Communication Strategy Approaches in A Facebook Live Sinar Harian Talk Broadcast

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Abstract
This study investigates the communication strategies (CS) used by the host and guests in a live talk broadcast on Facebook. The aim of the study is to identify and analysed how the respondents compensate for their insufficient linguistic repertoire and enhance their online discussions via the use of the CS in the live talk broadcast. The data was derived from the Facebook Live Sinar Harian talk broadcast on live video streaming on 14 January 2020. Due to the nature of the qualitative research method applied to this study, document content analysis was used. Thematic analysis revealed guest's employment of an array of CS when interacting during the talk show which includes nine prominent communication strategies used by the host and invited guests in the program, such as abbreviations, denial, questioning, repetition, referral, interruptions, delay, literal translation, and language exchange.
Keywords: Live Talk Broadcast, Facebook, Communication Strategies, Social Media, Live Streaming

Introduction
Information technology has become incredibly important in the modern age. The presence of technological developments can be found in various media and platforms for obtaining information that can be accessed using the internet. These technologies make it easier for people to obtain various information from titbits topic as frying egg recipes to much broader topics such as climate change. In addition, the rapid development of information technology has also had an impact on the development of interpersonal communication such as the use of online social media applications like Facebook, Twitter, Skype, and Instagram (Zelenkauskaite & Albright, 2021). With the increased usage of these applications, communication has become much easier and quicker.

The development of this technology also affects various academic and professional fields around the world, including journalism. This can be seen in the media's widespread on the internet in recent years. This new media has had huge impacts such as directly changing the ways people live, their cultures, and their ways of thinking. The widespread use of the internet has led to a focus on the use of electronic media as tools for disseminating information to consumers using technologies such as radio, television, game consoles, computers, telephones, and others, many of which are popular tools in the media industry.

Conveying key information in the news often relies on sound strategies to attract the attention of readers and listeners. Communication strategies are very important in communication as maintaining the openness of a communication channel whilst providing encouragement in the form of hypotheses and feedback. At the same time, an organized interview program should be structured with the inclusion of interlocutors who employ good communication strategies so that the main topic can be discussed well and easily understood by the intended audience. The strategies must be carefully implemented to benefit discussion panel members when providing information related to the topic so that the course of interaction can be continued fluently.

There are various communication strategies that can be utilized in an interview program, but these strategies should be adapted to what is being discussed. For example, if the content is *da'wah* (Islamic proselytizing) in nature, multiple persuasion strategies may be required in the interview process as well as the inclusion of facts that support the *da'wah (Ruslan,2008)*. Similarly, in science-related interview programs, the presentation of information may be suited to topics such as security, therefore, information and messages regarding safety and prevention should be prioritized. The application of communication strategies could influence and change the views of the target group, encouraging them to follow suggested instructions and advice (Paramasivam, 2009).

Literature Review
Studies related to various aspects of communication strategies have been conducted. Among these studies, Hymes (1966, as cited in Saville-Troike, 1991) has described the concept of underlying communication strategies, as a way of enabling efficiency and credibility when communicating. Effective communication should rely on how well information is conveyed.

According to Putri (2013), a communication strategy is a specific way used by speakers or listeners when encountering language difficulties in communication activities. In communication, disruption can occur due to weakness or inefficiency when the mastery of a language is insufficient for conveying a message. The insufficient linguistic repertoire in communication triggers the usage of various means or alternative communication strategies to enhance the communication process.

Froufa et al (2015) conducted a study to identify and analysed communication strategies on Twitter to promote El especial 23F: Operacion Palace that has done by a television station, La Sexta, that broadcasted this program on February 23, 2014. The findings revealed that the flexibility of Twitter had a positive impact on the users such as sharing many tweets with other users that were not bound to conversation. In other words, proportioned comparisons reply to tweets sent by the account owner, and the total retweets or those marked as favourites

(favourites tweets) confirm that Twitter users do not reply to tweets and are not bound to the conversation.

