

A PR CRISIS MANAGEMENT APPROACH OF INTERPERSONAL VIOLENCE IN AS PORTRAYED IN MALAYSIAN INDEPENDENT ONLINE MEDIA

¹Hasmah Zanuddin, ²Norizzati Saifuddin

***ABSTRACT**--Interpersonal violence is a violence that has increasingly occurred in our society and often reported in the news. This interpersonal violence has become a concern in our society which needs to be addressed to the community. Five components of interpersonal violence is comprising of youth violence, child maltreatment, intimate violence, elder abuse and sexual violence. PR crisis management is an extremely tense fight to confront the situation. Online news has altered the practice of PR crisis management and change the views of people. The purpose of conducting a study on this issue is to determine the PR crisis management of Malaysian independent online news in interpersonal violence cases. The objectives of this study are to study the crisis response, information giving strategies, and reputational repair strategies used in interpersonal violence reporting in Malaysian independent online news. This study used quantitative content analysis by analysing 140 news articles from two selected independent online news as the sample of this study. Two independent online news used in this study which includes Malaysiakini.com and Freemalaysiamtoday.com. From this study, PR crisis management was being used to reduce the problem and presented how interpersonal violence issue should be handling. This result can be used to plan future crisis management strategies in the same issue which helping to reduce the intensity of people reaction on the incidents and educate people on the consequences of these behaviours.*

***Keywords**--Interpersonal Violence; Independent Online News; PR Crisis Management*

I. INTRODUCTION

Interpersonal **violence** is a violence that has increasingly occurred in our society and reported in the news. Such violence may involves and commits to a person or family members whom they have relationship with. World Health (Organization, 2006) has described the interpersonal violence is the act with the purpose of committing physical force, with or without intention to injure another person, which may lead to death, psychological torture or cause of damage. There are five components of interpersonal violence which is comprising of youth violence, child maltreatment, intimate violence, elder abuse and sexual violence. According to (Elliott, 2003), the interpersonal violence can be also referring to abusive behaviour that has become a common concern in our community. Such behaviours often happened with someone they know with includes such as the domestic violence, childhood physical and sexual abuse, and others types of violence. It is often become the caused to long-term health disturbance, physical and mental effect, and often involved with health care services.

¹Associate Professor, Department of Media and Communication Studies, University of Malaya; hasmahz@um.edu.my

²Ph.D student, Department of Media and Communication Studies, University of Malaya; AVA170046siswa.um.edu.my

Malaysians also were triggered by the growing of life-threatening violence involving the juvenile. Recently, in the same year, the issue of burning a religious school in Kuala Lumpur which killing 23 people has become a debated topic on the cruelty and violence behaviours among Malaysians. It was described as a horror case where these victims from Darul Quran Ittifaqiyah was killed as they were trapped in the hostel building after the fire started from poured petrol and two poked gas cylinders. This incident was caused by the revenge arson attack by a group of local teens which leads to a tragic fire. It was reported that the suspects mostly were tested positive for drugs, with two of them previously had criminal records (Justin, 2017). This case reflected on the level of violence committed by Malaysian teenagers.

In media perspective, the attention to the issue decline when journalists and editors moved on from this reporting this issue. (Sutherland, 2017) found in their study that the key factors lead to the reporting on violence issue is the availability and attitude of sources and newsroom awareness to show the reality that violence issue was a significant social problem. The attention of this problem reduce when less media reporting on this issue This interpersonal violence has become a concern in our society which needs to be addressed to the community. Online news is the platform that best to deliver information pertaining this issue. This is supported by (Wunsch-Vincent & Vickery, 2009) in a study stated that audience received information effectively through online news. It allows reaching an extensive coverage and consumption by people. The engagement of online news with the audience is fast, powerful and significant to news publishers. They have no other option but to follow the trend of this social evolution and growth to support the amount of news consumption by people through this online network. Hence, independent online news can be used in studying about interpersonal violence issue. PR crisis is also another variable being touched on to see the way it is being used to reduce the problem. PR crisis approach will determine how interpersonal violence issue should be handling. It allows researcher to discover the depth of media coverage on this interpersonal violence cases in order to pull the attention authorities and the ability to provide influence to the change of policy through crisis management. By achieving these objectives, it allows researcher to give further recommendation on this issue to the media. Below is the summary of the objectives of this research.

RO1: To study the crisis response of crisis management in the interpersonal violence cases in Malaysian independent online news.

RO2: To determine the information giving strategies of crisis management the interpersonal violence cases in Malaysian independent online news.

RO3: To analyse the reputation repair strategies of crisis management the interpersonal violence cases in Malaysian independent online news.

