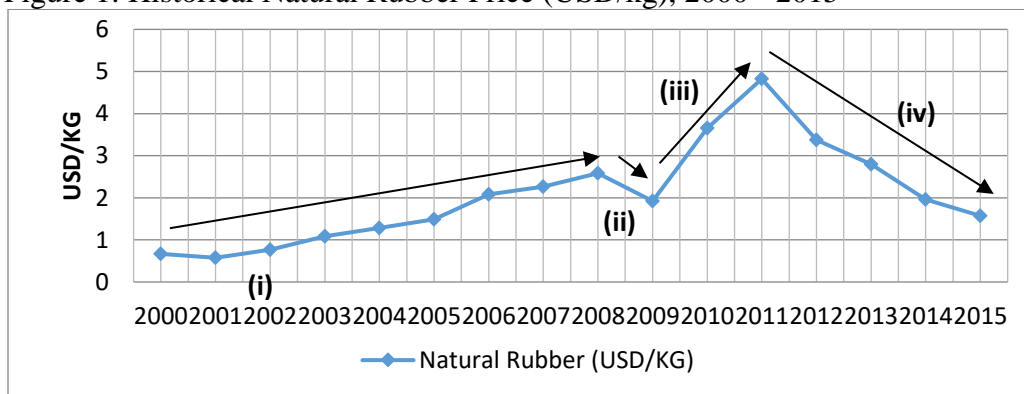
On the other hand, Many past studies attempt to investigate the existence of constant long term trend in commodity prices (Bleaney & Greenaway, 1993; Cashin & McDermott, 2002; Chevallier, Gatumel, & Ielpo, 2013; Cuddington, 1992; Ghoshray, 2011b; Leon & Soto, 1999; Reinhart & Wickham, 1994). Among the many past studies, Hans Singer developed an idea that was later expanded shortly by Raul Prebisch, known as the Prebisch–Singer hypothesis, also known as Prebisch-Singer Theory (Toye & Toye, 2003). In short, the Prebisch-Singer Hypothesis suggests that relative prices of commodities should decrease over time (Toye & Toye, 2003). Therefore, this paper examines one of Malaysia’s exported commodities, natural rubber in the context of Prebisch Theory along with its impact on Malaysia if the Prebisch-Singer Hypothesis were to hold true.

### 1.1 Pivotal Role of Natural Rubber in Malaysia and the Prebisch-Singer Hypothesis

There are several relationships worth noting surround the natural rubber (NR) commodity. The first is the relationship between natural rubber price and the MYR/USD exchange rate. Visual observations based on Figure 1 and Figure 2 suggest higher natural rubber price tend to strengthen the Malaysian Ringgit against the US Dollar. Hence, if the Prebisch-Singer Hypothesis were to hold true, the Malaysian Ringgit might be weakened. This is one of the significance of studying natural rubber over the other Malaysia’s exported commodities.

The next relationship worth noting is the relationship between natural rubber price, natural rubber production, natural rubber import and natural rubber export. Visual observations based on Figure 1 and Figure 3 suggest a negative relationship between NR price and NR import and a positive relationship between NR price and NR production. Visual observation based on Figure 1 and Figure 4 suggests a positive relationship between NR price and NR export. This implies that NR price seems to influence the decision to import NR or to produce NR locally, and also the amount of export. Hence, if Prebisch-Singer Hypothesis were to hold true, Malaysia might tend to increase NR imports while decreasing NR production.