Lappas et al (2017) conducted a study on utilizing communication strategies by Greek local governments on Facebook as well as their effectiveness in engaging citizens online. The study revealed that the local authorities are investing in the interactive functions of Facebook to enhance their citizens' participation. Evaluation of the strategies indicated that impression management is an effective strategy that drives citizens' online attitude expression (liking) as well as advocacy behaviour (sharing). Although local governments in Greece seem to perform well on Facebook by posting content that is liked and shared by citizens, they do not score high in terms of engaging citizens online (commenting). Thus, this study was conducted based on two objectives, which were to identify the dominant types of communication strategies utilized by respondents and obtain their perceptions regarding the use of the Malay language as the main intermediate medium used in formal oral interaction.

Research Objective
The objective of this research was to identify and describe the communication strategy approaches used in a Facebook Live *Sinar Harian* live talk broadcast on live video streaming.

Methodology
This study employed qualitative methods of data collection and analysis. The results from these qualitative methods revealed important factors related to the analysis of the communication strategies applied in talk shows. Document content analysis was used in this study. According to Bryman (2008), qualitative linguistic research employs strategies that emphasize words rather than calculations as used in the quantitative analysis of collected data. The data was obtained through a detailed conversation text analysis of the *Facebook Live Sinar Harian* live talk broadcast, which was on live video streaming on 14 January 2020. Thus, in the research design of this study, there are several stages of analysis, which include (i) data selection, (ii) data coding, (iii) application of theory, (iv) elaboration of study findings, and (v) drawing of conclusions. Results were obtained by analyzing the data using the communication strategy elements proposed by Abd Rahim (2018e), which comprise sixteen communication strategy approaches. These are abbreviations, new meaningless words, denial, questioning, repetition, referral, self-correction, neglect of messages, interruptions, delay, literal translation, language exchange, imagination, politeness, paraphrasing, and asking for help.

Results and Discussions
In the data analysis of the "Live Talk Broadcast (Sinar Live) *OP Selamat: Selamat Atau Tidak*?", there were numerous communication strategy elements proposed by Abd Rahim (2018e) were detected in this study.

Abbreviations
The abbreviations used do indeed have the same meanings as the original words. However, the use of an abbreviation can still be understood by certain groups, especially close acquaintances with the speaker. This strategy resulted in a disparate level of understanding of the conversation due to the abbreviations used by the guest in the Facebook live talk broadcast. Therefore, based on the analysis of the interview session in the Facebook live talk

broadcast, there are several instances of abbreviation usage, which are shown in the following examples from the transcript of the talk program (Table 1):

Table 1
Abbreviations

No.	Abbreviation Examples	Abbreviation	Abbreviated Words
1.	*Kepada semua pelayar-pelayar* **FB** *Sinar anda juga boleh mengikut siaran langsung ini melalui platform Sinar Harian. Terutamanya di Portal Sinar Harian www.sinarharian.com.my* To all Sinar **FB** surfers, you can also follow this live broadcast through the *Sinar Harian* platform. Especially on Portal *Sinar Harian* www.sinarharian.com.my	FB	Facebook
2.	*Jadi Dato' dalam tempoh kita lihat ya Dato' mungkin setiap setiap tahun aaa OP. Selama ini ada target?* **PDRM** *ada mempunyai sasaran. Bagaimana statistik daripada perbezaan daripada tahun 2018, 2019 mungkin pada OP. Selamat sebelum ni?* So, Dato' in the period we see yes Dato' maybe every.. every year aaa *OP*. Is there a target till now…? **PDRM** has targeted, there is a target. How are the statistics on the difference between 2018, and 2019 may be on the *OP*? Is it safe before this?	PDRM	*Polis Diraja Malaysia* Royal Malaysian Police
3.	*Saya mengawal kaunter-kaunter diskaun ini yang memang banyak di pohon oleh semua lapisanlah daripada polis, pihak* **IPD***, pihak* **IPK** *Ibu Pejabat Polis negeri-negeri yang meminta ini dibanyakkan.* I control these discount counters which are requested by all levels from the police, the **IPD**, and the **IPK** of the states which instructed this to be increased.	IPD IPK	*Ibu Pejabat Polis Daerah* District Police Headquarters *Ibu Pejabat Polis Kontinjen* Contingent Police Headquarters

The transcript extracts in Table 1 include several of the abbreviations that were found to be used in the analysis of the Facebook live talk broadcast. The use of these abbreviations follows the usual pronunciation of a speaker as the abbreviated word has a similar meaning to the original word and the use of this abbreviation can be understood because the interlocutors share the same knowledge, such as "FB" referring to the word Facebook. In short, FB is an abbreviation that has been adopted by all users of the website, which is a medium of communication. Apart from that, the meanings of other abbreviated words used in the program were also understood, such as the abbreviation *PDRM*, which refers to the *Polis Diraja Malaysia;* the abbreviation *IPD*, which refers to *Ibu Pejabat Polis Daerah;* and the abbreviation *IPK*, which refers to *Ibu Pejabat Polis Kontinjen*.