II. LITERATURE REVIEW

2.1 *Situational Crisis Communication Theory (SCCT)*

Situational Crisis Communication Theory (SCCT) was adopted from attribution theory in handling with crisis communication by applying crisis response message depending on crisis situation. SCCT aimed to protect the reputation of an organisation during the crisis (Coombs, 2007). SCCT is a set of communication strategies created to develop or maintaining the reputation of an organisation or governments. It is a predictive framework on possible action taken could be use by authorities during crisis. One or more crisis response strategies can be used at one

time by providing information to the public so that reputation can be developed. Hence, information received from media become a significant attribute to the crisis communication accomplishment (McCombs, 1972).

There are three types of crisis response according to Coombs (2007), which includes victim, accidental and intentional. Victims is a crisis that the organisation acts as the victim of the crisis. This crisis is a low crisis responsibility and threat. Accidental on the other hand is the unintentional acts by the organisation that caused a crisis. Accidental is moderate crisis responsibility and threat. The last one is preventable. It is situation where an organisation intentionally takes risk, do inappropriate actions, or infringement of law and regulations. Preventable is high crisis responsibility and threat.

- Victim crisis:
 - Natural disaster: Acts of nature damage an organization such as an earthquake
 - Rumor: False and damaging information about an organization is being circulated.
 - Workplace violence: Current or former employee attacks current employees on site.
 - Product tampering/Malevolence: External agent causes damage to an organization.
- Accidental crisis
 - Challenge: Stakeholders claim an organization is operating in an inappropriate manner.
 - Technical-error accidents: A technology or equipment failure causes an industrial accident.
 - Technical-error product harm: A technology or equipment failure causes a product to be recalled.
- Preventable crisis
 - Human-error accidents: Human error causes an industrial accident.
 - Human-error product harm: Human error causes a product to be recalled.
 - Organizational misdeed with no injuries: Stakeholders are deceived without injury.
 - Organizational misdeed management misconduct: Laws or regulations are violated by management.
 - Organizational misdeed with injuries: Stakeholders are placed at risk by management and injuries occur.

Holladay (2010) has conducted a content analysis study of PR crisis. There are several important aspect in studying about crisis. The first one is, the sources of adjusting and instructing information, and reputation repair damage. Instructing information means it teaches people how to protect themselves when crisis occur, which adjusting information refers to the psychological approach taken to go through crisis, which help them from feeling anxiety. This is because instructing and adjusting information may be reported at the same time. Internalising information also one of types of information, as it helps to secure the reputation of the organisation. The media coverage such as interviews statement may come from different types of people. Reason being, people search for someone who is responsible for the crisis or the cause of crisis. This information source can be organisational spokesperson, first responder such as law enforcement, firefighters, other emergency workers; victims, expert or spokesperson, government official and other sources such as representation or community head. The second aspects to look on is the types of crisis reported in media. The researcher listed four types of crisis, which includes a technical accident, human error accident, both technical and human error accident, and no crisis type mentioned. The third aspect is the cause of the crisis attributions. It aspects reflected on whom and what was blamed when the crisis occurred. The blame can be to the organisation, circumstance, both organisation and circumstance, or the incident is still under investigation. The fourth aspects is the source of speculation when a crisis happened. People who become the source of speculation can be someone who is the expert or spokesperson of an industry witness,

first responder, or no speculation. Crisis history also one of the elements can be focused on when studying on crisis. The news report may include references to previous crisis, or references to last incidents of the same type, no records of the same incidents, or did not mentioned in the report. Crisis communication strategies is important to restore the damage. There are two types of strategies which is information giving and reputation repair strategies. Below are the crisis communication strategies as address by (Holladay, 2010).

- Information giving strategies
 - Instructing information: inform people self-protection and business continuity information
 - Adjusting information: assist psychologically by clarifies who, what, where and when about the crisis. It also explain prevention approach, provide compassion, and regret.

- Reputation repair strategies
 - Deny
 - Attack the accuser: claim no existence of crisis, confront with the accuser
 - Denial
 - Scapegoat: blame other people or group for causing a crisis
 - Suffering: asserts the organisation is the unfair victim
 - Diminish
 - Excuse: reduce responsibility by denying intention to cause damage
 - Deny volition: reduce responsibility by asserting the inability to control damage.
 - Justification: reduce perceived damage by telling it was not as bad as people assumed
 - Rebuild
 - Compensation: offer compensation or gifts
 - Apology: take full responsibility
 - Repentance: ask for forgiveness
 - Rectification: will take action for future prevention
 - Reinforce
 - Bolstering: tells previous good terms with organisation
 - Transcendence: put crisis in a bigger and more desirable perspective
 - Ingratiation: express gratitude to people

2.2 The Concept of PR Crisis Management

PR crisis can be defined as “a major occurrence with a potentially negative outcome affecting an organization, company, or industry, as well as its publics, products, services, or good-name”. The crisis has possibility to cause undesired result when a huge unexpected event happened. The aftereffect of a crisis may lead to a significant loss to an association and its personnel, products, services, financial circumstance, and reputation (Coombs, 1999).

