

The Media Agenda Of Interpersonal Violence In Selected Malaysian Online Newspapers

Hasmah Zanuddin^{a*}, Norizzati Saifuddin^b

^{a*} Associate Professor, Department of Media and Communication Studies, University of Malaya; 50603 Kuala Lumpur, MALAYSIA

^b Ph.D student, Department of Media and Communication Studies, University of Malaya; 50603 Kuala Lumpur, MALAYSIA

Abstract : *Interpersonal violence cases in Malaysia has been inclined tremendously. Sadly, it is hard to make Malaysians aware of these dangers resulted by their behaviors. The attention to the issue reduce when writers and editors the issue from their reportage. Hence, there is a need to supply more knowledge to pull the attention on this social problem. The objectives of this research are to study the framing of issues, source and tone of news used in interpersonal violence coverage in selected Malaysian online newspaper. Quantitative content analysis analyzed 255 news articles from two selected Malaysian online newspapers using Krecjie and Morgan table. Simple random sampling selected the articles from Hmetro.com.my and Thestar.com.my. Pilot test and Holsti test tested the reliability. Non-parametric analysis tested the hypothesis and the objectives of this research. Chi-square statistical hypothesis found the association between the independent and dependent variable of this study, which is online newspaper and media agenda. From this research, media played as a vital role as the agenda setter in making Malaysian aware on the criticality of interpersonal violence issue among Malaysian society.*

1. INTRODUCTION

Interpersonal violence is a violence that has increasingly occurred in our society and reported in the news. Such violence may involves and commits to a person or family members whom they have relationship with. World Health Organization in 2016 has described the interpersonal violence is the act with the purpose of committing physical force, with or without intention to injure another person, which may lead to death, psychological torture or cause of damage. There are five components of interpersonal violence which is comprising of youth violence, child maltreatment, intimate violence, elder abuse and sexual violence (World Health Organization, 2006). According to Elliott in 2003, the interpersonal violence can be also referring to abusive behaviour that has become a common concern in our community. Such behaviours often happened with someone they know with includes such as the domestic violence, childhood physical and sexual abuse, and others types of violence. It is often become the caused to long-term health disturbance, physical and mental effect, and often involved with health care services (Elliott, 2003).

Malaysians also were triggered by the growing of life-threatening violence involving the juvenile. Recently, in the same year, the issue of burning a religious school in Kuala

Lumpur which killing 23 people has become a debated topic on the cruelty and violence behaviours among Malaysians. It was described as a horror case where these victims from Darul Quran Ittifaqiyah was killed as they were trapped in the hostel building after the fire started from poured petrol and two poked gas cylinders. This incident was caused by the revenge arson attack by a group of local teens which leads to a tragic fire. It was reported that the suspects mostly were tested positive for drugs, with two of them previously had criminal records (Jastin, Yimie, & Kumar, 2017). This case reflected on the level of violence committed by Malaysian teenagers.

Ironically, Malaysia also showed an increasing number of domestic violence in Malaysia. Based on the statistic by the Royal Police of Malaysia (PDRM), there was 15,617 cases of violence in marriage were reported from 2014 to 2016. Shockingly, according to a statistic by Ministry of Women, Family and Development, 26 percent of these victims, equal to numbers of 4,029 victims, are male (Asyraf, 2017). Referring to Federal Police Sexual, Women and Child Investigation Division Assistant Principal Director, Assistant Commissioner Ong Chin Lan, as reported by a news reporter Zarinah in 2017, said that the highest abuses occurred between 2014 to 2017, were involving physical acts such as beating, slapping, kicking, hitting with materials as iron rods and golf stick, damaging things such as furniture and car, throwing acids to vehicles, stabbing, biting, as well as splashing acids and hot water to body (Zarinah, 2017). With these cases, interpersonal violence has become a critical issue and major concern to our society.

In media perspective, the attention to the issue decline when journalists and editors moved on from this reporting this issue. (Sutherland, Simons, & Blatchford, 2017) found in their study that the key factors lead to the reporting on violence issue is the availability and attitude of sources and newsroom awareness to show the reality that violence issue was a significant social problem. The attention of this problem reduce when less media reporting on this issue. This interpersonal violence has become a concern in our society which needs to be addressed to the community. Online news is the platform that best to deliver information pertaining this issue. This is supported by researcers in a study stated that audience received information effectively through online news. It allows reaching an extensive coverage and consumption by people. The engagement of online news with the audience is fast, powerful and significant to news publishers. They have no other option but to follow the trend of this social evolution and growth to support the amount of news consumption by people through this online network (Wunsch-Vincent; & Vickery, 2009). Agenda setting theory by McCombs & Shaw in (1972) explained that mass media plays a significant role in connecting people through its information which become interlinkage between media, public and policy (McCombs & Shaw, 1972). Hence, independent online news can be used in studying about interpersonal violence issue. Below is the summary of the objectives of this research.

