

Malaysian Social Media Postings And Public Agenda Setting Review In The Portrayal Of Interpersonal Violence

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In Malaysia, the cases of interpersonal violence were enormously increased. People are exposed to the online network and interlink to one another. Hence, agenda setting study can be broadened by including social media as another media platform. The objectives of this research are to study the issue, the salience level and the sentiment emotions of the issue in the social media. The selected social media platform are Facebook and Twitter. This research used quantitative content analysis. Holsti test tested the reliability of the instrument. 420 social media postings selected using Krecjie and Morgan table. Non-parametric test was used to test the variable of this study. Chi-square statistical hypothesis testing found there is significant association between the independent variable that is social media and dependent variable that is the public agenda. From this research, the result showed that social media provide an important role to the public agenda to make Malaysians aware of the importance of interpersonal violence awareness in Malaysian society.

1. INTRODUCTION

World Health Organization in 2006 defines the interpersonal violence as the behaviour that involved physical force, with or without intention to injure another person, which may lead to death, psychological torture or cause of damage. In regards to the types of interpersonal violence it can be determined to by five category of interpersonal violence that consist of youth violence, child maltreatment, intimate violence, elder abuse and sexual violence. The sad reality of interpersonal violence issue is that it often occurred with someone they knew and the behaviour has become normal as the abusive behaviors have often occurred in the society Organization, 2006).

The seriousness of the issue can be seen on the increased on domestic violence in Malaysia from 2014-2016 with 15,617 cases according to the statistic by Royal Police of Malaysia (PDRM) and male is also exposed to become the victims by 26 percent of is which equivalent to 4,029 victims are not female (Asyraf, 2017). Referring to Federal Police Sexual, Women and Child Investigation Division Assistant Principal Director, Assistant Commissioner Ong Chin Lan said that the highest abuses occurred between 2014 to 2017, were involving physical acts such as beating, smacking, kicking, hitting with tools as iron

bars and golf rod, destructive things for example furniture and car, throwing acids to automobiles, stabbing, cutting, as well as splashing acids and hot water to another person (Zarinah, 2017). Interpersonal violence has become an extreme issue and huge societal concern with these cases.

Newman in 2009 mentioned that social media and user-generated content has shifted the way breaking news is delivered (Newman, 2009). Agenda setting theory explained that mass media plays a significant role in connecting people through its information which become interlinkage between media, public and policy. In the bigger scale of agenda-setting framework, social media can be used to extend the view of agenda setting theory (McCombs & Shaw, 1972). It is also supported by other researchers that agenda setting can be broadened by including social media as another media platform rather than highlighting only on the traditional media platform (Okhakhu & Omoera, 2010).

Therefore, to determine how public reacted to this criminal issue is important to learn the public agenda setting through the way the social media being used to supply information of this crime issue as public agenda concern with the issues related to public agenda by emphasis on the association of the issue with the media (Corral, 2006). This result of this study can be used see the public involvement in addressing interpersonal violence issue as it may affect their safety with people around them and create awareness on their role of society in reducing the crime act in Malaysia. In order to do that, these three objectives need to be reached to understand the public agenda related to interpersonal violence further through social media postings.

RO1: To study the public issues related to interpersonal violence discussed in Malaysian social media postings.

RO2: To determine the salience level of interpersonal violence cases in Malaysian social media postings.

RO3: To analyse the sentiment emotions of the interpersonal violence cases in Malaysian social media postings.

2. LITERATURE REVIEW

The literature review consist on three parts which is Agenda Setting Theory, the component of public agenda which is public issues, salience level and sentiment emotions, and the interpersonal violence.

a. Agenda-Setting theory

McCombs & Shaw in 1972 defined the agenda-setting theory as the number of issues addressed by mass media and the way these issues become considerably attributed to the mass audiences which have strong association which one another policy (McCombs & Shaw, 1972).

The idea of agenda-setting theory started by Walter Lippmann in 1922 in his book named Public Opinion who addressed hoe people perceived the world relies on the way mass media shaped the news. Maxwell McCombs and Donald Show in1972 on the other hand created the tern agenda setting by highlighting the mass media purpose through interlinkage of ruler and people policy (McCombs & Shaw, 1972).

Dearing & Rogers in 1996 illustrated in a study in 1988 the concept of agenda setting

in a model as a theoretical explanation on formation of agenda setting for a better understanding and agreement of this concept. According to their study, there is three major component of agenda-setting. The three set of elements which include media agenda, public agenda and policy agenda are the component of agenda setting theory. The first component element which is media agenda is referring to news presented the agenda by the media. The second component is public agenda which is defined as the content or topic which is described as the subject matter or issue that leads to the public agenda. Meanwhile the third elements of agenda-setting which is policy agenda, is described as the policy produced in response to media agenda and public agenda (Dearing & Rogers, 1996).