Meaningless New Words

Another strategy used was meaningless new words. This strategy describes a word that lacks a dictionary meaning. In this regard, these words used by a speaker may only be understood by some people or are used to symbolize a situation that occurred. Therefore, the talk program analysis revealed there was no use of meaningless new words during the live talk broadcast. This is because this live talk broadcast involves more formal knowledge sharing because the things shared or discussed during the session contain public information for the audience. Thus, the use of words in scripts or spontaneous utterances during the program was more formal.

Denial

The denial strategy was also found in the present study. In this strategy, words or sentences were used that indicate a denial of a sentence being uttered. In the live talk broadcast, several questions were posed to the guest about something that he had mentioned in a press conference, as shown in Table 2.

Table 2
Denial

No.	Question	Disclaimer/Contradiction
1.	*Ok Dato', semalam pada sidang media di Bukit Aman Dato' ada mengatakan bahawa Dato' tidak bersetuju dengan pengurangan saman rayuan*	*Bukan tak setuju. Saya mengawal kaunter-kaunter diskaun ini yang memang banyak di pohon oleh semua lapisanlah daripada polis, pihak IPD, pihak IPK Ibu Pejabat Polis negeri-negeri yang meminta ini dibanyakkan. Saya terpaksa mengawal kerana saya tidak rakyat melihat bahawa kaunter diskaun ini dibuka dengan sewenang-wenangnya dan ia tidak akan dapat memperbaiki tahap sikap pengguna jalan raya kerana mereka memikirkan ooh PDRM melalui JSPT akan sentiasa mengadakan diskaun-diskaun ini dan mereka mungkin tidak takutlah bila kena bayar RM300 tapi ada diskaun 50% boleh bayar RM150*
	Ok, Dato', Yesterday Dato' said that Dato' did not agree with the reduction of the appeal suit at the media conference in Bukit Aman	Not disagree. I control these discount counters which are requested by all levels from the police, the *IPD*, and the *IPK* of the states which instructed this to be increased. I had to control it because I do not want the people to see that this discount counter is opened arbitrarily, and it will not be able to improve the level of attitude of road users because they think, ooh PDRM through JSPT will always have these discounts and they may not be afraid, instead of paying RM300, they just can pay RM150 because there is a 50% discount.
2.	*Mungkin ada kelainan dalam OP. Sikap kali ini Dato'?*	*Tidak ada kelainan yang ketara yang yang kita tonjolkan pada OP. Sikap kali ini tetapi seperti apa yang ucapan daripada Timbalan Ketua Polis Negara pagi tadi semasa pelancaran OP. Sikap 16 ini.*
	Is there a difference in the *OP Sikap* this time, Dato?	There is no significant difference that we highlighted in the *OP. Sikap* this time, it is like what was said by the

		Deputy Inspector General of Police this morning during the launch of the *OP. Sikap* 16.
3.	*… ada juga cakap-cakap nakal mengatakan saman ini sebenarnya PDRM tak ada duit nak cari duit.*	*Itu kita mengutip bagi pihak kerajaan saja dan tidak ada satu sen pun masuk ke dalam kantung atau tabung trafik ataupun PDRM jadi tanggapan tu yang awal tadi.*
	... there are also mischievous talks saying that the summon issued is for *PDRM* to generate money…who have no money.	That was what we had collected only on behalf of the government and not a single penny went into the pockets or the traffic fund or the *PDRM* so that was the initial impression.

