

Social Media Influence Towards Understanding, Awareness and Perception on Royal Institutions: Empirical Study on Young Millennials

Siti Sara Ibrahim^{1*}, Masitah Ahmad¹, Wan Admiza Wan Hassan¹, Abd Halim Mohd Noor² and Abdul Halim Ramli³

¹Universiti Teknologi MARA, Cawangan Negeri Sembilan, Kampus Rembau, 71300, Rembau, Malaysia

²Universiti Teknologi MARA, Cawangan Melaka, Kampus Alor Gajah, 78000, Alor Gajah, Malaysia

³Universiti Teknologi MARA, Cawangan Negeri Sembilan, Kampus Seremban, 70300, Seremban, Malaysia

ABSTRACT

Social media currently plays a major role in the lives of young millennials (Gen Z) who primarily use technology to communicate, express their opinions and gather information. From one angle, social media usage brings significant benefits; the failure to use it wisely can lead to negative impacts. In the context of the Royal Institution, the liberty to use social media to express personal and public sentiments has led many youths to disregard protocol and to hurl insults to the Rulers. On the other hand, positive social media usage in this context can boost favourable perceptions of the Royal Institution. Hence, this study aims to examine how the level of understanding and awareness about our Royal Institution amongst young millennials can significantly influence their perceptions about the institution as reflected via social media. A cross-sectional survey was conducted using structured questionnaires distributed to 393 respondents comprising youths born after 1994 to fulfil the

research criteria of young millennials (Gen Z). The partial least squares method was adopted for data analysis. It is confirmed that the hypothesis on the significant influence of understanding and awareness gathered from social media has reflected young millennials' perception of our Royal Institutions. The findings are significantly important to facilitate the government in formulating policies or guidelines towards establishing positive social media usage that

ARTICLE INFO

Article history:

Received: 17 June 2021

Accepted: 29 November 2021

Published: 10 March 2022

DOI: <https://doi.org/10.47836/pjssh.30.1.19>

E-mail addresses:

saraibrahim@uitm.edu.my (Siti Sara Ibrahim)

masitah@uitm.edu.my (Masitah Ahmad)

wanadmiza@uitm.edu.my (Wan Admiza Wan Hassan)

drabdhalim@uitm.edu.my (Abd Halim Mohd Noor)

abdul488@uitm.edu.my (Abdul Halim Ramli)

*Corresponding author

can nurture general respect for the Royal Institution and ultimately a harmonious social relationship between the people and the institution.

Keywords: Awareness, millennial, perception, royal institution, social media, understanding

INTRODUCTION

Social media has progressed from a platform for people for connection to a place where one stays updated on current global issues. Compared to conventional media, social media has the advantage of acquiring and sharing information and improving the quality of public services that traditional media cannot, particularly in terms of efficiency (Malawani et al., 2020). Furthermore, social media combines computer and information technology, communication networks, and digital media content (Mustafa & Hamzah, 2011). Hence, the information presented is substantially different from traditional media due to its convergence features, digital networking capabilities, global reach, interactivity, and mass communication.

Young millennials (Gen Z) are also exposed to global narratives through social media, attracting them to groups seeking to change the world. Young millennials utilise social media for more than personal consumption and connection; they also use it to start movements and protests (Milkman, 2017). In addition, they are using social media to voice their opinions about policies affecting their lives. Lenhart et al. (2010) asserted that youths are prolific social media

users who invest a substantial amount of their time in media interaction. Millennials and Generation Z were born into a world where social media and digital technology were pervasive in almost every area of their life. Hence, there is a need to control their social media usage to prevent cyber threats. Young millennials are supporters of the nation's vision; they are vital in attaining highly valuable information that is now experiencing an explosion, changed by their social media use.

Undoubtedly, social media also brings positive social impacts. Omar and Sallehuddin (2011) highlighted that social media usage is significantly linked to personal fulfilments such as the prevention of loneliness, the pursuit of entertainment and information, and the strengthening of relationships. Mustafa (2016) agrees with the view by asserting that social media is primarily used to establish friendships via Facebook. Mustaffa and Ibrahim (2014) listed other usages of Facebook, including recalling memories of past events, keeping up with technology, strengthening friendships, achieving educational goals, lessening daily stress, obtaining information, and entertainment.

However, Markom et al. (2019) asserted that uncontrolled and irresponsible social media usage could be damaging. The current scenario shows that social media consequently can also lead to the spread of rumours and speculation if the user fails to use it wisely (Shiang et al., 2021). Therefore, it highlights social or interactive media to play a major role in the lives of young

millennials (Gen Z) who primarily use technology to communicate, express their opinions, and gather information. Social media usage brings significant benefits; however, using it wisely can lead to negative impacts. Studies have looked into the negative effects of social media, especially in terms of cyberbullying as well as to the individual inner performance (Hung & Li, 2007; Omar et al., 2016; Stevens et al., 2016; Whittaker & Kowalski, 2015).

In the context of the Royal Institution, positive social media usage among young millennials can lead to better understanding and awareness about the institution. Social media can drive a favourable perception about the Royal Institution. According to Associate Professor Dr Shamrahayu Abd Aziz, the royal symbol of the institution must be maintained to reflect a country that practices a democratic parliamentary system (Arif, 2018). It is an open secret that the younger generation of various ethnicities uses social media platforms to voice their frustration and intent to abolish the monarchy. For a country built upon parliamentary democracy and the constitutional monarchy, it is difficult for Malaysia to strike a balance between social media control and freedom (Mahmud & Pitchan, 2017).

