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A PRELIMINARY STUDY ON PEOPLE  
PERCEPTION TOWARDS THE SAFETY  
OF KOTA KINABALU FROM CRIME

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## ABSTRACT

Criminal activities have become one of the major conundrum not only in Malaysia but the whole world. Crime creates worries and fear among the people. Therefore, this will cause negative perception towards the safety of the city. In this research study, the people perception towards safety in Kota Kinabalu has been carried out. In addition, this concept paper exploits the literature review in identify the factors that drive the perception of the people towards crime in Kota Kinabalu. This research also took within one year upon completion. Primary data was obtained from a set of questionnaires survey. Kota Kinabalu has been chosen as our study area and people in Sembulan, Kepayan and downtown Kota Kinabalu have been selected as our respondents. The eamestness of the crime has led the government in Kota Kinabalu to implement Safe City Program. This program has been implemented to decrease the crime rate and uphold the security of the community. It is also believed could create safe and peaceful atmosphere especially at the urban center. Based on the findings, the safety of Kota Kinabalu have been perceived less safe for the people and one main factors that drive the people's fear towards crime are surroundings and safety measures. Experiences in crime and media influences are less drive the people fear of crime in Kota Kinabalu. Based on these findings, the local authorities should make affirmative actions to reduce the crime rate in Kota Kinabalu and hopefully will improve the safety of Kota Kinabalu in the future.



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