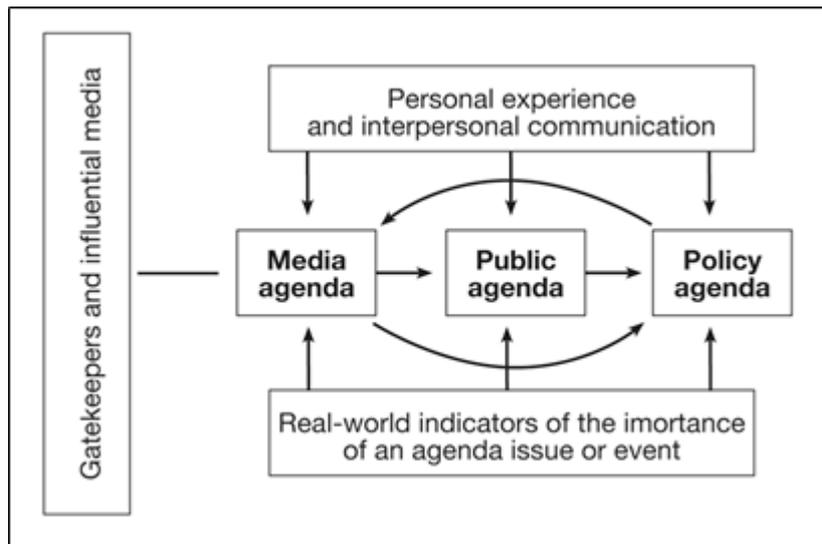


Figure 1. Dearing & Rogers's Model (Dearing & Rogers, 1996).

b. Public Agenda: Public issues, salience level and sentiment emotions

Shaw & McCombs in 1977 asserts that the idea of agenda-setting affirms that media priorities to an issue at some point become the public priorities. It means that media highlight is eventually covered privately and publicly by the media consumers (McCombs & Shaw, 1972).

Previous researcher added that public agenda-setting research is concerning about the issues that related to the public agenda. It would emphasis on the priority of an issue and its association with media. This is to compare the current condition with the previous report based on statistical proof in order to reveal the benefits and limitations of the newest policies (Corral, 2006).

In addition, public agenda was assessed by estimating the understanding of people on the importance of numbers of selected issues. A list of issues are rated to determine the importance of the issue. The average highest rating of an issue was acknowledged the main public agenda (Shafi, 2011). All issues were sorted based on the perceived public interest. Previous researchers have a set of issue that were used by the media in addressing the problem of the issue which includes politics, religion, crime, leadership, social, national security, national unity, nationalism, environment, economy, education, health issues, international relation, development, traffic woes, and government administration (Hasmah Zanuddin et al., 2017).

High duration can be seen when an issue lasted for a extensive time, but still, the value of it could be low in salience level which may insignificant. Such as,

the argument might take several months or years, however the concern would low positioned on the public agenda. Though, media reportage about a murderer might increase the high importance of salience level to the public eyes even though the report length is not long as the overwhelming manhunt and investigation of the killer are high (Rogers & Dearing, 2007).

Researchers defining salience as ‘The degree to which managers give priority to competing stakeholder claims’. Salience is consisted of power, legitimacy and urgency which has been described as below (Mitchell, Agle, & Wood, 1997).

- **Power:** The power in terms of their power to affect the decision-making process as well as the outcome of it. Mark is high if it has the ability to influence both decision-making process and outcome. Mark as medium if it is only the possibility to affect the process or with any legal rights. Meanwhile, it will be low mark if it had no direct influence on either process or outcome.
- **Legitimacy:** the degree it has a reasonable purpose to be involved in the process. High mark can be received if it was requested to present their view in the hearing stage of the process of decision-making. Otherwise, it can also be seen as a legitimate interested party by other interested party.
- **Urgency:** the degree of the importance of the issue is for the individual interested party.

Sentiment emotions can be analyzed through sentiment comments and emotions. To analyse the emotional textual analysis, there are 11 group symbol of connotation which includes, insinuations, criticisms, disputes, insults, provocations, communication, enlightenment, advice, suggestions, praise, and others (Ishak & Rahamad, 2012). This has been tested in other study to test the sentiment emotion of through social media study (Hidayah & Zanuddin, 2016).

