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# ACROSS BORDERS

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AN OVERVIEW OF ISSUES IN  
MANAGEMENT & BUSINESS / SCIENCE & TECHNOLOGY  
/ SOCIAL SCIENCE & HUMANITIES  
2009-2011

## PROJECT TEAM

Dr. Roaimah Hj. Omar  
Dr. David Loh Er Fu  
Nor Raihan Abu Bakar  
Siti Zuraina Gafar@Abd Ghaffar  
Muhamad Hanapi Khamis  
Siti Nurshahidah Sah Allam

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**Division of Research, Industrial Linkages & Alumni  
Universiti Teknologi MARA  
Cawangan Melaka**

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# **PREFACE**

Across Borders is designed for use in knowledge development in various disciplines. It is written to accommodate the interest of academicians and industry. The compilation of research abstracts from different fields provides valuable information to assist the expansion of knowledge and development. It also serves as a reference for Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni.

The compilation of proceeding abstracts includes 83 research abstracts that are divided into 3 sections according to their respective disciplines; Management and Business, Science and Technology, and Social Science and Humanities.

It is hoped that this book would inspire its readers to undertake further research in the specific fields or disciplines.

# **ACKNOWLEDGEMENT**

The project team of this Across Borders would like to express their deepest appreciation to all the researchers from the various faculties for their participation. Without their on-going contributions the book would not be possible. We are indebted to the Rector of Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni for mooted the idea of having this book and getting the project started.

We would like to sincerely thank all our friends, colleagues, and acquaintances for their roles, direct and indirect contributions and invaluable support in the compilation of the 83 proceeding abstracts.

## COMMUNICATION STRATEGIES USED BY MALAYSIA MINISTRY OF HEALTH IN COMBATING RUMOURS ON H1N1 PANDEMIC

Wan Azfarozza Wan Athmar  
Wan Nur Atiqah Wan Faizal  
Ain Nabilah Mohd Baharudin  
Muhammad Affili Ismail  
Nur Mazuina Mazlan  
Nor Shahira Ruhaizat  
Mohd Kamal Hafeiz Ali Kamsani

### ABSTRACT

The H1N1 pandemic has brought unprecedented panic all over the world and Malaysia is also affected by of this global health problem. In 2009, we witnessed 77 death tolls in Malaysia alone and we are warned of a second wave of H1N1. The aim of this research is to identify the communication strategies used to disseminate information about H1N1 outbreaks, actions taken to prevent rumours about H1N1 from spreading and the communication challenges faced by the corporate communication department of Malaysia's Ministry of Health on H1N1 outbreaks. This study utilized the qualitative research approach which is in-depth interview. The research found that the Ministry of Health has utilized all communication tools to disseminate information on H1N1 and the communication strategies are based on culture, politics and economy aspects of this country. Frequent media monitoring, educating the public and transparency are actions taken to curb the rumours. The way audience perceived information on H1N1, misinterpretation of the information and dealing with media from the private sectors are three major communication challenges faced by the Malaysia's Ministry of Health

### KEYWORD

Rumours, communication strategies