

PUBLIC SERVICE ANNOUNCEMENT TO RAISE AWARENESS OF COASTAL RECLAMATION'S HARMFUL EFFECTS IN KLEBANG, MALACCA

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Abstract : The coastal reclamation issues in Klebang, Malacca, pose a significant problem within the state, exacerbated by a lack of public awareness through print ads Public Service Announcement (PSA). Coastal development projects have stripped marine resources for fishers in the area. This leads to adverse effects such as flash floods, loss of income for local sea product vendors, sedimentation of mud, and destruction of corals and mangroves crucial for sea animal breeding. There is a noticeable absence of visual awareness regarding coastal reclamation. This research aims to understand the acceptance of print ads PSA on the coastal reclamation's harmful effects among local communities in Klebang, Malacca. This research utilized survey questionnaires as its primary data collection method. Results indicate that respondents acknowledged the harmful effects of coastal reclamation in Klebang, Malacca. They expressed agreement on the necessity of utilizing print ads PSA to address the issue, recognising its potential to bring positive changes to the coastal reclamation situation. In conclusion, the coastal reclamation issue in Klebang, Malacca, remains inadequately acknowledged, particularly in Malaysia, and

print ads PSA are needed to make this issue known.

Keywords: Public Service Announcement, Coastal Reclamation, Klebang, Malacca, Environmental Awareness

1. INTRODUCTION

Coastal reclamation is a common practice in countries with a shortage of available land, and it has become Malaysia's best method for extending shoreline areas for economic growth. Recently, coastal reclamation has been widely used to form entirely new islands, a common occurrence in Asia and the Middle East (Chee, S. Y., 2017). However, due to its poor management, it has negatively impacted the nearby marine environment and the local community (J, Mohamed. & M, Razman. 2018). According to Ashley Yeong (2022) from the Macaranga journalism portal, the project covers 33 km of Melaka's coastline, or nearly 25% of the total. It is among the largest reclamation projects in Malaysian history.

The Melaka Waterfront Economic Zone (M-WEZ) was proposed in the hope of the state government of Melaka to be a part of a national project because Melaka was left out of all of the country's economic corridors. In order to stimulate the state's economic growth, the state government needed to develop its own corridor project (Bernama, 2023). Launched in April 2021, the MWEZ project features its own signature welcome gate, 22 bridges totalling to RM216 million, a Sky Wheel, chalets on the water, hundreds of upscale offices and residences, a Venice-style water canal, and the signature MWEZ tower. The huge project, which covers 25,000 acres over 33 kilometers of Melaka's coastline, is the biggest land reclamation project in Malaysia. The MWEZ will be built from Umbai to Tanjung Bruas on reclaimed ground (Murali, R. 2024).

This has had many negative impacts on the coastal area. Despite the urgency and seriousness of the issue, the people and those living in the area often overlook it. As a fellow nature enthusiast, the researcher has a profound connection to the research conducted. The love and appreciation for the Klebang beach, the sea, and the flora and fauna that live in their harmonious coexistence accentuates the area's beauty and uniqueness. The researcher witnessed the Malacca coastline's ecosystem and landscape deteriorate due to coastal reclamation activities, so it is quite compelling to take this small first step to increase public awareness of the problem. The historical state is well known for its unique history, historical buildings, rich mix of culture, great foods, and its infamously developed artificial lands. The famous 'desert' on Klebang Beach is one of the indicators of the coastal reclamation activities that have been ongoing in Malacca for so long.

2. PROBLEM STATEMENT

Numerous written publications can be found online, published by experts in the field, detailing the negative impacts that coastal reclamation activities have caused on

the coast's environment since they began in the state. Regrettably, despite the dire consequences outlined in these writings, there remains a dearth of public or online awareness, particularly when it comes to print ads PSA.

Coastal reclamation negatively impacts the environment and damages marine life and the natural ecosystem, thereby influencing fishermen's income and livelihood. This multi-million-ringgit fisheries sector, on which thousands depend, is being traded off for development. Fishermen will soon lose their fishing grounds due to the loss of fish during the development process. Progressively, fishing has changed from being the major economic business to a minor in the settlement.

Among the numerous projects under Beijing's 'One Belt, One Road' initiative, one notable example is the completion of coastal reclamation, which will distance the Portuguese seagoing community, the Kristang people, from the coast and turning their settlement's pier into dirt. This threatened the Portuguese's entire heritage, as the Portuguese settlement village used to be one of Malacca's best attractions. The community of just over 2,000 people primarily resides in an area popular with tourists who come to eat seafood in the evening, but parts of the seafront have already undergone reclamation (Abdullah, M.K.B, 2020).