Table 1: Group of symbol of connotation (Hidayah & Zanuddin, 2016)

Symbol	Connotation
Satire	ironic, cynicism, sarcasm, excitement
Criticisms	Admiration, Reprimand, Suggestion, theoretical approach, Analysis, Evaluation, condemnation
Disputes	Instrumental, Sociocultural, Negotiation, power and dependence
Insults	Individual, groups / class, institution / foundation, religious / race, public / private, deceased
Provocations	Sedition, Aggravate, Challenge, Threat
Communication	Conversation, Commentary, Query, Reaction
Enlightenment	On individual, On issue, Slander, General
Advice	Civic, racism, religious, politics, crime, general
Suggestions	General, public order, construction, provocation
Praise	General, provocation, motivation, individual, group
Others	Tagging, URL, Special characters, Photo, Video, Not related

3. INTERPERSONAL VIOLENCE

In the report of the Global status report on violence prevention 2014 by WHO and the United Nations Development Programme, the United Nations Office on Drugs and Crime, it

addressed interpersonal violence behaviours which include the act of child maltreatment, youth violence, intimate partner and sexual violence, and elder abuse. The report discussed the important violence prevention plans and laws and implementation of selected assistance for violence victims in different country profiles. The report shows that one-half of countries prepare children and adolescents “life-skills” by implementing school-based programmes. Promoting attempts to shift gender standards violence support against women is taken by one-half of countries. Programmes have done by one-third of nations to promote parenting in families at violence risk. Besides that, to avoid elder abuse the public information campaigns are developed in less than one-quarter of countries WHO & the United Nations Development Programme; the United Nations Office on Drugs and Crime, 2014).

According to World Health Organisation in 2018 violence against children under 18 years old includes all kinds of violence, whether committed by parents, other caregivers, friends, partners, or strangers. In the previous year, estimation up to 1 billion children aged 2–17 years globally have physical, sexual, or emotional violence or neglect experience. Lifetime health and well-being may be impacted by the childhood violence experience. Violence against children can be stopped based on the evidence from around the world. There are types of maltreatment including punishment involving physical, sexual and psychological or emotional disorder, and infants, children and adolescents’ negligence by parents, caregivers and other authority figures, which can be happened at home, schools and orphanages. Undesired aggressive behaviours such as bullying and cyber-bullying committed by child or group of children, siblings or romantic partner also considered as child maltreatment. It comprises repeated physical, psychological or social assault, with or without weaponry and may commit gang violence, happened in schools and other places where children gather and online. Other than that, child marriages and early or forced marriages, or unmarried children engaging in violence during dating which is called as dating violence are also a form of maltreatment. Sexual violence including non-consensual or tried to sexual contact and contactless sexual nature behaviour, sexual trafficking behaviour acted against someone without consent or online abuse. Children maltreatment also includes emotional or psychological disturbance involves limiting a child’s actions, unfair treatment, mockery, threats and oppression, hatred, denial and other non-physical kinds of hostile manner (World Health Organisation, 2018).

WHO Media Centre defines intimate partner violence and sexual violence as intimate the partner or former partner's behaviour that causes physical, sexual or psychological abuse, including physical assault, sexual pressure, psychological harm, and controlling actions. As for sexual violence, it was described as a sexual action, attempt or any act by any person regardless of any relationship or setting, against a sexuality of a person by force. This violence against women is not only violating human rights but also a major public health concern. Physical, mental, sexual, reproductive system and HIV risks may negatively be affecting women. Women with less education, domestic violence revealing against their mothers, child abuse, enduring violence are tend to experience intimate partner violence. To reduce intimate partner violence against women, it requires advocacy and empowerment counselling interventions and home visitation. Intimate partners, former and current partner sexual violence may also lead to new forms of violence against women. Intimate partners and former-partner sexual violence may increase existing violence because of getting affected by conflict situation, post-conflict and displacement (WHO Media Centre, 2017).

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. Meanwhile, sexual violence is described as any attempt or action to receive a sexual act. It is included undesired comments or action relating to sexual to an individual for sexual exploitation. Regardless of at home or workplace, and their relationship to the victim, using force against an individual are considered as sexual violence. Physical forced such as rape, forced penetration such as anus using a penis, or another body part, and an object are the example of sexual violence (Mikton et al., 2017).

Elder abuse as described by WHO Media Centre is the violent behaviour involving with the act of restricting physical of patients, dignity deprivation such as giving them in ruined clothes, choice over regular activities, less attention with intention, less or over medicating and delaying medicine, negligence and harm them emotionally. I could cause minor to serious physical injury and disability, long-term consequences, psychologically sick, distress and depression. The physical abuse towards elderly is more serious because they are physically weak to endure even minor injuries. It may lead to a severe effect which will be causing death. Victims of elder violence are two times likely to die early compared to non-victims, based on 13 years follow up study. There are increasing elder violence in many countries with fast ageing communities due to life pressure. It is estimated to be increasing to 320 million victims by 2050 if the elder violence victims constantly continued as the ageing population rapidly growing (WHO Media Centre, 2018).

