

# Malaysia groups and to perform different culture in

[Art & Culture](#), [Multiculturalism](#)



Malaysia is one of the multiracial countries among the countries in Southeastern.

As we know every individual is formed by different ethnic groups and to perform different culture in order to stay harmony between each other (worldatlas.com 2017). The races are divided into three different main ethnic groups, namely Malays, Chinese and Indians (Rozita 2007). Each of them plays an important role to the society as each of them is taking a big scale of ratio within the Malaysian population. Not like the other minor ethnic group, these three races can be traced in every living area in Malaysia.

In the Malaysian context, these three major ethnic groups are special and often portrayed a multicultural society even though Malaysia is not the only country that has multiple races. Therefore, we can define multiculturalism as a situation in which all the different cultural or racial groups in a society have equal rights and opportunities, and none is ignored or regarded as unimportant (Collins 2017). Over the years, the importance of multiculturalism has been ignored. However, multiculturalism is now acknowledged as essential to become good public relations practices in Malaysia. PR practitioners who wish to build positive and strong relationships in our country need to be aware of increasing diversities and to deal with them effectively.

PR practitioners' responsibilities to know the complexity of the environment and understand different cultural values, attitudes and lifestyles among the people in the country (Silvia Ravazzani 2006, 11). Different values and way of lifestyle is change from one generation to another generation. This means that different ethnic group has their own style of communication and belief

that supporting their daily life and activities. In this type of nation background, the way that Public Relations in Malaysia carry out their role is very different compare with the countries that has a lesser ethnic group. Hence, we have to determine language impacts on PR practitioners and to find out the role of cultural sensitivity skills on PR practice. In today's era, multilingualism has become more than just 'important'. Knowing a multi-language other than native language has evolved to be extremely beneficial for the PR practitioners in Malaysia.

Whether viewed from the financial or social aspect, being able to communicate in a multi-language helps to make 'real' connection with people and build a mutual understanding of the language communication among people. It means that learning multi-language can make the individual employment opportunities to become more higher. As we know most of the companies are looking for individuals who own with multi-language skills except single language. This is due to multi-languages will help an individual become a successful PR practitioners in their workplace as multi-languages can improve individual performance and customer relationship.

Furthermore, learning a multi-language is that the knowledge of a multi-language which can enhance cognitive and analytical abilities. As learning other culture language is tough and involves a lot of mental exercise. Therefore, it may improve individual personality and increase sense of self-worth. PR practitioners who are the one always associated with social services and work with different diversity group must be able to speak multi-

language. It is to ensure that PR practitioners can communicate and serve people better (Paul 2016). The idea behind cultural sensitivity is very direct.

Cultural sensitivity refers to a set of skills that allows people to learn about and understand people's cultural background which is not the same with us. Most countries have multicultural issues. Understanding cultural sensitivity is quite important. Therefore, there is a need for PR practitioners to understand the religions such as Islam, Christianity and Hinduism that are practiced in Malaysia. For example, when Malaysia launched Proton Iswara that is a Hindu term, 'iswara' also means butterfly. It has a great value for Malaysian people. Another example is Proton Saga (the first edition), saga is a type of fruit which is red and bright in Malaysia.

But came to Europe, it cannot use Proton Saga because Saga has a bad connotation for European cultures. Then, it changed the name to Proton Persona as Persona is about personality or impression. From the example above, it is PR responsibility to do research and consult the matter (Jawad & Mustafa 2010).