

## Reviewing The Role of Media on Employee's Attitude During The COVID-19 Pandemic In Malaysia

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### Abstract

This research paper aims to go through the previous publications, media, newspapers, and government's reports relevant to the impact of media on the attitudes and decisions of the human resource in Malaysia. While there is up to 150,000 Malaysians lost their jobs, the researcher reviews 20 papers and attempts to investigate the contribution of media to afford and guide the jobless to vacancies and assist those who are having jobs to better opportunities. Ideas of freelancers and further windows of investment and self-business could also be promoted via media. The research concluded that media impacts the employees' attitude and job flexibility, which could improve the employee's performance, productivity, and efficiency.

**Keywords:** *Employee Attitude, Media, COVID, Malaysia*

### 1.0 Introduction

The pandemic started in 2020 in Malaysia influences all the Malaysian sectors, Malaysia is considered one of the developing countries with production, importation and exportation to the other countries would be amongst the most affected countries due to the delay or

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block some deals and transactions. While in terms of employment as it's been reported in several studies Malaysia is one of the countries suffering from a high rate of unemployment and turnover (Ibrahim & Ali 2019; Ibrahim, Ali & Zumrah, 2019; Melhem, 2019).

Furthermore, reported that media focused on the pandemic to warn and guide the human being including the different categories (Children, Parents, Employees, Employers) (Spurk, & Straub, 2020).

Media guided the employees by instructing them to work flexibly and changing the descriptions and locations of their tasks, currently, the regular employment relationship between the employers and employees is just embodied in the achievement of the goals and given tasks (Spurk, & Straub, 2020; Melhem, 2016). The media stated that the employees are focusing more on their works and objectives instead of wasting time on meetings and protocols in the firm, as an advantage of working from home.

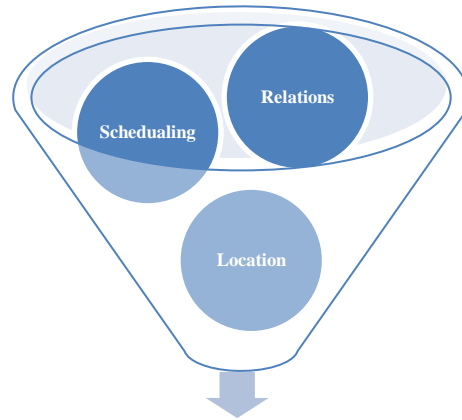
## **2.0 Problem Statement**

During the pandemic, the employees' attitude change is affected by media because it is considered as one of the factors that lead the employees to changes in attitudes and performance (Ibrahim, et al., 2021a; Ibrahim, et al., 2021b). The problem is positively guiding the employees to remain in their jobs and improve their skills toward the betterment of the company and country's economy. Several negative attitudes appeared during the COVID-19 period such as turnover and carelessness (Al-Suraihi, et al., 2021). Therefore, the researcher intended to explore the role of media on the employee's attitude.

## **3.0 Literature Review**

Most media reports focused on the effects of the COVID-19 pandemic on changes in work arrangements (e.g., short-time work, paid short break, flexible location and hours, and financial consequences) for workers in a regular employment relationship (i.e., jobs with a fixed schedule, at the firm's place of business and with the mutual expectation of continued employment). But there is less discussion and research about the attitude of the employees during the pandemic (McKeever, 2020). Some issues appeared as well affected the employees' attitude such as renewing their contracts, working conditions and requirements, payments, and platforms (Spreitzer et al., 2017; Melhem, 2019). Media reported that employment and offers became more flexible too, the relationship between employees amongst themselves and with employers.

### **Figure 1: Flexibility Types.**



Source: (McKeever, 2020)

The current pandemic needed different ideas and strategies, previously, media guided the employee's behaviour and decisions worldwide including in Malaysia. Media became the most effective way to change the attitude of human beings because everyone during the lockdown is affected by media. Motivated and demotivated, satisfy either dissatisfied about their jobs, pay and performance, remain or leave their jobs, working or freelancing. All the previous situations have been guided by the media in the last two years.

Media reports on how crowd workers, who complete and deliver tasks online, experience the effects of the pandemic are to our knowledge yet not available. COVID-19 pandemic and the accompanying measures have the potential to affect a series of work- and career-related variables: working conditions, work motivations and behaviour, job and career attitudes, career development, and personal health and well-being (Spurk, & Straub, 2020).

Media promoted during the pandemic variables such as workload, work motivations like commitment, job attitudes like satisfaction with colleagues or supervisors, detachment from work, and managing the daily or weekly work-nonwork interface of workers within flexible employment relationships (McKeever, 2020; Dong, Cao, & Li, 2020; Is'haq Ibrahim, 2019).

