

Government used
mainstream media to
promote 1malaysia
concept marketing
essay



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Mainstream media is disseminated via the largest distribution channels. It represents the majority of media consumers are likely to encounter. In Malaysia, media plays important role to disseminate information and acts as educators as envisaged in the government's policy, but also as a guideline to make sure that it is in line with the government's aspiration and policy. The mainstream media is a powerful news and information propagation. Thus, people perceive mainstream media as a credible tool to get latest information and news.

1Malaysia was introduced by the Prime Minister of Malaysia, YAB Dato' Sri Najib Tun Razak on April 2009 with the slogan ' People First Performance Now'. The concept of 1Malaysia is the government's effort to unite all races in Malaysia, to live harmony in a country. In order to evolve 1Malaysia Concept, there are constituted eight core values, include perseverance, acceptance, education, integrity, meritocracy, humility, loyalty and culture of excellence. Besides, 1Malaysia acts as a lubricant to boost up the gear of national unity and a further step to move towards the Vision 2020.

1Malaysia is to cater the needs of all sectors of the plural society and to ensure equal distribution of wealth between racial groups, regardless of states or federal. However, 1Malaysia does not abolish affirmative action and the privileges of Bumiputera based on Federal Constitution of 1957, instead the main purpose of government is to improve its implementation in a fair manner, regardless of race, religion and creed.

According to the star online news (2012), Datuk Seri Najib Tun Razak indicated his wish to transform 1Malaysia Concept to benefit people instead

of just for political rhetoric. Currently, a few brands in products and services are formed in accordance with the concept of 1Malaysia to assist people such as 1Malaysia People's Textile Shop, 1Malaysia People's Aid (BR1M), 1Malaysia People's Clinic, 1Malaysia People's Menu, Kedai Rakyat 1Malaysia (KR1M) shops and others.

In a survey, 76% of the public were aware of the 1Malaysia Concept. Besides, 23% of them agree that " it promotes unity between the various races" and the other 18% believe that " it is about fairness and equality among the races" in a poll conducted by the Merdeka Centre for Opinion Research pertaining to the Prime Minister's 100 days in office. The research showed that Malaysian generally do not very clear about the 1Malaysia Concept.

The Government of Malaysia wishes to spread the 1Malaysia Concept to its citizens in the most time-saving and effective way. They aware that mainstream media are a powerful platform to disseminate the 1Malaysia Concept among citizens. This is because nowadays many of those beliefs are in some ways formed or influenced via the mainstream media. They tend to believe that the concept of 1Malaysia will be widely and rapidly spread and promote with the assistance of mainstream media.

Government used mainstream media to promote 1Malaysia Concept

The government used mainstream media to influence and infuse the 1Malaysia Concept into people's mind. The mainstream media such as the Star, New Straits Times, Utusan Malaysia etc keep reporting the latest news of 1Malaysia. It aims to bring the latest news and progress of 1Malaysia to

citizens. For example, The Star coverage the news about the launching of 1Malaysia Mega Sale Carnival 2012 on 14 June 2012 to attract people to participate in the carnival in conjunction to promote the 1Malaysia concept. Besides, the New Straits Times reported on the news about the launching of 1Malaysia Call Centre (1MOCC). All the efforts of mainstream media coverage the news are to educate citizens that 1Malaysia is not just an empty promise.

A logo is an emblem for particular organisation or company and even individuals to promote instant public recognition. In order to promote 1Malaysia comprehensively, the logo of 1Malaysia has been created with the digit of number one and the Malaysia flag. The logo brings the meaning that all Malaysians are to be one nation regardless of races and colour of skin. There are many products and services with the logo of 1Malaysia in the market. According to Prime Minister, there is no restriction in using the logo of 1Malaysia as long as they must be of quality, present positive features and registered with the Registrar of Companies if the 1Malaysia is to be used as a company name. Besides, the slogan " People First Performance Now" is always applied with the 1Malaysia logo simultaneously. This will reinforce the citizens towards the recognition of 1Malaysia Concept when they purchase the products and services as they are exposed to the logo and slogan.