4. METHODOLOGY/MATERIALS

Quantitative Content Analysis has been used to determine the Malaysian social media postings and public agenda setting review in the portrayal of interpersonal violence. Krippendorff described 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” (Krippendorff, 1980).

Simple random sampling has been used as the sampling techniques in creating quantitative content analysis data of this study. There are two types of social media platform that has been selected which is Facebook and Twitter. According to Malaysian Communications and Multimedia Commission, the majority of social media users are engaged to Facebook and Twitter (Malaysian Communications and Multimedia Commission, 2017). The postings in these two platform was retrieved for the data of 15 months between August 2017 and October 2018 to be analysed.

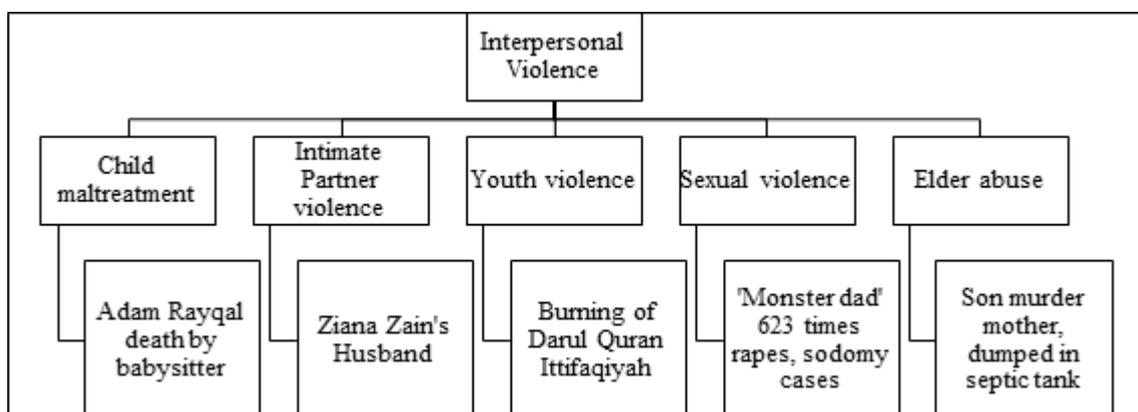


Figure 2: Interpersonal Violence Issues

Coding sheets and coding instruction were used as the research instrument of this study. 10 postings was randomly selected to test the variable in the pilot study. Krecjie & Morgan table was used in selecting 420 social media postings from two social media platform (Krejcic & Morgan, 1970). Keywords that carry the terms related to the interpersonal violence issues that have been selected was used to extract the postings in the big data. Social media is the independent variable of this study while public agenda is the dependent variable.

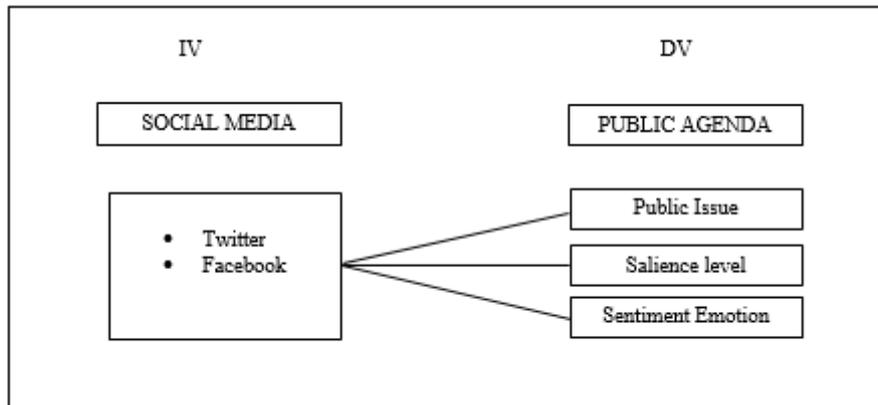


Figure 3: Research Framework

Non-parametric test was used to test the variable of this study. To test the instrument of this study, pilot test and Holsti reliability test were conducted prior the data collection and analysis started. 191 variables were used to construct the coding sheets, 8 pilot test were done with the Hostli result is 0.97 or 97% significant reliable (Holsti, 1969).

Table 1: Holsti’s reliability test (Holsti, 1969).