Table 2 indicates some denials that were made by the guest to the questions raised by the lawyer. Through this live talk broadcast program, question sentences such as "*Ok Dato', semalam pada sedia media di Bukit Aman Dato' ada mengatakan bahawa Dato' tidak bersetuju dengan pengurangan saman rayuan*" were posed by the lawyer but were clearly denied by the guest using the following statement.

> *Bukan tak setuju. Saya mengawal kaunter-kaunter diskaun ini yang memang banyak di pohon oleh semua lapisanlah daripada polis, pihak IPD, pihak IPK Ibu Pejabat Polis negeri-negeri yang meminta ini dibanyakkan. Saya terpaksa mengawal kerana saya tidak rakyat melihat bahawa kaunter diskaun ini dibuka dengan sewenang-wenangnya dan ia tidak akan dapat memperbaiki tahap sikap pengguna jalan raya kerana mereka memikirkan ooh PDRM melalui JSPT akan sentiasa mengadakan diskaun-diskaun ini dan mereka mungkin tidak takutlah bila kena bayar RM300 tapi ada diskaun 50% boleh bayar RM150.*
> Not disagree. I control these discount counters which are requested by all levels from the police, the *IPD*, and the *IPK* of the states which instructed this to be increased. I had to control it because I do not want the people to see that this discount counter is opened arbitrarily, and it will not be able to improve the level of attitude of road users because they think, ooh PDRM through JSPT will always have these discounts and they may not be afraid, instead of paying RM300, they just can pay RM150 because there is a 50% discount.

Thus, in this case, the guest denied that he did not agree with the issue of reduction of the appeal summons and tried to provide a re-explanation related to the issue in giving support to the denial that was made.

Questioning
The next strategy that was revealed in the present study was the questioning strategy. This strategy uses question-type sentences that revolve around the topic being discussed. In the interviews studied, there are several questions raised to the invitees, such as those in Table 3

Table 3
Questions

No.	Questions
1.	*Mengapa Dato' tidak bersetuju?* Why Dato' does not agree?
2.	*Jadi sebenarnya apa saman?* So, what exactly is a summon?
3.	*Berapa jumlah saman yang PDRM kutip pada tempoh tahun 2019 pada OP. Sikap Tahun Baru Cina sebelum ini?* How much was the PDRM total collection on summons' in the previous Chinese New Year's OP. Sikap in 2019?

Table 3 presents examples of the questioning strategy employed by the host in the live talk broadcast. Accordingly, the questions posed to the guest focus on the topic of discussion in the live talk broadcast, and the answers and explanations given by the guest are answered for each question that was asked. Therefore, the listeners who follow the talk session will benefit from important public information because the context of the conversation lies within the same topic area.

Repetition

The repetition strategy was also used in the present study. This strategy emphasizes the use of repeated words, phrases, or sentences as parts of a message to be conveyed in a conversation. This repetition provided the listener with a better understanding of the topic being discussed. However, numerous repetitions occurred due to a lack of understanding of the message or forgetting the content of the message to be conveyed. In the live talk broadcast studied, numerous repetitions are uttered by the guest, examples of which are presented in Table 4.

Table 4
Repetition

No.	Repetition Examples	Repeated Words
1.	*Betul? Jadi **sikap**. **Sikap** yang memainkan peranan yang amat besar dan ia mesti datang daripada iltizam pengguna jalan raya itu sendiri ataupun kita ni masyarakat. Penguatkuasa hanya nak menentukan undang-undang diikuti tetapi macam tadi saudara cakap apabila masuk memegang stering saja lupa dah kalau boleh ingat nak balik ke kampung atau sampai ke destinasi dalam masa yang cepat. 110 kilometer had laju yang dikuatkuasakan dalam negara kita nampaknya sewenang-wenangnya mereka melangkaui 130-140 dan ini merupakan salah satu penyumbang terbesar sebenarnya kelajuan speeding melebihi 110, 130, 140 atau sebagainya telah menyumbang kepada kemalangan maut yang membawa kepada kematian dan juga kecederaan parah yang teruk. Ini yang perlu kita tanamkan kepada semua pengguna tanggungjawab kita bersama ni. Maknanya bukan sahaja pihak polis, pihak PDRM atau pihak JSPT yang menentukan **sikap** ini dapat diperbaiki tetapi kesedaran. Maknanya dia bermula daripada mana. Semua peringkat perlu memainkan peranan. Inilah satu orang kata masalah besar yang perlu kita address bagaimana kita nak menukarkan **sikap** yang tidak berapa baik ini kepada yang lebih positif. Besar atau panjang kalau saya nk ulaskan bagaimana nak mengubah **sikap** ini…*	*Sikap* *Attitude*