Coastal reclamation work resulted in creek silt-ups while extracting sand from the seabed, leading to pollution and the destruction of corals, which are crucial for marine animal survival, as well as mangrove trees that serve as breeding grounds for fish and prawns (Pandiyan, V. M, 2021). The state government has approved reclamation projects in the coastal area due to Malacca's rapid development of accommodations and infrastructure. Nevertheless, the project has had adverse effects on the coastal and sociocultural environment, including threats to the nesting of hawksbill sea turtles.

Over the last 15 years, Melaka has turned from rural to urban, and the gains in productivity from urbanization have fuelled economic growth. Melaka has now reached an 86.5% rate of urbanization and will face new productivity challenges to sustain its growth. Melaka is expected to increase its population by 70% in the next 20 years (Global Platform for Sustainable Cities, & Salat, S, 2018). Some studies have investigated the loss of coastal Ecosystem Services Value (ESV) caused by reclamation. Murray, N. J. (2018), reported the significant and lifelong impact of fast coastal development globally on coastal ecosystems, threatening the distribution of key ecosystem service.

Sahabat Alam Malaysia (SAM) calls upon the Malaysian government to cancel all proposed coastal reclamation projects in the country. The call stems from SAM's findings and field surveys, demonstrating the detrimental impact of coastal reclamation projects on coastal communities and the marine ecosystem. The coastal reclamation projects also infringe on fishermen's rights to livelihood. SAM's new

publication titled "Impacts of Coastal Reclamation in Malaysia" details the biological, physical, socio-economic, socio-cultural, and other impacts of coastal reclamation, highlighting several cases in Malaysia. Furthermore, Malaysia lacks PSA about environmental issues such as coastal reclamation or other types of environmental awareness.

3. RESEARCH OBJECTIVES

The objective of this research is to assess the level of awareness and understanding of the harmful effects of coastal reclamation, as communicated through print ads PSA, among the local communities in Klebang, Malacca.

This research will analyze the understanding and perception of the harmful impacts of coastal reclamation among local communities in Klebang, Malacca.

This research will also propose guidelines for creating effective print ads PSA that enhance community understanding of coastal reclamation issues among local visitors and residents of Klebang, Malacca.

4. SCOPE OF RESEARCH

This research focuses on the use of print ads PSA as a form of awareness campaign to raise environmental awareness of coastal reclamation harmful effects in Klebang, Malacca. This research studied the acceptance of using print ads PSA to raise awareness of coastal reclamation issues among local communities in Klebang, Malacca. At the same time, this research can help educate people in the public community that print ads PSA such as posters, can have a huge impact on bringing changes to the problematic coastal reclamation issue at the moment.

5. LITERATURE REVIEW

Print ads PSA are visual communication at their finest. For instance, it was used as a powerful visual and message to effectively capitalize on viral content to bring much-needed attention to domestic violence. Visual communication is the use of symbols and imagery to convey information and ideas. Visual communication is one of the three main types of communication, along with verbal communication, which involves speaking, and non-verbal communication, which includes tone and body language. Visual communication is believed to be the type that people trust most, and it involves signs, graphic designs, films, typography, and other countless examples (White, D, 2021).

Information retention is the primary goal of all content, and the use of visual aids, particularly powerful images, can help people remember information for a longer period of time. In a research study, only 10–20% of participants were able to recall spoken and written information, but more than 50 percent could recall visuals and images. When choosing visuals to promote products and services, it is crucial to focus on information retention (San Luis, G, 2019). The general components that can be included in a PSA are images or photographs, video footage, text, voiceovers or narrations, or music. There are also different types of PSA, such as announcements, documentaries, interviews, and narratives.

Reclamation land is the artificial shaping of new land by landfilling, leveling, and draining the coastal area (Sufian, D. A, 2010). Coastal reclamation is the process of land reclamation to form new land or bind the sea and the tidal flat to make space for human activities, is an effective approach to meet the growing demand for new land in coastal regions for urban development, population growth, agricultural and industrial purposes (Chen et al., 2017). There are two types of coastal reclamation. The first one is the island type, and the second one is the peninsular type. The first one is in the form of a reclaimed artificial island separated from the existing shoreline, while the second one is a shore-connected reclamation. Coastal reclamation for housing and industrial uses came into significance after the 1970s as a result of accelerated rapid urban development and the increasing cost of land in some major coastal cities. Many coastal areas of the country, including Penang, Malacca, Labuan, Langkawi, and Kota Kinabalu, have successfully implemented numerous small-scale reclamation projects, either as public-sector or private-sector initiatives.