Sample/Coder	Coder 1	Coder 2	Holsti’s Reliability
Sample 1	180	187	$\frac{2(180)}{180+187} = 0.98$
Sample 2	172	185	$\frac{2(172)}{172+185} = 0.96$
Sample 3	169	182	$\frac{2(169)}{169+182} = 0.96$
Sample 4	166	178	$\frac{2(166)}{166+178} = 0.97$
Total	687	732	0.97

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

Hypothesis testing:

- H1: There is significant association between social media postings and public issues
- H2: There is significant association between social media postings and saliency level
- H3: There is significant association between social media postings and sentiment emotions

5. RESULTS AND FINDINGS

This section discussed on the results and findings of this study. Table 3 presented on the social media posting characteristic. Table 4, Table 5 and Table 6 were presented the results from variables that has been tested. The result was presented in the form of frequency, percentage, mean and standard deviation of the highest ranking in each categories. As for the Table 7, it was the result of hypothesis testing using chi-square as the statistical testing.

a. Characteristic of Social Media Postings

Table 3: Characteristic of Social Media Postings

Online Newspaper Characteristics	Highest ranking	Frequency	Percent %	Mean	Std.Dev
Social Media	Facebook	212	50.5	1.50	0.50
Main Issue	Youth Violence	189	45.0	2.69	1.22
Secondary Issue	No secondary issue	384	91.4	5.60	1.37
Main Attachment	Video	136	32.4	3.50	1.55
Secondary Attachment	No attachment	419	99.8	5.00	0.10
Issue Provider	Individual	159	37.9	2.50	1.27
Location	Less than 25	185	44.0	1.99	0.93
Share/Retweet	Less than 25	270	64.3	1.66	0.91
Comments	Less than 25	331	78.8	1.39	0.77
Purpose of postings	To inform	328	78.1	2.09	0.46
Date	June-October 2018	206	49.0	2.12	0.92
Time	4AM-7AM	60	14.3	5.16	2.29

Characteristic of social media postings can be seen in the table 3. Facebook postings related to interpersonal violence was more than in the Twitter by 50.5%. Although the percentage is closely equivalent to Twitter percentage, however, it is safe to say Facebook contributed more in the sharing of interpersonal violence issue through the social media to the public compared to Twitter.

The main issue of interpersonal violence posted in the social media among other interpersonal violence issue was youth violence. This is due to the high coverage of the issue related to Darul Quran Ittifaqiyyah that happened in the public, therefore, it attracted a lot more attention to the issue by public. However, when sharing on the news on interpersonal violence issue, most of the postings did not provide a secondary issue in their posting. Therefore, no secondary issue was the highest ranking of secondary issue. This means that one a single issue was published at one time by people.

Meanwhile, for the attachment, most of the attachment consists of video to support their postings. Malaysian people preferred to post an issue related to interpersonal violence through video as it offer sense of reality when people view the postings in the social media. However, people highly not to attached any secondary attachment and rely solely on the main attachment for their postings. This is the reason of why secondary attachment was extremely high on the no attachment. Malaysians preferred video as an attachment when they posted on the issue of interpersonal violence related.

As for the issue provider, most of the issue provider was individual. Individual here

means that a person use their own personal account to post the issue of interpersonal violence in the social media. Individual here also inclusive of normal people, influencers and celebrities in sharing the issue related to interpersonal violence happening in the Malaysia on social media. Therefore, most of the postings were supplied by individual in the social media.

On the other hand, likes, share or retweet, and comments in regards to interpersonal violence issues in Malaysia mostly were less than 25 likes, shares or retweet and comments. This could be because of the issue mostly provided by individuals, and not from more trusted and authorised pages or account in the social media, therefore, the number of likes, shares or retweet, and comments on the postings related to interpersonal violence issue in Malaysia were less than 25.

The purpose of postings on the issue related to social media was mostly with the intention to inform people about the issue related to interpersonal violence issue occurred in Malaysia. This can be seen on the high number of postings that provided an updates on the issues and notify people to keep them updated and advice on the issue accordingly. Thus, it believed that Malaysians social media postings on the issue on interpersonal violence was to inform people on the issue to keep people aware on the issue.