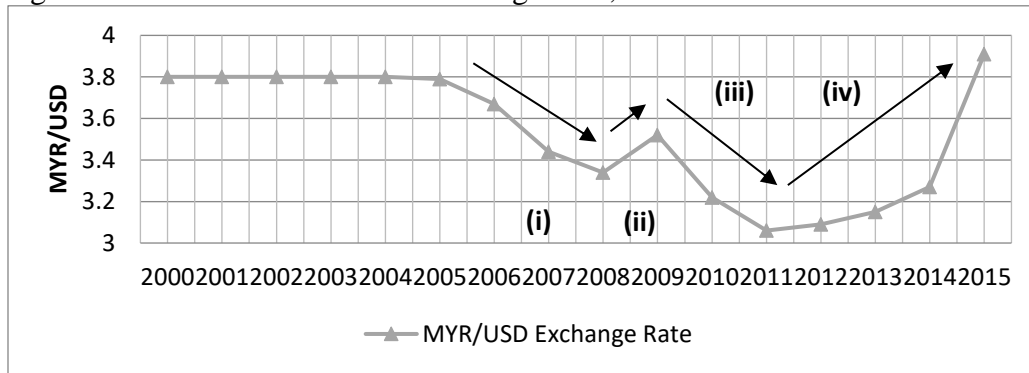
Figure 1: Historical Natural Rubber Price (USD/kg), 2000 - 2015



Source: World Bank

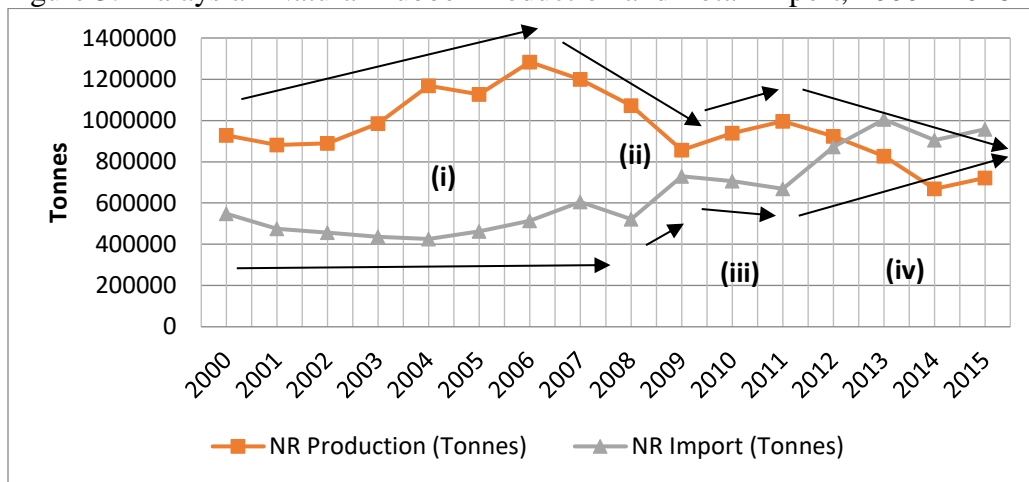


Figure 2: Historical MYR/USD Exchange Rate, 2000 - 2015



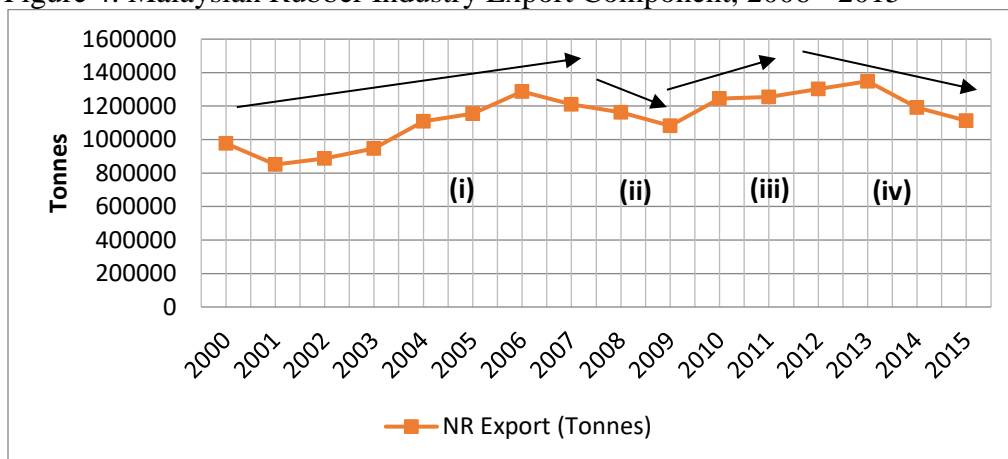
Source: International Monetary Fund (IMF)