PSA may include interviews, dramatizations, animation, and many other types of video and audio content. PSA are made without taking any profit or advantage in general. The production maker aims to motivate, influence attitudes, and change actions. This can be supported by Krishna & Anuragh (2017), who also found that PSA are the most effective component in informing the public about the safety, health, society, environment, and behavior of people.

PSA can be defined as advertisements on issues of public interest presented at no cost as a service to the community. PSA refers to the government's efforts in advertisements used to communicate not only certain specific messages for people's awareness but also to build the culture and identity of Malaysians (John, 2015). Between the 1990s and 2000s, Radio Televisyen Malaysia (RTM) and TV Pendidikan aired the majority of these PSA advertisements. Many PSA, advertisements, and

campaigns, either from governments or corporate companies, have begun to grow using various types of media, including billboards, magazines, radio, television, and the Internet, to communicate 'national unity' to the people.

6. FRAMEWORK

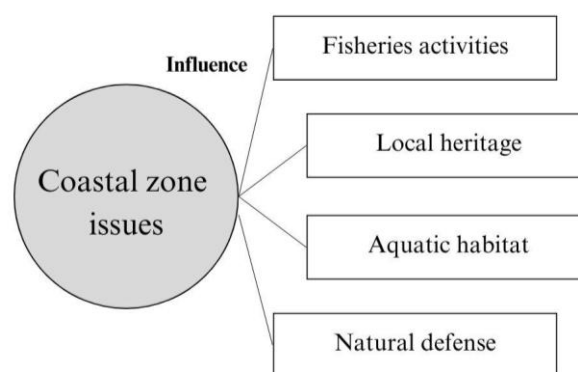


Figure 1. Conceptual Framework Adapted from Natália M. P de Alencar (2020)

Figure 1. was constructed to appraise the environmental awareness of the coastal reclamation issues in Klebang, Malacca, inspired by the framework by Natália M. P. de Alencar (2020). While Natália's focus is on a broader aspect of coastal issues, specifically the management of coastal sustainability, this research focuses on the coastal reclamation issue and the perception of the community in the coastal area of Klebang, Malacca, about print ads PSA on the harmful impact of the issue. Each of the four issues replaced in the framework was affected by coastal zone issues, making them relevant to this research. Each of the affected areas listed in the framework serves as a guide for the research objectives and questions in this research. Figure 2. was used to get the needed data information to form the new guideline for print ads PSA. Figure 3. will aid in addressing the research objectives, questions, and hypothesis.

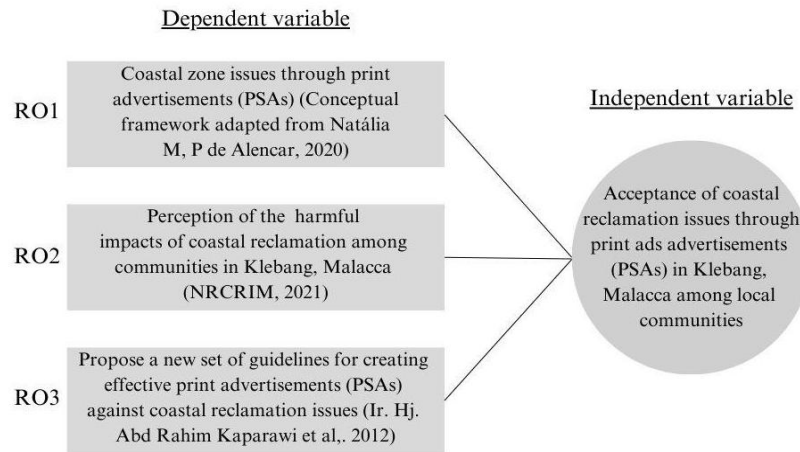


Figure 2. Conceptual Framework for Guidelines Proposal

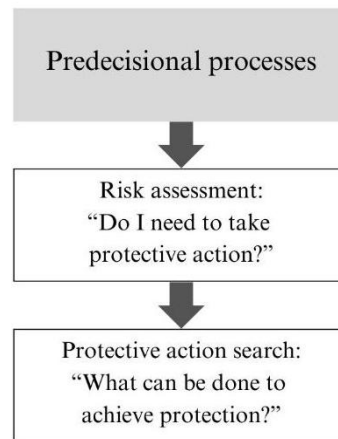


Figure 3. The Protective Action Decision Model (PADM) by Kuligowski (2012)

