



Communication functions and influence of attitude change in YouTube drug abuse videos

*Azlina Kamaruddin

Universiti Utara Malaysia, Malaysia

lyna@uum.edu.my

Mohamad I'rfan Shahrudin

Universiti Utara Malaysia, Malaysia

ABSTRACT

Social depravation related to drug abuse in society is becoming more prevalent and is of increasing concern to various parties. Social media has spotlighted the importance of mastering communication functions in general, given it is a very significant medium that can influence social change. However, the number of drug abuse cases does not appear to decrease and instead has only increased over time. Generally, there are some constraints and challenges in the communication process that hinder any change in the attitudes and thoughts of community members. Thus, this study aims to identify the function of communication in the short videos of drug abuse on YouTube as well as explore factors that can influence attitude change in these drug abuse videos. Data was collected using qualitative methods and analysed using thematic analysis with the help of QSR Nvivo. Findings show that the main function of communication is to channel information and present persuasive messages. In addition, factors that could influence changes in attitudes towards drug abuse include moral support and involvement in community activities.

Keywords: **Communication, drug abuse, behaviour change, YouTube, persuasion**

INTRODUCTION

Communication plays a significant function in guiding and shaping individuals into productive members of the society through the process of individual socialisation (Mustafa & Mohd Nor, 2019; Sulaiman & Hj Ismail, 2017). Social well-being is formed as a result of mastering the function of effective communication, which then contributes to the harmony of society and promotes the development of a country (Rose & Mustafa, 2018). However, social depravation in society is on the rise and is of increasing concern to various parties. Weaknesses in understanding the function of communication as well as lack of attention from parents are often associated as causes of negative behaviour change among adolescents (Omar & Zakaria, 2018). The phenomena of deviant behaviour among adolescents such as bullying, snatching, gangsterism, burglary, and drug abuse have long received attention from the media and society as important questions continue to be raised (Mohd Rawi et al., 2017; Sudi et al., 2021).

Specifically, in context of drug abuse, Ibrahim et al. (2018) reported that drug abuse cases in Malaysia is showing an upward trend. This problem is more worrisome when it also involves teenagers between the ages of 13 and 19 years old. Along with the advancements of technology in this era, the field of communication continues to make great strides in conveying information to the public and affecting changes in society's behaviour. In this regard, various parties have taken up various initiatives to address the issue of worsening social depravation in the country through mass media and digital media (Jamri et al., 2021; Nordin et al., 2021; Zaimah et al., 2021).

Drug abuse is not a new issue and continues to rapidly spread in all levels of society, especially amongst adolescents (Md Salleh, 2020). Mbuthia et al. (2017) stated that the issue of drug abuse has attracted mass media attention and focuses primarily on the uncontrolled consumption of alcohol, cigarettes, and drugs as well as its influence on adolescents (Sitorus et al., 2020). Various communication channels continue to be used comprehensively to disseminate information on this issue.

To realise the goal of the National Drug Policy (NDP), which is to create a Malaysia free from the threat of drugs, various efforts have been undertaken by the National Anti-Drug Agency (AADK) and the Royal Malaysian Police (PDRM) including the dissemination of information on drug abuse through mass media, awareness campaigns and anti-drug campaigns (Othman et al., 2015). According to Haslan et al. (2018) and Segaran et al. (2018), the effective delivery of messages through the media can exert a great influence on the behaviour and attitude of society. However, the rising cases drug abuse has raised valid questions on the effectiveness of these messages, programs, or activities implemented by authorities such as AADK and PDRM in their effort to combat the country's number one enemy (National Anti-Drug Agency, 2020).

For this research, there are two research objectives to be achieved. Firstly, to identify the functions of communication in the video clips (short videos) related to drug abuse on YouTube; secondly, to analyse the factors that contribute to attitude change based on these videos.

LITERATURE REVIEW

Communication functions in media

According to Hashim and Razali (2019), the widespread use of technology, especially in the field of communication can speed up the dissemination of information related to an issue

to the audience. In this regard, media involvement is very important in raising awareness (Sharipudin et al., 2020) and the general public can be educated about the dangers of drugs, types of drugs, and the effects of drug abuse on individuals, communities, and countries through advertisements and short videos related to drug abuse (Brahim et al., 2021; Mohamad Kamal et al., 2013; Osman & Adzharuddin 2015). However, videos that lack a clear and limited communication function can result in the message not being well understood or misunderstood (Jamri et al., 2021). Similarly, Anggreswari and Isnaeni (2020) contended that communication plays an important role in conveying information so that it is more interactive and comprehensive.