Figure 3: Malaysian Natural Rubber Production and Total Import, 2000 - 2016



Source: Department of Statistic Malaysia (DOSM)

Figure 4: Malaysian Rubber Industry Export Component, 2006 - 2015



Source: Department of Statistics Malaysian, Malaysian Timber Industry Board

Fortunately, though Prebisch–Singer hypothesis suggests commodity prices should decrease over time, there are disputes among researchers. Not only findings were not consistent across different

commodities, but also inconsistent across different period interval of the same commodity (Bleaney & Greenaway, 1993; Cashin & McDermott, 2002; Cuddington, 1992; Ghoshray, 2011a; Leon & Soto, 1999). The main explanation for such inconsistent findings induced by external events such as worldwide business cycles, political events or technical innovations that are difficult to foresee (Chevallier et al., 2013).

Reported by The Wall Street Journal on 4<sup>th</sup> February 2016, the world's top three rubber producers Indonesia, Malaysia and Thailand, which together produce around 70% of the world's rubber, decided they would reduce exports by 615,000 metric tons over the six-month period starting March 1 2016. According to Wall Street Journal (WSJ), they have agreed to cut exports collectively by nearly 20% beginning of March 2016 in an effort to stem the steep decline in prices of natural rubber.

Such external intervention may alter the price trend even if commodities would naturally conform to the Prebisch-Singer Theory otherwise. Moreover, this supports the visual observation discussed above that natural rubber exports seem to correlate with price. Hence, in effect, commodity prices may not obey the Prebisch-Singer Theory though they might if without external intervention efforts. However, more studies are required to support this statement. This explanation also suggest that forecast is highly valued since commodity prices may not decrease over time but are affected by external events which are difficult, yet not impossible to foresee.

Hence, in the next sections, this study attempts to probe the ability to forecast price of natural rubber via time-series vector autoregressive model with several macroeconomic variables as predictors.

## **2. Background and Data Description**

The macroeconomic variables included in this study as predictors are MYR/USD exchange rate, Malaysia GDP (nominal, current level, USD), and Malaysia inflation rate. This is because these macroeconomic variables are known to relate with commodity prices.

Past literatures suggested that increase in price volatility, abrupt fluctuations or increase in price shocks in the commodity market are followed by lower GDP levels as well as contraction in real GDP growth (Mallick & Sousa, 2013; Moreira, 2014). On the other hand, nominal GDP can be targeted through a monetary policy known as nominal income pioneer. This concept of nominal gross domestic product targeting was first proposed by 2 authors, James Meade and James Tobin (Bean, 2009; J. Meade, 1978; J. E. Meade, 1993). Frankel (2017) encouraged developing countries to target its nominal GDP because they are more vulnerable to terms-of-trade such as commodity price shocks, and by targeting nominal gross domestic product, developing countries can have great flexibility in dealing with such shocks (Bhandari & Frankel, 2017). Hence, nominal GDP targeting may imply that past nominal GDP can indirectly have impact on commodity prices as policy makers may now consider GDP as determinant to control commodity prices, making commodity price dependent on past nominal GDP data.

Next, past studies suggest that exchange rate is significant in predicting global commodity prices (Y.-C. Chen, Rogoff, & Rossi, 2008; Lombardi, Osbat, & Schnatz, 2012; Mallick & Sousa, 2013;

Moreira, 2014; Pindyck & Rotemberg, 1988; Vansteenkiste, 2009). Initially, Pindyck and Rotemberg (1990) showed impacts of macroeconomic factors such as exchange rates on the residue commodity price co-movements. Vansteenkiste (2009) and Lombardi et al. (2010) suggested similar finding that exchange rate can give insights towards fluctuations in commodity prices. Lombardi et al. (2010) examined linkages across non-energy commodity price and the author's impulse response showed evidence that individual non-energy commodity prices are indeed affected by exchange rates. Chen, Rogoff, and Rossi (2008) showed that "commodity currency" exchange rates are significant in predicting global commodity prices, both in-sample and out-of-sample, concluding that their findings are of particular value to policy makers after testing against a variety of alternative benchmarks. Furthermore, Moreira (2014) found that the short term effects of commodity prices shocks on exchange rate level. Mallick and Sousa (2013) explained that this was because the domestic currency will be overvalued by such shock, establishing a relationship between commodities and exchange rate.

