

UNIVERSITI TEKNOLOGI MARA

**A SURVIVAL AND RELEVANCY OF
MALAYSIA PREMIER NEWSPAPER
PRINTING INDUSTRY IN DIGITAL
ERA ON UTUSAN MALAYSIA, NEW
STRAITS TIMES & SINAR HARIAN**

MOHD HAFIZAN BIN ALI BAHAR

Thesis submitted in fulfilment
of the requirements for the degree of
Master of Art
(Art & Design)

College of Creative Art

June 2023

ABSTRACT

The initial print was through the publication of the weekly newspaper 'The Government Gazette' by AB Bone which was started in Penang in 1806 for the purpose of spreading the word. The study selected three major newspapers in Malaysia, namely Utusan Malaysia, New Straits Times and Sinar Harian. Utusan Malaysia Press Limited was established on 18 June 1938 to publish Utusan Melayu which was published on 29 May 1939. The company, known as Utusan Melayu newspaper, was established for 80 years until October 2019. Straits Times was established in 1845 in Singapore under the Straits Times and Trade Journal Singapore. In 1974, the Straits Times split into two separate companies; The Straits Times (Singapore) and The New Straits Times (Malaysia) include Berita Harian. The Sinar Harian newspaper was first published on 31 March 2006 for the markets of the east coast states of Peninsular Malaysia in particular Kelantan, Pahang, and Terengganu. Later, widespread distribution in the Klang Valley, Melaka & Negeri Sembilan Edition, Perak Edition, and northern edition were also distributed for Perlis. This study aims to assess the factors & solutions for the decline of broadsheet newspaper printing to progressive future technologies. The reasons the above main newspaper was chosen is because of its contribution to Malaysia's socio-economic growth, it is also mostly read by the people and has been established for more than two decades. This research method is through mixed method using interviews with senior officers in newspaper printing companies and using an information data collection through selected reader surveys in the Klang Valley. This study clarifies the development of information and solutions on how the newspaper printing industry in Malaysia remains relevant as technology evolves today.

ACKNOWLEDGEMENT

Firstly, I would like to express my gratitude and sincerity from the heart to the bottom to Allah S.W.T. for his blessing and guidance that have allowed me to finish this thesis. I would also like to take this opportunity to extend my gratitude to Dr. Khairul Azahari Bin Abdul Rani for the continuous support for the study and research, for his patience, motivation, enthusiasm, and immersive knowledge, as well as for his immersive expertise as a PhD holder. His supervision is a catalyst for this research, and his help is the main reason I was able to finish this research study. I could not have imagined having a better mentor and advisor for my master's degree.

I would like to express my gratitude to UiTM Shah Alam, College of Creative Art, for providing me with the option to pursue additional studies and also for providing me with appropriate assistance with such courses and training in order to successfully complete the master's degree studies. I'd like to express my gratitude to the Art & Design post-graduate community for supplying us with such critical information via social media and staying in touch with us to educate us about future activities and essential dates so that we don't miss our semester schedules.

Finally, this thesis is dedicated to the loving memory of my very dear wife, my children, and my entire family for their vision and determination to educate me. This piece of victory is dedicated to all of you. Alhamdulillah.

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF ABBREVIATIONS	xii
CHAPTER 1 INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	3
1.3 Research Objectives	4
1.4 Research Question	5
1.5 Significance of Study	5
1.6 Scope of Research	6
1.7 Limitation of Study	7
1.8 Delimitation	7
1.9 Conclusion	8
CHAPTER 2 LITERATURE REVIEW	9
2.1 Introduction	11
2.2 An Indication of Malaysia Printing Production	11
2.2.2 Printing Industry	13
2.2.2 Newspaper Printing Industry	14
2.3 Online Media Industry	16
2.4 The Malaysia Newspaper Printing Company	17
2.4.1 Utusan Malaysia	18
2.4.2 New Straits Times (Press)	20

2.4.3	Sinar Harian	22
2.5	Printing Act	22
2.6	The Role of Printing in Culture	24
2.7	Printing and Its Significance	25
2.8	Conclusion	27
 CHAPTER 3 RESEARCH METHODOLOGY		30
3.1	Introduction	30
3.2	Mixed Method Research	31
3.3	Research Process	32
3.4	Research Design	35
3.5	Interview	36
3.5.1	Utusan Malaysia Newspaper Printing Plant	37
3.5.2	News Strait Times Printing Press Organization	38
3.5.3	Sinar Harian Newspaper Printing Organization	39
3.6	Interviews Process	39
3.6.1	A Semi Structure Interview	41
3.6.2	Advantage and Disadvantage in Interview Method	42
3.6.3	The Disadvantage of Interview method	42
3.6.4	Classification usage in Qualitative Data Evaluation	42
3.6.5	Presentation of Data	43
3.7	Survey	43
3.7.1	Introduction of Quantitative Research	45
3.7.2	Statistic (SPSS)	45
i)	Data Conversion	46
ii)	Regression Analysis	46
iii)	ANOVA (Analysis of variance)	46
iv)	MANOVA (Multivariate Analysis of Variance)	47
v)	T-Test	47
3.8	Summary	47
 CHAPTER 4 DATA FINDING AND ANALYSIS		49
4.1	Introduction	49