RO1: To study the framing of issues in interpersonal violence reporting in selected Malaysian online newspapers.

RO2: To determine the source of news in interpersonal violence coverage in selected Malaysian online newspapers.

RO3: To analyse the tone of news in interpersonal violence reporting in selected Malaysian online newspapers.

2. LITERATURE REVIEW

The literature review consist on three parts which is Agenda Setting Theory, the concept of media agenda, and the interpersonal violence.

a. Agenda Setting Theory

McCombs & Shaw in 1972 defined the agenda-setting theory because the concept contains a sturdy association with the quantity of problems positioned by mass media and also the way these problems become considerably attributed to the mass audiences (McCombs & Shaw, 1972).

The agenda-setting theory was initiated by Walter Lippmann in 1922 in his book named Public Opinion that had mentioned the approach mass media has formed on how individuals perceived the world. Maxwell McCombs and Donald Show in 1972 created the word agenda setting that depicted the mass media functions. The first level of agenda-setting is concerning media agenda which suggests media to tell people on what to think about (Guo, Vu, & McCombs, 2012).

In a study in 1988 by Dearing & Rogers stated in a book in 1996, they illustrating the idea of agenda setting in a model to give a better understanding of this concept. According to their study, three major component of agenda-setting was illustrated which inclusive of media, public and policy agenda setting. The primary component that is media agenda is pertaining to news agenda by the media (Dearing & Rogers, 1996). As this study discussed on the digital platform, the framing of an issue created by media has an impact to the agenda-setting. Entman in 1993 stated that a frame is that the framework among the set of the interaction of the members understood (Entman, 1993). Erving Goffman described frames as “the central part of a culture and are institutionalized in various ways” (Goffman, 1981).

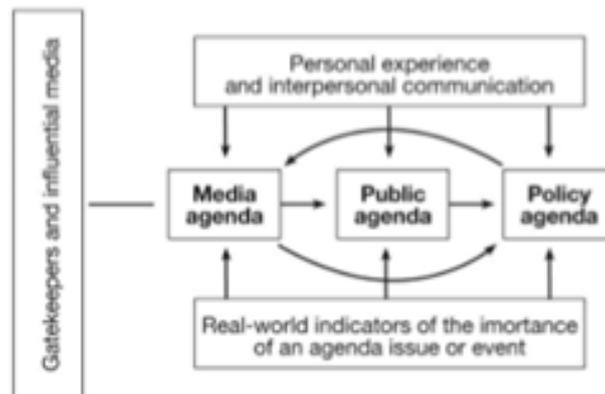


Figure 1. Dearing & Rogers's Model (Dearing & Rogers, 1996).

b. The Concept of Media Agenda

Media agenda-setting research discusses the matters that build the media agenda as it study of the issues determined by the media which will become news (Corral, 2006). Iyengar in 1991 and Benjamin classified in a study that there are two distinct frames of news story that consist of thematic and episodic news frame. The main distinction between victim and episodic is, thematic frame concerning general viewpoint usually contains and associate in-depth discourse info while episodic framing highlighted on problem with individual or bound

events that being mentioned (Iyengar, 1991). Besides, thematic and episodic frame was episodic frame stress on individual, a selected events, amendment, approach to the audience and more enhanced information. As for thematic frame emphasized on the issue, timeline event, public sphere, problem-solution, approach audience as citizens and demand for the changes in policy (Benjamin, 2007). Five types of framing may be utilized by media to achieve public attention, which has conflict frame, economic consequences, morality frame, responsibility frame, and human interest frame. The primary frame is conflict frame that underlining conflict of individuals, groups, institutions and dissimilarities among and between them. The second frame is economic consequences frame that associate with the issue reported within the perspective of economic influence to the community or country. The third frame is morality frame that put the issue on religious beliefs or moral views. The fourth frame is responsibility frame that transference the sense of duty for an event, issue or problem to public or government. The last frame is human interest frame that emphasized on the humanity, expression or an emotional stand sensationalised within the news so as to draw in the eye of audience (Cozma, 2014). A set of issue were carried by the media which have politics, religion, crime, leadership, social, national security, national unity, nationalism, environment, economy, education, health issues, international relation, development, traffic woes, and government administration (Zanuddin et al., 2017).

