
ACROSS BORDERS

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

PROJECT TEAM

Dr. Roaimah Hj. Omar
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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

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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.

SEGMENTASI SALURAN TELEVISYEN KE ARAH PERPADUAN ANTARA KAUM: KAJIAN KES PELAJAR FAKULTI KOMUNIKASI DAN PENGAJIAN MEDIA, UITM MELAKA

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ABSTRACT

Perpaduan nasional yang melibatkan penyatuan pelbagai kaum di Malaysia telah menjadi aspirasi dan hasrat kerajaan sejak tahun 1970-an lagi. Kini, dengan pengenalan gagasan 1Malaysia menjadikan matlamat perpaduan antara kaum sebagai agenda penting yang perlu dilestari secara menyeluruh oleh semua pihak termasuklah pihak media menerusi saluran televisyen sebagai wahana penyampaian maklumat. Walau bagaimanapun, usaha ke arah mempromosi perpaduan nasional ini dianggap tidak sejajar dengan objektif sebenar stesen-stesen televisyen swasta di Malaysia apabila pelaksanaan segmentasi saluran televisyen sekadar atau lebih kepada keperluan untuk memenuhi kehendak audien semata-mata. Apa yang jelas ialah, segmentasi yang berdasarkan kepada etnik kaum, peringkat umur, kecenderungan agama dan status ekonomi ini dianggap sebagai niche marketing (Ward, 2001), iaitu berorientasikan memberi tumpuan dan memenangi sasaran pasaran tertentu. Keadaan ini menyebabkan penonton-penonton televisyen berkecenderungan untuk memilih saluran-saluran yang sesuai dengan identiti, budaya, amalan dan gaya hidup etnik masing-masing sehingga mereka hampir tidak terdedah kepada gaya hidup dan budaya etnik lain. Dengan menggunakan kaedah deskriptif kualitatif terhadap 50 informan dalam kalangan pelajar Diploma Fakulti Komunikasi dan Pengajian Media Universiti Teknologi MARA, Melaka kajian ini memberi penekanan terhadap usaha mengkaji dan mengenal pasti sama ada segmentasi saluran televisyen swasta di Malaysia mengukuhkan jurang budaya antara kaum di Malaysia atau sebaliknya. Kajian juga dilakukan untuk mengenal pasti sama ada penggunaan bahasa ibunda etnik masing-masing di saluran televisyen tertentu menjejaskan usaha ke arah mengukuhkan perpaduan antara kaum dalam satu bahasa, iaitu bahasa Malaysia sebagai bahasa rasmi dan bahasa kebangsaan. Akhirnya, kajian ini mengusulkan strategi yang boleh dicadangkan untuk mempromosi dan menguatkan perpaduan nasional melalui segmentasi saluran televisyen.

KEYWORDS

Segmentasi, saluran, medium, gagasan