Right? So, attitude. The attitude plays a very big role, and it must come from the commitment of the road users themselves or us as a community. The enforcement-only wants to determine the law to be obeyed, but as you said earlier, when you get in and hold the steering wheel, you forget if you can remember to go back to your village or reach your destination in a quick time. The 110-kilometer speed limit that is enforced in our country seems arbitrary, they go beyond 130-140 and this is one of the biggest contributors in fact speeding speeds exceeding 110, 130, 140, or so have contributed to fatal accidents that lead to death and serious injuries. That is bad. This is what we need to embed in all users of our shared responsibility. It means that it is not only the police, the *PDRM,* or the *JSPT* that determines that this attitude can be improved but awareness. It means where it started from. All levels have a role to play. This is one big problem that we need to address, how do we change a bad attitude to be a more positive one? If I want to explain how to change this attitude will on the big or longer explanation….

| 2. | *Yang **OP. Selamat** ini kita tidak menumpukan sahaja kepada aa kemalangan ataupun yang berlaku di jalan raya kerana **OP. Selamat** itu aa merupakan serampang 2 mata jugak. Kita selamat aa berurusan sama ada balik kampung atau sebagainya melalui mode jalan raya ini. **OP. Selamat** ini jugak menumpukan keselamatan harta benda kita yang kita tinggalkan tu bermaknanya kita selamat ke destinasi dan selamat kembali ke destinasi kita jugak.*

The *OP. Selamat*, we do not just focus on accidents or what happens on the road because of *OP. Selamat* is like killing two birds with one stone. We are safe to deal with whether going back to the village or so on through this road mode. *OP. Selamat* is to focus on the safety of our possessions at home, and which means that we are safe to-and-fro on the road to our destination. | OP. Selamat |
| 3. | *Saya nampak ada peningkatan sedikit pembayaran **saman** ini dan salah satunya kita dengan membuka diskaun walaupun saya tidak berapa setuju tetapi terpaksa kita buka sedikit untuk dapat mereka sedikit membayar **saman** dan dalam masa yang sama kita jugak dapat kerjasama daripada Jabatan Pengangkutan Jalan kerana kita mempunyai sistem yang online di mana jika mereka tidak membayar **saman**, mereka tidak dibenarkan untuk memperbaharui cukai jalan dan jugak lesen memandu sekiranya ada **saman** polis ada **saman** JPJ tidak dibenarkan dan ini mereka memaksa terpaksa juga datang kepada pihak polis untuk membayar **saman**.*

I see that there is a slight increase in the payment of this summons and one of them is by opening a discount. Although I do not really agree we have to open a few, so that they can pay a little bit of summons and at the same time we also get cooperation from the Road Transport Department because we have an online system where, if they do not pay the summons, they are not allowed to renew the road tax and, even the driving license. If there is a police summons there is a JPJ summons is | *Saman*

Summon |

> not allowed, and this forces them to also come to the police to pay the
> summons

Example 1 in Table 4 has five repetitions of the word *sikap* uttered by the guest. This repetition is a message that needs to be conveyed by the guest to the audience so they remember and understand the intended meaning conveyed by him. In addition, the meaning of this word to be conveyed, "attitude," refers to the things that need to be done by the audience in compliance with traffic laws set by the government to ensure no accidents occur, especially during the festive season.

Referrals
The referral communication strategy involves referring to a message conveyed by someone that can strengthen his or her understanding. This strategy is implemented by making a reference to something that has been seen or heard. Several examples of sentences were found in the talk show transcript that represents reference strategies. Examples of these are shown in Table 5.

