Drug Awareness Campaign: A Preliminary Study on The Effectiveness of Electronic Media Strategy among Youth in Penang

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Abstract
The evolution of media and communications makes information delivery faster. Media and communications are utilized for different purposes including for public health awareness campaign. However, studies evaluating the effectiveness of media and communications in public health awareness campaigns, particularly those that are related to the illicit substance usage awareness are still limited. Hence, this preliminary study aims to evaluate the effectiveness of the usage of electronic media in Drug Awareness Campaign. A cross-sectional survey was conducted involving a total of 50 participants consisting of youths aged 18 to 29. Participants were recruited through convenience sampling method. The findings of the study indicated that the effectiveness of the message strategies, language strategies and media channels strategies are at high level. Meanwhile, the effectiveness of the time strategy and presentation strategy reached a moderately-high level. It is vital that future studies attempt to identify innovation and transformation approaches that can be undertaken to enhance the effectiveness of media and communication strategies towards the Drug Awareness Campaign.
Keywords: Media, Campaign, Drug, Youth, Malaysia

Introduction
Drug abuse problem is one of the main public health issues in the country. According to the most recent data from 2020, a total of 128,325 individuals in Malaysia have been detected to be involved in drug misuse (National Anti-Drugs Agency, 2021). In addition, the involvement of youths in drug abuse issues also is worrying. Until 2020, a total of 83,401 youths were reportedly involved in drug abuse in the country (National Anti-Drugs Agency, 2021). These figures show that the drug abuse problem among the public (in general) and the youth (in particular) in the country still in the 'worrying status' stage.

In fact, the trend of drug trafficking that previously focused only on conventional and synthetic types of drugs has already evolved through the emergence of a new type of drug that is New Psychoactive Substances (NPS) that is a new threat, as it makes drug abuse problem to become more complex (Kumarappa, 2018). Drugs can be easily bought online through social media such as Facebook as well as instant messaging applications like WeChat and WhatsApp (Malik, 2017).

Drug abuse also leads to health problems such as the transmission of HIV epidemics. Recent reports show the number of HIV cases reported in the country from 1986 to 2016 was 111,916 cases, where cases of drug abuse through injection are among the contributors to this number (Malaysian AIDS Council, 2019). In addition, crime is also linked to drug abuse (Bakar, 2017). The Malaysian government has taken various efforts to overcome the drug abuse problem. These include the implementation of the Harm Reduction Program where Needle Syringe Exchange Program. The aim of this program is to reduce HIV transmission and other infectious diseases among drug users (Portal MyHealth, 2015). Additionally, the government also initiated a drug awareness campaign. The "Kempen Perangi Dadah Habis-habisan" which was launched in early 2016, aimed to eradicate drug abuse problem through the utilization of the communication tools (Abdullah, 2016). In this campaign, the government, through the Ministry of Communications and Multimedia utilized the media such as Radio Televisyen Malaysia (RTM) to spread knowledge about the danger of drug abuse to the public ("KKMM bantu KDN kempen perangi dadah," 2016).

It is important to note however, that there are not many studies conducted to evaluate the effectiveness of the media and communication strategies in drug awareness related campaign. Hence, this preliminary study focuses on evaluating the effectiveness of the electronic media strategy used in Drug Awareness Campaign in the country.

Objective
1. To evaluate the effectiveness of the electronic media strategy in Drug Awareness Campaign.
2. To investigate the relationship between time strategy, message strategy, language strategy, media channel strategy, and presentation strategies in the Drug Awareness Campaign.

Literature Review
The emergence of various media and communication channels allowing members of the public to obtain information and awareness on various matters including political activity, natural disaster, as well as public health issues such as epidemic which is spreading among the people in the country (Alan et al., 2016). Media channels and communications previously were only divided into two forms which is electronic media such as television and radio as well as print media such as magazines, books and newspapers (Hamid, 2016). The use of traditional media such as print and electronic media until the 1980s has now undergone transformation and evolution to the use of new media digital technology such as internet, digital television, computer software, online publications, video games, social media networks such as Twitter, Facebook, blogs and others (Omar et al., 2015).

