

UNIVERSITI TEKNOLOGI MARA

**A STUDY OF CAMPAIGNS AS A
PLATFORM IN ADVOCATING
PUBLIC AWARENESS ON
DOMESTIC VIOLENCE AGAINST
WOMEN IN MALAYSIA**

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ABSTRACT

Numerous initiatives to advocate awareness on issues related to domestic violence against women across the globe through campaigns were deliberated at national or international levels. This qualitative study focuses on campaigns as a platform in advocating public awareness on domestic violence against women in Malaysia with the objectives to analyse the challenges, evaluate the strategies employed to overcome existing challenges in promoting campaigns, evaluate the most reachable platform to execute campaigns, and to propose a framework to strengthen the implementation of campaigns of domestic violence against women in Malaysia. To gain insights on the central focus of this study, fifteen (15) informants who are stakeholders from the government officials, policy makers as well as NGOs who were involved directly in the initiatives to promote campaigns on domestic violence against women in Malaysia were interviewed. Data analysis was conducted simultaneously with data collection, and the data were analysed manually. Thematic analysis were employed to analyse the data. Findings revealed four (4) significant themes on the challenges that exist in campaigns on domestic violence against women in Malaysia as follows; i) culture and its influence, ii) impact of media, iii) government's commitments and iv) readiness to disclose violence experiences. Additionally, three (3) themes were revealed in the strategies employed to overcome existing challenges faced in campaigns on domestic violence against women in Malaysia are i) planned campaigns elements for sustainability in campaigns, ii) coalition building and iii) utilizing the media. Findings also revealed two (2) themes as the most reachable platform to execute campaigns on domestic violence against women in Malaysia as follows i) selection of new media and ii) traditional medium of communication. Hence, the framework for enhancing campaigns on domestic violence against women in Malaysia were proposed highlighting the important aspects of research outcome, action plan, communication and evaluation. In conclusion, the results of this study showed that despite the challenges, Malaysia through the relevant stakeholders has implemented campaigns on domestic violence against women at various stages, from policy makers to grass-root level. The developed and implemented campaigns must be designed according to the diversified cultural aspects and the changing need of the targeted group of society.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Over the years, various campaigns in advocating domestic violence against women issues across the globe have been held. Discourse on domestic violence has been deliberated in various ways across context from advocacy change through campaigns via countless platforms at national and international levels. Communication campaigns are broadly defined as purposeful attempts to inform or influence behaviours in large audiences within a specified time period using an organised variety of communication activities and showcasing messages in multiple channels generally to produce non-commercial benefits to individuals and society (Atkin & Rice, 2013).

In many instances, communication campaigns across the globe were promoted to advocate change and assist in bringing complex issues related to domestic violence. Around the globe, in Saudi Arabia for instance, they had campaigns such as #IamMyOwnGuardian, #Women2Drive and #EndMaleGuardianship (Thorsen & Sreedharan, 2019). While in Malaysia, “Safe Family” (PWDC, 2022), “*Hentikan Keganasan, Hormati Wanita*” (Selangor State Government, 2020), Stop It Survive (Yayasan Pembangunan Keluarga Darul Takzim, 2019), Silence Hides Violence (nomore.org, 2016), #NoExcuseForAbuse (Women Aids Organization, 2014), Walk The Talk From Perlis To Sabah And Stop Violence Against Women (Ministry of Women, Family and Community Development, 2012) have been the campaigns in advocating domestic violence locally.

In exploring the global scenario, #MeToo movement is an example of domestic violence against women campaign. According to McDonald (2020), nearly every country in the world has had its own #MeToo moment, including countries where ideology or religious doctrine have traditionally hampered open conversations about sexual assault. This study also concluded that the #MeToo movement has almost certainly contributed to these shifts, breaking a longstanding and deafening silence and exposing how predators in senior, influential positions across all areas of society—politics, business, education, charities, the arts, sport and religion—exercise power to