Hence, this study intends to analyse the perception of young millennials (Gen Z) about the Royal Institution in Malaysia as reflected by their social media usage. Following this introduction, the next section examines the study's relevant literature. Next, the methods used are described

in Section 3. Finally, Section 4 contains the data analyses, whereas Section 5 contains a discussion of the findings. These are followed by the study's results and implications, which emphasise the necessity of young millennials understanding and awareness to reflect a favourable perspective of Malaysia's Royal Institutions.

LITERATURE REVIEW

Review on Social Media Usage by Gen-Z

Both beneficial and negative outcomes have resulted from communication technologies. It is described as any electronic service that allows Internet users to produce and share a wide range of material via the Internet (Prakashyadav & Rai, 2017). Other forms of social media include media sharing sites like YouTube and Flickr, social bookmarking sites like Delicious and CiteULike, collaborative knowledge development through wikis, creative works such as blogs and microblogging (e.g., Twitter, Blogger), content aggregation, and organisation tools like RSS feeds and tagging tools, and re-mixing or mashups of content from various sources (Greenhow, 2011). In addition, the Malaysian Communications and Multimedia Commission (MCMC) has jurisdiction and power over media abuse incidents or complaints in Malaysia.

As a result of the increasing adoption of social media, researchers have begun to investigate the consequences of social media use on interpersonal interactions. Several studies have found that, rather than replacing offline relationships, social

media is frequently used to maintain and intensify them (Glaser et al., 2018; Rykov et al., 2020; Stevens et al., 2016). Initially, Rykov et al. (2020) discovered that social media was highly linked to social capital, particularly maintaining loose social links and vast social networks. Furthermore, Mohamad et al. (2018) discovered that the frequency with which college students used Facebook was linked to social trust, political participation, and civic engagement. It is also backed up by a study by You and Hon (2019). However, while the body of knowledge implies that social media can help people build social capital, the results' generalisability is limited due to the lack of variety in the study populations (Zhang et al., 2014).

Aside from the study on social media in the general population of the community, numerous studies have also been conducted in general and on students and young adults in terms of their social media usage pattern, motivation as well as addictive behaviour (Anderson & Jiang, 2018; Markom et al., 2019; Martin et al., 2018; Ninan et al., 2020; Omar & Sallehuddin, 2011; Prakashyadav & Rai, 2017; Salman & Pulungan, 2017). Initially, it is mentioned that adolescents or young millennials have utilised social media sites more than any other type of online site (Anderson & Jiang, 2018). Its popularity began with blogging in the late 1990s and skyrocketed with Facebook, LinkedIn, Twitter, and other early platforms. Individuals can use sites like Facebook and Twitter to show personal information, establish and maintain social networks, and

communicate with others. According to recent research, social media sites are used by 81 per cent of teenagers, with 94 per cent of teens being social media users with a Facebook account (Martin et al., 2018).

The user behaviour concerning social media is changing rapidly, and the usage and acceptance differ across generations. Generally, social media is used by youths and public and private sector employees and even homemakers for various purposes (Omar & Sallehuddin, 2011). However, young millennials (Gen Z), i.e., those born after 1991, have mostly been exposed to the Internet since young and highly influenced by it. They are aware of the power of technology and hence utilise it to their advantage (Ninan et al., 2020). Brosdahl and Carpenter (2011) use the birth year category for each cohort to classify generations: Generation X (1961-1980), Generation Y (1981-1990), and Generation Z (1991 and later). Because of the digital revolution in the 1990s, Gen Z is the first generation to have Internet technology easily available, and they have been exposed to an unprecedented quantity of technology in their childhood (Prakashyadav & Rai, 2017). People of Generation Z are sometimes stereotyped as being highly comfortable with technology that they spend a considerable percentage of their socialising time on social networking websites. In Malaysia, 77% of the 24 million Internet users consist of youths between 15 and 40 years old (Markom et al., 2019). This generation is an active contributor, a heavy consumer of online material, and a creative and mashup specialist; they have a strong

gravitational tie with online communication, preferring to participate and stay connected via technology at their fingertips.

Young millennials are drawn to groups that aim to alter the world because of social media's extensive access to global narratives. Youths, according to Salman and Pulungan (2017), are heavy Facebook users. A survey by the Global Web Index, quoted in a 2019 World Economic Forum (WEF) article, indicated that Gen Z spends more time on social media than any other generation, at 2 hours 55 minutes each day. Because they grew up moulded by technology and the Internet as a vital part of their daily lives, Gen Z is digital natives. Young people in Generation Z are well-informed about global concerns and value variety (Ahmed et al., 2018). According to previous research, young millennials use social media extensively daily, especially acquiring information, communicating their thoughts, and networking. Despite the numerous advantages of social networking, concerns about the potential perils abound.

Royal Institution in Malaysia: Impact from Social Media

Malaysia practices Parliamentary Democracy with Constitutional Monarchy and His Majesty the King as the Paramount Ruler. The Federal Constitution was legislated to set up conditions for this system to exist. The Constitutional Monarchy and Parliamentary Democracy framework rehearsed by the country since independence has proven effective in creating stability and prosperity for the country (Iversen

& Soskice, 2019). Examples of other countries that have adopted a Constitutional Monarchy are Britain, Thailand, and even Japan. Otherwise, in Malaysia, The King also is the source and centre of power. The King is the compiler of customs, the proprietor of the public authority and stands firm in safeguarding the picture of the Islamic State in a glad society just as rehearsing Islamic Sharia Law (Saad, 2020). The power of The King is a blessing from the sovereignty possessed by the Sultan of all States, whereby His power is then channelled to mobilise the government and administration.