In addition, according to Abdul Hamid (2016) and Haslan et al. (2018), the use of media as a medium of information delivery can create awareness on drug abuse and prevent negative behaviour. Further, recent studies have demonstrated that media exposure on drug abuse issues often focuses on the factors and effects of drug abuse (Baba et al., 2018; Ibrahim et al., 2012; Tunggak et al., 2015).

Abdul Hamid's (2016) study stated that the mass media provides the basis for change in society and has an overall impact on social change. Thus, the media can be considered an influential medium in creating a sustainable community. The media also serves as an agent of change (Cheah, 2021) and is a platform for information, entertainment, education, and *da'wah*. This medium moves in society and has a greater social responsibility in leading society towards a positive and civilised future. Thus, the influence of the media, print or electronic, cannot be separated from a society that seeks knowledge.

Due to rapid technological advancements, digital media continues to dominate as a source of information in society, especially among the younger generations. According to Aripin et al. (2016), the extent of public views and types of religious information browsed in YouTube, suggests that the majority of netizens use YouTube as a medium to acquire religious knowledge.

The function of communication in media to disseminate information and as a source of information to the public needs to be seen with a wider scope. In studying the application of media and communication in public health campaigns in Malaysia, Jamri et al. (2017, 2021) found that the use of media and communication is an effective instrument in fostering public health awareness in the community.

The authors (2021) also explained that communication media serves as the medium of information delivery to the community on various issues, especially public health. In addition, misunderstandings and negative perceptions that exist in society can be corrected through media as well. Presentation of information that combines verbal, visual, and emotional aspects are capable of exerting a strong impact on the physiology and psychology of society. In addition, communication media is also a very important educational and persuasive tool (Kamaruddin, 2017). This is because the information presented in the media creates awareness, especially on public health issues, and increases the community's knowledge of health issues such as the symptoms and risk factors of a disease (Jamri et al., 2021; Mohamad Nasir & Hj Ahmad, 2015).

Although studies on communication function are abound, this study is expected to further enrich the growing body of literature as it will specifically examine the function of communication in social media in the context of drug abuse. This function is very important to help safeguard the welfare of the community, specifically in the battle against drugs.

Attitude change

Next, factors that influence a person's attitude change are worth investigating as information disseminated in social media can benefit consumers. Behavioural science seeks to understand the psychological, biological, social, and environmental factors that influence behaviour with the aim of developing interventions and policies to help achieve social, organizational, or personal goals (Salmen & Ahmad, 2020; Paidi & Hassan, 2021; West et al., 2020).

According to Cooper et al. (2016), videos on YouTube can become a motivating factor for a person to use electronic cigarettes. The provision of information such as e-cigarette flavouring, as well as ill effects of smoking addiction and unhealthy tobacco smoke can change the perception of smokers to switch from traditional cigarettes to e-cigarettes. Unfortunately, although e-cigarettes can help a person to quit smoking, they also unintentionally encourage individuals who have never smoked to try e-cigarettes, as a result of persuasive videos posted on social media and invitations from peers. This shows that the motivational factor in videos can also trigger a change in attitude, especially amongst teenagers to try something new. This indirectly provides the avenue for teens to engage in more serious and extreme addiction problems such as drugs if e-cigarette consumption goes out of control.

In addition, content produced by social media users such as YouTube videos can have a detrimental effect on drug abuse. For instance, in studying YouTube videos on synthetic marijuana in the United States, Fullwood et al. (2016) found that videos that display scenes related to drug abuse can pose a threat to adolescents. The lack of public health-related videos uploaded by trusted sources can cause confusion amongst the public with the content of the information presented. Thus, the validity and accuracy of the information in YouTube videos also play an important role in influencing users' attitude.

Yang et al. (2018) also studied YouTube videos that used the image of marijuana, which produced findings that differ slightly from Romer et al. (2017). While few positive messages described the dangers and risks of marijuana, the rest created misconceptions and perceptions about the information presented. This can cause confusion and misunderstanding in viewers and indirectly, trigger a strong eagerness to try or experiment instead.

Meanwhile, support from family members and acquaintances on social media is also another factor that can influence attitude change (Nachiappan, 2015). Naslund et al. (2016) found that individuals with mental health problems use social media to share their experiences and solicit opinions or guidance from peers who have experienced similar problems.