Table 5
Referrals

No.	Referrals
1.	*… contohlah kalau OP. Selamat 2016 kita bandingkan dengan OP. Selamat 2014 sebab saya terpaksa bandingkan Hari Raya Cina dengan Hari raya Cina yang sebelum ini. Memang ada penurunan dan sebanyak lebih kurang hampir 4.5% …* There is indeed a decrease, and it is almost 4.5%...... for example if we compare OP. Selamat 2014 between OP. Selamat 20146 and if I had to compare the Chinese New Year with the previous Chinese New Year.
2.	*Ok Dato', semalam pada sidang media di Bukit Aman Dato' ada mengatakan bahawa Dato' tidak bersetuju dengan pengurangan saman rayuan.* Ok, Dato', yesterday at the media conference at Bukit Aman, Dato' said that Dato' did not agree with the reduction of the appeal summon.
3.	*Jadi dari segi statistik pun 2019 berbanding 2018 memang banyak pengurangannya saya telah kawal apa ni kaunter-kaunter ini supaya rakyat dapat lebih menghormati dan saya merayu supaya mereka membayar atau menjalankan tanggungjawab jika diberi saman supaya waran tangkap tidak dikeluarkan ke atas merekalah sebab itu saya sekali sekala kita keluarkan apa ni diskaun tawaran ini.* So, from a statistical point of view, there is indeed a lot of reduction in the year 2019 compared to the year 2018. I have controlled these counters so that the people can respect them more and I appeal to them to pay or carry out their responsibilities. If they are given a summons so arrest warrants are not issued against them. That is why I occasionally issued what is called a discount offer.

In Table 5, above, Example 1, "… *contohlah kalau OP. Selamat 2016 kita bandingkan dengan OP. Selamat 2014 sebab saya terpaksa bandingkan Hari Raya Cina dengan Hari raya Cina yang sebelum ini. Memang ada penurunan dan sebanyak lebih kurang hampir 4.5% …,*" was stated by the invited guest in reference to OP. Selamat 2014 statistics, comparing them with OP. Selamat 2016, which led to a decrease in traffic accidents of 4.5%. This reference was made by the invited guest to the fact that the team had effectively enforced the law, especially

during the festive season. So, there was a decrease in accident rates of about 4.5% by comparing the two OP. Selamat operations that had been launched.

Self-Correction

Self-correction can be defined as correcting a word or sentence yourself. Through this strategy, a person will correct a message that has been conveyed through words or phrases, including their own, without the need for help from others. However, the interviews that were examined did not exhibit any self-correction that was spoken by the guest.

Neglect of Messages

The strategy regarding neglect of messages is characterized by the omission or conversion of a topic or message by the listener from the actual topic in a discussion. It is possible that a message that has been sent is not interesting or poorly understood by the listener. The analysis of the conversations studied revealed that no change or omission of messages made by the guest during the live talk broadcast was affected.

Interruptions

The interruption was a strategy found in the communication strategy approach proposed by (Abd Rahim, 2018e). For example, an interjection is a process of expressing an opinion or objection while others are speaking and usually occurs in the process of communicating something. Examples of them are found in the following conversations (Table 6

Table 6
Interruptions

No.	Interruptions	Interjections
1.	*P: Rumah yang ditinggalkan*	*Tetamu*
	D: … dan selamat meninggalkan harta benda yang kita tinggalkan tu.	*Jemputan*
	P: Abandoned house	
	D: … and safely leave the property at home.	
		Invited guest
2.	*D: Ok. OP. Selamat ke-16 ini sempena Tahun Baru Cina yang akan bermula pada 18 hingga 1 FEB 2020 ini. Setiap tahun kita ada 2 jenis OP. Selamat, Tahun Baru Cina dan …*	*Pengacara*
	P: dan Hari Raya	Host
	D: Okay. *OP. Selamat* 16th is in conjunction with Chinese New Year which will start on 18 to 1 FEB 2020. Every year we have 2 types of OP. Selamat which are Chinese New Year and…	
	P: and Hari Raya	
3.	*D: … dan jugak Hari Raya Aidilfitri dan dah ke-16 kita buat bermakna setahun dua daripada dah 8 tahun memang ada berkesan kerana target atau sasaran kita adalah untuk mengurangkan kemalangan jalan raya dan jugak …*	*Pengacara*
	P: Kematian	
	D: … mengurangkan kemalangan maut dan juga kematian dan statistik aaa dapat saya lihat menunjukkan trend begitu tapi dengan syaratnya Pegawai dan anggota Jabatan Penguatkuasaan	

dan Siasatan Trafik dibantu oleh agensi-agensi penguatkuasa yang lain dalam OP.	
D: ... and it's Hari Raya Aidilfitri and it's the 16th year that we've done it, which means that a year or two out of 8 years has been effective because our target or target is to reduce road accidents and ...	Host
P: Death	
D: ... reducing fatal accidents and deaths and aaa… statistics. I can see show such a trend but on the condition that the Officers and members of the Traffic Enforcement and Investigation Department are assisted by other enforcement agencies in the *OP*.	