Information technology and communication development are top priorities in Malaysia, but the country still practices "tolerance and liberalism based on set guidelines" (Mustapha & Abdullah, 2004). However, the advent of the Internet has brought numerous new challenges to Asian countries, similar to their Western counterparts. Internet control and freedom have been a heated debate in many Asian countries, including Malaysia. China has taken proactive steps to control Internet usage among its highly condensed population (Tai, 2006). In Malaysia, Internet freedom is guaranteed under the MSC Guarantee Agreement 1996. In short, the culture, customs, systems, and rules of a country determine the extent of its Internet control and freedom (Mahmud & Pitchan, 2017).

Meanwhile, the presence of various media is significantly important in information delivery in society (Arigo

et al., 2018). The media and society are difficult to separate. The mass media is liable for educating, motivating, and informing the public and is a significant mode for the government to channel the data and information on the country's development (Emanuelson, 2017). Indeed, the media is also used to assist the government in instilling a spirit of understanding and strengthening unity among the multi-racial community. The media can educate and transform any group of society that has generally lived independently into an integrated ethnic group where ethnic differences are no longer a source of conflict (Carroll & Hollinshead, 1993).

However, the Internet offers various benefits to its users and threats to the government, the Royal Institution, and the general public alike in the form of sedition, slander, pornography, and many more. Moreover, social media has given an open space for criticising the government, the Royal Institution, and even the public, which is often done harshly (Ashaari et al., 2020). Specifically, social media is used to criticise national leaders and rulers, highlighting the need for social media control and freedom (Mahmud & Pitchan, 2017). Insulting the King and state Sultans via social media is considered a violation of the Federal Constitution and the second pillar of the Rukun Negara, i.e., Loyalty to the King and the Nation and the third pillar, i.e., the Supremacy of the Constitution. Nowadays, numerous incidents have been recorded to undermine the Royal Institutions, especially the power of the King. The widespread use

of social media has brought new 'trends' or cultures of individuals and certain parties who abuse the latest facilities, disputing or insulting the Institution of The King.

As freedom is the core of a democratic country like Malaysia, any form of information control will result in a social uproar. As a country that adopts a democratic system, there is no denying that freedom of speech is essential to all other fundamental rights and freedoms in the constitution (Fisher, 2021). However, it is difficult for a country based on parliamentary democracy and constitutional monarchy to strike a balance between social media control and freedom. Although the Malaysian Federal Constitution supports freedom of speech for all citizens, certain restrictions must still adhere to freedom of speech and expression also has limits and restrictions provided in the Federal Constitution, through Article 10 (2) (a), and restrictions through enacted legislation. Legal action is taken against individuals who commit acts for offences involving this freedom of expression, including the Sedition Act (1948) (Sreedharam & Jalil, 2013), the Printing Presses and Publications Act (1984) (Dafrizal & Ahmad, 2011), the Official Secrets Act (1972) (Griffith, 1989), Defamation Act (1957) (Masum & Desa, 2014), and the Internal Security Act (1960) (Fritz & Flaherty, 2002). This constitution and laws were enacted to protect the victims, particularly The King and his relatives who were insulted and slandered. It is because contempt for the royal institution is an act that does not necessarily symbolise

the identity of our nation. Acts of insult, incitement and defamation will have various adverse effects, especially on national security and some irresponsible parties abuse freedom of speech and expression. Hence, there is a need for a balanced implementation of Internet freedom and control to safeguard the harmony and well-being of the country (Mahmud & Pitchan, 2017).

METHOD

Sample and Data Collection

The purposive sampling technique is referred to as selective, subjective, or judgmental sampling, but the actual structure involved remains the same. The study has intentionally selected the subjects to gather specific information within respondents' knowledge using this sampling technique. The focus remains on individuals with specific characteristics in a targeted population group of interest, which is Gen Z. It is because, when it comes to age and behaviour, the millennial generation (Gen Z) is the generation that actively uses the Internet and social media (Warsihna, 2020). Otherwise, Gen Z is also chosen as the respondent as this generation is often associated with a lack of knowledge and interest in history, including the history of the Royal Institution, which may lead to disrespectful action by making sarcastic comments on the position of King or sultan, Federal Constitution, etc. on social media.

The study focuses on a few criteria in the selection within the purposive sampling technique: age, location, education level,

and use of social media. The age for targeting Gen Z individuals, i.e., those born on or after 1994, while the Klang Valley area of the respondent is chosen for this initial study because this area has a wider coverage on the Internet and social media networks. The respondent must also have at least one social media account, such as a Facebook, Instagram, Twitter, LinkedIn, or Youtube channel, to be qualified as a study respondent.

A self-administered questionnaire (Appendix 1) was developed and distributed to 393 respondents. The questionnaire has granted ethics approval from Research Ethics Committee and aimed to identify how social media determine the level of understanding and awareness (independent variables) that influence the young millennials' perception (dependent variable) about the country's Royal Institution.

Likert scales are often used in closed-ended survey questions to measure subjective qualities that are otherwise difficult to quantify, such as in this study, e.g., awareness and perception of young millennials. However, when using Likert type data in research, it is necessary to clarify whether midpoints are used or not, as well as the scales of the Likert. For midpoints, some researchers believe that using midpoints on a Likert scale may affect research reliability and validity, but others disagree (Garland, 1991; Subedi, 2016). While some researchers have shown that when the number of scales increases, respondents' use of the mid-point category diminishes, longer scales are also unjustified because

there are few arguments for respondents' readiness to answer looking at the longer scales supplied (Matell & Jacoby, 1972; Pornel & Saldaña, 2013).