Dave (2010) on the other hand described PR crisis as any event that create a strong negative media reportage and affects with usual activity. It is also an extremely stressful struggle or clashes within a negative setting because it could resulted to a damaging result.

Mitroff & Anagnos (2001) defines crisis as an event that has impact or has the possibility to influence an organization. Hence, even with small issue, isolated portion of an organization, it may not be a huge crisis. A big crisis will occurs when it involved with large aspect on human lives, assets, financial earnings, the reputation, and the general health and security of an association.

In a study by Bærug (2017) the researcher found that the likelihood of media using framing as proposed by government is higher and less chances to raise a negative view on the government. Another study on the other hand said that SCCT on a crisis is depending on the attitude of the organisation towards the crisis.

There are three basic knowledge of crisis management as studied by Coombs W. T. (2014). It was found that timing, victim focus and misinformation need to be taken care in handling crisis. Timing means the organisation must be the earliest in responding to the crisis to avoid more damage. Victim focus means the organisation should use a victim-centered approach in responding to the crisis. This will avoid perception that the organisation not doing well in taking care or helping the victims who involved with the crisis. Lastly is the misinformation which regards to denial on the crisis involvement or existence to avoid responsibility to the victims. This is opposite to the victim-centered response. Meanwhile, for social media crisis it is a situation where there is a need to manage the public views towards the organisation. A management misconduct crisis will happen if the crisis repeatedly happen as it gain more attention. Customer service by identifying problem that customer experienced, venting by allow them to express their feelings, and challenge is by respond to the changes the organisation make which can be used as effective response.

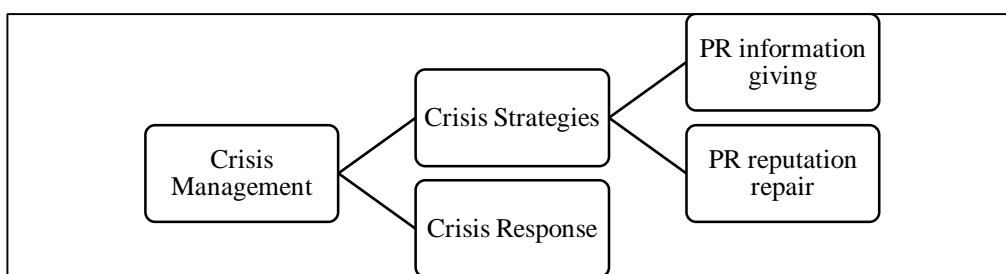


Figure 1: Crisis Management Concept

2.3 *Interpersonal Violence*

Interpersonal violence, as described by World Health Organization (2006), is the intended usage of physical force or pressure, endangered or actual, against another man, injured or a huge possibility of injury, death, psychological abuse, maldevelopment or loss. WHO has characterised five types of interpersonal violence comprises with youth violence, child maltreatment, intimate partner violence, elder abuse and sexual violence. Youth violence is violence engaged by youngsters. Child maltreatment happens when parents and caregivers acted violence and negligence towards children. Meanwhile, intimate partner violence happening in the intimate relationships. As for elder abuse, it happens when family, carers or others trusted people committed violence and neglect towards older people. Lastly, sexual violence usually related to sexual crime, sexual gestures, sexual pressure and sexual trafficking.

According to World Health Organisation (2018) violence against children under 18 years old includes all kinds of violence, whether committed by parents, other caregivers, friends, partners, or strangers. In the previous year,

estimation up to 1 billion children aged 2–17 years globally have physical, sexual, or emotional violence or neglect experience. Lifetime health and well-being may be impacted by the childhood violence experience. Violence against children can be stopped based on the evidence from around the world. There are types of maltreatment including punishment involving physical, sexual and psychological or emotional disorder, and infants, children and adolescents negligence by parents, caregivers and other authority figures, which can be happened at home, schools and orphanages. Undesired aggressive behaviours such as bullying and cyber-bullying committed by child or group of children, siblings or romantic partner also considered as child maltreatment. It comprises repeated physical, psychological or social assault, with or without weaponry and may commit gang violence, happened in schools and other places where children gather and online. Other than that, child marriages and early or forced marriages, or unmarried children engaging in violence during dating which is called as dating violence are also a form of maltreatment. Sexual violence including non-consensual or tried to sexual contact and contactless sexual nature behaviour, sexual trafficking behaviour acted against someone without consent or online abuse. Children maltreatment also includes emotional or psychological disturbance involves limiting a child's actions, unfair treatment, mockery, threats and oppression, hatred, denial and other non-physical kinds of hostile manner.

