

## EXPLORATORY STUDY AMONG PUBLIC SERVANTS IN KUCHING ON THE EFFECTIVENESS OF ACA'S AEROGRAM COMPLAIN FORM AS A COMMUNICATION TOOL TO COMBATING CORRUPTION. (CASE STUDY: ANTI-CORRUPTION AGENCY KUCHING BRANCH)

## MARCEL BULAN ANAK NGABONG 2000565867

## BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (MARKETING) FALCULTY OF BUSINESS MANAGEMENT MARA UNIVERSITY OF TECHNOLOGY

SEPTEMBER 2005

## TABLE OF CONTENT

CHAPTERS	DESCRIPTIONS	PAGE
	Declaration of Original Work	ü
	Letter of Submission	iii
	Acknowledgement	iv
	Table of Contents	
	List of Tables	v
	List of Figures	vi
	List of Abbreviation	vii
	Definition of Term	viii
	Abstract	ix
1	INTRODUCTION	
1.1	Background and scope of the Study	1
1.2	Problem statement	
1.3	Objectives of study	
1.4	Significance of study	
1.5	Research question	
1.6	Limitation of study	
1.7	Definitions of terms	
2	CORPORATE PROFILE	
2.1	Introduction to the agency	9
2.2	Objective	
2.3	Function	
2.4	Strategy	
3	LITERATURE REVIEW	
3.1	Marketing as a Management Philosophy	16
3.2	Marketing Communication	
3.3	Marketing Communication Functions	
3.4	Marketing Communication Strategies	
4	RESEARCH METHODOLOGY AND DESIGN	
4.1	Primary Data	20
4.2	Secondary Data	
4.3	Method analysis	
5	DATA ANALYSIS AND FINDINGS	22
6	CONCLUSION AND RECOMMENDATION	47
	BIBLIOGRAPHY	
	APPENDICES	

Abstract of the project paper submitted to Universiti Teknologi of Mara (UiTM) in partial fulfillment of the requirements for the Bachelor of Business Administration.

# Exploratory Study Among Public Servants In Kuching On The Effectiveness Of ACA's Aerogram Complain Form As A Communication Tool To Combat Corruption Case Study: Anti –Corruption Agency, Kuching Branch

By

Marcel Bulan Anak Ngabong

# Supervisor:Mr. Mohammad Harrizz @ Harrisson Amat TamaFaculty:Faculty of Business Administration

Corruption is interpreted as *gratification*. Therefore gratification here means money, donations, loan, fee, reward, valuable security, property, any office, dignity, employment, contract of employment or services, payment, any valuable consideration of any kind, any discount, commission, rebate, bonus, and any forbearance to demand any money, any other service or favor of any description, any offer, any undertakings or promise.

As such, the government has set up an agency known as The Anti Corruption Agency of Malaysia (ACA) to act as an entrusted body to fight corruption. ACA's journey in its fight to eradicate corruption is not shielded from obstacles and challenges that must be overcome with efficiency and effectiveness. As the work of ACA resembles a fight of enjoining what is right and forbidding what is wrong, ACA will be facing various obstacles. Nothing is easy in any fight and work implementation. The Agency will always face hurdles and trials. With unfaded spirit and carrying out work in the best way, excellence combined with an honest and sincere attitude, and by overcoming all obstacles with sincere efforts, ACA will achieve their target as set in their vision and mission. More significantly, ACA

# **CHAPTER 1**

# INTRODUCTION

#### **1** INTRODUCTION

#### 1.1 Background and scope of the Study

On 1<sup>st</sup> October 1967 The Anti-Corruption Agency of Malaysia (ACA) began its formal operations. ACA was known as The National Bureau of Investigation (NBI). The functions of NBI quite wide in combating the white collar crime and to narrow down the functions the government have approved new act, Anti Corruption Act 1997. With this new act the agency can implement their action more specific in combating corruption.

Combating corruption and abusing of power effectively does not solely depend upon the enforcement of laws, on the contrary, it requires a more concerted, planned and comprehensive approach inclusive not only the anti-corruption aspects but also those of efficiency, transparency, integrity, and accountability in the government's administration.

Presently there is no universal definition of what is corruption; so as it's meaning and types of corruption it varies from country to country. As in the Laws of Malaysia, Section 2 of the Anti-Corruption Act 1997 (Act 575), corruption is interpreted as gratification.

Corruption has lately becomes one of the most alarming societal problems in Malaysia and in the State of Sarawak in particular. It has great effects on the society and also to the country as a whole.

Anti-Corruption Agency (ACA) Sarawak located at 12<sup>th</sup> Floor, Bangunan Sultan Iskandar, Jalan Simpang Tiga, Kuching. It has 3 branches that are located in Sibu, Miri and Bintulu. However, my scope of study will comprise only ACA Kuching branch.

The Anti-Corruption Agency Sarawak, Kuching Branch, pledged to prevent and combat corruption in a firm and fair manner without

1

## **CHAPTER 2**

## **CORPORATE PROFILE**

#### 2.1 Introduction to the Agency

The Anti-Corruption Agency of Malaysia (ACA) is one of the agencies under the Department of Prime Minister (DPM). It was officially established on 1<sup>st</sup> October 1967. But with the passing of the National Bureau of Investigation Act, 1973, it was legally named 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. However, the name NBI was reverted to ACA when the Anti- Corruption Agency Act, 1982 was passed by Parliament on 13<sup>th</sup> 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. As such, the setting up of the ACA is closely linked to the hopes and intentions of the Government to create an administration which is clean, efficient and trustworthy. In line with this aim, it is the role and responsibility of the ACA to eradicate corruption and the abuse of power.

The ACA is led by a Director General (DG) appointed by Sri Paduka Baginda Yang Di Pertuan Agong (the King) on the advice of the Prime Minister (PM). The Director General is assisted by two Deputy Director Generals.

The ACA consists of eight divisions at Headquarters level with a branch in all the 14 State Capital in the country, each of which is headed by its own State Director.

9