Initially, Likert (1932) developed the 5-point descriptive response scale to present response options in a bipolar format (both negative and positive options), allowing researchers to collect information regarding the direction and the intensity of an individual's opinion. However, the debate till here reveals that from the methodological viewpoint, both use and not use of midpoints are acceptable in Likert type measurement as the midpoints may not affect reliability and validity. In this sense, the study used midpoints (five-Likert) giving the meaning of neither agree nor disagree, meaning in between disagree and agree in five-point Likert scale considering epistemological connotation. Therefore, the variables were

measured using a five-point Likert scale, where 1 = Strongly Disagree, and 5 = Strongly Agree.

There are 4 to 5 questions under each factor from which an average score is later calculated. The data gathered was subsequently analysed using SMART-PLS 3.0 via measurement and structural models focusing on the reliability, validity, and significant relationship between the variables. Figure 1 illustrates the research framework developed based on Hypotheses 1 and 2.

H1 There is a significant relationship between understanding through social media and perception about the Royal Institution.

H2 There is a significant relationship between awareness through social media and perception about the Royal Institution.

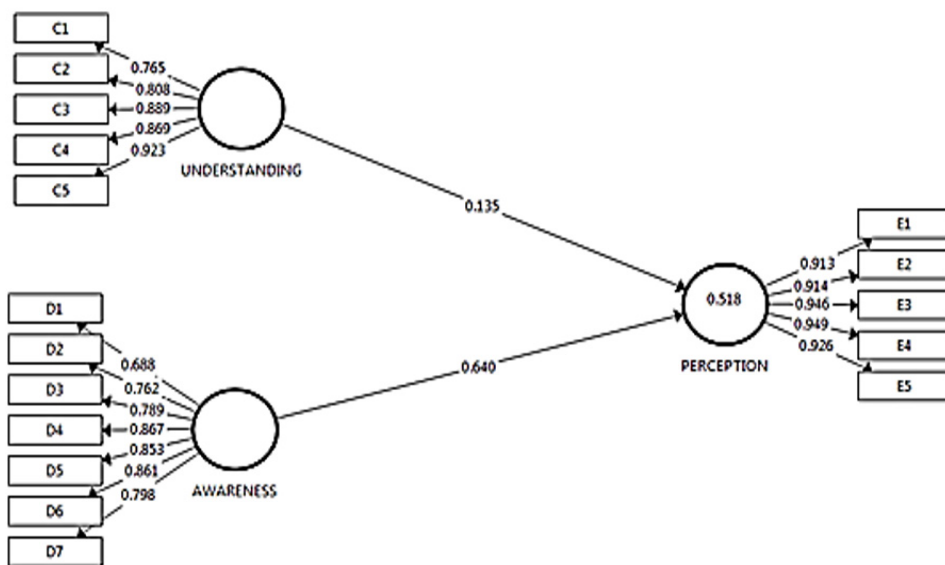


Figure 1. The research framework established from the PLS-SEM Measurement Model

ANALYSIS & FINDINGS

To begin the analysis, SPSS was used to detect errors, missing values (via multiple imputations) and common method bias in the dataset. The variance was found to be below 50%, thus indicating that common method bias does not exist in this study, as Podsakoff et al. (2003) suggested. Next, using the recommendations of Hair et al. (2014), partial least squares analysis was employed as the statistical tool for examining the measurement and structural models due to its non-requirement of normality assumption (Chin et al., 2003). Finally, the measurement model (validity and reliability) and structural model (relationship between the variables) were examined to determine

the outcome using the bootstrapping method with 5,000 re-samples (Hair et al., 2017).

Evaluation of Measurement Model

The measurement model was assessed by determining the convergent validity and discriminant validity. Based on the recommendations of Hair et al. (2017), convergent validity was determined by examining the factor loading, average variance extracted (AVE), and composite reliability (CR). As a result, the items loading was greater than 0.7, the AVE greater than 0.5, and the CR greater than 0.7. Therefore, it indicates that the convergent validity for the measurement model has been fulfilled (Table 1).

Table 1

Measures for convergent validity

Variable	Item	Loading	CR	AVE
UNDERSTANDING	C1	0.765	0.928	0.648
	C2	0.808		
	C3	0.889		
	C4	0.869		
	C5	0.923		
AWARENESS	D1	0.688	0.969	0.864
	D2	0.762		
	D3	0.789		
	D4	0.867		
	D5	0.853		
	D6	0.861		
	D7	0.798		
PERCEPTION	E1	0.913	0.930	0.727
	E2	0.914		
	E3	0.946		
	E4	0.949		
	E5	0.926		

Next, discriminant validity was determined by assessing the heterotrait-monotrait (HTMT) ratio of correlations based on the recommendation (Henseler et al., 2015). Table 2 shows that all the values are lower than the threshold level, i.e.,

HTMT .85 (Kline, 2015). Furthermore, the HTMT Inference reveals that the confidence interval did not reach a value of 1 for any of the constructs, confirming discriminant validity.

Table 2
HTMT ratio for discriminant validity

		1	2	3
1	AWARENESS			
2	PERCEPTION	0.752		
3	UNDERSTANDING	0.574	0.490	

EVALUATION OF STRUCTURAL MODEL

The structural model was assessed by determining the R2, standard beta, t-values (via the bootstrapping procedure with a re-sample of 5,000), predictive relevance (Q2), and effect sizes (f2) based on the recommendations of Hair et al. (2017). Table 3 presents the results. This study had developed two hypotheses. Based on the statistical results, both the hypotheses are supported with $\beta = 0.640$, $p < 0.01$ for understanding, and $\beta = 0.222$, $p < 0.05$ for awareness. H1 and H2 are supported, confirming the significant influence of understanding and awareness on perception, i.e., the dependent variable.

