The Effectiveness of Social Media Campaign Poster to Prevent Cyberbullying Among Teenagers in Malaysia Through Illustration

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ABSTRACT

This paper aims to discuss the effectiveness of social media campaign poster to prevent cyberbullying among teenagers in Malaysia through illustration. The user of smartphone are increasing every year and cyberbullying in Malaysia also increasing every year, mostly among teenagers. Every teenagers could say that they need smartphone but without supervision from parents, it could bring the harness to their children. Not only teenager need to prevent from cyberbullying, parents needs to play their part to stop this cyberbullying. The researcher make a survey using qualitative method to identify how to let people, especially teenager read the message in media social campaign poster through illustration. Besides that, the field survey are very suitable for do the survey about cyberbullying among teenagers in the school because this objective are focusing teenager than adult. The finding of this research will help to create the message or awareness about how badly is cyberbullying among teenagers in social media poster through illustration. The study will help to reduce the percentage of cyberbullying among teenagers in Malaysia and it will help the society become healthy even in real life or in internet.

1.   INTRODUCTION

Cyberbullying is an action of bullying using electronic device such as smartphone, tablet, laptop and computer. The users of smartphone are increasing every year and cyberbullying in Malaysia also increasing year per year, mostly among teenagers. According to the text from article 'cyberbullying: its nature and impact in secondary school pupils', "Cyberbullying is an important new kind of bullying, with some different characteristics from traditional bullying. Much happens outside school." Every teenager could say that they need smartphone but without supervision from parents, it could bring the harness to their children.

Not only teenager need to prevent from cyberbullying, parents need to play their part to stop this cyberbully. According to The Sun Daily (2017), As high as 33% of children in Malaysia are left vulnerable to cyber bullying, the Dewan Rakyat were told today. Communications and Multimedia Deputy Minister Datuk Seri Jailani Johari said on 27% of parents played their role in educating their children on cyber bullying. He said parents must play an active role by getting themselves familiar with the latest technology to overcome the cases of bullying on the web. "We know that due to the advance made in the field of ICT (information and communications technology), children have been exposed to technology at an early age," he said. "There is a wide technological gap between parents and their children. We as the parents must play our role to help. Some of the children that are facing cyber bullying need guidance. Thus, parents must be exposed with the knowledge," he said during the question-and-answer session. Cyberbullying become part of teenager life, either become 'predator' or 'prey', this can happen everyday without noticed. An action and step need to stop this cyberbullying from increasing and future become safe for children and everyone.

2.0 LITERATURE REVIEW

2.1 Poster

According to The National Arts Centre (2018), poster is a 'public' piece of paper conveying information through text (words) and/or graphic images (symbols or pictures). It's usually designed to be displayed vertically on a wall or window and is large enough to be seen and read from a relatively short distance. Its main target audience is the person walking by. A poster must convey its message with immediacy and purpose, because people on the street are often in a hurry.
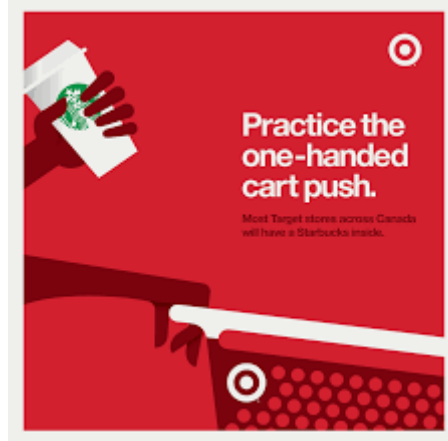
Picture 1. Poster

2.2 Illustration

According to Zeegen, Lawrence (2009), Principles of illustration, as a means of visual expression, as a highly competitive industry, and as a contemporary, innovative practice. It explores the discipline's history, and its relationship with art, design, and photography; it investigates how illustrated images are read and understood, and how personal visual languages are created by today's illustrators and image-makers. This book also investigates the many different contexts for illustration, and the range of career opportunities that are open to illustrators; from editorial illustration in newspapers and magazines, to book publishing, illustration for advertising, design, music, fashion, websites, and the increasing demand from stock libraries.
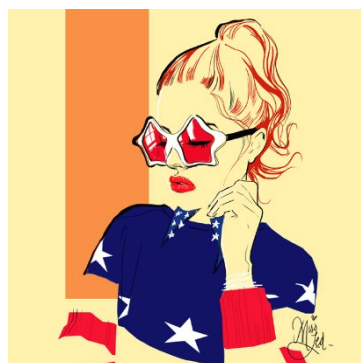
Picture 2. Illustration

2.3 Cyberbullying

According to Christensson, P. (2009, September 15), there are bullies and then there are cyberbullies. While bullying typically happens at school or work, cyberbullying takes place over cyberspace. This includes both Internet and cell phone communication. Like physical bullying, cyberbullying is aimed at younger people, such as children and teenagers. It may involve harassing, threatening, embarrassing, or humiliating young people online.