A researcher expressed that different network had a distinct framing approach in the deciphering the conflict (Alshathry, 2015). Some researchers stated that there was an influence in news sources and news framing building. Info were made to win the eye of editors, journalist, and target audience to satisfy their interests (Kee, Ibrahim, Ahmad, & Khiang, 2012). The communication between news sources and media were resulted within portrayed news frames as news source is more vital compared to journalists because of greater influence. A single source reflects the lack of in-depth reportage that have an effect on the amount of trust. Frequency of reportage could have affect how the public perceived their security and awake the probabilities to be affected (Dailey & Wanger, 2016). Cloete & Meyer in 1994 listed a list of people which being use as the source of news. This includes family, religions, academic institutions, government, elected political, appointed officials, courts of law, and the media. Family means they are accountable for content, faiths, and judgments formed and influence the choice. Religion on the other hand is perception that has pushed religious groups to be actively participated in making force groups. Academic institutions assist policy-making process through seminars, debates, publications and protesting to have interaction social matter. Occupational based organizations (OBOs) come with class, strata, systems, unions, to advise public through organising protests and demonstrations. Government embrace democratic justification, legitimacy, and policy process authority that support developmental agenda. Public officials are public managers who responsible for analysing on the issues criticality, agenda level, fund plans, priority and internal potential to deal with existing agenda. Courts of law ensure no contradiction between policy and the laws. Lastly the media who produce the general public opinion on enforced public policy through its resources and educate public policy method (Cloete & Meyer, 1994).

Positive, negative, neutral, both positive and negative, not clear are the tone of news (Gunda & Teratipally, 2016). The overall theory or the ideology construct that characterize the topic covered in the news report were known as macrostructure analysis. Issue being reported may be classified as positive, negative and neutral through its themes. Tone of news also is that the inclination of stories featured within the article that determined the overall tone of the news coverage of each article (Keong, Naim, & Zamri, 2014). It is positive, negative, neutral, both and no slant. The approach also determined by positive actions for

positive tone; negative tone is immoral, prohibited, or corrupt behaviour, in addition as negative failure involvement; whereas neutral tone equivalent to the volumes of positive and negative information; and both positive and negative tone inequivalent of both positive and negative characteristics (Pestalardo, 2006).

3. INTERPERSONAL VIOLENCE

World Health Organization in 2006 described Interpersonal Violence as an intended use of physical force or pressure that could cause danger or against another person, injured or a huge possibility of injury, death, psychological abuse, or loss. WHO has categorized five types of interpersonal violence contain of youth violence, child maltreatment, intimate partner violence, elder abuse and sexual violence. Youth violence is a type of violence committed by youngsters. Child maltreatment happens when parents and caregivers acted violence and negligence towards children. Meanwhile, intimate partner violence happening within the intimate relationships. As for elder abuse, it usually occurs when family, caretakers or others people who can be trusted has done violence and committed negligence towards older people. Sexual violence on the other hand related to sexual crime, sexual gestures, sexual pressure and sexual trafficking (World Health Organization, 2006).

The violation or neglect of a child below than 18 years old is considered as child maltreatment. All types of physical and emotional ill-treatment, sexual exploitation, negligence, other abuse or possible harm to the well-being, endurance, growth or dignity of a relationship of responsibility, guardianship or power of the child, has been included under child maltreatment. Another kind of child maltreatment sometimes included is exposure to intimate partner violence (Mikton et al., 2017).

World Health Organisation described intimate partner as a person either husband, cohabiting partner, lover, former husband, and former partner. WHO also has the same definition of intimate partner violence. Domestic violence, abuse of wife or spouse are the other terms to describe intimate partner violence. The intimate relationship violence among young people which may be of changing time and emotion, and not cohabiting are called dating violence. The global statistic regarding domestic violence and health of women showed that from 15–49 years old women had reported on physical abuse at least once in the lifetime by 13%-16%. Sexual intercourse, or an attempt at it, were reported by 6%-59%. As for physical abuse during pregnancy, it was reported committed by intimate partner by 1% to 28%. This violence is against human rights of women. The rights to freedom from discrimination, life integrity and security of person, high health standard, marital rape, deemed contrary to respect for human dignity are also included to intimate partner violence which affected the women's rights (World Health Organization, 2013).