Most of the postings were published between June to October 2018 as there were a lot of crime issue raised and judged between June to October 2018. Hence, the interpersonal violence issues were in talk and draw a lot of discussion on the issue in the social media. As for the time of the posting, most of the postings were posted between 4AM-7AM. Thus, it assumed that Malaysian postings in the social media related on the interpersonal violence issue was most likely to be posted early in the morning before start the day.

b. Public Issue

Table4: Public Issue

Public Issue	Highest ranking	Frequency	Percent %	Mean	Std.Dev
Main issue	Crime	321	76.4	3.59	2.40
Secondary issue	Crime	71	33.5	10.78	6.77
Child maltreatment	Physical and emotional ill-treatment	69	44.2	1.88	0.94
Intimate partner violence	Controlling action	23	45.1	2.94	1.22
Youth violence	Physical harm	97	51.6	1.52	0.50
Sexual violence	Intercourse act	73	70.9	2.70	0.48
Elder abuse	Physical abuse	29	67.4	1.42	0.70

The main problem of the issue related to interpersonal issue addressed by social media users was crime in a single postings. As Corral said that this can determine how public reacted to this criminal issue is important to learn the public agenda setting through the way the social media being used to supply information of this crime issue (Corral, 2006). Hence, this can be seen that crime problem issue was highly discussed in Malaysian social media. Crime was also a secondary issue that has been addressed in social media postings. It happened when the main issue was not crime, but crime issue was touched as the second problem of interpersonal violence in a single posting. This revealed that Malaysian social media users addressed crime issue as the problem of interpersonal violence through their

social media postings highly as main issue and secondary issue. This is parallel with the statement that public agenda concern with the issues related to public agenda by emphasis on the relationship of the issue with the media (Corral, 2006).

Additionally, several acts involved in each types of interpersonal violence. For child maltreatment, the physical and emotional ill-treatment was highly addressed in social media Physical and emotional ill-treatment is a part of child maltreatment (Mikton et al., 2017). It can be seen through the way the victims and family members of Adam Rayqal responded and the public reaction to the physical and emotional of the victims and his family which highly contributed to this high number. Besides, it was also affected by the intimate partner interpersonal violence as the issue also involved with child maltreatment violence.

As for the intimate partner violence, the controlling actions was highly mentioned as the main act involved in interpersonal violence issue. Controlling actions is a part of intimate partner violence (Mikton et al., 2017). This can be seen through the way the husband of Ziana Zain controlling her life and family members that caused trauma mentally, emotionally and physically. Thus, the controlling act was highlighted by the public on this intimate partner violence in social media.

It discovered that physical harm was the highly discussed under youth violence in social media. One of youth violence crime is physical harm (Mikton et al., 2017). Due to the incident of fire tahfiz which caused death, therefore, most of the postings by public focused on the physical harm in Malaysian social media postings. This revealed that physical harm was circling around the social media by the posting of Malaysian users.

Meanwhile, for the sexual violence, most of the postings related to sexual violence addressed on intercourse act. According to World Health Organization, intercourse act involved with oral penetration, attempt or anal or vaginal intercourses are part of sexual violence (World Health Organization, 2013). This indicated that intercourse acts was the act of sexual violence that public mentioned in social media as the issue.

Lastly, as addressed by WHO Media Centre, the problem of the issue related to the elder violence was mostly on the physical abuse, as can be seen through the number of percentage of physical abuse to the elderly that has been mentioned in the Malaysian social media postings. Physical abuse is a part elder violence (WHO Media Centre, 2018). The reason of why physical abuse was high because of the way the criminal treated the victim before, during and after the murder was extremely unacceptable. Public society expressed their reactions in the social media by stating the physical abuse suffered by the victim in their postings.

c. Salience Level

Table 5: Salience Level

Salience Level	Highest ranking	Frequency	Percent %	Mean	Std.Dev
Salience of user: Power	Low	209	49.8	2.22	0.86
Salience of user: Legitimacy	Low	204	48.6	2.20	0.85
Salience of user:	Low	209	49.8	2.22	0.86

Urgency					
Saliency of commenter: Power	Low	286	68.1	2.50	0.78
Saliency of commenter:	Low	287	68.3	2.51	0.78
Legitimacy Saliency of commenter: Urgency	Low	288	68.6	2.50	0.79

Saliency level of the Malaysian social media postings was crucial in understanding public agenda in regards to interpersonal violence in this country. Saliency level was measured using power, legitimacy and urgency (Mitchell et al., 1997). It was measured by user and commenter. It was sad to see that the saliency level of the user in terms of the power to affect the decision-making was quite low. This could be due to the fact that most of the user that posted the materials in the social media was individuals, therefore, they do not have enough power to influence decision making process and the outcome just by their postings.

As for the saliency of user in the context of legitimacy, it is the degree to which it has a legitimate purpose to be involved in the process (Mitchell et al., 1997). It can be seen through the postings was mostly to inform people about the issue related to interpersonal violence happened in Malaysia. Hence, the degree of the user to take part in the process was low as the social media user was not willing participate in any way.