Next, the R2 value for perception is 0.55, explaining that both understanding and awareness have 55% explained the perception of young millennials toward Royal Institutions in Malaysia. Meanwhile,

the other 45% will be explained by another construct in a future study. Then, according to Hair et al. (2017), the effect size f2 can be determined by examining the changes in the R2 value. Cohen (1977) provided a guideline that states that an effect size of understanding, 0.652 has a large effect on perception and awareness, 0.028 denote small effects, respectively. Therefore, the f2 results indicate acceptable effect sizes, thus supporting the hypotheses.

The findings also revealed that multicollinearity does not exist among the variables in the model as the variance inflation factor (VIF) values were all lower than the threshold value of 5.00 (Hair et al., 2017).

Lastly, the model’s predictive relevance was examined using the blindfolding procedure. The predictive sample reuse technique or Stone-Geisser’s Q2 is applicable as a criterion for predictive

Table 3

Path coefficients and significance values in structural model

Hypothesis	Path Relationship	Std. beta	SD	t-value	Decision	f2	VIF
H1	Understanding through social media → Perception about the Royal Institution	0.640	0.056	11.437**	Supported	0.625	1.362
H2	Awareness through social media → Perception about the Royal Institution	0.222	0.107	2.567*	Supported	0.028	1.362

Note: **p < 0.01, *p < 0.05

relevance alongside the magnitude of the R2. Henseler et al. (2009) also recommended this measure to assess the research model's prediction capability.

The Q2 examines the model's predictive validity via PLS using the blindfolding procedure. In general, Q2 is determined using a distance omission of 5–10 in PLS (Akter et al., 2011). A Q2 value greater than 0 indicates predictive relevance for certain endogenous constructs in the model (Hair et al., 2014). The findings revealed in Table 4 that the Q2 values for green EI (Q2 = 0.433) is greater than 0, thus indicating sufficient predictive relevance for the model. According to Hair et al. (2014), values of 0.02, 0.15, and 0.35 respectively denote a small, medium, and large predictive relevance

for certain endogenous constructs. Table 5 finally conclude the hypothesis findings to support the study that shows awareness and understanding the information gathered in social media has significantly influenced the positive perception toward our Royal Institutions.

DISCUSSION

Social media has revolutionised communication for young people and the entire world. Social media, which surpasses space and time, provide access to information, opportunities, and connections that were not previously available. It is commonly believed that social media may be linked to negative well-being; after looking at the incident of cyberbullying and specific to Royal Institution itself,

Table 4

Q2 measure for predictive validity

	SSO	SSE	Q ² (=1-SSE/SSO)
AWARENESS	2751.000	2751.000	
PERCEPTION	1965.000	1113.601	0.433
UNDERSTANDING	1965.000	1965.000	

Table 5

Results for each hypothesis

Hypothesis No.	Hypothesis Statement	Result
H1	There is a significant relationship between understanding through social media and perception about the Royal Institution.	Supported
H2	There is a significant relationship between awareness through social media and perception about the Royal Institution.	Supported

there are several incidents of insulting this institution in social media. It has reflected how social media has negatively impacted the community, especially our Ruler. Therefore, the study is done to empirically measure the factors that may influence the perception of our Royal Institution by social media. The hypothesis is developed to test whether the knowledge and awareness might influence the positive perception toward our Royal Institution in social media.

The finding has supported the proposed hypothesis indicated that Hypothesis 1 (There is a significant relationship between understanding through social media and perception about the Royal Institution) is supported with a t-value of 11.437 and p-value < 0.01 (Hair et al., 2014, 2017).

Then, Hypothesis 2 (There is a significant relationship between awareness through social media and perception about the Royal Institution) is supported with a t-value of 2.567 and p-value < 0.05 (Hair et al., 2014, 2017). These findings are supported by the previous study indicating the positive impact of social media on the community even though there is no specific study has done towards the Royal Institution (Glaser et al., 2018; Mustafa, 2016; Mustaffa & Ibrahim, 2014; Rykov et al., 2020; Stevens et al., 2016; You & Hon, 2019). However, it is supported by the statement of Associate Professor Dr Shamrahayu Abd Aziz in NST, 2018, mentioned that social media could drive a favourable perception about the Royal Institution. However, the

royal symbol of the institution must be maintained to reflect a country that practices a democratic parliamentary system.

However, it is undeniable that the government should know-how knowledge and awareness can be created within the young millennial or particularly GEN-Z to utilise social media usage that leads to positive perception toward our Royal Institution. It is supported previously by a study from Chaudhary (2018) that mentioned the urgent need to safeguard young children against the negative impacts of an unhealthy internet environment. Problems such as cyberbullying, “Facebook depression,” sexting, and exposure to inappropriate marketing information must be understood and addressed by parents, practitioners, and companies. The young generation currently uses social media websites like Facebook, MySpace, and Twitter as their most common activity for amusement and communication. However, this raises (Chaudhary, 2018). Furthermore, the study also suggested that it is the role of adults to acknowledge that social media is deeply ingrained in current society and that they must learn to help young people navigate digital citizenship to prevent potential harm. Rather than chastising social media, society needs to learn to leverage its strengths because it is not going away anytime soon.

CONCLUSION & RECOMMENDATION FOR FUTURE AGENDA

The Internet’s existence has altered communication styles and patterns, as well

as their influence (Luan et al., 2021). In the context of the Royal Institution, the liberty to use social media to express personal and public sentiments has led many youths to disregard protocol and to hurl insults to the Rulers. On the other hand, positive social media usage in this context can boost favourable perceptions of the Royal Institution.