Youth violence is referring to all physical and emotional types of violence that happening outside to people aged between 10 to 29 years. This serious act may begin from young and remain until adulthood. It may cause harm or death for some violent behaviour such as assault. It caused more emotional harm than physical harm for cases such as bullying, slapping or hitting (Mikton et al., 2017).

World Health Organization mentioned another large component of abuse and violence concerning in this society is child sexual abuse. It comprises of various sexual acts upon children by the adult. Contactless act such undesired and improper sexual offering or

exposure, contact act including kissing, hugging, touching, or stroking, and intercourse act such as oral penetration, attempt or anal or vaginal intercourses are part of sexual violence (World Health Organization, 2013).

Elder violence is described as the inappropriate behaviour regardless of the frequency that happens within any relationship with the existence of trust which causes harm or suffering to the elderly. There are four types of elder abuse which is, first, physical, sexual, mental, emotional, economic and material abuse. Second, abandonment. Third is negligence. Lastly, severe damage to dignity and respect (Mikton et al., 2017).

4. METHODOLOGY/MATERIALS

The researcher used Quantitative Content Analysis to measure media agenda of interpersonal violence in selected Malaysian online newspapers. Krippendorf in 1980 defined the content analysis as “the use of replicable and valid methods for making specific inferences from text to other states or properties of its source” (Krippendorf, 1980). Abdullah in 2014 who cited from Tankard study in 2001 stated that content analysis as “a systematic assignment of communication content to categories according to the rules and the analysis of the relationship involving those categories using statistical methods” (Abdullah, 2014).

Simple random sampling in probability sampling has been utilized in collecting sample of this study. Two types of online newspapers was selected which is hmetro.com.my and thestar.com.my as (Newman, Fletcher, Kalogeropoulos, Levy, & Nielsen, 2017) and (Saman, Maliki, Rahim, Rahman, & Mustaffa, 2015) has used this online newspapers platform for their previous study. Unit of analysis of this study was online news article. 255 news articles were used as the sample of this study and selected using Krecjie and Morgan table (Krejcie & Morgan, 1970). Article was collected for 15 months between August 2017 and October 2018.

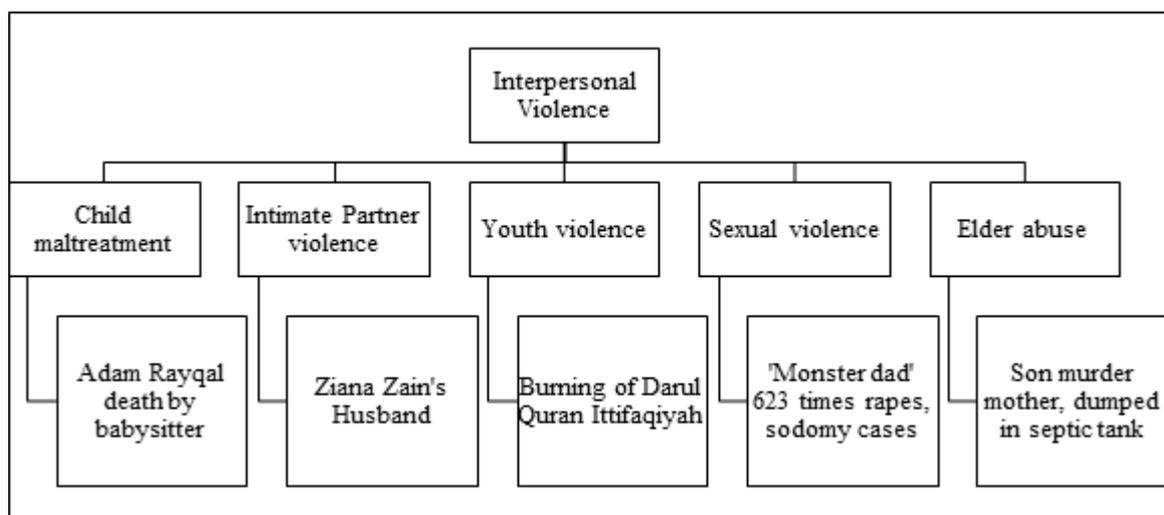


Figure 2: Interpersonal Violence Issues

Research instrument for quantitative content analysis consisted of coding sheets and coding instruction. 10 news article was randomly selected to test the variable in the pilot study. Later, data was extracted from the news articles by using coding sheets and coding instructions. The independent variable of this study is online news and dependent variable is

media agenda.