For online labour platforms and contracting firms, workers' experiences during and after the COVID-19 pandemic will provide information on the demands faced by workers. Those insights can be used by platforms to align their infrastructure and services towards sustainability, by minimizing depletion of workers through support, promoting their work performance, and thereby improving the quality of their workforce. For society, workers' experiences during the pandemic will highlight the risks and opportunities of flexible employment relationships and foster a deeper understanding of the potential role of different stakeholders such as platforms, unions, and federal offices in driving sustainability in flexible employment relationships.

Ideally, this leads to the development and enactment of new policies and regulations that support workers in flexible employment relationships. Finally, flexible employment workers will become more aware of the impact of their working conditions on their health, work, and career development, potentially leading to empowerment of workers in form of conscious self-care and request for workers' rights.

Thus, media play a significant role in keeping people or users connected and updated about COVID-19. Media also influence human activities and behaviours, which is including employees. Fortunately, the media industry is rapidly developing with the application of Internet technology. Among all kinds of media accounts, the government account as the official media brings considerable convenience to people's lives and plays a vital role in promoting society's mainstream values in the era of financial, economic, social, and behavioural aspects (Islam, et al., 2021).

The employees experienced media very well in the pandemic era and it's been the source of information (Tengilimoğlu, et al., 2021). Media created a positive attitude and decisions, employees could be affected by the media especially during the pandemic period (Békés, & Aafjes-van Doorn, 2020).

Media platforms have been explored as a research recruitment tool in other settings (Bostan, et al., 2020; Ali, et al., 2020). Media is the most crucial affected factor on the employees' attitude in the organizations, reported in the several sectors health, manufacturing, service and hospitality, affecting the habits, decision and attitudes of the employees through the news and updates on the media (Gorgenyi-Hegyés, Nathan, & Fekete-Farkas, 2021). The authors would like to explore whether media can be a suitable tool to improve the relationship with employees.

The employees believe that media users trust that it is fair, accurate, present the facts, and is concerned about the public and conditions related to their lives and jobs (media believe) (Croucher, Nguyen, & Rahmani, 2020).

One of the major functions of media in the pandemic is communication between the employees themselves, employees with the employer, and employees with the market (Li et al., 2020). These media angles of presenting promotion issues take the form of media framing to influence public perception and induce an attitudinal response, leading to positive behavioural changes (Nwakpu, Ezema, & Ogbodo, 2020).

In modern society, media is one of the tools that can be utilized to enhance knowledge among communities. Based on the study in Iran, the students cited that their sources of knowledge about COVID-19 are media (34%), the WHO (19.9%), TV (17.6%), the Internet (13%), the Ministry of Health (10.1%), and friends (5.4%) (Puspitasari, et al., 2020; Yang, et al., 2020).

A total of 1437 respondents were included in this preliminary report. The mean knowledge score was  $14.7 \pm 2.3$ . Most of the respondents (61.6%) had satisfactory knowledge of the disease. Age (18–39 years), education (College/bachelors), and background of respondents were factors influencing knowledge levels. The attitude of most respondents (68.9%) was

following the media instructions. Most of the respondents (68.9%, n = 990/1437) had a positive attitude towards media, especially the government media (Hager, et al., 2020).

During COVID-19 media was able to affect and enhance the behavioural of the citizen and guide them carefully and accurately, which reflected much of the awareness of the countries and citizens, this was an indication of disciplinarity of the human capital (Perrotta, et al., 2021).

The researchers analysed 71,612 questionnaires collected between March 13-April 19, 2020, and found different stages of the pandemic and with different control strategies in place. There was a big change in the attitudes, especially the employees appearing and indicating the media importance and role (Sapta, Muafi, & SetinI, 2021).

Most importantly media is considered as the one and main source of updates and news for employees regarding their working hours and conditions, employees need to follow the healthcare regulations to be legally accessed to be allowed to work in their working places (Yigitcanlar, et al., 2020).

A study held between 1 January and 4 May 2020 and analysed 35,969 of them after data cleaning found that media analytics is an efficient approach to capture the attitudes and perceptions of the employees and change them toward their best and better performance at the individual and country levels and helps to get the required and wanted decisions (Yigitcanlar, et al., 2020).

The researcher explores the factors that affect the employees' attitude in Malaysia, as the employee's attitude in Malaysia has been changed during the pandemic. The changes in the employees' attitudes are causing different abilities and willingness by those employees toward their jobs and careers (Ibrahim, 2021). Generally, media is expected to be the predictor of the employee's attitude (Saud, Mashud, & Ida, 2020). The gap in this research is that would be media as an affected variable on employee's attitude in Malaysia? How reliable is the Malaysian media sources? And what are the types and aspects of the employees' behaviours in the country? Reviewing the literature might create and literature body for this topic and that could enhance the future relevant research. (Duruk, Gümüşboğa, & Çolak, 2020).