Although this study focuses on the factors of attitude change amongst individuals involved in drug abuse, any references of work related to attitude change through the discourse of issues on social media can help researchers make assumptions and subsequently, provide the basis of discussion for this study.

KAP (knowledge–attitude–practice) model

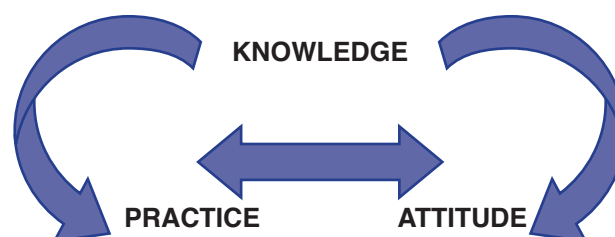


Figure 1. KAP model

The basis of the KAP (knowledge–attitude–practice) model is knowledge. Knowledge is the basis of an individual's behaviour or conduct. Without knowledge, a person cannot act on any information obtained or issue. As a person's knowledge increases, this knowledge will be the impetus for him/her to change attitude. In the context of this study, knowledge about the dangers of drugs gained through short videos, prompts a person to make changes in attitude and choose the right path (Sudi et al., 2020). Human attitude can be described as a form of the tendency for humans to act consistently towards an object or situation. Such tendency refers to the state of a person reacting to a message or knowledge acquired. Practice, on the other hand, refers to a person's behaviour based on the knowledge they have acquired. The practice carried out is the result of the knowledge that grows in a person. When one understands knowledge, attitudes, and practices, it allows for better actions to be undertaken to create awareness (Zainuddin & Razak, 2021).

This model has relevance to the context of the researcher's study. A community's knowledge of the function of communication can act as a catalyst to trigger changes in attitudes and practices in managing the issue of drug abuse. Input can be gained through YouTube short videos on drugs, by sharing information and persuading the audience to change their attitude and thinking. The tendency of community members to find out about the evils of drugs makes YouTube a suitable medium to disseminate such information.

METHODOLOGY

Purposive sampling was used to select appropriate short videos on YouTube with the following initial conditions (criterion-based selection): (i) music genre videos; (2) drug-related videos; and (iii) watched by more than 100 people (viewers). A total of three video clips were selected by the researcher, namely (i) video clip of the song *Demi Cinta* sung by Ezad Lazim (<https://www.youtube.com/watch?v=VjI4E7oXND8>) lasting 5 minutes 26 seconds; (ii) a short anti-drug video with the song *Mengejar Rindu* sung by the group Hyper Act in the background (https://www.youtube.com/watch?v=_Co8ANYbhlG) lasting 5 minutes 11 seconds; and (iii) a drug abuse commemorative video clip set against the backdrop of the song *Tak Nak Jadi Soh Chai* (<https://www.youtube.com/watch?v=VPvRmwl2sP8>) lasting 5 minutes 27 seconds.

Adopting the thematic analysis method, QSR Nvivo was used to analyse the study data. There are six phases involved in thematic analysis as described by Braun and Clarke (2016). The first phase is obtaining data which includes both audio and visual data for this study. At this phase, the data needs to be transferred into the written form to conduct thematic analysis. The second phase is coding. Coding is an analytical process that involves labelling important features found in the data. In this phase, the researcher constructed an initial list of ideas based on the data content and story plot featured in the selected video clips.

The third phase is finding emerging themes. Themes are continuous patterns that are relevant to the research question. This phase begins when the entire data set has been classified and sorted according to codes. In this phase, the researcher focuses more broadly on data analysis and extends the different codes on the emerging themes. The researcher analyses the codes and considers how the differences can be combined to form a visual representation, which in turn helps the researcher to compose different codes on the theme. Themes are formed based on past studies (highlights of the work) adapted to the context of the study. The fourth phase involves assessment of themes. Once a set of themes is developed, the researcher refines the themes through the theme review process. Researchers must evaluate the themes formed to deduce interesting things about the data. The theme

that is formed needs to have a relationship with other themes and at this stage as well, it is likely that the researcher will modify the theme that has been formed or form new ones. Literature review plays a role in the formation of these themes. To prove the validity and reliability of the results, the researcher asked for help from experts in the qualitative field (peer check method) to assess the accuracy of the themes formed.