Last but not least, Moreira (2014) suggested commodity price is a significant factor driving consumer inflation. The author believes that commodity prices influence price levels more vastly and hence are of significance to central banks, policy makers, firms and consumers whose decisions count on the prospect of future inflation (Groen & Pesenti, 2011). Hence, the authors suggest this inspired extended number of literatures that study relationships between commodities prices behavior and their relationships with monetary policies regime such as the inflation targeting regime. Inflation targeting regime is a monetary policy regime that has several aims such as promoting moderate long-term interest rate, as well as to maintain commodity price stability (Moreira, 2014). In other words, this may imply that policy makers may consider past inflation data to control commodity prices. Similar to nominal GDP targeting, past inflation data may directly or indirectly impact commodity prices, making commodity prices dependent towards past inflation rate.

This study, therefore, include the macroeconomic variables mentioned above to test the possibility of forecasting natural rubber price. Variables included are described in Table 1 below.

Table 1: Summary Table for Data Source and Mode of Data Transformation

Variable	Source	Mode of Data Transformation
Rubber Price	World Bank	Monthly-Averaged Annual Data
Exchange Rate	International Monetary Fund (IMF)	Year Closing as Annual Data
Malaysian Inflation Rate	International Monetary Fund (IMF)	Annual Data
Malaysian GDP (nominal)	World Bank	Annual Data

Source: Developed for research

### 3. Methodology

Augmented Dickey Fuller (ADF) test is first performed to ensure stationarity of the variables included. Next, Lag length Criterion based on Akaike Information Criterion (AIC) is used to determine the optimal lag to establish a vector autoregressive (VAR) model for forecasting natural rubber price. This study employs a VAR modeling technique as it has proven to be notably

effective in expressing the interaction between economic variables and provide formative inference (P. Chen, 2015). Analysis period included is from the year 1972 to 2015 with year 2016 as projection period. Lastly, Residual Test based on serial correlation LM test is performed to ensure no serial correlation between residuals at a determined lag order.

#### 4. Results and Discussion

Results of ADF test presented in Table 2 indicated that inflation is stationary at level form at 1% significance level while natural rubber price, MYR/USD exchange rate and GDP are stationary at first difference at 1% significance level. Hence, the Malaysian inflation rate variable at level form will be included in the VAR models while natural rubber price, MYR/USD exchange rate and Malaysian GDP (nominal, current level, USD) will be included in the VAR models at first difference.

Lag Length Criterion results based on Akaike Information Criterion (AIC) also indicated that the optimal lag length to be included in the VAR models is lag of 3.

Table 2: Results of Unit Root Test (ADF)

Level	ADF (Level Form)			ADF (1st Difference)		
	Test Statistic	Lag	Sig	Test Statistic	Lag	Sig
Natural Rubber	-2.309027	(0)		-5.332161	(0)	***
Exchange Rate	-2.185671	(0)		-5.641622	(0)	***
Inflation	-4.618669	(0)	***	-7.610102	(0)	***
GDP	0.19581	(0)		-6.658067	(0)	***

Source: Developed for research

NOTE: \*, \*\*, \*\*\* indicates the rejection of null hypothesis at 10%, 5% and 1% of significance level. Lag length for the ADF unit root test are based on Akaike Information Criterion. The unit root tests include a constant and linear time trend. The null hypothesis under ADF test is the presence of a unit root.

Table 3: VAR Lag Length Criterion Estimation

Lag	d(Natural Rubber Price)
0	54.24069
1	53.8443
2	54.01822
3	53.55625*
4	53.61658
5	53.80085

Source: Developed for research

Note: Lag criterion is based on Akaike Information Criterion (AIC). Lag order selected by the criterion by \*.