Evolution of media and communication usage revealing new media referred to as more dominant in the context of its use by the community in this era compared to the use of electronic media, print media, broadcast media, and other interpersonal media (Mustafa & Hamzah, 2011). In fact, social media has also been compared to having more benefits than electronic media or print media in terms of its ability to deliver information to the public more quickly (Salleh, 2016).

Health awareness to all levels of society in this country can also be nurtured through the use of media as a useful tool (Norawi, 2016). Among the health campaigns conducted in the country using the media were the "Kempen Nak Sihat" in 2013 which maximizes the use of conventional media such as advertising on television, radio, newspapers and magazines; outdoor media such as billboard, school board and bus wrap; as well as social media such as Twitter @1naksihat and Facebook 1naksihat (Portal Info Sihat, 2013). National Antidrug Agency also use electronic media, print media, face-to-face media, outdoor media and new media in delivering messages about the dangers of drug abuse to the public through campaigns (National Anti-Drugs Agency, 2016). However, there is criticism to NADA in 2017 by Wan Ahmad Hazman Wan Daud, Director for Students Volunteer Foundation. In this case, media advertising conducted by NADA was referred as outdated ("Iklan antidadah ketinggalan zaman," 2017).

Hence, this preliminary study is referred to as important and useful in to study whether the use of electronic media operated by NADA is still effective or not. These findings can be used as a guide in the improvement of media and communication strategy by the NADA in particular and other parties such as NGOs who are trying to eradicate this drug abuse problem.

Theoretical Framework
This study uses two communication theories as framework. The theories are Theory of Reasoned Action (TRA) and Uses and Gratification Theory (U&G). The selection of these two theories is based on the suitability of the scope of the study as well as the existence of relevant past studies also use these two theories. For example, Theory of Reasoned Action has been used in research studies on drug abuse issues, such as studies by Litchfield and White (2006); Laflin et al (1994); as well as research by Fishbein and Middlestadt (1987). Besides, Uses and Gratification Theory also has been used by Li (2007) in the same issue.

Theory of Reasoned Action is a popular theory and often used in explaining various behavioral situations, where the main focus of this theory is more on the concept of intention (Bidin et al., 2011). Based on this concept, then this theory assumes that intentions will be a determinant of the involvement of an individual towards a behavior or not, while subjective norms will be a factor in the acceptance or rejection of the behavior (San et al., 2014).

Meanwhile, Uses and Gratification Theory is a theory that focuses on audience exposure to the media (Mahmud & Omar, 2013). This theoretical perspective is more focused on the study of motives (Salman & Pulungan, 2017). In addition, this theory also assumes that users will actively participate in the use of their media, as well as will strive to ensure that their needs are met through the selection of the best media source (Il & Rahim, 2017).

Methodology

The preliminary study was carried out using questionnaire survey method. A total of 50 participants comprising of youth aged 18 years and 29 years old were recruited in the study using convenience sampling methods. The total number of these 50 participants was considered ideal, reasonable and acceptable number for a pilot study (Ibrahim, 2017).

Youths were chosen as the target audience in this study due to the increase in involvement in the drug abuse problem among young people in the country. A total of five areas in the state of Penang that were recorded as high risk areas were selected as a research site. All these areas are covered by the five main districts in the state, namely Seberang Perai Tengah, Seberang Perai Utara, Seberang Perai Selatan, Barat Daya and Timur Laut. Due to the fact that Penang state is one of the top three states for drug users to be detected in 2020, it was chosen as a study location (National Anti-Drugs Agency, 2021).

The survey is divided into two parts, namely the demographic and the effectiveness of the electronic media strategy. For the effectiveness of the electronic media strategy, a total of five constructs have been developed covering time strategy constructs, message strategy constructs, language strategy constructs, media channel strategy constructs and presentation strategy constructs. All the constructs developed in this instrument are designed by the researchers themselves based on reference to the past literature, as well guided by research objective, scope of the study and theories. The statistical data analysis software used for this study is SPSS version 28. The analysis involved reliability analysis, descriptive analysis and correlation test analysis.