Besides that, Hillis, Mercy, Amobi, & Kress (2016) previously has mentioned it exceeds 1 billion, or half the children in the world exposed to violence. The Asian, African, and Northern American regions for children aged 2 to 17 years were estimated had the highest minimum prevalence. The minimum numbers of children measured experiencing past-year violence of the Asian population were two times greater than other regions. In the previous year, three to fourths of the children in the world had experienced violence based on sensitivity analyses and moderate physical violence analysis. Urgent action is required as it may threaten a billion children' brain development in every year. Hitting child buttocks or extremities are regarded moderate violence. However, the result recommends that spanking can be considered as violence form, opposes protection rights, can be disabling growth, and is causing behaviour problems.

The violation or neglect of a child below than 18 years old is considered as child maltreatment. All types of physical and emotional ill-treatment, sexual exploitation, negligence, other abuse or possible harm to the well-being, endurance, growth or dignity of a relationship of responsibility, guardianship or power of the child, has been included under child maltreatment. Another kind of child maltreatment sometimes included is exposure to intimate partner violence. Any action that causes physical, sexual or psychological harm by an intimate partner or former partner as intimate partner violence. Physical assault, sexual pressure, psychological harm and controlling actions are considered as intimate partner violence. Youth violence is referring to all physical and emotional types of violence that happening outside to people aged between 10 to 29 years. This serious act may begin from young and remain until adulthood. It may cause harm or death for some violent behaviour such as assault. It caused more emotional harm than physical harm for cases such as bullying, slapping or hitting. The sexual violence as any attempt or action to receive a sexual act. It is included undesired comments or action relating to sexual to an individual for sexual exploitation. Regardless of at home or workplace, and their relationship to the victim, using force against an individual are considered as sexual violence. Physical forced such as rape, forced penetration such as anus using a penis, or another body part, and an object are the example of sexual violence. Elder violence is described as the inappropriate behaviour regardless of the frequency that happens within any relationship with the existence of trust which causes harm or suffering to the elderly. There are four types of elder abuse which is, first,

physical, sexual, mental, emotional, economic and material abuse. Second, abandonment. Third is negligence. Lastly, severe damage to dignity and respect (Mikton, et al., 2017).

The researcher used Quantitative Content Analysis to measure the portrayal of interpersonal violence news in the independent online newspapers. Krippendorff (1980) defined the content analysis as “the use of replicable and valid methods for making specific inferences from text to other states or properties of its source”. This means that the data gathered offer inferences to the researcher and the research method can be replicated. Wimmer & Dominick (2014) also describe a study by Gerbner on the content analysis stating that content analysis investigated on public belief, attitudes, views and behaviour of the audience to the media, which produced inferences about media effects.

Stratified random sampling in probability sampling will be used as the sampling techniques in generating quantitative content analysis data of this research. One from malaysiakini.com and another one is freemalaysiatoday.com. Newman, Fletcher, Kalogeropoulos, Levy, & Nielsen (2017) added that Malaysiakini and FreeMalaysiaToday are the raising independent news platform to the public. Unit of analysis of this study was independent online news article. Article was collected for 15 months between August 2017 and October 2018. 140 news articles were used as the sample of this study. Research instrument for quantitative content analysis consisted of coding sheets and coding instruction. Holsti test as referred to (Zanuddin & Ambikapathy, 2018) was conducted to test the reliability of the coding sheets. Reliability test showed that there was highly significant with 0.99. Hence, the instrument is reliable. Later, data was extracted from the news articles by using coding sheets and coding instructions. Data collected was analysed using SPSS. The analysis was conducted using mean, standard deviation, percentage and frequency. Chi-square was used as the statistical analysis.

Hypothesis testing:

- H1: There is significant relationship between crisis response and PR information giving strategies
- H2: There is significant relationship between PR information giving strategies and PR reputation repair strategies
- H3: There is significant relationship between deny and diminish
- H4: There is significant relationship between diminish and rebuild
- H5: There is significant relationship between rebuild and reinforce