The regression model is then computed using all stationary variables and the determined lag length above. Then, only variables that are significant at at least 10% significance level are retained. Result of the VAR is as below.

$$\begin{aligned}
 D(RUBBER) = & C(1)*D(RUBBER(-1)) + C(4)*D(EXCHANGE(-1)) + \\
 & C(6)*D(EXCHANGE(-3)) + C(7)*D(GDP(-1)) + \\
 & C(9)*D(GDP(-3)) + C(10)*INFLATION(-1) + \\
 & C(11)*INFLATION(-2) + C(13)
 \end{aligned}$$

- $D(X(-n))$  = First difference of Variable X at lag of n.
- RUBBER = Price of Rubber (USD/kg)
- EXCHANGE = MYR/USD exchange Rate
- GDP = Malaysia GDP (nominal, current level, USD)
- INFLATION = Malaysia Inflation Rate

Table 4: Empirical Results for Natural Rubber VAR Model

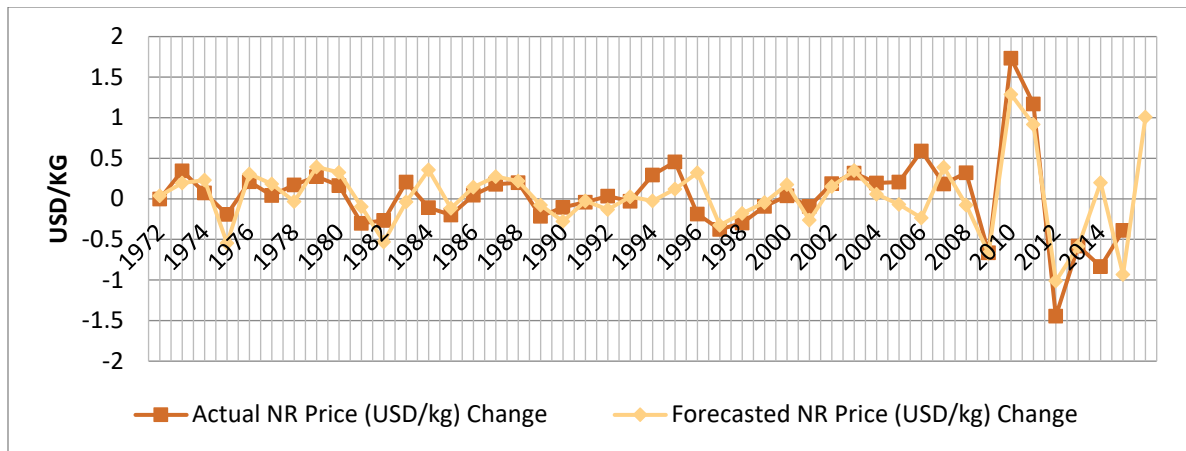
	Coefficient	Std. Error	t-Statistic	Prob.
C(1)	0.923237	0.17513	5.27164	0
C(4)	-0.97764	0.37972	-2.5746	0.015
C(6)	0.782613	0.37406	2.09224	0.0447
C(7)	-3.73E-11	6.77E-12	-5.5069	0
C(9)	2.77E-11	6.15E-12	4.50329	0.0001
C(10)	-0.05996	0.03423	-1.752	0.0897
C(11)	0.048514	0.02396	2.02513	0.0515
C(13)	0.110404	0.15009	0.73557	0.4675
R-squared	0.626431	Mean dependent var		0.03586
Adjusted R-squared	0.542077	S.D. dependent var		0.50633
S.E. of regression	0.342636	Akaike info criterion		0.87639
Sum squared resid	3.63939	Schwarz criterion		1.21763
Log likelihood	-9.08956	Hannan-Quinn criter.		0.99882
F-statistic	7.42619	Durbin-Watson stat		1.76058
Prob(F-statistic)	0.00003			

Source: Developed for research

Referring to Table 4, the established model has a large F-statistic of 7.42619 and is significant at 1% significant level. In addition, all predictors included in the study are also significant at at least 10% significant level. This indicates that MYR/USD exchange rate, Malaysia inflation rate, and Malaysia GDP (nominal, current level, USD) are useful in making inference towards natural rubber commodity price (USD/kg), which is aligned with past studies discussed in Section 3. This model is capable of explaining 54% of the variation of changes in natural rubber price (USD/kg) at first difference.