7. METHODOLOGY

The primary data source for the research used to observe the acceptance of print ads PSA about the harm of coastal reclamation issues among the local community in Klebang, Malacca, are survey questionnaires. A literature review is the secondary data source. The quantitative research method from the questionnaire was chosen because it has the measurable information that can be used for mathematical calculations and statistical analysis. The data collected by mean and percentage from using Statistical Package for the Social Science (SPSS). Mean score interpretation by Moidunny (2009) in Table 1 was used to analyze the data for each question in the survey. This method will be used for Phase 1.

Table 1: Mean Score Interpretation (Moidunny, K., 2009)

Mean Score	Interpretation
1.00 - 1.80	79
1.81 - 2.60	35
2.61 - 3.20	17
3.21 - 4.20	21
4.21 - 5.00	152

Phase 1 acted as Survey 1 that will answer the research objectives in proposing a new guideline for print ads PSA, while Phase 2 acted as Survey 2 that will validate the new proposed guideline for print ads PSA, created using data gained from Phase 1.

For Phase 1, the research attempted to quantify factors contributing to the acceptance among communities in Klebang, Malacca, of print ads PSA on the coastal reclamation issues. Questionnaires were distributed to respondents of various races, ages, genders, marital statuses, educational backgrounds, and employment statuses. This method was employed to serve as a safe alternative for gathering survey data in the current global pandemic situation. Another method used was literature review by using secondary data research. It is accomplished by examining and collecting data from previous research conducted by other individuals or researchers on related topics. Table 2 explains the significance for every question and analysis techniques used.

Table 2: Mapping of Research Objectives and Research Questions with the Research Instruments

Research objective	Research question	Instrument	Analysis technique
To assess the level of awareness and understanding of the harmful effects of coastal reclamation, as communicated through print ads PSA, among the communities in Klebang, Malacca.	How do print ads PSA help to create awareness of the harm of coastal reclamation among the communities in Klebang, Malacca?	-Survey questionnaire (question numbers 7,8,9,10) -Literature review	- Frequency
To analyze the understanding and perception of the harmful impacts of coastal reclamation among communities in	What are the harmful side effects of coastal reclamation that have caused damage to the coastal area and the communities of	-Survey questionnaire (question number 11,12,13,14,15,16)	- Frequency

Klebang, Malacca.	Klebang, Malacca that can be shown in the print ads PSA?	Literature review	
To develop and propose a set of guidelines for creating effective print ads PSA that enhance community understanding of coastal reclamation issues among residents of Klebang, Malacca.	What way can print ads PSA be implemented to address the harm of coastal reclamation issues among the communities in Klebang, Malacca?	Survey questionnaire (numbers 17,18,19,20,21,22) Literature review	- Frequency Data result from RO1 and RO2

The research setting is the coastal area of Klebang, Malacca as the research study area because of its popularity as the most famous attraction spot that was built out of artificial lands with the help of coastal reclamation. The research requires samples from the targeted area of study, which is the local community living nearby in the coastal area of Klebang, Malacca, or the local community living nearby in the city of Malacca. Malaysians aged 18 and above are eligible to participate. The number of respondents that took part was set and limited to a total of 250 participants, as Phase 1 needed 152 qualified online forms altogether to fit the requirements for a reliable number of sample sizes for the research proposed by Krejcie, R. V., and Morgan, D. W. (1970) as in Table 3. The Google Forms survey platform was used as the gathering mechanism in this survey questionnaire while using the Quick Response (QR) code as its distribution system. Following the same guideline, Phase 2 used the minimum requirement of 10 for sample size in Table 4.

TABLE 3: Determining Sample Size for Research Activities by Krejcie, R. V., & Morgan, D. W. (1970) for Phase 1

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

TABLE 4: Determining Sample Size for Research Activities by Krejcie, R. V., & Morgan, D. W. (1970) for Phase 2

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

7.1 RESEARCH INSTRUMENTS

The questions in the survey were based on the conceptual framework of The Coastal Zone Issues and Their Influence by Natalia M. P. de Alencar (2020), with an inspired adaptation from the Protective Action Decision Model by Kuligowski (2012). Both the conceptual frameworks serve as the foundation for the survey questions, providing the necessary questionnaire guidelines for print ads PSA on the coastal reclamation issues in Klebang, Malacca, which were found to be appropriate for this study. Table 5 showed the two instruments used in the research.