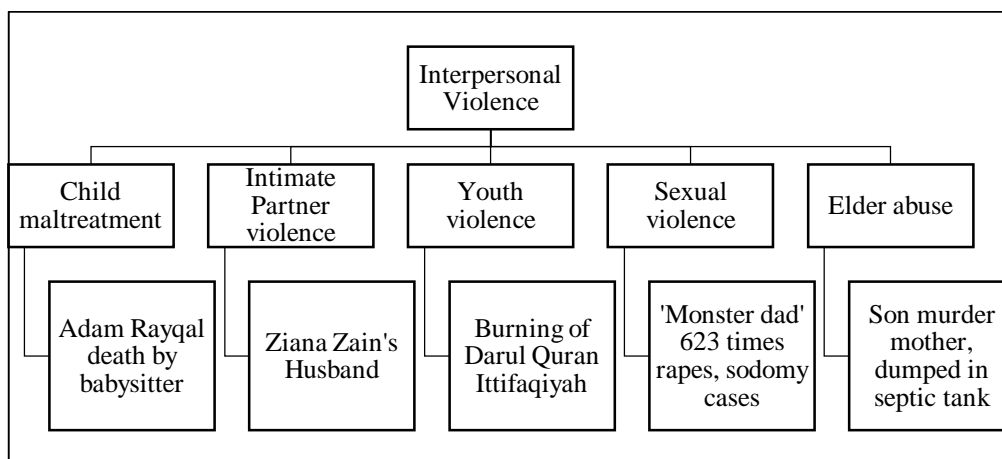


Figure 2: Interpersonal Violence Issues

III. RESULTS AND FINDINGS

This section discussed on the results and findings of this study. Table 1 presented on the independent online newspapers characteristic. Table 2, Table 3 and Table 4 were presented the results from variables that has been tested. The result was presented in the form of frequency, percentage, mean and standard deviation of the highest ranking in each categories. As for the Table 5, it was the result of hypothesis testing using chi-square as the statistical testing.

4.1 Independent Online Newspaper Characteristics

Table1: Independent Online Newspapers Characteristic

Online Newspaper					
Characteristics	Highest ranking	Frequency	Percent%	Mean	Std.Dev
Independent	Malaysiakini.com	97	69.3	3.31	0.46
Online Newspaper					
Main Issue	Youth Violence	81	57.9	2.73	1.05
Secondary Issue	No secondary issue	134	95.7	5.79	1.02
Main Attachment	Photo	140	100	1.0	0.00
Secondary Attachment	Video	7	5.00	4.67	0.98
News Provider	BERNAMA	68	48.6	2.22	1.00
Location	Urban	131	93.6	1.06	0.25
Purpose of News	To inform	105	75.0	2.19	0.46
Types of Story	News story writing	132	94.3	4.86	0.57
	August-December	77	55.0	1.82	0.97
Date	2017				
Time	12pm-3pm	45	32.1	4.22	1.23

Table 1 showed the characteristics of independent online newspapers that reported on interpersonal violence in Malaysia. The highest independent online newspapers that reported on interpersonal violence was Malaysiakini.com. It was believed due to the data was highly contributed with the number of 97 news articles on interpersonal violence were published by malaysiakini.com. Therefore, it influenced to the highest percentage of reportage compared to freemalysiatoday.com.

The main issue of interpersonal violence cases that was highly reported in independent online newspapers in Malaysia was Youth Violence. This was due to the issue of the fire of tahfiz Darul Quran Ittifaqiyah that was highly gathered the attention of people and mostly reported in relation to the youth violence in Malaysia. However, there is no secondary issue was reported along with main issue when they covering the interpersonal violence issue. Researcher discovered that reporter only focus to one issue when they covering the issue of interpersonal

violence in their reportage. Most of independent online newspapers also used photo as the main attachment in their articles, while secondary attachment that were published to support the main attachment aside of photo was video.

Besides that, researcher assumed that most of the independent online newspapers in Malaysia liaised with BERNAMA as the news provider for the interpersonal violence coverage. Researcher also found that most of the location mentioned in the news article was located in urban area. This showed that most of the interpersonal violence cases happened in urban area in Malaysia. It was revealed that most of the purpose of reporting about interpersonal violence was to inform people in which, it supported Boyles (2016) saying that it allowed reporter to tell people new topic, with a lot of details, and different kind of information. Most of the news about interpersonal violence in interpersonal violence was composed in the form of news story writing. This allowed reader to receive more information as Friedlander (1982) said news story writing was written in inverted pyramid with 5W1H, which added to the seriousness than feature writing.

Researcher also found out that most of the news about interpersonal violence reported in the independent online newspapers was highly reported between Augusts to December 2017. As mentioned previously, the issue of fire at the Tahfiz Darul Quran Ittifaqiyah happened within that period of time. Therefore, the reportage on that issue was extremely high between this periods. Researcher believed the time that mostly suitable to report to audience about interpersonal violence in online newspapers was between 12pm to 3pm. This could be due to audiences most likely to consume news higher between this times periods compared to other time.