Besides, Radio Television Malaysia (RTM) and private television channels have incorporated ideas from 1Malaysia into numerous TV programs. The use of multi-lingual hosts and actors from different ethnicities is one of the methods used to promote national unity. RTM also launched 1Malaysia TV i.

e. RTM TVi that had been awarded as the first 1Malaysia Concept TV via <https://assignbuster.com/government-used-mainstream-media-to-promote-1malaysia-concept-marketing-essay/>

Internet by Malaysia Book of Records on 18 December 2011. 1Malaysia TV provides Malaysia free-to-air channels (RTM1, RTM2, TV3, and Al-Hijrah), China Central TV News (CCTV1), My Youth TV (MyTV), a Korean entertainment channel (eKorea TV), Documentary Television, an Internet radio station (KL POP Radio) etc. Now, everyone can watch all channels on 1Malaysia TV using web browser at www.1rama.tv/mobiletv or using 1Malaysia TV application download from their smart phones.

Inspired by our Prime Minister, 1Malaysia song is able to influence Malaysian with the spirit of 1Malaysia. Therefore, specially-composed 1Malaysia songs are aired daily and keep repeating via various TV and radio stations run by RTM such as TV1, TV2, TV3, NTV7, Voice of Malaysia, Minnal FM, Ai FM, Fly FM etc as a mean to promote the concept. In addition, the latest song “ Satu Malaysia, Satu Bahtera” has been created to celebrate the Malaysia National Day 2012 in accordance with the 1Malaysia Concept.

Furthermore, advertising also plays an important role in promoting 1Malaysia Concept. The creative, vivid dynamic and meaningful of advertising will give a great impression to people. The advertisements include Proton 1Malaysia entitled “ 3 Malaysian-Hangus”, Digi 1Malaysia entitled “ We may have our difference, but we’re also the same.” and the tagline “ Together, we work hard to serve our 1Malaysia better.” Besides, there are also 1Malaysia billboards at roadside and banners hang along the road lamp pillars to remind people of the concept.

A series of survey conducted by Information Department in 2009, 2010 and 2011 of Deputy Information, Communication and Culture Minister Datuk

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Maglin Dennis D'cruz, to examine the level acceptance of citizens in supporting 1Malaysia Concept. (Bernama, 2012). In 2009, 81. 9% of the respondents were aware of the concept, however, the level of understanding soared to 84. 4% in 2010 and 86. 3% in 2011. All the result showed that citizens are gradually understand and accept the 1Malaysia Concept.

Discussion

The 1Malaysia Concept seen gradually be accepted of citizens from the contribution of mainstream media. All the effort of mainstream media obviously fit the Magic Bullet Theory i. e. Hypodermic Needle Theory condition. This theory implied that media had a direct and powerful effect in influencing its audience and injecting them with messages designed to get the desired response. This situation is exactly occurring in the 1Malaysia Concept. The citizens not clear or have no idea from the beginning with the 1Malaysia Concept until be well accepted at the last due to the mainstream media keep publicise the news and progress of 1Malaysia. Besides, audiences are regard as vulnerable, passive and easily influence by the media with its message. Audiences will just accept and no doubt with the message that convey by media as they perceive that mainstream media is the only and credible way to get latest information. They tend to believe that the 1Malaysia Concept designed to preserve national unity in diversity to create the better tomorrow. They are powerless to resist the impact of the message and will behave the desired response eventually. The citizens will support the 1Malaysia Concept by purchasing the products and services that entitle the 1Malaysia logo and slogan. They believe this is the way to present their patriotism.

However, Limited Effect Theory acts contrary to Magic Bullet Theory. It claims that the effects of media are existing whereas it is not so heavy toward audience. Audience will not easily influence by media as they have their own perspective and standpoint. Example, the citizens might skip the advertisement of 1Malaysia when it plays in the TV. They tend isolate and ignore the news of 1Malaysia even coverage from TV, newspapers or radio station. Besides, media rarely directly influence audience because there is a two-step flow of media influence, which means that ideas flow from the media to opinion leaders and from them to less active sections of the population. People tend to believe and guide by opinion leaders such as friends and family members. If an individual family members and/or friends support the 1Malaysia Concept, he or she will tend to support also. Example, Mum always purchase 1Malaysia products at Kedai Rakyat 1Malaysia, then her son or daughter will follow and purchase the products at the same place. Audiences will search for information that only based on their beliefs and interest, avoiding media content that challenge their position, determining a process of “ selective exposure” (Czitrom, 1982).