With the general acknowledgement that the Royal Institution must continue to be held in high esteem, this study’s main objective is to determine how understanding and awareness among young millennials as reflected in social media can influence their perception of the Royal Institution. Based on the statistical analysis conducted via partial least square techniques, the understanding and awareness of youths via social media strongly predict their perception of the Malaysian Royal Institution. Even though a study by Roengtam et al. (2017) has highlighted that social media use is not appropriated as a space for citizen-government interaction, this study is suggested that adequate information is relayed via social media for the young millennials to be updated or informed about our Rulers thus enabling them to realise the importance of showing respect to the Royal Institution. It also demonstrates the emphasis on good manners within the Malaysian culture.

Nevertheless, this study also has several limitations which open up new avenues for further research. This study only focused on young millennials, specifically Gen Z. Future quantitative and qualitative

studies can examine the external validity of the current findings by focusing on other generations that are also prolific users of social media as a medium for communicating and gathering information. Other variables that may potentially affect the perception of the Royal Institution could also be added. In light of the potential risks and benefits of social media, further research is needed, particularly to all generations, not only youth but also as social media usage has expanded to all communities.

Therefore, this research confirms that social media does not cause negative well-being for commonly criticised for its negative effects. Patrick and Hee (2021) also currently have highlighted the significant influence of relative advantage on Internet users' adoption of social media through several advantages from the positive perception as a result. Modern social media platforms, which have made significant inroads into many users' daily lives, provide an excellent source of information about user thoughts, beliefs, and opinions (Abimbola et al., 2020). However, a strategy needs to be set up to ensure that the young generation is equipped with full knowledge and awareness of our Royal Institution to not simply misuse social media to accuse or even insult our Ruler.

ACKNOWLEDGEMENT

This paper is funded by LESTARI KURSI RAJA MELAYU grant code; 600-RMC/LESTARI 5/3 (003/2020). The authors would like to thank the anonymous participants for their cooperation and time

in providing the researcher with all the needed information.

REFERENCES

- Abimbola, A. F., Bakar, H. S. A., Mat, M. Z., & Adebambo, O. H. (2020). Evaluating the influence of resident agencies' participation in flood management via social media, in Nigeria. *Pertanika Journal of Social Science and Humanities*, 28(4), 2765-2785. <https://doi.org/10.47836/pjssh.28.4.15>
- Ahmed, M., Li, Y., Waqas, M., Sheraz, M., Jin, D., & Han, Z. (2018). A survey on socially aware device-to-device communications. *IEEE Communications Surveys & Tutorials*, 20(3), 2169-2197. <https://doi.org/10.1109/COMST.2018.2820069>
- Akter, S., D'Ambra, J., & Ray, P. (2011). Trustworthiness in mHealth information services: An assessment of a hierarchical model with mediating and moderating effects using partial least squares (PLS). *Journal of the American Society for Information Science and Technology*, 62(1), 100-116. <https://doi.org/10.1002/asi.21442>
- Anderson, M., & Jiang, J. (2018). *Teens, social media and technology 2018*. Pew Research Center. <https://www.pewresearch.org/internet/2018/05/31/teens-social-media-technology-2018/>
- Arif, Z. M. (2018, August 16). Reform royal institution to ensure it stays relevant, says IIUM law lecturer. *New Straits Times (NST)*. <https://www.nst.com.my/news/nation/2018/08/402089/reform-royal-institution-ensure-it-stays-relevant-says-iium-law-lecturer>
- Arigo, D., Pagoto, S., Carter-Harris, L., Lillie, S. E., & Nebeker, C. (2018). Using social media for health research: Methodological and ethical considerations for recruitment and intervention delivery. *Digital Health*, 4, 2055207618771757. <https://doi.org/10.1177/2055207618771757>

- Ashaari, M. F., Rasit, R. M., Ismail, Z., & Ramzy, M. I. (2020). Islamic discourse in the Facebook of Mufti Departments in Malaysia. *International Journal of Islamic Thought*, 17, 66-77. <https://doi.org/10.24035/ijit.17.2020.170>
- Brosdahl, D. J. C., & Carpenter, J. M. (2011). Shopping orientations of US males: A generational cohort comparison. *Journal of Retailing and Consumer Services*, 18(6), 548-554. <https://doi.org/10.1016/j.jretconser.2011.07.005>
- Carroll, B., & Hollinshead, G. (1993). Equal opportunities: Race and gender in physical education: A case study. In J. Evans (Ed.), *Equality, equity and physical education*. Routledge. <https://doi.org/10.4324/9781315399867>
- Chaudhary, M. (2018). Profiling children as consumers: An Indian study. *Pertanika Journal of Social Sciences & Humanities*, 26(4), 2523-2539.
- Chin, W. W., Marcolin, B. L., & Newsted, P. R. (2003). A Partial Least Squares Latent Variable Modeling approach for measuring interaction effects: Results from a Monte Carlo simulation study and an electronic-mail emotion/adoption study. *Information Systems Research*, 14(2), 189-217. <https://doi.org/10.1287/isre.14.2.189.16018>
- Cohen, J. (1977). The concepts of power analysis. In J. Cohen (Ed.), *Statistical power analysis for the behavioral sciences* (pp. 1-17). Academic Press. <https://doi.org/10.1016/B978-0-12-179060-8.50006-2>
- Dafrizal, F. I., & Ahmad, F. (2011). Framing of controversial caricatures of Prophet Muhammad: A study of two Malaysian mainstream newspapers. *Jurnal Komunikasi*, 27(2), 77-95.
- Emanuelson, E. J. (2017). Fake left, fake right: Promoting an informed public in the era of alternative facts. *Administrative Law Review*, 70(1), 209-232.
- Fisher, D. (2021). The right to communicate: A philosophical framework for the debate evolving perspectives on the right to communicate. In L. S. Harms & J. Richstad (Eds.), *Evolving perspectives on the right to communicate* (pp. 85-104). University of Hawaii Press. <https://doi.org/10.1515/9780824885403-013>
- Fritz, N., & Flaherty, M. (2002). Unjust Order: Malaysia's Internal Security Act. *Fordham Int'l LJ*, 26, 1345.
- Garland, R. (1991). The mid-point on a rating scale: Is it desirable. *Marketing Bulletin*, 2(1), 66-70.
- Glaser, P., Liu, J. H., Hakim, M. A., Vilar, R., & Zhang, R. (2018). Is social media use for networking positive or negative? Offline social capital and internet addiction as mediators for the relationship between social media use and mental health. *New Zealand Journal of Psychology*, 47(3), 12-18.
- Griffith, J. (1989). The official secrets act 1989. *JL & Soc'y*, 16, 273.
- Greenhow, C. (2011). Youth, learning, and social media. *Journal of Educational Computing Research*, 45(2), 139-146. <https://doi.org/10.2190/EC.45.2.a>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Thiele, K. O. (2017). Mirror, mirror on the wall: A comparative evaluation of composite-based structural equation modeling methods. *Journal of the Academy of Marketing Science*, 45(5), 616-632. <https://doi.org/10.1007/s11747-017-0517-x>
- Hair, J. F., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106-121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling.