Picture 3. Cyberbullying

2.4 Social-Media

According to Christensson, P. (2013, August 7), social media is a collection of Internet-based communities that allow users to interact with each other online. This includes web forums, wikis, and user-generated content (UGC) websites. However, the term is most often used to describe popular social networking websites. Social media became popular after the advent of Web 2.0, a collection of web-based technologies used to make websites more dynamic and enable greater user interaction. It has since been fuelled by the growing use of mobile devices, such as tablets and smartphones, which are commonly used to access social media services. In fact, most social media websites also provide custom apps that make it easy to view and post updates while on-the-go.
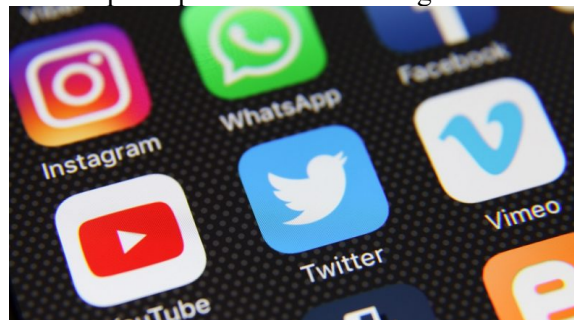
Picture 4. Social Media

3.0 METHODOLOGY

For this research, the quantitative method which is survey is needed in order to achieve the objective. The online survey were created and conducted through Google Forms. The survey consisted of 3 sections and 13 questions altogether. All the questions are based on the effectiveness of social media campaign poster to prevent cyberbullying among teenagers in Malaysia through illustration.

The main target audience for this online survey is teenagers that are around 13 to 18 years old. The online survey conducted for one week period. All the result obtained were automatically calculated by Google Form and were tabulated into graph.

4.0 FINDINGS

The online survey for this research are presented into graph and it also calculated. The age from all respondent are mostly 19 to 25 years old and the highest education of all respondent mostly are Bachelor Degree.

Picture 4. Campaign Poster

Figure 1

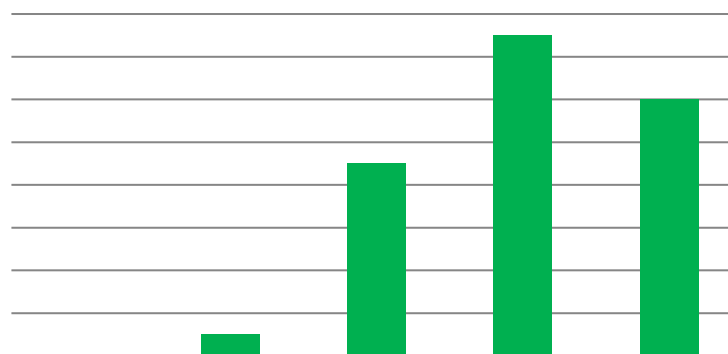Figure 1 shows that mostly people agree this poster suitable for any social media.

Figure 2

Figure 2 shows that 39.5% are agree that the illustration in this campaign poster are suitable for teenagers.

3. The design of different situation in this campaign poster is interesting

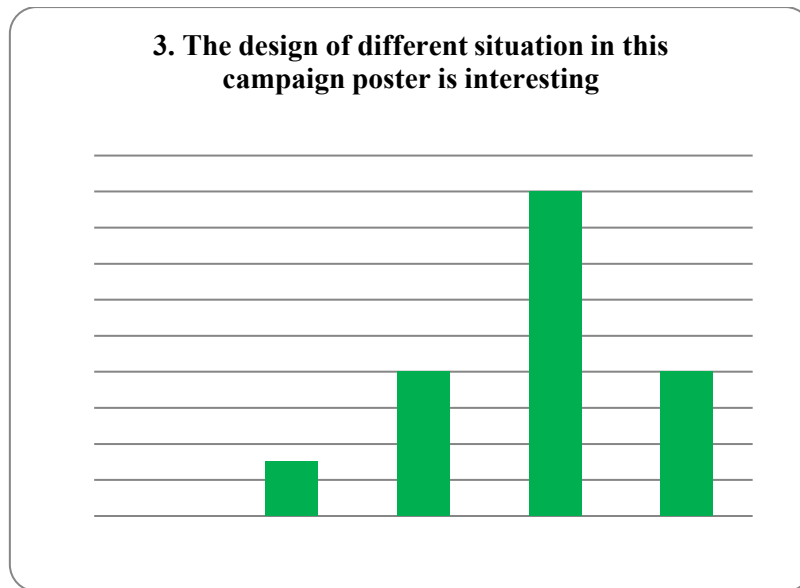**Figure 3**

Figure 3 shows that 48.7% are agree that The design of different situation in this campaign poster is interesting.

