




**THE RESEARCH ON HOW EFFECTIVE THE  
COMMUNICATIONS STRATEGIES ADOPT BY THE  
ANTI CORRUPTION AGENCY SIBU IN COMBATTING  
CORRUPTIONS**

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## **EXECUTIVE SUMMARY**

These few years back there have been many people voices out their dissatisfaction towards the Anti-Corruption Agency mission and vision in combating graft. Although there is still a slight increase in the total of information and complaints received, and investigated by the Agency the communication strategies should be reviewed its effectiveness.

This why I want to investigate if the public know the function of Anti Corruption Agency and do the public in Sibul knows that this agency exist in Sibul and its function. Does the communication strategies adopted by the Anti Corruption Agency Sibul really communicate their message? This is because the percentage of the information receive are not related to the agency Act that is the Anti-Corruption Act 1997(Act 575) is very high. Combating the corruption and public awareness towards corruption is not easy. This is because corruption is part of our culture especially in the business world. It is difficult to change the mindset of certain public towards corruption. A good strategies in communicating the corruption crime is need to be address especially what is the meaning of corruption and educate the society the evil that corruption do.

This is the reason the research is conducted to determine the Sibul public awareness towards ACA Sibul, to find out the communication strategies adopted by the ACA Sibul and to evaluate the communication strategies adopted by the ACA Sibul. That is why is important for the Anti Corruption Agency Sibul to determine the effectiveness of the communication strategies that they have implemented.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Background

The Anti-Corruption Agency of Malaysia (ACA) began its formal operations on 1st October 1967 as The National Bureau of Investigation (NBI). The change of name was necessary in line with the widening of its scope. The NBI did not only confine itself to the investigation of corruption cases but also to cases of national interest, for example, syndicated gambling, smuggling, serious criminal breach of trust, organized fraud etc.

The name NBI was renamed to ACA when the Anti- Corruption Agency Act, 1982 was passed by Parliament on 13th May, 1982. The reason for the reversion was to reflect the actual function of this agency, that is, as an agency whose main function is the prevention of corruption.

In July 1997 the parliament passed a new Anti-Corruption Act 1997. It was enforced on 8 January 1998. The new law provides the ACA with more investigative powers. It also enhances punishment on offenders. The minimum sentence for corruption is a mandatory 14-day imprisonment and a RM 10,000 fine or 5 time the amount of bribe, whichever is the higher.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 LITERATURE REVIEW**

Marketing is a part of our lives and touches us in many ways each day. To be successful, every organization or company needs to be obsessed with its customers. To do so effectively, requires the development of a sound marketing function within the organization. Marketing plays a very important role in the future success of businesses. Marketing related activities are not committed to industrial firms, large corporations or people called “marketers”. Marketing is defined as a “social and managerial process through which people obtain what they want by creating and exchanging product and value with others”. Doing well is critical for the success of an organization. The marketing function deals with the production and distribution of product and services. In this case the services.

Nowadays marketing takes on a new significance and not just within the industrial sector. Non-profit organization, which has thought themselves exempt from pressure of market place, are also beginning to recognize the need for marketing in the management of their affairs. Professional people like doctors, lawyers, and accountants use marketing to manage their