#### 4.0 Methodology

This research paper conducted a systematic review for 20 papers, filtered out of research on google scholar, the paper reviewed the latest studies connected and examine the impact of media on employee's attitude in Malaysia. The table below provides some of these articles.

Title	Author/s	Year
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<p>Unpacking the relationship between employee brand ambassadorship and employee social media usage through employee wellbeing in workplace: A theoretical contribution.</p>	<p>Sakka, G., &amp; Ahammad, M. F.</p>	<p>(2020).</p>
<p>Displaying employee testimonials on recruitment websites: effects of communication media, employee race, and job seeker race on organizational attraction and information credibility.</p>	<p>Walker, H. J., Feild, H. S., Giles, W. F., Armenakis, A. A., &amp; Bernerth, J. B.</p>	<p>(2009).</p>
<p>Role stressors, job satisfaction, and employee creativity: The cross-level moderating role of social media use within teams.</p>	<p>Wang, Y., Huang, Q., Davison, R. M., &amp; Yang, F.</p>	<p>(2021).</p>
<p>The Mediating Role of Social Media in the Relationship between Perceived Leadership Support and Employee Engagement in Banking.</p>	<p>Bulińska-Stangrecka, H., Bagińska, A., &amp; Iddagoda, Y. A.</p>	<p>(2021).</p>
<p>The impact of social media use for communication and social exchange relationship on employee performance. <i>Journal of Knowledge Management</i>.</p>	<p>Chen, X., &amp; Wei, S.</p>	<p>(2020).</p>
<p>Social recognition and employee engagement: The effect of social media in organizations.</p>	<p>Nayak, B. C., Nayak, G. K., &amp; Jena, D.</p>	<p>(2020).</p>
<p>Battle for talent-developing social media employee advocacy to support recruitment communication.</p>	<p>Laitinen, H.</p>	<p>(2021).</p>
<p>Implementation and Evaluation of a Social Media-Based Communication Strategy to Enhance Employee Engagement: Experiences From a Children's Hospital, Pakistan.</p>	<p>Rasheed, M. A., Hookmani, A. A., Waleed, S., Fatima, H. S., Siddiqui, S., Khurram, M., &amp; Hasan, B. S.</p>	<p>(2021).</p>
<p>Driving Employee Engagement through CSR Communication and Employee Perceived Motives: The Role of CSR-Related Social Media Engagement and Job Engagement.</p>	<p>Jiang, H., &amp; Luo, Y.</p>	<p>(2020).</p>

<p>Identifying associations between mobile social media users' perceived values, attitude, satisfaction, and eWOM engagement: The moderating role of affective factors.</p>	<p>Pang, H.</p>	<p>(2021).</p>
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The researcher collected previous studies related to the topic toward enriching the knowledge body. Thus, these researches could guide future research to conduct and examine the impact of media on the dimensions and aspects of the employees' attitude in Malaysia.

### 5.0 Result and Discussion

The researcher reviewed the few available research in the area of media and employees' attitude and found that there are several studies in several countries such as China, the US, Iran, Egypt, Africa, Asia approving the influence of media on the attitude of the public. Media plays an important role in the employee's behaviours and decisions in the whole world and Malaysia is one of the affected countries by the media. Media seems like an effective factor in employees' attitudes. Recently, while the employees working from home and life turned into virtual activities including jobs, media became one of the information sources to every single employee.

The findings are valuable for understanding community perceptions and identifying communities in needs and demands in a pandemic situation (Yigitcanlar, et al., 2020; Ibrahim, Ali, & Zumrah, 2019). For instance, media analytics were used to increase efficiency. Such results conclude the existence of the media's role in the industries and economies too, making media one of the news sources to be controlled because it might affect the countries either positively or negatively. The government and development department shall influence the employees' activities and production progress through media.

COVID-19 affords a flexible working condition and figured out the advantages of working online and supported the productivity, efficiency, and effectiveness of the employees in most of the industries, it also enhances the employees' relationships amongst each other and with their employers. Therefore, the results and outcomes of online working seem to lead the industries to better performance and cut the costs on most of the industries. The future research shall explore the impact of media on and focus on the industries one by one to conclude if this impact is real on which industries.

### 7.0 Conclusion

The research concludes that there is an impact of media on the employees' attitude in the Malaysian industries. As well as media allowed the employees during COVID-19 to work flexibly during the suitable time and achieve the targets and allowed the organizations to increase the tasks of the employees because the employers know that employees could do their work in flexible time. Flexible location, schedule and relations could significantly

improve the employee's performance. The organizations recommended observing the best way to get the advantages of working from home by maximizing their profits.

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