4. The characters in this campaign poster can represent the teenagers
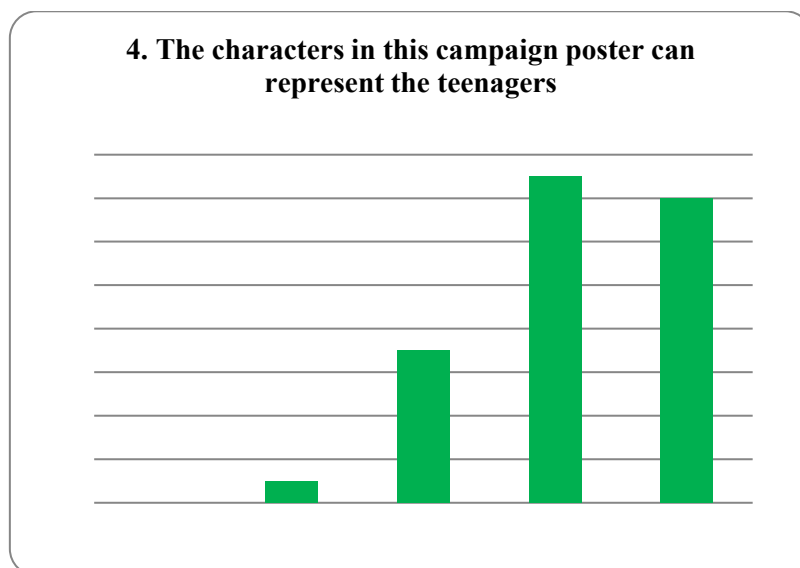

Figure 4

Figure 4 shows that 39.5% are agree that The characters in this campaign poster can represent the teenagers and following second 36.8% are strongly agree.
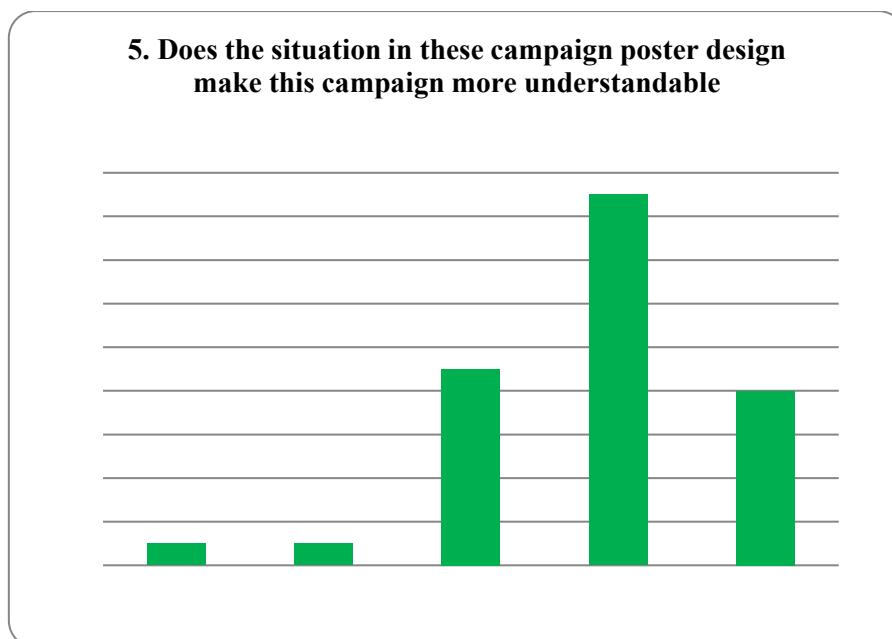
Figure 5

Figure 5 shows that 44.7% from respondents are agree that the situation in these campaign poster design make this campaign more understandable.

5. CONCLUSION

The purpose of this study in preventing cyberbullying among teenagers and to make everyone aware of this crime. Parents also need to play their part to monitor their children's activity in social media when using the electronic device. However, an awareness campaign and the social media campaign poster can help society to reduce the number of cyberbullying victims.

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