TABLE 5: Instruments used for this research

Research instruments
Survey questionnaire (Primary data) -Adapted from Nathan James Bennette et al. (2015) for questions numbers 7 to 16 -Adapted from PADM (2012) for questions numbers 17 to 22
Literature review (Secondary data) -Provide detailed information from readings as context for the discussed questions and subject matter.

7.2 PROCEDURES FOR DATA COLLECTION

The set of questionnaires has a total of 22 questions. The set contained four different sections, which were Part A, Part B, Part C, and Part D, and was given to 250 respondents in order to get 152 responses. The questionnaire gathers the respondents' demographic information, gathers the respondents' understanding of print ads PSA on the harmful effects of the coastal reclamation issue in Kebang, and then gathers the respondents' understanding of the harmful side effects of the coastal reclamation issue in Klebang. Finally, the survey collects data to develop guidelines for new print ads PSA addressing the coastal reclamation's harmful effects in Klebang, Malacca. Secondary data research was then conducted by examining other online studies, e-books, articles, news, web pages, and reports within the relevant research domains.

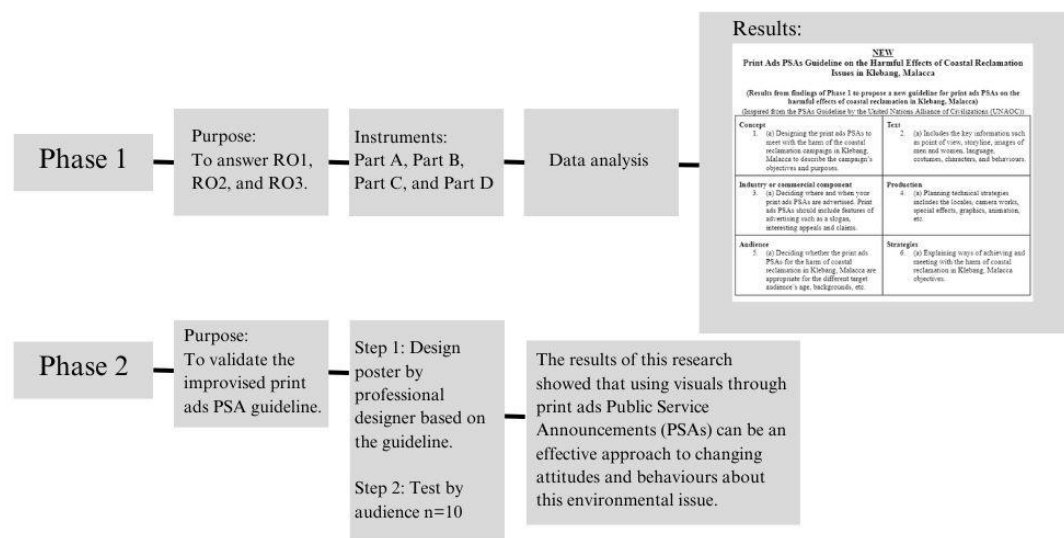


Figure 4. Procedures and Purposes for Data Collection for 2 Phases

The purpose of Phase 2 was to validate the result from Phase 1. A poster was created using the improvised guideline for print ads PSA gained from the results of Phase 1. A short survey questionnaire was conducted to test the new guidelines for print ads, specifically PSA, using a poster about the harmful effects of coastal reclamation in Klebang, Malacca. 10 respondents were used for the survey questionnaire in accordance with the minimum sample size needed using the sample size model for research activities by Krejcie, R. V., & Morgan, D. W. (1970). The Google Forms survey platform was used as the gathering mechanism in this survey questionnaire while using the Quick Response (QR) code as its distribution system.

8. EMPIRICAL RESULTS AND ANALYSIS

After completing the questionnaires, data from Google Forms was collected and processed in the Statistical Package for the Social Sciences (SPSS) for descriptive statistical analysis to get their reliability analysis and mean for each questions in the questionnaire.

8.1 RELIABILITY ANALYSIS

8.1.1 PHASE 1

Table 6. shows the research reliability statistics for the overall questions in the survey excluding the demographics.

