



اَوْنُوْرَسِيْتِيْ تِيْكَوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ADS555

Applied Research Project

1 Malaysia for Youth (IM4U):
Understanding Youth Volunteerism Among Youth
In Sepanggar, Sabah

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Table of Content	Page
Acknowledgement	1
Chapter 1: Introduction	
1.1 Overview	2
1.2 Problem Statement	5
1.3 Research Objective	7
1.4 Research Questions	7
1.5 Scope of the Research	7
1.6 Definition of Terms and Concepts	
1.6.1 Volunteerism	8
1.6.2 Awareness	9
1.6.3 1 Malaysia for Youth (IM4U)	9
1.6.4 Volunteer	10
1.6.5 Dana Sukarelawan 1Malaysia (DRe1M)	10
1.6.6 Outreach Centers	11
Chapter 2: Literature Review and Conceptual Framework	
2. 1 Importance of Youth Volunteerism	12
2. 2 Motivational Factors toward Volunteerism	13
2.3 Youth Volunteerism in Malaysia	14
2.4 Contributions of IM4U	
2.4.1 IM4U Street Watch Campaign	15
2.4.2 IM4U Flood Relief Support	16
2.4.3 COOK4U	16
2.5 Benefits of Volunteerism	17
2.6 Conceptual Framework	19
2.6.1 Independent Variables	20
2.6.1.1 Media	20
2.6.1.2 Family	20
2.6.1.3 Friends	21
2.6.2 Dependent Variable	21

Chapter 3: Research Methodology	
3.1 Research Design	22
3.2 Population and Sampling	22
3.2.1 Sampling technique	22
3.2.2 Sample Size	22
3.3 Instrumentation and Measurement	23
3.4 Unit of Analysis	24
3.5 Data Collection	24
3.6 Data Analysis	24
Chapter 4: Results	25
Chapter 5: Discussion and Conclusion	
5.1 Discussion	35
5.2 Recommendations to Attract Youth into IM4U	38
5.2.1 Reach Out Run IM4U on 14th June 2015	38
5.2.2 "My Uni Rocks" (2012) program	39
5.3 Recommendations	40
5.4 Implications for Future Research	40
5.5 Limitations of the Research	41
5.6 Suggestions for Future Research	42
5.7 Conclusion	43
References	44
Appendixes	

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CHAPTER I

INTRODUCTION

1.1 Overview

Throughout history, public and private agencies of all types and sizes have relied on the use of volunteers to ensure continued success of their programs (Liao-Troth & Dunn, 1999, Silverberg, Backman, Backman & Ellis, 1999). In addition, many individuals search for opportunities with the purpose of to give service to others aimed to satisfy their own needs. According to Jensen (1995), budgets are getting tighter and higher demand in healthcare, human services, recreation and education programs which resulted to organizations to be dependent on the services provided by volunteers. However, organizations face problems of shortages of volunteers which hampered their abilities to fulfill their missions (Burns et al., 2005). It is crucial to understand the factors that drive people to contribute financial support and a source of free labor to organizations (Wilson, 2005, Campbell & Smith, 2006).

Sabah Minister for Community Development and Consumer Affairs, Datuk Jainab Ahmad Ayid (2015), stated in her speech during the Cultivating Volunteerism in Society Seminar in Kota Marudu, that everyone can become volunteers, and people may not realize that they are volunteers despite not participating in any volunteer organization. She added, there are always opportunities to start volunteering regardless of age, to serve the community, and volunteerism starts from within, as shown through selfless deeds. According to Luping (2012), the latest innovation is the call to the youths of Malaysia to give them all and contribute towards the common goal of the nation as to be a developed nation by 2020. Prime Minister Datuk Seri Najib Tun Abdul Razak called it a "Spirit of Volunteerism". He has declared the year 2012 as the Year of the Volunteer, and announced a host of measures and including a RM100 million fund to support youth volunteers, Luping (2012). Datuk Seri