The fifth phase involves defining and naming the themes, which must be informative and concise. The last phase, the sixth phase, involves writing a report which is a very important stage whereby the researcher describes and explains the theme that is formed in the form of a transcript for each research question. This writing process and descriptions are to provide an explanation and understanding of the data to the reader.

RESULTS

Communication function in drug abuse videos on YouTube

The analysis looked at identifying the function of communication in the YouTube videos about drug abuse. Thematic analysis was used to determine the appropriate themes based on the acting, writing, and song lyrics found in the videos, either explicitly or implicitly.

Five specific themes were identified for the communication function (Table 1). These themes were identified based on their frequency of use in the selected drug abuse videos as well as past literature.

Table 1. Communication function in drug abuse videos on YouTube

No.	Theme	V1	V2	V3
1.	Persuasion in the form of warning	/	/	/
2.	Delivering information	/	/	/
3.	Educate	/	/	
4.	Triggering awareness	/	/	/
5.	Entertainment	/	/	/

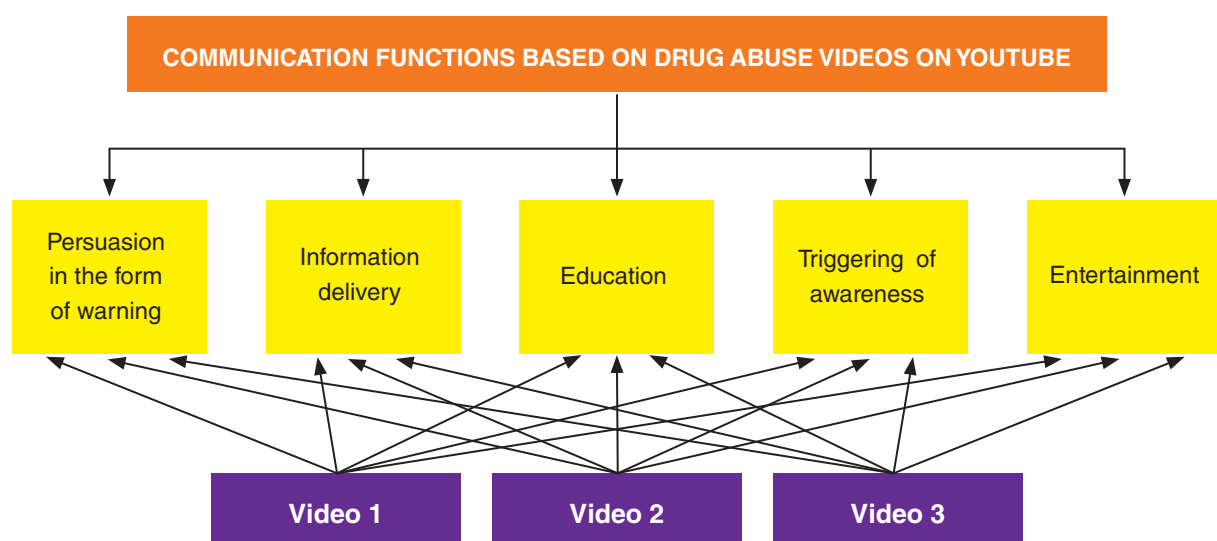


Figure 2. Communication functions based on drug abuse videos on YouTube

The five communication functions are persuasion in the form of warning, conveying information, triggering awareness, educating, and entertaining. These communication functions are in line with the study of Anggreswari and Isnaeni (2020) who stated that communication function plays an important role in making information more interactive and comprehensive. The four functions of communication that are emphasised in social media in conveying information are to provide information, entertain, educate, and influence users (Anggreswari & Isnaeni, 2020). However, the results differ from Setiadi et al. (2019) who conducted a study on the use of YouTube as a learning medium among students. They found that the use of YouTube as a learning tool is secondary to entertainment and the daily frequency of using YouTube for learning purposes is less than an hour (Setiadi et al., 2019).

Table 2. Persuasion in the form of warning and related references

Video	Timestamp	Description
V1	0:15	Warning: This video contains negative scenes regarding drug abuse
V1	0:38	The main lead shows that socialising with peers got him involved with drugs.
V2	1:54	There are three teenagers under the bridge taking drugs. This shows to the audience how drug addicts use drugs.
V2	3:43	A student shows his teacher a poster stating “We hate Drugs! Stay away from drugs. Drugs are the enemy of the country.”
V3	3:45	MMEA members involved with drugs were subjected to ‘dismissal’ in accordance with regulation 38 (g), Public Officers (Conduct and Discipline) Regulations 1993.