TABLE 6: Reliability Statistics for Phase 1

Reliability Statistics						
Cronbach's Alpha		N of Items				
		.905	16			

Case Processing Summary			
		N	%
Cases	Valid	152	99.3
	Excluded ^a	1	.7
	Total	153	100.0

a. Listwise deletion based on all variables in the procedure.

Overall Agreement^a						
		Kappa	Standard Error	Asymptotic z	Sig.	Asymptotic 95% Confidence Interval Lower Bound Upper Bound
Overall Agreement		.379	.005	83.313	<.001	.370 .388

a. Sample data contains 152 effective subjects and 16 raters.

This section successfully assessed the respondents' demographic data, including their gender, age, ethnicity, education level, marital status, and employment status. The results for each variable and their frequency percentage results are listed and shown. The results for each variable and their frequency percentage results are listed and shown in Table 7, Table 8, Table 9, Table 10, Table 11, and Table 12 as below:

TABLE 7: Frequency And Percentage Of Respondents By Gender

Gender	Frequency	Percentage (%)
Male	50	32.9
Female	102	67.1
Total	152	100

TABLE 8: Frequency And Percentage Of Respondents By Age

Age	Frequency	Percentage (%)
18 - 24	79	52
25 - 34	35	23
35 - 44	17	11.2
44 - above	21	13.8
Total	152	100

TABLE 9: Frequency And Percentage Of Respondents By Ethnicity

Ethnicity	Frequency	Percentage (%)
Malay	80	52.6
Chinese	54	35.5
Indian	13	8.6

Other	5	3.3
Total	152	100

TABLE 10: Frequency And Percentage Of Respondents By Education Level

Education Level	Frequency	Percentage (%)
SPM	28	52.6
Diploma	24	35.5
Degree	86	8.6
Master - higher	14	3.3
Total	152	100

TABLE 11: Frequency And Percentage Of Respondents By Marital Status

Marital Status	Frequency	Percentage (%)
Single	114	75
Married	35	23
Divorce	3	2
Total	152	100

TABLE 12: Frequency And Percentage Of Respondents By Employment Status

Employment Status	Frequency	Percentage (%)
Unemployed	4	2.6
Student	83	54.6
Employed	55	36.2
Self-employed	10	6.6
Total	152	100

Table 13. below showed the mean scores results and its interpretation for Part B section in the questionnaire conducted.

TABLE 13: Part B Survey Questionnaires Mean Scores Results

Question number	Question	Mean	Interpretation
7	Will print ads Public Service Announcement (PSA) on the harm of coastal reclamation be a good idea in bringing awareness to society?	4.20	High
8	In your opinion, will print ads Public Service Announcement (PSA) on the harm of coastal reclamation issue be successful if it were made?	3.92	High
9	Will print ads Public Service Announcement (PSA) help make an impact on the awareness issue in Klebang, Malacca?	4.07	High
10	Are you aware of the harm of coastal	4.03	High

	reclamation activities to the environment if actions are not taken seriously?		
Overall Average			High

The respondents are aware of the negative effects that coastal reclamation in the Malacca coastal area has on the environment, including harmful impacts such as the extinction of animals and plant habitats, a decrease in natural wetlands, blocked rivers and seafront, fishermen losing catches, and many more. The respondents concurred that the promotion of print ads PSA is necessary to heighten public awareness of the coastal reclamation issue in Klebang, Malacca. This approach has demonstrated efficacy in disseminating information against drunk driving, advocating for the use of seat belts in automobiles, and highlighting various other social and environmental issues within the community.

Table 14. below showed the mean scores results and its interpretation for Part C section in the questionnaire conducted.

TABLE 14: Part C Survey Questionnaires Mean Scores Results

Question number	Question	Mean	Interpretation
11	Do you know that Malaysia is one of the active countries in reclaiming the coastal area for development purposes?	3.64	High
12	Are you aware of the coastal reclamation issue in Klebang, Malacca?	3.49	High
13	Do you think the coastal reclamation issue in Klebang, Malacca (or Malaysia as a whole) is serious?	4.19	High
14	In your opinion, do coastal activities bring more harm than good to the environment?	4.15	High
15	Is the harm of coastal reclamation in Klebang, Malacca an issue that needed attention?	4.20	High
16	Can print ads Public Service Announcement (PSA) help in spreading awareness of the harm of coastal reclamation issues in Klebang, Malacca?	4.15	High
Overall Average			High

Most of the respondents recognize that Malaysia is among the most active countries in reclaiming its coastal area for development purposes, as this practice is prevalent in many Asian countries. The majority of respondents recognize the issue of coastal reclamation in Klebang, Malacca, and concur that it's a grave concern that requires their attention and care. The majority of the respondents addressed the research question by agreeing that print ads PSA can aid in raising awareness about the detrimental effects of coastal reclamation issues in Klebang, Malacca. They also endorsed the use of print ads PSA as a strategy to disseminate information about these issues in Klebang, Malacca. Despite the public's awareness of the coastal reclamation issue in Malaysia, the situation has not improved. The results indicated that most of the respondents agreed to print PSA as a type of awareness, as they have great potential to bring positive changes to the coastal reclamation situation in Klebang, Malacca.