4.2 Crisis Response

Table 2: Crisis Response

Crisis Response	Frequency	Percent%	Mean	Std.Dev
Victim Crisis	32	22.0	1.77	0.42
Accidental Crisis	17	12.1	1.88	0.33
Preventable crisis	78	55.7	1.44	0.50
No mentioned	12	8.6	1.91	0.28

Crisis response can be determined through three types which consist of victim crisis, accidental crisis and preventable crisis (Coombs, 2007). It was found that most of the news article from independent online newspapers had mentioned about preventable crisis. As mentioned by (Coombs, 2007), preventable crisis inclusive human error and organisation misdeed. This can be relate to the interpersonal violence issue because authorities and government has been discussing on the way to avoid such circumstances to happen again. Especially when it comes to the youth violence of Darul Tahfiz Ittifaqiyah fire incident where the situation can be prevented from worse if safety of the location was prioritised at the first place before the incident occurred.

Victim crisis followed the preventable crisis. Victims crisis happened when rumour and malevolence existed in which the organisation or authorities become the victim (Coombs, 2007). In this interpersonal violence, there were many parties was blamed on the incident and become victim when the interpersonal violence happened. For an instance, the hospital was blamed for not being cooperative with the victim's family in the child maltreatment

of Adam Rayqal issue, and also tahfiz school was blamed for not equipped proper safety licence from fire departments.

Accidental crisis was the least responded during the crisis of the interpersonal violence issue in the independent online newspapers in Malaysia. Although there was issue such as tahfiz school fire incident can be considered as accidental crisis, however, it was not emphasized much on the technicality of the issue. The pressure on this types of crisis response was not as huge as other types of crisis response. It is because most of the article have discussed on way to reduce it on the future as well as the attitude of the organisation that caused the event. Accidental crisis had been responded by the fire department and ministers when applying restriction to everyone to make compulsory to follow the safety regulation approved by fire department. This supported the accidental crisis description that it due to technical error accident (Coombs, 2007).

4.3 PR Information Giving Strategies

Table 3: PR Information Giving Strategies

PR Information Giving Strategies	Frequency	Percent%	Mean	Std.Dev
Instructing Information	53	37.9	1.62	0.49
Adjusting Information	61	43.6	1.56	0.50
No information giving strategies	26	18.6	1.81	0.39

PR information giving strategies has two components which include instructing information and adjusting information (Holladay, 2010). Research found that adjusting information was highly delivered by authorities and government. Police department, hospital and courts were the parties that provided many adjusting information giving strategies to the media during the crisis. From time to time, they gave update on the issue to reduce rage and curiosity of the public. This in line with adjusting information giving strategies as it provides psychological help through explanation on the crisis and future preventive approach taken by them.

Instructing information was delivered to the public in order to prevent the incident to happen in the future. Instructing information was not as high as adjusting information. This instructing information was mostly given by government ministers by giving instruction to the organisations to put restriction, as well as fire department and police department to inform and educate on the details action taken that would be implemented in the future. This supported the instructing information as described by previous researcher that it is used to inform people on business continuity and self-protect (Holladay, 2010).

4.4 PR Reputation Repair Strategies

Table4: PR Reputation Repair Strategies

PR Reputation Repair					
Strategies	Highest ranking	Frequency	Percent%	Mean	Std.Dev
Deny	Scapegoat	46	32.9	3.24	0.98
Diminish	Deny volition	41	29.3	3.26	1.02
Rebuild	Rectification	72	52.1	4.25	0.80
Reinforce	Transcendence	76	54.3	2.91	0.99

Four PR reputation repair strategies were tested based on the (Holladay, 2010). Deny, diminish, rebuild and reinforce are part of PR reputation repair strategies of crisis management strategies (Zanuddin & Ambikapathy, 2018). Under deny category, scapegoat was found as the highest as it was used to avoid taking the blame of the incident occurred. This supported the definition scapegoat which is to blame other parties as the cause of crisis. Taking example from this study, the intimate partner violence, the criminal blamed his busy wife for the reason he committed the violence. As for youth violence, fire department deny that it was their fault as the school was not equipped with proper safety. The crisis was said caused by the school for not having proper procedure and safety licence to leave from the fire in the first place.

Deny violation was the highest under diminish category. Deny volition happened when the damaged cannot be control and the parties asserted it to lessen the responsibility (Holladay, 2010). In this study, for an instance the fire tahfiz case, deny volition existed because the school principle was blamed by the public for not having proper school safety exit. Fire department asserts that they unable to control the damage which caused too many death as the school do not have a proper.

Furthermore, researcher found that rectification than can be seen through rebuild was high. Rectification was used in order to take action to avoid the same incident to occur in the future. This can be seen through the incident of child maltreatment where government started to give attention to needs of working wife in taking care of their infants and children welfare. Government also apply policy to the public on the restriction of owning proper safety license from the fire department in order to control the damage in the future for the youth violence incidents.