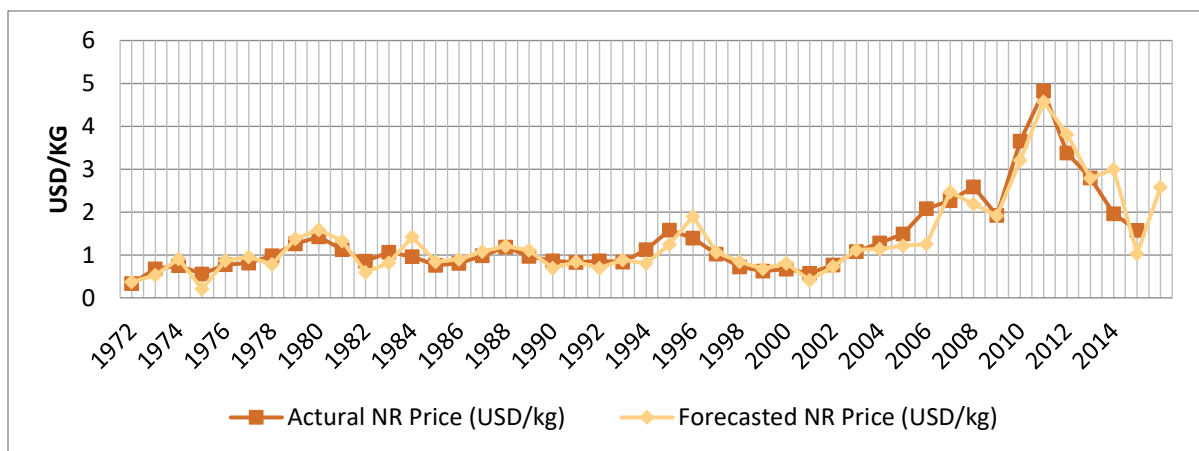
Another aspect of the established VAR model in this study is that the model has 75% probability of success in projecting the direction of price change (to increase or to decrease) of natural rubber. The forecasting performance of the model in terms of prices at both level form and first difference is illustrated below.

Figure 5: NR Price Change (USD/kg) Forecast Performance and Projection for the year 2016



Source: Developed for research

Figure 6: NR Price (USD/kg) Forecast Performance and Projection for the year 2016



Source: Developed for research

Based on Figure 5 and Figure 6, the model projected an increase in natural rubber price in the year 2016. Hence, Malaysia might see strengthening of the Malaysian Ringgit along with decrease in natural rubber import and increase in local production and export. But more importantly, this projection suggests that the external intervention efforts discussed in Section 3 to stem the steep decline in prices of the natural rubber will be successful. From another perspective, this projection result showed that it is possible to foresee external intervention though difficult because data used in this are pre-2016 and such effort is only reported after March of 2016. Furthermore, this projection result suggest that Prebisch-Singer Theory does not hold for natural rubber in the case of Malaysia as the external intervention is projected to succeed in stemming the steep decline in price.

## 5. Conclusion

This study aims to examine the bilateral relationship between MYR/USD exchange rate and one of Malaysia's exported commodities, natural rubber in the context of Prebisch-Singer Theory. As discussed in Section 4, this is because natural rubber price (USD/kg) seems to be positively

correlated with the strength of the Malaysian Ringgit. In addition, natural rubber price also seems to have several implications in the context of Malaysia. The first is the decision to import or to locally produce natural rubber, and the second is the amount of natural rubber export. The outcome if Prebisch-Hypothesis were to take effect is adverse as decline in natural rubber price will lead to weakening of the Malaysian Ringgit. On the other hand, Malaysia would tend to reduce natural rubber exports and local production while increasing imports which may adversely affect trade balance and the direct welfare of rubber smallholders and farmers. Fortunately, findings in this study suggest that natural rubber price in Malaysia's case does not conform to the Prebisch-Singer Hypothesis due to external intervention as reported by The Wall Street Journal on 4<sup>th</sup> February 2016, though it might if without such external intervention.