Results

The results of the demographic analysis showed that all 50 participants involved in the study were 56 percent male and 44 percent female. In terms of age, 10 percent of participants fall into the 18-19 age group, 58 percent of participants go into the 19-24 age group, and 32 percent of participants fall into the 25-29 age group. The majority of the participants were Malays (92 percent), followed by Indian participants (4 percent), as well as other races namely Dusun (2 percent) and Kadazan (2 percent). The majority of participants were Muslims (94 percent), followed by Hindu participants (4 percent), and Christian participants (2 percent). In the context of education, 44 percent of participants have the Malaysian Certificate of Education education level and below, while 56 percent of participants have higher education level of Malaysian Higher Education Certificate and above. Half of the participants are working full-time (50 percent), followed by participants comprising students (28 percent), participants who worked part-time (16 percent), and unemployed participants (6 percent).

Alpha Cronbach analysis was conducted to evaluate the reliability of constructs and the items developed in the research instrument. The results of the analysis showed that the Alpha Cronbach value obtained for the time strategy construct was 0.674, message strategy construct with value 0.907, language strategy construct with a value of 0.752, media channel strategy construct with a value of 0.720, as well as the presentation strategy construct with value of 0.911.

The findings of descriptive analysis show that the mean obtained for time strategy is 3.79 which is at Moderately-High level of effectiveness, message strategy with the mean gained is 4.14 which is High level of effectiveness, and language strategy with mean is 4.07 which is High level of effectiveness. Meanwhile, for the media channel strategy, the mean obtained is 4.16 which is High level of effectiveness, and presentation strategies with mean obtained is 3.97, which is Moderately-High level of effectiveness.

Correlation test analysis also conducted on the five constructs. The meaning of the correlation coefficient is based on reference to Ibrahim (2010). Some results have been obtained from this analysis. Firstly, the results of the correlation analysis carried out between the Time Strategy constructs (M = 3.79, SD = 0.55) with the Message Strategy construct (M = 4.14, SD = 0.71) shows a moderate and significant positive relationship, $r(50) = .515$, $p = .000$. This finding is in line with the results of correlation analysis conducted between the Time Strategy constructs (M = 3.79, SD = 0.55) and Language Strategy constructs (M = 4.07, SD = 0.59) where shows a moderate and significant positive relationship, $r(50) = .415$, $p = .003$. In fact, the results of the correlation analysis between the Time Strategy constructs (M = 3.79, SD = 0.55) and Media Channel Strategies constructs (M = 4.16, SD = 0.49) also shows a moderate and significant positive relationship, $r(50) = .499$, $p = .000$. In addition, the results of the correlation analysis between the Time Strategy constructs (M = 3.79, SD = 0.55) and Presentation Strategy constructs (M = 3.97, SD = 0.77) also shows a moderate and significant positive relationship, $r(50) = .441$, $p = .001$.

In addition, the correlation analysis between the Message Strategy constructs (M = 4.14, SD = 0.71) and Language Strategies constructs (M = 4.07, SD = 0.59) shows a strong and significant positive relationship, $r(50) = .867$, $p = .000$. This finding is consistent with the results of correlation analysis between the Message Strategy constructs (M = 4.14, SD = 0.71) and Presentation Strategy constructs (M = 3.97, SD = 0.77) that also shows a strong and significant positive relationship, $r(50) = .862$, $p = .000$. In contrast to the results of the correlation analysis between the Message Strategy constructs (M = 4.14, SD = 0.71) and Media Channel Strategies constructs (M = 4.16, SD = 0.49), the result shows a moderate and significant positive relationship, $r(50) = .598$, $p = .000$.

Furthermore, correlation analysis is conducted between the Language Strategy constructs (M = 4.07, SD = 0.59) and Media Channel Strategies constructs (M = 4.16, SD = 0.49) shows a moderate and significant positive relationship, $r(50) = .600$, $p = .000$. This is consistent with the results of correlation analysis conducted between the Media Channel Strategies constructs (M = 4.16, SD = 0.49) and Presentation Strategy constructs (M = 3.97, SD = 0.77) shows a moderate and significant positive relationship, $r(50) = .687$, $p = .000$. In contrast to the results of the correlation analysis between the Language Strategy (M = 4.07, SD = 0.59) and Presentation Strategy constructs (M = 3.97, SD = 0.77), the results shows a strong and significant positive relationship, $r(50) = .818$, $p = .000$.