This finding differs from the study of Rahmawan et al. (2018) who argued that YouTube functions as an educational tool. The issues highlighted in the study of Rahmawan et al. (2018) are related to the impact of educational tool in YouTube content. Many YouTube users utilise this platform as an educational tool. The use of animation, easy-to-understand language, and clear-cut explanations have made this platform a popular and effective educational medium to the community that attracts many users.

Table 3. Information delivery and related references

Video	Timestamp	Description
V1	0:43	Explains to the audience how drug addicts use drugs.
V1	1:40	Explains to the audience the effects of drug abuse e.g. husband is willing to hit his wife in front of his child.
V1	4:18	The scene shows the drug addict is suffering while trying to quit the addiction. This explains to the community that it is not easy for an addict to quit drugs if there is no support from immediate family members as shown in the video.

Today, social media platforms such as YouTube, Facebook, and Instagram are widely used to find information regarding health. Hassan and Masoud (2020) investigated online health information among 600 university students in Egypt and found that 82.3% of students often use the internet to find information about health. Their study also showed that 27.3% searched for information online on drug and cigarette abuse. This shows that the proliferation of information on social media makes it easier for users to find various information related to health, education, and so on. Thus, the communication function on YouTube is to convey information, which supports the results of this study.

The present findings are further corroborated by Jamri et al. (2017) who found that misunderstandings and negative perceptions that exist in society about a health issue or disease can be corrected through social media. The stigma against people living with HIV/AIDS that still exists in some communities can be eradicated and perceptions of this group can be improved. In addition, presentation of information that combine visual, verbal, and emotional elements is capable of exerting a strong impact on the physiology and psychology of society.

The communication functions discussed in previous studies are still limited to four functions, namely conveying information, educating, entertaining, and fostering awareness. This is attributable to the different contexts, methods, and study samples of the studies. The present study identified an additional communication, which is persuasion in the form of warnings. The function can be seen in the framing of the videos, that is, scenes and warnings at the beginning and the end of the videos.

Overall, based on the drug abuse videos that have been selected, there are five communication functions displayed. The first function, the persuasion in the form of a warning, can be seen in timestamps 0:15, 0:38, 1:40, and 4:18 in the first video, timestamps 0:49 and 4:04 in the second video, and timestamps 0:13 and 0:58 in the third video. The second function, conveying information, can be seen in timestamps 0:43 and 4:18 in the first video, timestamps 0:49, 1:10, 1:25, and 3:50 in the second video, and timestamps 1:07, 2:56, 3:05, 3:32, and 3:45 in the third video. The third function, triggering awareness, can be seen in timestamps 0:50, 1:54, 3:04, and 3:13 in the first video, timestamps 0:40, 1:45, 1:54, 2:24, 3:14, and 4:54 in the second video, and timestamps 1:12, 2:32, and 3:45 in the third video. The fourth function, educating, can be seen in timestamps 0:43, 1:14, and 3:13 in the first video, timestamps 1:00, 1:25, 1:45, 2:24, 3:14, 3:29, and 3:43 in the second video, and timestamps 2:32 and 3:05 in the third video. The last function, which is entertainment, consists of songs that were included as the background music for the videos.

