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**FOREIGN CULTURE INFLUENCE YOUTH IDENTITY
(A STUDY TOWARDS THE INFLUENCE IN ENTERTAINMENT
AMONG FSPPP STUDENTS AT UiTM SAMARAHAN CAMPUS 2)**

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter focuses on the background of the study, which is regarding the influence of the foreign culture and its level of influence or effect. In this chapter also the research objectives are set forward to be achieved, as well the for the research questions to be answered. Besides that, this chapter also includes the problem statement, the study significance, and the scope of study.

1.2 Background of Study

Youth in Malaysian context is defined as young people with the age of 15 – 40 (Ministry of Youth and Sport). Youth nowadays many has been influenced by the foreign culture whether positively or negatively. It is important for us to know about the influence of foreign culture, especially when the influence is negative towards the youth. This is because, when we know about or what type of negative influence that surrounding the youth, we can help in recommending suitable solutions as to solve or at least handle the problems of negative influence correctly.

However, with the emerging technology nowadays, it is almost impossible to hinder the negative influence towards the youth. The positive influences may be welcomed, but the negative influences surely are the element that is undesirable to manipulate the identity of youth. So, in order to prevent the negative influence especially, to damage the youth identity,

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In this chapter, the researcher will explained about the influence of foreign culture towards youth identity. Section 2.1 is discussing on foreign culture and youth identity, section 2.2 explains on culture, section 2.3 explains on youth, section 2.4 explain on identity, section 2.5 explain about entertainment, section 2.6 discussing on conceptual framework and section 2.7 is discuss about hypothesis

2.2 Foreign culture and youth identity

As we know, foreign culture can be defined as the behavior, working method, Music, Dance, Literature, and Language, Social relation, Religious methods, marriage and other social activities of the foreign people according to their specific regions. (Murad, 2011) Culture has been traditionally defined as the way of life of a people, a definition traditionally and this definition is used by anthropologists. When this definition was developed, it can understand that there are groups of peoples whose lives are not touched by others, and whose whole mode of existence is organized in a communal setting. (Mathews, 2000)

In Malaysia, youth is defined as anyone who is between 15 – 40 years old and it represents 42.08% of the total population that is 10.95 million of youth from the total population of 26.01 million Malaysian citizens. (Department of Statistics Malaysia, 2011) Identity may be defined as the distinctive characteristic belonging to any given individual, or

CHAPTER 3

RESEARCH METHOD

3.1 Introduction

In this chapter, we will discuss various areas of research methodology undertaken for this research. Section 3.1 is about research design, followed by section 3.2 which is unit of analysis. Section 3.3 is about sample size. Next is section 3.4 that is sampling techniques. Section 3.5 discuss on the measurement or instrumentation. Section 3.6 discuss about data collection. Last but not least is section 3.7 that discuss about the data analysis. Lastly is section 3.8 which discuss about the measurement scales.

3.2 Research Design

In this research, researchers choose a cross-sectional study in order to collect a data. The data is gathered just once, over a period of weeks in order for the respondents to answer research questions. This research design is also known as one-shot studies.