Under reinforce strategy, transcendence was found the highest in both reinforce category and reputation repair strategies as the whole. This is because transcendence put the crisis in bigger and more desirable perspective (Holladay, 2010). Researcher noticed that authorities such as government, police and fire department, as well as other organisations give attention to the crisis seriously and provide many ways to avoid the incident to happen. These parties put the crisis as priority, delivered updates on the crisis frequently, and assisted in discussing ways to improve the situation. Analysis on the weaknesses areas that requires proper adjustment in the future by public and organisation was evaluated by them. In all interpersonal violence types, government and organisation showed a lot of commitment in reducing the crisis.

4.5 Chi-Square Statistical Analysis

- H1: There is significant relationship between crisis response and PR information giving strategies
- H2: There is significant relationship between PR information giving strategies and PR reputation repair strategies
- H3: There is significant relationship between deny and diminish
- H4: There is significant relationship between diminish and rebuild
- H5: There is significant relationship between rebuild and reinforce

Table5: Chi-square hypothesis testing

Hypothesis	X2 Value	Asymp. Sig (2-sided)	Relationship
H1: Crisis response and PR information giving strategies	59.369	0.000	Accept H1
H2: Information giving strategies and reputation repair strategies	91.960	0.000	Accept H2
H3: Deny and Diminish	78.043	0.000	Accept H3
H4: Diminish and Rebuild	51.524	0.000	Accept H4
H5: Rebuild and Reinforce	44.311	0.000	Accept H5

For the first hypothesis, the chi-square revealed that there is a significant relationship between crisis response and PR information giving strategies with $X^2 = 59.369$ and $p\text{-value} = 0.000$. Hence, accept H1. It means victim crisis, accidental crisis, and preventable crisis has relationship with the instructing and adjusting information strategies. This can be contributed highly from the high in both preventable crisis and adjusting information giving strategies. Thus, there is a relationship between these two variable.

The second hypothesis was accepted with $X^2 = 91.960$ and $p\text{-value} = 0.000$. The statistical chi-square data displayed that the information giving strategies and reputation repair strategies was significant. This could be resulted from both information giving and reputation repair strategies are highly and equally mentioned in the news article. Therefore, there is a relationship between information giving and repair strategies. H2 was accepted. The hypothesis of the third one was also accepted with $X^2 = 78.043$ and $p\text{-value} = 0.000$. This showed that there is a significant relationship between deny and diminish in managing the crisis. This can be seen through the almost similar amount of data it being discussed in the news articles. Hence, both deny and diminish were highly significant to one another.

The fourth hypothesis revealed that there is a significant relationship between diminish and rebuild with $X^2 = 51.524$ and $p\text{-value} = 0.000$. The analysis showed that rebuild was high in data although diminish is lower than rebuild. The result is significant showed that although the damage cannot be control, rectification will be done to take action for the future. Therefore, this hypothesis relationship is accepted.

Last but not least, there is a significant relationship between rebuild and reinforce. The statistical analysis showed that the relationship is significant with $X^2 = 44.311$ and $p\text{-value} = 0.000$. This analysis revealed that the

high ranking in rebuild and reinforce caused the high relationship between rebuild and reinforce. This can be resulted from the high commitment and contribution by government to reduce the interpersonal violence to happen in the future. Therefore, this hypothesis result is accepted.

IV. CONCLUSION

As for the conclusion, Situational Crisis Communication Theory was used as the guideline in directing the portrayal of interpersonal violence in independent online newspapers in Malaysia. The three components of SCCT which include crisis response and crisis management strategies that have two major components which is PR information giving strategy and PR reputation repair strategies. These components played an important role in this study. The issue of interpersonal violence has become a serious issue which need to have an action plan to reduce the problem. From this study, researcher has found out that there are many parties such as government and organisations involved in providing crisis management of interpersonal violence issues in Malaysia. These parties are not only provide significant crisis response during crisis but also discussing on the strategies that can be used in the implementation process in reducing the critically of interpersonal violence issue in Malaysia.

The crisis management of Interpersonal Violence in independent online newspapers in Malaysia is extremely important as they are the authorities who responded and the side that have empowerment to make changes in current incident and future prevention. Based on the result and finding, better understanding on the approach taken by authorities such as government can be seen in better perspective. This study can be used for the reference of future researcher, public, policy makers, media and government for future recommendation and better implementation in managing crisis in the future.