Table 15. below showed the mean scores results and its interpretation for Part D section in the questionnaire conducted.

TABLE 15: Part D Survey Questionnaires Mean Scores Results

Question number	Question	Mean	Interpretation
17	Do you know what a print ads Public Service Announcement (PSA) is?	3.27	High
18	Are there any other types of awareness promoting the harm of coastal reclamation issues in Klebang, Malacca that you know of?	3.36	High
19	Does action needed to minimise the harmful side effects of the issue?	4.29	Very High
20	Does the harm of coastal reclamation issue an important message that needs to be heard now and is it as important as other types of awareness out there in the public (for example the cyberbullying issue)?	4.07	High
21	Do you agree with using print ads Public Service Announcement (PSA) as a method of spreading awareness of the harm of coastal reclamation?	4.19	High
22	Will print ads Public Service Announcement (PSA) about the coastal reclamation issue bring changes to the situation if it were made?	3.93	High
Overall Average			High

The feedback from the survey questionnaire supports the hypothesis, as only 5 respondents strongly disagreed with print ads PSA and their role in promoting environmental awareness. Based on the provided information, it is valid to use the data as a solid foundation for enhancing the visualisation of the harmful effects of coastal reclamation in Klebang, Malacca, through print ads PSA. Nearly all the respondents concur that taking action is necessary to lessen the negative impact of the issue on their environment and socio-economic conditions. More than half of the total respondents agreed that the community needs to hear the important message about the harm caused by coastal reclamation issues, which is just as important as other forms of public awareness in Malaysia today.

Table 16. showed the findings for Phase 1 according to their research objectives.

TABLE 16: Findings from Phase 1

RO	Findings
RO1: To acknowledge the level of understanding of the harmful effects of coastal reclamation issues through print ads Public Service Announcement (PSA) among local communities in Klebang, Malacca	The respondents are aware of the harmful impacts caused by coastal reclamation in the coastal area of Klebang, Malacca. They also concurred that print ads PSA ought to be employed to raise awareness of the coastal reclamation issues in Klebang, Malacca since print ads PSA have proven to be an effective means of awareness against drunk driving.
RO2: To analyse the harmful effects of coastal reclamation among local communities in Klebang, Malacca	Most of the respondents are aware of the harmful impacts of coastal reclamation issues in Klebang, Malacca and most of the respondents also think that the coastal reclamation issues in Klebang, Malacca is a serious matter that needs to be given attention and taken care of by the respective people. Majority of the respondents also agreed that print ads PSA can help in spreading awareness on the harm of coastal reclamation in Klebang, Malacca.
RO3: To propose a guideline for print ads Public Service Announcement (PSA) about the coastal reclamation issues among local communities in Klebang, Malacca	Most of the respondents agree that actions are needed to minimise the harmful effects of the coastal reclamation issues in Klebang, Malacca to its environment and socio-economics. They also agreed that the harm of coastal reclamation is an important message like any other environmental awareness in Malaysia, and this acts as a strong base that print ads PSA is the next potential medium for the awareness campaign of coastal reclamation issues in Klebang, Malacca. Therefore, a guideline for print ads PSA is needed.

8.1.2 PHASE 2

Data was gathered from the questionnaire conducted in Phase 2 which aimed to understand the public's perception of the print ads PSA poster on coastal reclamation's harmful effects in Klebang, Malacca. The PSA poster as in Figure 5. was created using the new guidelines for print ads, derived from the findings of Phase 1 (Survey 1).