- Journal of the Academy of Marketing Science*, 43(1), 115-135. <https://doi.org/10.1007/s11747-014-0403-8>
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. In R. R. Sinkovics & P. N. Ghauri (Eds.), *New challenges to international marketing* (Vol. 20, pp. 277-319). Emerald Group Publishing Limited. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)
- Hung, K. H., & Li, S. Y. (2007). The influence of eWOM on virtual consumer communities: Social capital, consumer learning, and behavioral outcomes. *Journal of Advertising Research*, 47(4), 485-495. <https://doi.org/10.2501/S002184990707050X>
- Iversen, T., & Soskice, D. (2019). *Democracy and prosperity: Reinventing capitalism through a turbulent century*. Princeton University Press. <https://doi.org/10.2307/j.ctv4g1r3n>
- Kline, R. B. (2015). *Principles and practice of Structural Equation Modeling* (4th ed.). Guildford Press.
- Lenhart, A., Purcell, K., Smith, A., & Zickuhr, K. (2010). Social media & mobile internet use among teens and young adults. *Pew internet & American life project*. <http://www.sbhilhelp.org/files/social-media-young-adults.pdf>
- Likert, R. (1932). A technique for the measurement of attitudes. *Archives of psychology*, 22(140), 55.
- Luan, N. M., Halim, W. P. M. W., & Hafifi, A. A. M. (2021). Relationship between online interethnic interactions on interethnic bridging social capital: A study of academic staff in Malaysian private universities. *Pertanika Journal of Social Science and Humanities*, 29(2), 1313-1334. <https://doi.org/10.47836/pjssh.29.2.30>
- Mahmud, W. A. W., & Pitchan, M. A. (2017). Media baharu dan Institusi Raja di Malaysia: kes penghinaan raja-raja di media sosial [New Media and the Royal Institution in Malaysia: Cases of Insult to the Rulers in social media]. *Jurnal Komunikasi: Malaysian Journal of Communication*, 33(1), 406-422. <https://doi.org/10.17576/JKMJC-2017-3301-27>
- Malawani, A. D., Nurmandi, A., Purnomo, E. P., & Rahman, T. (2020). Social media in aid of post disaster management. *Transforming Government: People, Process and Policy*, 14(2), 237-260. <https://doi.org/10.1108/TG-09-2019-0088>
- Markom, R., Zainol, Z. A., & Fuad, N. A. (2019). Literasi perundangan media baharu dalam kalangan belia. *Jurnal Komunikasi: Malaysian Journal of Communication*, 35(3), 372-389. <https://doi.org/10.17576/JKMJC-2019-3503-22>
- Martin, F., Wang, C., Petty, T., Wang, W., & Wilkins, P. (2018). Middle school students' social media use. *Journal of Educational Technology & Society*, 21(1), 213-224. <http://www.jstor.org/stable/26273881>
- Masum, A., & Desa, M. R. M. (2014). Media and the libel law: The Malaysian experience. *Procedia-Social and Behavioral Sciences*, 155, 34-41.
- Matell, M. S., & Jacoby, J. (1972). Is there an optimal number of alternatives for Likert-scale items? Effects of testing time and scale properties. *Journal of Applied Psychology*, 56(6), 506-509.
- Milkman, R. (2017). A new political generation: Millennials and the post-2008 wave of protest. *American Sociological Review*, 82(1), 1-31. <https://doi.org/10.1177/0003122416681031>
- Mohamad, B., Dauda, S. A., & Halim, H. (2018). Youth offline political participation: Trends and role of social media. *Jurnal Komunikasi: Malaysian Journal of Communication*, 34(3), 172-192. <https://doi.org/10.17576/JKMJC-2018-3403-11>
- Mustafa, S. E. (2016). Penggunaan laman sosial dan impaknya terhadap hubungan persahabatan dalam talian [Use of Social Media Web

