



**PUBLIC PERCEPTION ON
GOVERNMENT'S EFFORT IN RAISING
AWARENESS ON CYBERCRIMES IN
MALAYSIA**

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1	Background of the study
2	Research assumption
3	Research questions
4	Methodology
5	Findings and Suggestions



In this presentation

Background of the study

- ❑ January and July this year 12,092 cases were reported with losses of RM414.8 million (PDRM, September 2022).
- ❑ Online fraud accounts 68% of commercial crime (June 25, 2022)
- ❑ Several agencies have been formed to strengthen resilient towards cybersecurity threats such as, CyberSecurity Malaysia (2007), National Cyber Security Agency (2017).



Cybercrime on the rise

Cybersecurity cases have spiked to over 80% during the movement control order period. According to CyberSecurity Malaysia, of the 838 incidents reported so far, most involved fraud, intrusion and harassment. > See report by YUEN MEIKENG on page 12

Cybercrimes incidents has increased in an alarming rate. Thus, more effort should be made to communicate about cybercrimes to empower the public to defend themselves from cyber threats.

**RESEARCH
ASSUMPTION**

- 1 How the public perceived cybercrime?
- 2 How the publics perceived government's effort in raising awareness on cybercrimes in Malaysia?
- 3 What is the best approach to communicate cybercrime from the publics' perspective ?



Research Questions

Methodology

- A qualitative method for preliminary study
- 10 respondents
- Interviews were transcribed verbatim



Semi structured interview



Convenient sampling



Thematic analysis



Findings

- Public perception of cybercrime
- Public perception on government's effort in raising awareness
- Communicating cybercrime



**Huge amount
of money**



Bankruptcy



**Emotional
distress**

**Public
perceived
cybercrime as a
very serious
crime**



Public access to information



Selection of media



Reaching the non-online users



Public perceived government's effort in raising awareness about cybercrime as **insufficient, and less strategic**



INST@FAMOUS

Using
instafamous &
social media
influencer



Using socmed,
WhatsApp,
Telegram



Interactive
campaign



Using big data

Communicating cybercrime from the publics' perspective

Summary

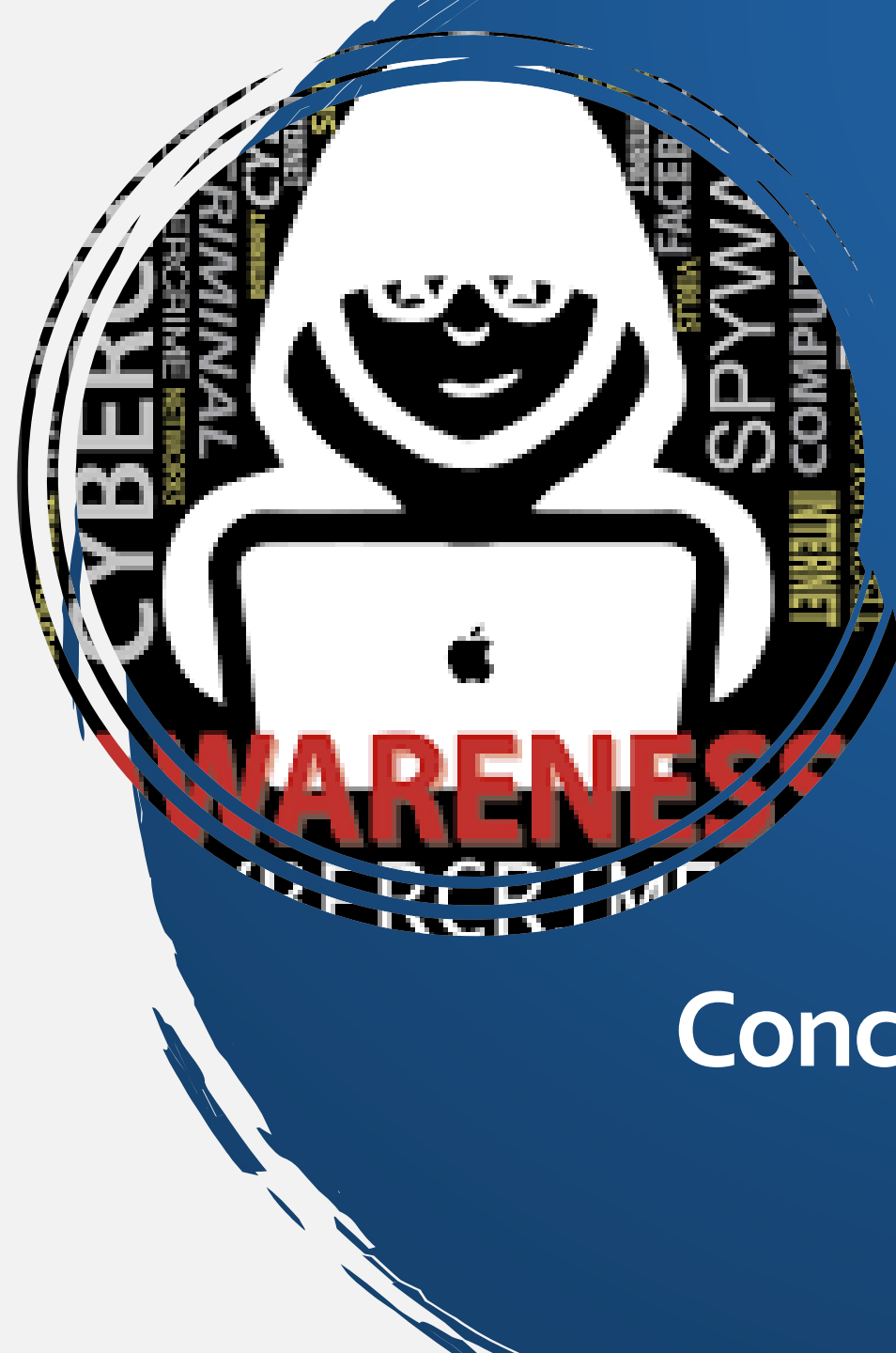




- The findings cannot be generalized to the entire population.

Limitations

The findings hope to help the government in developing a strategic communication approach to empower the public to protect themselves from any kind of cyber threats that they experience everyday.



Conclusion

THANK YOU

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