FIGURE 5. Poster used as Instrument for Phase 2

This study revealed that more than half of the respondents were aware of the ongoing coastal reclamation issue in Klebang, Malacca. At the same time, the respondents were unaware that coastal reclamation has been negatively impacting the surrounding environment since its inception. Simultaneously, over half of the respondent advocate for the use of print ads PSA to raise environmental awareness about the coastal reclamation issue in Klebang, Malacca. This is due to their observation of the detrimental impacts occurring in the coastal area of Malacca, and their desire to shed light on the situation. Only a small percentage of the total respondents are unaware of the existence of print ads PSA and the potential risks that coastal reclamation issues could pose to local communities and their daily livelihoods in the future. Based on the findings obtained from the implementation of this research, some conclusions can be finalised and concluded.

9. DISCUSSION AND CONCLUSION

The previous guidelines for PSA by UNAOC serve as the base of guideline for print ads PSA on the impacts of coastal reclamation in Klebang, Malacca. Improvisions were made according to the findings from this research following the data gained from Phase 1 (Survey 1). This new guideline aims to offer guidance for print ads PSA that highlight about the detrimental impacts of coastal reclamation issues in Klebang, Malacca. The new guideline was then used to create the PSA poster used in Phase 2 (Survey 2). Table 17. below showed the old PSA guideline while Table 18. showed the new print ads PSA for coastal reclamation's harmful effects in Klebang, Malacca.

TABLE 17: Comparison between Old and the New revised PSA Guideline: Old PSA Guideline

Concept <ul style="list-style-type: none"> - Designing the art to meet with an organisation's objectives to describe their campaign's purpose. 	Text <ul style="list-style-type: none"> - The campaign's overall message that must be linked to the objectives and the strategy.
Industry or commercial component <ul style="list-style-type: none"> - Explain and defend your decisions for where and when your PSA should be played or shown. 	Production <ul style="list-style-type: none"> - Planning the technical strategy. For example: the locales, camera works, etc.
Audience <ul style="list-style-type: none"> - Clear description of your target audiences. 	Strategies <ul style="list-style-type: none"> - Summary of how to reach the objectives and which media are appropriate to use.

TABLE 18: Comparison between Old and the New revised PSA Guideline: New PSA Guideline

Concept <ul style="list-style-type: none"> - Designing the print ads PSA to meet with the harm of the coastal reclamation campaign in Klebang, Malacca to describe the campaign's objectives and purposes. 	Text <ul style="list-style-type: none"> - Includes key information such as point of view, storyline, images of men and women, language, costumes, characters, and behaviors.
Industry or commercial component <ul style="list-style-type: none"> - Deciding where and when the print ads PSA will be advertised. Print ads PSA should include features of advertising such as a 	Production <ul style="list-style-type: none"> - Planning the technical strategies which include the locales, camera

slogan, interesting appeals, and claims.	works, special effects, graphics, animations, etc.
Audience <ul style="list-style-type: none"> - Deciding whether the print ads PSA for the harm of coastal reclamation in Klebang, Malacca are appropriate for the different target audience's ages, backgrounds, etc. 	Strategies <ul style="list-style-type: none"> - Explaining ways of achieving and meeting the harm of coastal reclamation in Klebang, Malacca objectives.

The purpose of this research was to determine the effectiveness of print ads PSA in raising awareness about environmental issues related to coastal reclamation among the local people in Klebang, Malacca. We can also draw the conclusion that the majority of the local communities in Klebang, Malacca, are open to utilizing print ads PSA as a means to raise awareness about coastal reclamation issues, their detrimental effects on the surrounding coastal environment, and the future consequences for those who rely on sea catches. The recorded data revealed several gaps in public participation in this research, primarily due to the ongoing pandemic situation in Malaysia. As a result, the mechanism of using Google Forms and Quick Response (QR) codes was effective and very cost-effective. However, we had to take this action to prevent further serious consequences. Still, there are limitations to it. The research has identified the need for additional research or a more comprehensive review of development in various areas. This would allow for a deeper understanding of how the actual people living in the area perceive the alarming situation and how they view print ads PSA as a helpful medium for slowing down the harmful effects of coastal reclamation in Klebang, Malacca.

In addition, conducting more comprehensive research was necessary to refine the data. Comprehensive survey questions can be structured to address the research questions and objectives with greater detail and precision. The data on the research questions and research objectives for this research was answered, but undeniably, it was only the surface of the answer; it is not answered in a more in-depth way yet, in a personal opinion. There could be more aspects of this research that could be unraveled and discovered if more time were given. The research's findings revealed several gaps in our understanding of public involvement in research, which warrant further investigation. Due to a lack of knowledge and time, more questions remain unexplored and unanswered in this research. Hopefully, future researchers will anticipate finding and filling these gaps in this research more precisely.

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