- and Its Impact on Online Friendships]. *Jurnal Komunikasi: Malaysian Journal of Communication*, 32(2), 65-81. <https://doi.org/10.17576/JKMJC-2016-3202-04>
- Mustafa, S. E., & Hamzah, A. (2011). Media baharu yang baharu: Trend penggunaan jaringan sosial dalam kalangan pengguna di Malaysia [New New Media: Trends in the Use of Social Networks Among Consumers in Malaysia]. *Malaysian Journal of Media Studies*, 13(2), 93-110.
- Mustaffa, C. S. b., & Ibrahim, N. Z. M. (2014). Persepsi dan penggunaan media sosial dari perspektif ibu bapa: Satu analisis kualitatif. *Jurnal Komunikasi: Malaysian Journal of Communication*, 30(Special Issue), 43-74.
- Mustapha, R., & Abdullah, A. (2004). Malaysia transitions toward a knowledge-based economy. *Journal of Technology Studies*, 30(3), 51-61.
- Ninan, N., Roy, J. C., & Cheriyan, D. N. K. (2020). Influence of social media marketing on the purchase intention of Gen Z. *International Journal of Advanced Science and Technology*, 29(1), 1692-1702. <http://sersec.org/journals/index.php/IJAST/article/view/3734>
- Omar, F. I., Hassan, N. A., Sallehuddin, I. S., & Abdullah, N. H. (2016). Gen Y: A Study on Social Media Use and Outcomes. *Journal of Management and Muamalah*, 6(1), 53-64. <https://jmm.kuis.edu.my/index.php/jurnal/article/view/98>
- Omar, F. I., & Sallehuddin, I. S. (2011). Media sosial: kajian tentang penglibatan dan kepuasan dalam kalangan mahasiswa. *Proceeding of the International Conference on Media and Communication, Malaysia*, 11, 1-12.
- Patrick, Z., & Hee, O. C. (2021). Affiliate marketing in SMEs: The moderating effect of developmental culture. *Pertanika Journal of Social Science and Humanities*, 29(2), 1249-1271. <https://doi.org/10.47836/pjssh.29.2.27>
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879-903. <https://doi.org/10.1037/0021-9010.88.5.879>
- Pornel, J. B., & Saldaña, G. A. (2013). Four common misuses of the Likert scale. *Philippine Journal of Social Sciences and Humanities University of the Philippines Visayas*, 18(2), 12-19.
- Prakashyadav, G., & Rai, J. (2017). The Generation Z and their social media usage: A review and a research outline. *Global Journal of Enterprise Information System*, 9(2), 110-116.
- Roengtam, S., Nurmandi, A., Almarez, D. N., & Kholid, A. (2017). Does social media transform city government? A case study of three ASEAN cities. *Transforming Government: People, Process and Policy*, 11(3), 343-376. <https://doi.org/10.1108/TG-10-2016-0071>
- Rykov, Y., Koltsova, O., & Sinyavskaya, Y. (2020). Effects of user behaviors on accumulation of social capital in an online social network. *PLOS ONE*, 15(4), e0231837. <https://doi.org/10.1371/journal.pone.0231837>
- Saad, H. M. (2020). *A brief history of Malaysia: Texts and materials*. Pena Hijrah Resources. <https://books.google.com.my/books?id=lozhDwAAQBAJ>
- Salman, A., & Pulungan, S. M. (2017). Pendedahan diri, motivasi dan kepuasan penggunaan Facebook dalam menjalin persahabatan [Self Disclosure, Motivation and Satisfaction using Facebook in Establishing Friendship]. *Jurnal Komunikasi: Malaysian Journal of Communication*, 33(1), 438-459.
- Shiang, L. S., Chibundu, I. S., & Wilson, S. (2021). The missing narratives: Exploring the experiences of Malaysian journalists and family members and friends of victims during the MH370 aviation crisis. *Pertanika Journal of Social Science*

- and Humanities*, 29(2), 1193-1211. <https://doi.org/10.47836/pjssh.29.2.24>
- Sreedharam, R. K., & Jalil, F. (2013). The Challenges in Controlling Malaysian Bloggers with the Sedition Act 1948. *GSTF Journal of Law and Social Sciences (JLSS)*, 2(2), 70.
- Stevens, R., Gilliard-Matthews, S., Dunaev, J., Woods, M. K., & Brawner, B. M. (2016). The digital hood: Social media use among youth in disadvantaged neighborhoods. *New Media & Society*, 19(6), 950-967. <https://doi.org/10.1177/1461444815625941>
- Subedi, B. P. (2016). Using Likert type data in social science research: Confusion, issues and challenges. *International Journal of Contemporary Applied Sciences*, 3(2), 36-49.
- Tai, Z. (2006). *The Internet in China: Cyberspace and civil society* (1st ed.). Routledge. <https://doi.org/https://doi.org/10.4324/9780203944073>
- Warsihna, J. (2020). Behavior of millennials in using internet for learning. In Kusmawan, U., Aisyah, S., Rokhiyah, I., & Sukmayadi, D. (Eds.), *Emerging perspectives and trends in innovative technology for quality education 4.0* (pp. 201-205). Routledge.
- Whittaker, E., & Kowalski, R. M. (2015). Cyberbullying via social media. *Journal of School Violence*, 14(1), 11-29. <https://doi.org/10.1080/15388220.2014.949377>
- You, L., & Hon, L. (2019). How social ties contribute to collective actions on social media: A social capital approach. *Public Relations Review*, 45(4), 101771. <https://doi.org/10.1016/j.pubrev.2019.04.005>
- Zhang, M. W., Ho, C. S., Fang, P., Lu, Y., & Ho, R. C. (2014). Usage of social media and smartphone application in assessment of physical and psychological well-being of individuals in times of a major air pollution crisis. *JMIR mHealth and uHealth*, 2(1), e16-e16. <https://doi.org/10.2196/mhealth.2827>