Hence, this study attempted forecasting natural rubber price (USD/kg) via a time-series modeling technique, vector autoregressive (VAR) model using several macroeconomic variables suggested by past literatures known to correlate with commodity prices including exchange rate (MYR/USD), Malaysia GDP (nominal, current level, USD) and Malaysia inflation rate. Results indicated that the established VAR model is significant at 1% significance level and all predictors included in this study is significant in explaining natural rubber price changes.

In addition, the model has 75% probability of success in projecting natural rubber price changes (to increase or to decrease). Projection result suggests an increase in natural rubber price for the year 2016. Hence, Malaysia might see strengthening of the Malaysian Ringgit along with decrease in natural rubber import and increase in local production and export. At the same time, Malaysia and Thailand might see their intervention effort to stem the steep decline in prices of natural rubber to be successful.

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## LIST OF AUTHORS

Abdul Rauf Abdul Rasam  
Abubakar Bashir Ribadu  
Adnan Hussein  
Adrian Lee Yuen Beng  
Afi Roshezry Abu Bakar  
Akram Zwain  
Ali Ado Siro  
Anas Sanda  
Anis Suhaila Anas  
Au Yong H.N.  
Azizah Omar  
Azizi Bahauddin  
Azman Azwan Azmawati  
Azman Omar  
Azwadi Ali  
Charlie Albert Lasuin  
Dr. Shankar Chelliah  
Dur-e-Najaf Zaibi  
Edwin Michael  
Eng May Chuen  
Eva Kristin Larry Sait  
Fatin Hanani Buang  
Intan Hashimah Mohd Hashim  
Jamshed Khalid  
Jiloris F Dony  
Jireh C.Y.L.  
Juliana Abd Wahab  
Kahiriah Salwa Mokhar  
Kizito Uyi Ehigiamusoe  
Lam Yat Kuan  
Lee Siew Lin  
Lee Yuen Beng  
Low Choo Chin  
Md. Azman Shahadan  
Mohamad Abdullah Hemdi  
Mohammad Ismail  
Mohd Asrul Hery Ibrahim  
Mohd Hafeez Al-Amin Abdul Wahab  
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Muhammad Saleem  
Muhammad Waseem Tufail  
Mustapha Danjuma Hussein  
Neilson Ilan Mersat  
Noor Mazni Abdul Karim  
Nor Malina Malek  
Nor Sakinah Omar  
Noresah Mohd Shariff  
Norhayati Mohd Tahir  
Nursyaheedah Muhammad Isa

Ooi Shok Hong

P. Sundramoorthy

Paramjit Kaur Sardara Singh

Pravina Jayapal

Rahmattullah Khan

Rosazman Hussin

Sadiq Ewaoda Amali

Saidatulakmal Mohd

Samson Chieng Kuan Meng

Shuhaida Md Noor

Siti Zuliha Binti Razali

T. Ramayah

Teh Boon Teck

Umer Iftikhar

Velan Kunjuraman

Wahida Asrani Ahmad

Wan Salihin Wong Abdullah

Wong Swee Kiong

Zatul Karamah Ahmad Baharul Ulum

## LIST OF REVIEWERS

Ahmad Fauzi Abdul Hamid

Azura Abdullah Effendi

Chua Hang Kuen

Geshina Ayu Mat Saat

Law Chee Hong

Lim Ee Shiang

Mohamad Shaharudin Samsurijan

Mohamad Zaini Abu Bakar

Mohd Taufik Mohammad

Nooriati Taib

Nor Asmat Ismail

Norizan Esa

Nurzali Ismail

Parthiban S.Gopal

Premalatha Karupiah

Raja Rozina binti Raja Suleiman

Saiyid Radzuwan Syed Sop

Salasiah Che Lah

Siti Rahyla Rahmat

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Suresh Kumar N Vellymalay

Suzana Muhammad

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Zakaria Bahari

Zurina Mohd Radzi