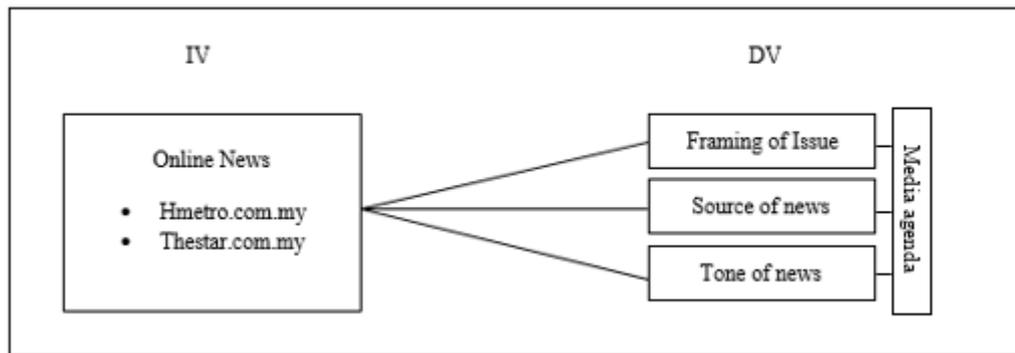


Figure 3: Research Framework

Non-parametric analysis was used in testing the hypothesis and the objectives of this research. Pilot test and Holsti reliability test were used to test the instrument of this study (Holsti, 1969). 172 variables were used to construct the coding sheets, 8 pilot test were done with the Hostli result is 0.97 or 97% significant reliable.

Table 1: Holsti’s reliability test

Sample/Coder	Coder 1	Coder 2	Holsti’s Reliability
Sample 1	166	170	$\frac{2(166)}{166+170} = 0.99$
Sample 2	163	171	$\frac{2(163)}{163+171} = 0.98$
Sample 3	159	168	$\frac{2(159)}{159+168} = 0.97$
Sample 4	146	165	$\frac{2(146)}{146+165} = 0.94$
Total	634	674	0.97

Chi-square analysis is the statistical test that was being used in testing the significant difference and association between the independent variables and dependent variable of this study, which is online newspaper to the media agenda. Data collected was analyzed using SPSS. The analysis was conducted using mean, standard deviation, percentage and frequency. Chi-square was used as the statistical analysis.

- H1: There is significant association between online news and framing of news
- H2: There is significant association between source of news and online news
- H3: There is significant association between online news and tone of news

5. FINDINGS AND DISCUSSIONS

This section discussed on the results and findings of this study. Table 2 presented on the online newspapers characteristic. Table 3 described on the framing of issue, Table 4 showed the results of source of news and Table 5 presented the results tone of news. The findings has been figured in the form of frequency, percentage, mean and standard deviation of the highest ranking in each categories. The result of hypothesis testing using chi-square as the statistical

testing in table 6.

a. Online Newspaper Characteristics

Table2: Online Newspapers Characteristics

Online Newspaper Characteristics	Highest ranking	Frequency	Percent %	Mean	Std.Dev
Online Newspaper	Hmetro.com.my	140	54.9	1.45	0.50
Main Issue	Youth Violence	145	56.9	2.70	1.02
Secondary Issue	No secondary	227	89.0	5.46	1.55
Main Attachment	Photo	165	64.7	1.87	1.30
Secondary Attachment	No secondary attachment	246	96.5	4.87	0.70
News Provider	Reporter from the online newspaper organisation	220	86.3	1.30	0.79
Location	Urban	232	91.0	1.13	0.45
Purpose of News	To inform	190	74.5	2.10	0.49
Types of Story	News story writing	239	93.7	4.82	0.73
Date	August-December 2017	154	60.4	1.68	0.88
Time	12PM-3PM	61	23.9	4.99	1.59

Table 2 described the online newspapers characteristics in covering on interpersonal violence related issue in Malaysia. Hmetro.com.my is the most online newspapers that reporting on the interpersonal violence issue with the amount of coverage 54.9%. It took more than half percentage which influenced the data of this study compared to the new articles published by thestar.com.my.

Among five interpersonal violence types, youth violence is the highest number of news articles being reported by media. This reflecting that the youth violence is highly highlighted in the Malaysian online newspapers for its crime. However, there is no secondary issue was addressed in the news as 89% of the online newspapers only focus of on covering one main issue per article. This can also means that people mostly become the victims in one types of interpersonal violence issue at one time. Therefore, it leads to no secondary issue being address and solely focus on the main issue.