In Table 6, several interruptions were made by the lawyers as well as invited guests; many of these can be traced back throughout the live talk broadcast. The interruptions are done with the aim of stating opinions or oppositional comments on a topic discussed. The interruptions also boost the program because both participants argued with each other and give additional ideas on the matters under discussion. Example 1 in Table 6 indicates there was an interjection made by the invited guest: "… *dan selamat meninggalkan harta benda yang kita tinggalkan tu*." The interruption used by the invited guest is in addition to the utterance expressed by the host: "*Rumah yang ditinggalkan*." Here a gap has been made and therefore, the main idea of the arguments becomes easier for the listeners to understand.

Delays
The delays strategy refers to using audible utterances or silence from someone whilst communicating to create a delay in communication. Each of these delays can take the form of no words spoken, signs of agreement or disagreement, body language, or sign language. In the conversations studied, some delays were detected while the invitees were speaking. Among the delays made are those displayed in Table 7:

Table 7
Delays

No.	Delay Examples	Delay
1.	*Jadi Dato' dalam tempoh kita lihat ya Dato' mungkin setiap setiap tahun **aaa** OP. Selamat ni ada target PDRM ada mempunyai sasaran* *So, Dato' in the period we see… yes, Dato' maybe every... every year **aaa** OP. It is good that there is a PDRM target, there is a target*	**aaa**
2.	***Ermmmmm.*** *Perlu saya betulkan sedikit kenyataan yang kita hanyalah sebahagian daripada agensi penguatkuasaan.* **Ermmmmm.** I need to amend a little statement that we are only part of the enforcement agency.	**Ermmmmm**
3.	***Aaaa.*** *Terima kasih atas soalan tu.* **Aaah.** Thank you for that question.	**Aaaa**

The utterances in Table 7 above comprise examples of adjournment made by the host and the guests in the live talk broadcast. Example 1 in the table shows the delays that have been made by the invited guests, such as using the utterance "aaa" in his answer to the question raised by the lawyer. The postponement is believed to have been done by the invited guest because he was thinking or trying to find the appropriate word or sentence during a pause before giving an answer to the question.

Literal Translation
A literal translation is a translation of a single word found in another language into Malay. This translation is usually completed regardless of whether the structure of the other language is used correctly or not if the translation can be understood by those who are speaking. In the conversations studied, participants were detected using literal translation as shown in the following examples in Table 8:

Table 8
Literal Translation

No.	Literal Translation Examples
1.	Ini bermakna **total enforcement** kita ataupun **penguatkuasaan yang total** ini telah kita jalankan dengan betul. This means that our **total enforcement** or **total enforcement** has been carried out correctly.
2.	**Moto yang berkuasa tinggi** kita lihat yang **big bikers** … The **high-powered bikes** we see are the **big bikers**...
3.	*Jadi itu* **stand** *ataupun* **pendirian kita** *sekarang inilah hasil daripada polisi yang dikeluarkan oleh Kementerian Pengangkutan.* So that is our current **stand** or **stance** because of the policy issued by the Ministry of Transport.

In Table 8, it can be seen that some use of literal translation communication strategies has been used by the host or invited guests when processing sentences to provide answers and explanations on the topics discussed. This literal translation is used when commenting and emphasizing a topic so the audience understands clearly.

Example 1 showed literal translation occurred with the English phrase "total enforcement," which was used by the invited guests with the Malay phrase "*penguatkuasaan yang total*," which has the same meaning. Although the use of the two phrases shows emphasis on a topic, in terms of Malay law, the use of these phrases were redundant because the words have the same meaning and can only be used once.

