

# CONFERENCE PROCEEDINGS

The 8th Southeast Asia International Philanthropy Conference 2023 (SEAIPC2023)

Future of Philanthropy and Sustainable Development:
Holistic Approach towards Innovative Fundraising
and Strategic Entrepreneurial Partnership
for Societal Well-Being

7 - 9 November 2023
The Waterfront Hotel Kuching, Sarawak

eISSN: 3009-1667

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> 7-9 November 2023 Waterfront Hotel, Kuching, Sarawak *Physical and Online Conference*

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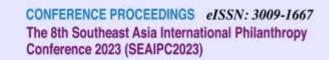


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# CONNECTING DIVERSITY AND COMMUNITY SERVICE PROJECT: A SEMIOTIC ANALYSIS ON TYPOLOGY OF IMAGES USED IN SOCIAL MEDIA REPORTING

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# Rashdan Rashid PEMADAM Kebangsaan

## **Abstract**

Social media semiotic research is an emerging powerful methodology for research and for developing brand communications. This study takes a deep dive into cultural connotations and category codes that ameliorate understanding and reinvigorate communication in society. In this study, we develop an understanding of strategic corporate and public affairs communication about community service projects that have emerged as strategic efforts to interact with society. The significance of social media reporting has been driven by the need to increase Persatuan Mencegah Dadah Malaysia (PEMADAM Kebangsaan) transparency and accountability concerning social issues. PEMADAM Kebangsaan develops and improvement of internal culture and social media communication and deploys semiotic metaphors and digital storytelling to create fresh emotional messages for younger generations. Utilizing social media content analysis and semiotic interpretation, this study analyzes the typology of images used in its social media reporting. The change in brand communication creates disruptive innovation by starting public discourses on the role of PEMADAM Kebangsaan in society especially to stay relevant with the younger generations.

**Keywords:** Semiotic, community service, Social Issues, Environment, Sustainability, Sustainable living