Similarly, the saliency level of user for urgency was also low. Urgency here means that the tense of the importance of the issue for the individual interested party (Mitchell et al., 1997). It can be seen through the Malaysian social media that the social media users did not put too much stress on the criticality of the issue, therefore, it led to the lower number of urgency pertaining to interpersonal violence issue.

Meanwhile, saliency level of the commenters for power, it discovered that the comments of the commenters was low to influence the decision making process and the outcome of it. This is due to the less number of comments in a single posting and the comments and lack of opinions in the comments section of the postings which lead to the low number of power to affect the decision-making process and outcome.

The saliency level for legitimacy of the commenters was also low as the real reason amount to be involved in the process. Most of the comments was reacted to the issue rather than wrote the comments in the afford to participate in reducing or helping the interpersonal violence issue. Thus, the saliency of the commenters for the legitimacy was not high in the Malaysian social media in playing public agenda.

Lastly, the saliency level of the commenters in providing urgency to the issue of interpersonal violence was also low. Due to the low number of comments and the comments was mostly reacted to the issue, therefore, the intensity of the comments in pressing the significance of the issue was lacking of determination. Hence, the comments in the social media postings relating to the interpersonal violence was not firm enough to pull the other's parties to see its importance.

d. Sentiment Emotion

Table6: Sentiment Emotion

Sentiment Emotion	Highest ranking	Frequency	Percent %	Mean	Std.Dev
Sentiment comment	Negative	309	73.6	2.15	0.49
Satire	Ironic	206	77.2	1.36	0.71
Criticism	Condemnation	131	48.3	5.76	1.61
Dispute	Power and dependence	71	89.9	3.87	0.43
Insult	Individual	94	71.8	1.65	1.25
Provocation	Aggravate	38	86.4	2.20	0.67
Communication	Reaction	182	56.3	3.10	1.05
Enlightenment	On issue	238	78.5	1.83	0.45
Advice	Crime	143	49.8	3.78	1.45
Suggestion	Public order	48	60.0	2.33	0.61
Praise	Individual	13	39.4	3.33	1.27
Others	Video	131	44.3	3.53	1.53

Sentiment emotions was analyzed through the sentiment comment and emotions rounded in the postings. Sentiment comment was measured by positive, negative and neutral (Gunda & Teratipally, 2016). In this study, researcher found that most of the postings in the social media contained negative sentiment comments. Due to the postings in the social media was highly convey negative connotation towards the interpersonal violence as the issue mostly consist of expression on the bad situation and undesired events happened towards the victims and their families.

Sentiment emotion has been categories as satire, criticisms, disputes, insults, provocations, communication, enlightenment, advice, suggestions, praise, and (Hidayah & Zanuddin, 2016; Ishak & Rahamad, 2012; H Zanuddin & Ambikapathy, 2018). As for the sentiment emotion in form of satire can been seen on the high number of ironic emotions that has been mentioned in the postings. This emotion was the highest due to the state of the victims and their families in confronting and dealing with the problems created the ironic feelings towards them. Therefore, ironic was the highest sentiment emotions of satire in the Malaysian social media posting.

As for the sentiment emotions of criticism in the social media, it discovered that condemnation was the highest emotions expressed in the postings. Most of it showed their condemnation towards the accusers or the criminal who involved in the cases of interpersonal violence issue in Malaysia. Hence, it led to the high number of criticism in the form of condemnation towards the interpersonal violence issue in Malaysian social media postings.

Power and dependence was the highest sentiment emotion of dispute. This was due to the fact that there are different opinions and disagreement towards the issue and claim another parties should be blamed for the issue. It also represented that some parties can control the situation from becoming worst if measurement been taking seriously to avoid interpersonal violence issue from raising in Malaysia. Hence, power and dependence has been pointed out through their emotion in social media postings.

Meanwhile for the sentiment emotion in the context of insult, it has been discovered that individual was the highest sentiment emotion under insult categories. This can be

explained by looking on the way people insult the individuals involved in the interpersonal violence issue, which can be criminal and family members or other outsider and authority that in charged to the issue. Therefore, it leads to the high number of individual being insulted in the social media postings out of frustration to the issue.

Besides that, provocation of sentiment emotion can be seen through the number of aggravate emotion when people reacted to the issue of interpersonal violence cases in social media postings. Some of the postings was a bit extreme whereby the make the issue become worse by injecting statement that would triggered other people reactions towards the issue.