REFERENCES

1. Asyraf, H. H. (2017)). 26 peratus mangsa keganasan rumah tangga adalah lelaki. .
2. Bærug, S. O. (2017). Successful Crisis Communication: A Case Study of the Norwegian Authorities' Response to an Imminent Terror Threat. Department of International Environment and Development Studies, 33.
3. Benjamin, D. (2007). Episodic vs. Thematic Stories. .
4. Brynard, P. (2005). Policy Implementation: Lessons for Service Delivery. Journal of Public Administration, 40.
5. Boyles, N. (2016). Lessons and Units for Closer Reading. California: Corwin.
6. Coombs, W. T. (2007). Protecting organization reputations during a crisis: The development and application of situational crisis communication theory. Corporate Reputation Review, 10(3), 163–176.
7. Coombs, W. T. (2014). State of Crisis Communication: Evidence and the Bleeding Edge. Research Journal of the Institute for Public Relations Vol.1, No. 1, 2-9.
8. Cozma, R. (2014). Were the Murrow Boys Warmongers?: The relationship between sourcing, framing, and propaganda in war journalism. . Journalism Studies 1-16.
9. Dave, R. (2010). How Crisis Communication Plans Work. Retrieved from <http://communication.howstuffworks.com/how-crisiscommunication-plans-work.htm>

10. Elliott, L. (2003). *Interpersonal Violence: Improving Victim Recognition and Treatment*. *J Gen Intern Med*, Oct; 18(10), 871–872.
11. Friedlander, E. J. (1982). *A Concise Guide to Newspaper Feature Writing*. Boston: University Press of America.
12. Gunda, A., & Teratipally, V. (2016). Sentiment Analysis of Political News articles and the effect of negation scope. *International Research Journal of Engineering and Technology (IRJET)* Vol.3 1105.
13. Hidayah, N., & Zanuddin, H. (2016). Sentiment Analysis on Viral Issues in Social Media. *International Journal of Social Science & Human Behavior Study- IJSSHBS* 3(3), 34-37.
14. Hillis, S., Mercy, J., Amobi, A., & Kress, H. (2016). Global Prevalence of Past-year Violence Against Children: A Systematic Review and Minimum Estimates. *Pediatrics* 2016;137(3):e20154079.
15. Holladay, S. J. (2010). Are They Practicing What We Are Preaching? An Investigation of Crisis Communication Strategies in the Media Coverage of Chemical Accidents. *Handbook of Crisis Communication*, 159-180.
16. Ishak, M. S., & Rahamad, M. S. (2012). *Strategi Bahasa: Panduan nahu dan retorik untuk penulisan*. Kuala Lumpur: Jabatan Pengajian Media, Universiti Malaya
17. Iyengar, S. (1991). *Is Anyone Responsible? How Television Frames Political Issues*. Chicago: University of Chicago Press.
18. Jastin, A. T., Yimie, Y., & kumar, M. . (2017). Youths started fire after being insulted by tahfiz students.
19. Krippendorff, K. (1980). *Content Analysis: An introduction to its methodology*. London: SAGE.
20. McCombs, M. E. S., D. L. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly*, 36(2), 176–187.
21. Mikton, C. R., Tanaka, M., Tomlinson, M., Streiner, D. L., Tonmyr, L., Lee, B. X., . . . MacMillan, H. L. (2017). Global research priorities for interpersonal violence prevention: a modified Delphi study. *Bulletin of the World Health Organization* 2017;95, 36-48.
22. MITCHELL, R. K., AGLE, B. R., & WOOD, D. J. (1997). Toward a theory of stakeholder identification and salience: Defining the principle of who and what really counts. *Academy of Management Review* 22, 853-886.
23. Mitroff, I. I., & Anagnos, G. (2001). *Managing crises before they happen: What every executive and manager needs to know about crisis management*. New York: AMACOM.
24. Mokhaba, B. (2005). *Outcomes-Based Education in South Africa since 1994: Doctoral Thesis*. Pretoria: University of Pretoria .
25. Krippendorff, K. (1980). *Content Analysis: An introduction to its methodology*. London: SAGE.
26. Organization, W. H. (2006). *Interpersonal violence*.
27. Sutherland, G. S., M. & Blatchford, A. . (2017). *News media and the primary prevention of violence against women and their children: Emerging Evidence, Insights and Lesson*. Our Watch.
28. Wimmer, R. D., & Dominick, J. R. (2014). *Mass Media Research: An Introduction*. Wadsworth: Cengage Learning.
29. World Health Organisation. (February, 2018). *Violence against children*. Retrieved from World Health Organisation: <http://www.who.int/mediacentre/factsheets/violence-against-children/en/>

30. Wunsch-Vincent & Vickery, G. (2009). The Evolution of News and the Internet Organisation for Economic Co- operation and Development, 9.
31. Zauddin, H., & Ambikapathy, M. (2018). Visual Framing of "Lahad Datu" Conflict Coverage in Malaysian Mainstream Newspapers. The European Proceedings of Social & Behavioral Sciences, XL, 666-681.
32. Zarinah, S. S. (2017). Kes meningkat setiap tahun.