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Participant, Organiser and Audience Evaluations of Effectiveness and Satisfaction toward the International Malay Language Oratory Programme (PABM)

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JURNAL KOMUNIKASI-MALAYSIAN JOURNAL OF COMMUNICATION

Volume: 35 Issue: 1 Pages: 353-376

DOI: 10.17576/JKMJC-2019-3501-23

Published: 2019

Document Type: Article

Abstract

The main objective of the International Malay Language Oratory Competition (PABM) is to honour and uplift the Malay language at an international level. The year 2017 marked the eleventh year PABM was held. After ten years of PABM, it was time to evaluate the effectiveness of the programme. A comparative analysis was conducted between participants, organisers and audiences on the effectiveness of PABM and satisfaction toward particular aspects of the programme. These aspects included satisfaction levels toward (a) amenities (b) programmes (c) services (d) technical aspects and judgment (e) effectiveness of PABM in increasing productivity and skills of participants (f) increased activities conducted in Malay, and (g) the impact of PABM on their own countries and Malaysia. 67 PABM participants, 17 organisers and 22 members of the audience were involved in this study. The comparative analysis was conducted by performing ANOVA on data collected through a survey. The results indicated that there were no differences between participants, organisers and audience members in their overall evaluation of amenities, programmes, services, technical aspects and judgment, the effectiveness of PABM in productivity, increase in activities conducted in Malay and impact on their own country. Differences were found in skill levels of participants and organisers as well as perceptions of the programme's impact on Malaysia between audience members and the organisers. This study provides pertinent information on PABM effectiveness and recommends that PABM be continued in the future. Recommendations for programme improvements are also presented.

Keywords

Author Keywords: Malaysian culture; Malay language; Pidato Antarabangsa Bahasa Melayu (PABM); oratory competition; Malay language oratory

KeyWords Plus: HIGHER-EDUCATION; SERVICE QUALITY; CUSTOMER SATISFACTION; MODEL

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Publisher

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