Similarly, people only view the main attachment rather than secondary attachment as media only published one types of attachment to illustrate the issue. Upon receiving the result, it showed that most of the news articles used photo as evidence or to reflect the situation of the mentioned issue of interpersonal violence in the news articles. The attachment is highly reliable as there is high number of no secondary attachment available. Researcher also found that most of the news articles related to interpersonal violence are written by the reporter from their own online newspapers organization. It means that the news article is highly represent the views of their own media company on this interpersonal violence issue. It is safe to say these news articles published are highly influenced by the thoughts of their own media reporters and journalist in viewing this issue. Hence, the weight of roles of media is high in participating in media agenda.

Apart from that, it is sad to see that most of the issues related to interpersonal violence

issue are happened in urban area more than in rural area. This reflected that rural area is much safer than urban area as the violence are less likely to happen in rural area.

The percentage of the purpose of news was highly slanted towards to inform. This can be said as the evidence that media is indeed want to inform the public on the interpersonal violence related issue compared to persuade or entertain them. Most of the news articles about interpersonal violence are written in the form of news writing types of story. This presented that news story writing are mostly intended to inform public on the interpersonal violence in Malaysia.

Within 15 months of timeframe, the interpersonal violence issues are mostly reported between August to December 2017. It means that the interpersonal violence was highly occurred within that period as there are a lot of reportage related to the incidents have been reported during that time. This supported the report by Zarinah in 2017 mentioning the statement by Federal Police Sexual, Women and Child Investigation Division Assistant Principal Director, Assistant Commissioner Ong Chin Lan, that the highest abuses occurred between 2014 to 2017 (Zarinah, 2017). Most of these articles during that period were published between 12PM-3PM. This showed that media chose this period as a peak time to release more news related to interpersonal violence issue.

b. Framing of Issues in Interpersonal Violence Reporting

Table 3: Framing of Issues in interpersonal violence reporting

Framing of Issue	Highest ranking	Frequency	Percent %	Mean	Std.Dev
Types of Story Frame	Episodic	200	78.4	1.80	0.46
Types of frame	Conflict frame	119	46.7	2.44	1.43
Secondary types of frame	Responsibility frame	59	23.1	3.49	2.25
Main issue	Crime	172	67.5	4.67	3.13
Secondary Main issue	Social	49	19.2	11.97	5.80

Framing of issue in interpersonal violence has been described in the table 3. Framing of issue can be seen through the types of story frame, the types of frame and the main issue highlighted from the interpersonal violence cases. Most of the article are highlighted on the episodic frame. This is support Iyengar claimed that episodic framing is highlighted on problem with individual or bound events that being mentioned (Iyengar, 1991). This showed that the episodic news has been highly used to inform public on the interpersonal violence issue due to the way it focused in the problems arise from the individual and event in approaching public to portray the issue.

Conflict frame was the most types of frame that being used in forming the news article to make people think on this concern. Conflict frame is stressing on conflict of individuals, groups, institutions and dissimilarities among and between them (Cozma, 2014). To interpret this, Malaysian online news aims to address the conflicts of the interpersonal violence to the public to create more attention on the issue to the public in the effort to make people know things that happened currently. This can be understand when we see the secondary types of news was responsibility frame. Responsibility frame deliver the sense of

duty for an event, issue or problem to public or government (Cozma, 2014). Therefore, media publish a lot of conflict frame interpersonal issue in the effort to call for responsibility of people to help in reducing the issue. This is where we can see the media agenda takes place by framing on the conflict as the main and supported by the responsibility frame to tell people what they should think about this interpersonal violence issue.

Meanwhile for the main issue, the result showed that interpersonal violence is highly being categorized under crime issue as the main problem of issue. This is because most of news article explaining on the crime itself when addressing the issue of interpersonal violence compared to other issue. It is understandable as the problem of interpersonal violence come from the crime committed by the people involved themselves. Secondary main issue was social. Researcher noticed that while addressing the crime committed by them in the news article, media tend to rationalize the issue by stressing the social problem which lead to the crime issue. This can also be said that crime issue happened due to social issue as well, as both issue are highly addressed in the news article related to interpersonal violence.

c. Source of news in Interpersonal Violence Reporting

Table 4: Source of news in Interpersonal Violence Reporting

Source of news	Highest ranking	Frequency	Percent %	Mean	Std.Dev
Number of source	1	163	63.9	1.42	0.60
Main source of news	Public official	77	30.2	4.79	2.40
Secondary source of news	No secondary source	166	65.1	7.33	2.75
Quotation of news	Public official	63	24.7	5.35	2.77
Source of attachment	Family	70	27.5	4.65	2.80
Frequency of main source	3 and more	235	92.2	2.90	0.39
Frequency of secondary source	No secondary source	166	65.1	3.36	1.09

Table 4 presented on the source of news in reporting on interpersonal violence issue. The source of news can be seen on number of source has been used, types of news source, and frequency of the sources were addressed in the news article. For the number of source, it was found that most of articles relies only on one number of source in addressing the issue of interpersonal violence. A single source reflects the lack of in-depth reportage that have an effect on the amount of trust (Dailey & Wanger, 2016). Therefore, this shows that the weaknesses of the news article as most article often relies on a single source rather than retrieving information related to interpersonal violence issue from other sources as well.