Discussion
In the context of reliability test results, it is found that the majority of constructs obtained Alpha Cronbach value exceeds 0.7. This finding clearly shows that the items and constructs developed in the instrument have good and acceptable reliability values as described by (Nunnally, 1978).

In addition, in the context of descriptive analysis, it is found that the three constructs that got high level of effectiveness were the construct of the message strategy, language strategy and media channel strategies. Meanwhile, the construct of the time strategy and presentation strategy are at "Moderately-High" level of effectiveness.

In the context of message strategy constructs, the findings are clearly consistent with the results of the study by (Khir et al., 2010). The findings show that the positive and significant relationship between the message and the effectiveness of anti-drug campaigns. In fact, the results of the study also show that respondents generally think that delivery of messages through information in an anti-drug campaign is interesting, easy to understand and fit the goals of the campaign.

The findings of the language strategy construct were clearly supported by key findings research conducted by Andrew Stephen and Felipe Thomaz who collaborated with Kantar Millward Brown. Their study found that there was no strong correlation between campaign success with factors such as the industry category, geography, format or number of creative types, but there is a significant difference in the context of language use. The study concludes that the brand that communicates in human language, knock on people's emotions, and avoid many words and functions words, are likely to do better in the effectiveness of advertising, on the brand awareness metric, advertising awareness, as well as the awareness of assisted products (WARC, 2017).

In addition, the findings of media channel strategy constructs were also supported by the findings of (Quattrin et al., 2015). The findings show that television is reported as the most widely used media channel in prevention program and health promotion as well as computers are seen as most effective especially among teenagers. In fact, this finding is consistent with the findings of Noar (2006) where campaigns that use radio, video and television are found to have greater impact than campaigns using print media.

Besides, in the context of time strategy construct, the findings clearly show that time strategy is still to be said to provide deep effectiveness in Drug Awareness Campaign. This is because the Mean score obtained for this construct is clearly approaching the high level of effectiveness. If viewed from another corner, this finding is consistent with the results of the study by Krajčovič (2015) where advertising strategies at a time when customers make their purchases allow product advertising to take place throughout the year.

Next, in the context of the presentation strategy, the findings clearly show that the effectiveness of this strategy is approaching high level of effectiveness. If reviewed from another aspect of the field, the findings are clearly consistent with the findings of (Noor et al., 2012). Their findings show that 48.5 percent of respondents agreed that Pengajaran dan Pembelajaran Berbantukan Komputer (PPBK) clearly attracts student and their motivation through the presentation style.

For the findings of the correlation test, there are three correlations having a strong and significant positive relationship recorded which is the correlation of message and language strategy constructs; correlation of message strategy and presentation strategies constructs; as well as the correlation of language and presentation strategy constructs. In the context of

message and language strategy correlation, this finding is clearly consistent with the results of the literature review by Jambi (2008) where it is found that the use of Malay language in delivering messages that are required or unwanted to the public can be channeled through novels or poems using that language.

In addition, in the context of message and presentation strategy correlation, this finding clearly meets the argument by (Yaacob, 2004). For a magazine design, the message consolidation must take into account the form of presentation of the front cover of the magazine, where there is a necessity for the accuracy of the graphic selection, color and texture by graphic designer. This is particularly important because the magazine's front page itself will reflect the message of its content.

In addition, in the context of language and presentation strategy correlation, this finding is clearly in line with argument by Nordin & Saud (2006). The findings illustrate that the use of graphic language by an engineer in communicating requires him or her to master the visualization skills. This is necessary to enable them to present mental images to graphical or oral forms.

Conclusion

Overall, the use of electronic media strategies in the Drug Awareness Campaign has its own effectiveness. However, it is imperative to design a more holistic media and communication strategy in addressing this issue on a large scale. Innovation to the strategy used still needs to be carried out to strengthen it again thus leading to more successful campaign. The findings as a whole have also answered both the objectives outlined.

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