Normative Theory will be applying in the 1Malaysia Concept. This theory refers to ideal of idea for media. It describes that what the media ought to be doing in society rather than what they actually do. Moreover, the theory does not provide any scientific explanation or predictions. Media always proclaim that have freedom in reporting all the news. According to Tan Sri Abdul Kadir Sheikh Fadzir (2012), mainstream media is 100 per cent controlled by one party nowadays. He appeal that Barisan Nasional (BN) must give the

mainstream media freedom in reporting news. Media should report the truth based on the principles of neutrality and not influence by any parties.

Based on Authoritarian Theory, in reality, media is control by government, elite group or parties and manipulate them in writing the "truth". This is because the mainstream media are practising censorship system. All the news before be publicizes or broadcast to audiences, it will have gatekeeper to check and filter first. Furthermore, the government have the right in approve or revoke the license of media. The above circumstance shows that there is a contradiction between what the media say front and back. The news of 1Malaysia Concept is usually report in positive way. Example, 1Malaysia could benefits citizens and the success of launching the 1Malaysia programmes and services. It will not coverage the news of insufficient or failure when conducting the 1Malaysia Concept. Besides, within the process of promote 1Malaysia Concept, it also take the chance to incite citizens to support Barison Nasional as all the efforts are belong that party. To ensure there will be a better and peaceful future, they should vote for the party.

Based on Social Responsibility Theory, media have the responsible and obligation to serve the public goods. Professional self-regulation or public intervention (or both) can be alternative use in ensuring compliance with these obligations. Media should reflect the diversity of the culture they represent. In the 1Malaysia news, media should coverage the news of development and response of different races and culture. Media also need reflect the opinion and response of diversity races to government to urge the 1Malaysia Concept to a higher stage.

Would the mainstream media generate the desired outcome of the 1Malaysia Concept

The launch of 1Malaysia is not just for national unity regardless of races and religion, it also to prevent the tragedy of races riot in 13 May 1969 happen again. Even though the 1Malaysia Concept widely and rapidly spread and promote, the racist issue is still exist. Such as two Indian students of SMK Tanjung Puteri Kuala Ketil, one boy call as Baling who were bullied and beaten up a group of malay students but were instead arrested and put in lock up. Besides, when the victims are the Malay muslims, the police and the education department go full steam in arresting, inciting and expeling the Indian poor students.

Furthermore, there have racist price list for golf membership club charged by different races different rates. The racist price list shows the rates of RM35, 000-RM65, 000 for Malays, RM 45, 000- RM 80, 000 for Chinese, RM60, 000- RM 80, 000 for Indians and RM40, 000- RM50, 000 for " Others". This incident has been triggered an outcry on Facebook. There have an issue of racist also in the bread companies of Gardenia and Massimo. Based on the rumor of Facebook, it claimed that after buying into Gardenia, Padiberas Nasional Bhd (Bernas) pressured the bread maker to stop buying flour from Federal Flour Mills Bhd (FFM), owned by Hong Kong-based Malaysian tycoon Tan Sri Robert Kuok, for racist reasons and Bernas is owned by Tan Sri Syed Mohktar Al-Bukhary.

The level of racism allowed to prevail and never be reduced even the launch of 1Malaysia Concept. There still have many racist cases in the corner with unknown circumstance.

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As a conclusion, the power of mainstream media is indubitability especially in promoting the 1Malaysia Concept. However, it does not achieve the desired outcome of the 1Malaysia Concept. In my opinion, the 1Malaysia Concept is good for us. Therefore, I think the 1Malaysia Concept should keep going. The last but not least, I think the prior thing is to find a way to stop the racism but not just keep the gorgeous publicity in 1Malaysia Concept. The one-day racist issues have not been solved, the 1Malaysia Concept would be reached. In order to create a better tomorrow, everyone should play his or her role properly and take responsibility.