Meanwhile, the main source of news used in addressing the interpersonal violence related issue was the public official. Public officials here consist of police officer, firemen, doctors and public prosecutor who statement were used largely in addressing the news. This is because the source of news have a bigger influence on the value and credibility of the news. This is supported by a group of researchers in 2012 revealed in their study that there was an influence in news sources and news framing building (Kee et al., 2012). However, as mentioned earlier, most of the news only have one source of news. Therefore, it showed that

the news articles related to interpersonal violence in the Malaysian online newspaper is still have low trustworthiness as due to lack of source of news in a single reportage. This is supported by Dailey & Wenger in 2016 once again that a single source shows the lack of in-depth reportage that affecting the amount of trust (Dailey & Wanger, 2016).

This is reflected in the news articles as most of the news article quoted from the same source of news. The result presented that the public officials words was highly used as a statement in the interpersonal violence related news article. This is due to the public official plays an important role in evaluating on the issue and more credible to provide information relating this issue to the public. As per mentioned, public officials are public managers who responsible for analysing on the issues criticality, agenda level, fund plans, priority and internal potential to deal with existing agenda (Cloete & Meyer, 1994).

As for the source of attachment, it revealed that most of the source of attachment was using family as the source of news. Family was inclusive of the family members of the victim, accusers and the victims themselves. This is because family’s emotions and thoughts delivered from their choice of words and expressions in addressing the issue can influence people more effectively. As said by previous researchers family is liable for content, faiths, and judgments formed and influence the choice (Cloete & Meyer, 1994).

The frequency of the main source has been mentioned in the news article was 3 and more times. This was influenced by the weight of the main source of news provide information to the news. This also discovered that the volume of information of the main source is crucial as their statement was used repetitively in a news article. However, the frequency of the secondary source of news was none as the highest ranking due to low secondary source of news being used in the news article.

d. Tone of news in Interpersonal Violence Reporting

Table4: News Tone in Interpersonal Violence Reporting

Tone of news	Highest ranking	Frequency	Percent %	Mean	Std.Dev
Overall tone	Negative	165	64.7	2.30	0.84
Tone of quotation	Negative	147	57.6	2.60	1.44
Attachment tone	Negative	153	60.0\	2.36	1.18
Tone of main subject	Negative	110	43.1	2.11	0.98
Frequency of positive tone	No positive tone	150	58.8	3.33	0.94
Frequency of negative tone	3 and more negative tone	200	78.4	2.84	0.61

Tone of news is important to see the sentiment when the issue being delivered. Researcher believe that the overall tone of news is negative due to the fact that most of the news articles addressing about the crime and bad situation surrounded the criminal and victims of the interpersonal violence. As supported by previous researchers, tone of news is that the inclination of stories featured within the article that determined the overall tone of the news coverage of each article (Keong et al., 2014).

Tone of the quotation, attachment and the main subject was also found as negative as

the expression showed in the attachment, quotation and the main subject describing the negative feelings towards the issue. This can be seen through the statement quoted by the journalist revealed more about the destructive and bad situation of the interpersonal violence issue rather than words of encouraging. The attachments were also found consist of negative tone of news as the sentiment toward the issue related to interpersonal violence was corrupted and harmful to the society. As the tone of the main subject, it is negative as the main subject in the news articles was addressed as the accusers or criminal. Therefore, there were lots of unpleasant issue has been raised related to the main subject of the news articles who committed to the interpersonal violence. These negative tone used in the quotation, attachment and tone of the main subject proved the statement by Pestalardo in 2006 that negativity was due to immoral, prohibited, or corrupt behaviour, in addition as negative failure involvement (Pestalardo, 2006). Therefore, it was safe to say that the tone of news used by media in bringing the issue of interpersonal violence to the center of attention was highly negative.