Language Exchange
Another strategy used was language exchange, as proposed by Abd Rahim's communication strategy (2018e). This strategy is the exchange of Malay language with other languages in terms of words, phrases, or sentences. This language exchange can usually be understood by others even if the words, phrases, or sentences are incorrect. For example, the use of English when speaking in Malay is an exchange of language when communicating. In the conversations studied, there are some words and sentences that have been converted from the original language to another language, as shown in the following examples in Table 9:

Table 9

Language Exchange

No.	Language Exchange Examples
1.	*Dato' cakap pun* **mention** *berkenaan dengan sikap* Dato' also **mentioned** about attitude
2.	*Statistik untuk OP. Selamat Tahun Baru Cina ini saya tidak adalah sekarang ini tapi saya boleh nyatakan yang* **task** *dalam masa 1 tahun itu.* Statistic for the *OP.* Happy Chinese New Year, I do not have it right now, but I can say the **task** in 1 year.
3.	*Kita hanya menjalankan orang kata penguatkuasaan dan dapat 300 atau 400, 350 juta ini hanya merupakan* **compliment** *daripada PDRM sendiri.* We only carry out enforcement and get 300 or 400, 350 million, this is just a **compliment** from PDRM itself.

Table 9 indicates language exchange strategies were detected in the live talk broadcast. This language exchange is seen to be spontaneous when providing feedback to the questions raised in the program. Example 1 shows the use of the English word "mention" in a Bahasa Melayu sentence, which is a clear exchange of language made by the lawyer to show emphasis on the word "*sikap.*" However, the exchange of language should not have been used because there is a more appropriate translation of the word in Malay that serves the same purpose of providing emphasis on the topic in question.

Imagination
Imagination as a strategy provides descriptions of messages that require explanation to the listener or reader to understand the messages that have been conveyed. However, the analyses conducted on the *"(Sinar Live) OP Selamat: Selamat Atau Tidak?"* talk show revealed that imagination was neither used by the lawyer nor the invited guest in presenting arguments.

Politeness
Through this strategy, the use of polite language is highly emphasized. This strategy is usually employed in formal settings, whilst in informal settings, the message would usually be conveyed without politeness. The majority of the conversations studied were formal because the discussion was technical, and thus polite language was extensively used.

Paraphrasing
Paraphrasing as a strategy involves the re-expression of content in writing by using other words without changing the original meaning or purpose. In addition, paraphrasing refers to the reprocessing of sentences for the purpose of avoiding plagiarism or imitation. However, in the conversations studied, there was no paraphrasing strategy because they did not involve any form of writing.

Asking for Help
Finally, the strategy of asking for help refers to the use of a message that asks for help from others in solving complex issues faced. However, there was no evidence of this strategy being used by the host or the invited guest.

Conclusion

Overall, the findings of the present study identified nine prominent communication strategies used by the host and invited guests in the program, such as abbreviations, denial, questioning, repetition, referral, interruptions, delay, literal translation, and language exchange. However, the remaining seven communication strategies from the sixteen communication strategies proposed by Abd Rahim (2018e) were not utilized in the present study. They were new meaningless words, self-correction, neglect of messages, imagination, politeness, paraphrasing, and asking for help. From what has been mentioned above, it can be concluded that selective communication strategies were applied in talk shows to make the relationship between the host and invited guest become closer, so they would be more convenient and comfortable in talking and sharing information.

The findings of the study show that the use of various communication strategies in interaction during the talk show was prominent, especially those parts involving formal interaction. Furthermore, through the prominent communication strategies used, the host and the invited guests impacted topics of discussion such as sentence processing and the proliferation of ideas during the program. Thus, it is hoped the present study will be a benchmark for the community in further improving the level of effective communication and expanding the importance of using good communication skills in having an impact and in influencing others to follow something right and purposeful.

The impact of the study is expected to face further study, especially from various angles, especially regarding live talk broadcasts in applying the elements of communication strategies to attract and influence listeners. In this regard, further and in-depth research in the study of communication strategy elements through live talk broadcast sessions is also expected constantly in the future to ensure that effective communication is always improved and strengthened to produce an intelligent generation skilled in communicating either in Malay or English.

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