Moving to the communication of sentiment emotions, it was found that the highest number of communication was a reaction towards the issue. This was due to the high number of people reacting to the issue and expressed their response towards the issue which led to the number of reaction of the issue in their postings. Hence, reaction was the highest communication of sentiment emotion in Malaysia social media postings relating to interpersonal violence issue.

As for the enlightenment of the issue, it was found that most of the social media postings delivered enlightenment on the issue. This can be seen through the way people want to inform and update people on the issue to make people aware on the interpersonal violence cases happening during that period. Thus, people give enlightenment on the issue in the effort to create their knowledge on the issue.

Additionally, advice of the sentiment emotion in terms of crime was the highest as many postings shared their advice on the interpersonal violence issue directed not only towards the criminal, but also towards authorities that handling the crime, and the public who might exposed to the crime issue related to interpersonal violence. Therefore, social media postings that contained advice on the crime was highest compared to other kind of advice.

Suggestion of the sentiment emotion in the context of public order was also the highest when it comes to the interpersonal violence issue in Malaysia. This is due to the public called for the authorities to do something as an approach to reduce and avoid interpersonal violence issue from increasing. Therefore, public order as the suggestion of sentiment emotion was highly stated in the Malaysian social media posting on the interpersonal violence issue.

Moreover, there was numbers of social media postings contains sentiment emotions on the praise. Although there was small amount of praising, it was highly on the individual context as the individuals who received the compliments was people who attempted to help and provide resolution to the issue of the interpersonal violence issue in Malaysia. Hence, the highest number of praise of the sentiment emotion was individuals.

Last but not least, others sentiment emotions that highly conveyed was the video. Most of the social media postings that have the element of sentiment emotion was being delivered through the video such as the emotions of the victims' families, the crime scene, as well as the emotions of the public towards the issue of interpersonal violence. Therefore, video was the highest for the other sentiment emotions in Malaysian social media postings.

e. Hypothesis Testing

Hypothesis testing:

- H1: There is significant association between social media postings and public issues
- H4: There is significant association between social media postings and salience level
- H5: There is significant association between social media postings and sentiment emotions

Table 5: Chi-square hypothesis testing

Hypothesis	X2 Value	df	Asymp. Sig (2-sided)	Association
H1: social media postings and public issues	97.971	25	0.000	Accept H1
H2: social media postings and salience level	38.925	11	0.000	Accept H2
H3: social media postings and sentiment emotions	60.225	22	003	Accept H3

Table 6 shows the chi-square hypothesis testing for the three of hypothesis of this study. The first hypothesis is accepted as there is a significant association between social media postings and public issue with $X^2 = 97.971$, $p\text{-value} = 0.000$, and degree of freedom = 25. Hence, the first hypothesis is accepted. This is resulted from the high number of issue related to crime issue has been addressed in the social media and each of interpersonal violence types have high number of violence. Therefore, there is a significant association between social media and the public issue.

The second hypothesis was also accepted. There is a significant association between social media postings with the salience level with $X^2 = 38.9225$, $p\text{-value} 0.000$, and degree of freedom =11. This chi-square hypothesis was accepted as the salience level was low in most category as which indicated that the salience level of interpersonal violence issue in Malaysian social media postings was low. Hence, there is a significant association of the social media postings with the level of salience.

As for the third hypothesis. There is a significant association of social media postings and sentiment emotions. This can be seen through the chi-square results that revealed $X^2 = 60.225$, $p\text{-value} = 0.003$ and degree of freedom = 22. This result showed that sentiment emotion have an effect to the public agenda in Malaysian social media posting related to interpersonal violence. Therefore, the third hypothesis was accepted.

6. CONCLUSION

To sum up, the public agenda of Agenda Setting Theory can be used to study the social media postings in regards to interpersonal violence issue happening in Malaysia. The public issue, level of salience and sentiment emotions can be used to determine the public agenda of interpersonal violence through social media postings. Public issue discovered that interpersonal violence crime has become a concern to the public as there was many behaviour that mostly physically affect people live being discussed in the social media. It also has been determined that salience level of the interpersonal violence issue was low which needed a lot of attention from us to influence, participate and urge to do something on the issue. As for the sentiment emotion, the analysis found that there are variety of emotions expressed by public

in social media which indicate that interpersonal violence issue can influence people and affect public in different ways.

Therefore, this study has reached the objectives of this study and the hypotheses of this study. There is association of social media postings to the public agenda. Hence, there is a need for us to create an approach which can help people in avoiding interpersonal violence issue in Malaysia. The results can make people aware of the interpersonal violence issue and how public reacted to the interpersonal violence issue in social media. Thus, this study can be used to see the public agenda playing in regards to the interpersonal violence issue in Malaysia.

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