As for the frequency of the positive tone, it was sad to see that the most of the news articles on interpersonal violence had no positive tone. This was largely because of the content of the interpersonal violence news was negative, therefore, it contributed to the large number of news articles that did not have positive tone of news. Last but not least, the frequency of the negative to in highly on the 3 and more negative tone. This revealed that media mostly point out more than 3 times on the negativity of the interpersonal violence issue in the articles rather than once or twice. Therefore, the interpersonal violence issue was believed to be really crucial and vital to the society as the negativity of the crime was high.

e. *Chi-Square Statistical Analysis*

- H1: There is significant association between online news and framing of news
- H2: There is significant association between source of news and online news
- H3: There is significant association between online news and tone of news

Table 5: Chi-square hypothesis testing

Hypothesis	X2 Value	df	Asymp Sig (2- sided)	Association
H1: online news and framing of news	62.492	27	0.000	Accept H1
H2: source of news and online news	68.127	32	0.000	Accept H2
H3: online news and tone of news	25.663	14	0.029	Accept H3

Table 5 disclosed the chi-square analysis result from the three of the hypothesis testing. Results showed that there is a significant association between online news and framing of the news of interpersonal violence case in Malaysian online newspapers with $X^2 = 62.492$, $p\text{-value} = 0.000$, and the degree of freedom = 27. Thus, the first hypothesis was accepted. The result was accepted could due to the episodic frame, conflict frame and responsibility frame were highly influence the framing of the interpersonal violence issues in the online newspapers article. Similarly, crime and social were also relatively significant to

the online news coverage on the interpersonal violence. This shows that framing of issue is an important element of media agenda in addressing of interpersonal violence issue in the Malaysian online newspapers.

There is also a significant association between source of news and online news with $X^2 = 68.127$, $p\text{-value} = 0.000$ and degree of freedom 32. Hence, the second hypothesis is accepted. This results showed that the source of news has a strong association as the source of news can influence the online news. This could be affected by the influence from the public official and family in providing information to the media. It can be claimed that the public official and family have a significant association with the Malaysian online newspapers in the issue of interpersonal violence. Therefore, source of news is the important component of media agenda which can influence public on the interpersonal violence issue in Malaysia.

Lastly, the third hypothesis is also accepted as there is significant association between online news and tone of news. H_3 is accepted with the $X^2 = 25.663$, $p\text{-value} = 14$ and degree of freedom is 14. The tone of news articles related to interpersonal violence is highly negative in all overall tone, quotation, attachment and tone of the main subject, hence, it influenced the association between tone of news and online news. In this case, it reflected on the tone of news offers an indication on the negativity of the interpersonal violence issue in Malaysian online newspapers.

6. CONCLUSION

In conclusion, the Media Agenda was used in news articles related to interpersonal violence in Malaysian online newspapers. Framing of issue, source of issue and tone of issue are important elements in media agenda as the relatively use to inform the public on the criticality of interpersonal violence happening in Malaysia. This study proved that the issue of interpersonal violence has become worse as authorities put an effort to step up in pressing about the conflict to the society. The media has been used in informing people through the way the interpersonal violence issue being framed, source of news being used and the tone of news when addressing the issue.

Hence, media can be used to call for responsibility of people by making them think about the conflict that we are having in Malaysia. The result of this study can be used to determine the approach we can take and focus on especially by media practitioners through media agenda to make Malaysian people aware of this interpersonal violence issues occurred in Malaysia.

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Hasmah Zanuddin, PhD University of Westminster, London, Associate Professor at the Dept. of Media Studies, Faculty of Arts & Social Sciences, University of Malaya, Kuala Lumpur, Malaysia. Her expertise is Public Relations, Media & Communication Policy & Management, Research Method, Content Studies and Audience Research. She has vast experience in research collaborations at the national and international level such as the Korean-Australian Research Center, University of New South Wales, Australia. Her academic works were published in books, book chapters and journal articles. She stays active as the Working Committee to the Social Development Cluster of the Majlis Profesor Negara (MPN) and a member to the Working Committee for the Social Council led by the Implementation, Coordination Unit (ICU) Prime Minister's Dept. Malaysia.



Norizzati Saifuddin is a PhD student at the Dept. of Media Studies, Faculty of Arts & Social Sciences, University of Malaya, Kuala Lumpur, Malaysia. She holds a Master of Arts in Media and Information Warfare, Bachelor Degree in Mass Communication (Hons.) Broadcasting, and Diploma in Communication and Media Studies at the University of Technology MARA, Malaysia. She has participated in several communication studies as a research assistance in contribution to the knowledge of communication field.