Factors influencing attitude change based on drug abuse videos

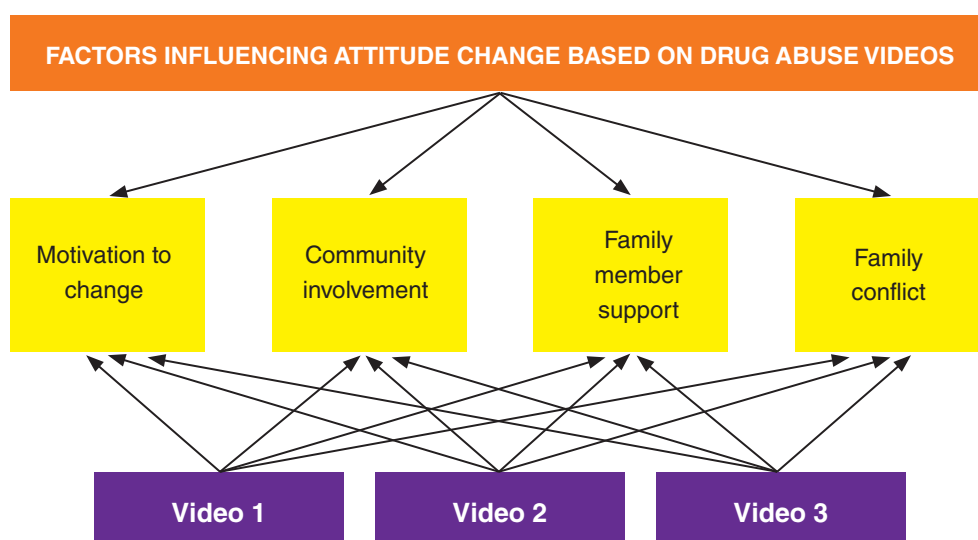


Figure 3. Factors influencing attitude change based on drug abuse videos

Overall, four factors that influence attitude change were identified from the selected drug abuse videos. The first factor, motivation to change, can be seen in timestamps 0:21 and 3:44 in the first video, and timestamps 1:50, 3:03, 3:14, and 3:25 in the second

video. The second factor, community involvement, can be seen in timestamps 0:21 and 2:26 in the first video, timestamps 1:38, 1:50, 3:03, and 3:25 in the second video, and timestamp 1:18 in the third video. The third factor, family member support, can be seen in timestamps 0:21, 2:50 and 3:25 in the first video, and timestamps 1:25, 1:35, and 3:50 in the second video. The last factor, conflict in the family, can be seen in timestamp 2:50 in the first video, and timestamps 1:25, 1:35, and 1:38 in the second video.

Table 4. Factors influencing attitude change present in drug abuse videos

No.	Theme	V1	V2	V3
1.	Motivation to change	/	/	
2.	Community involvement	/	/	/
3.	Support from family members	/	/	
4.	Conflict in the family	/		

Motivation to change

Table 5. Theme under factors that affect attitude change — Motivation to change

Video	Timestamp	Description
V1	0:21	This song is specially dedicated to family, children, wife, comrades-in-arms, who helped Ezad Lazim a lot to fully recover from his drug addiction.
V1	3:44	In this scene, the determination to stay away from drugs can be clearly seen where the actor throws the needle that is in his hand.
V2	3:14	Students involved with drugs are determined to stay away from drugs and return to school.

Community involvement

Table 6. Theme under factors that affect attitude change — Community involvement

Video	Timestamp	Description
V2	3:25	The role of the teacher is to guide and encourage his students who are involved with drugs to return to school to continue their studies.
V2	3:50	Good association with peers can be a bulwark for former drug addicts from being trapped again in a negative environment.
V3	1:18	The Head of Department suspected that his members who were often late to the office were having drug abuse problems and subsequently reported the matter to the MMEA Integrity Unit.

Conflict in the family

Table 7. Theme under factors that affect attitude change — Conflict in the family

Video	Timestamp	Description
V2	1:25	Conflicts in the family cause children to be depressed and feel unloved by their parents.
V2	1:35	Conflicts between mothers and fathers cause children to feel unloved by their parents.

The four factors that can influence attitude change, motivation to change, community involvement, family member support, and conflict in the family, were identified based

on the framing theory. Framing is very important in media to channel information and facilitate the understanding of an issue to society (Hemphill et al., 2013). To add, Entman (1993) stated that the framing process involves the selection and emphasis of information on an issue to clarify the definition of a problem, contributing factors, assessments, and proposed solutions.

The present findings demonstrate that YouTube videos can influence user attitude through the messages framed in the videos. This corroborates with Akram and Kumar (2017) who found that the development of social media platforms such as YouTube, Facebook, and Instagram as interactive social sites are an important aspect of community life. Social media affects changes in the attitude and self-worth of a person, especially adolescents, be it in a positive way or a negative way.

IMPLICATIONS FOR RESEARCH, PRACTICE AND SOCIETY

This study provides a better understanding for the community in being more sensitive to drug abuse which is on the rise. The general public should be educated and enlightened continuously on the topic through the dissemination of related information in the media, print or digital. In addition, in terms of academic, this study contributes to the growing literature on family communication, communication media, and drug abuse. This study also raises awareness among members of the community and sheds light on the function of communication and factors for changing attitudes and awareness through drug abuse videos.

CONCLUSION

Motivational factors play an important role in influencing a person's attitude. Similar to Cooper et al. (2016) who found that YouTube videos can encourage one to reduce smoking, this study also found that YouTube videos on drug abuse can be a motivating factor to stay away from drugs. Family support and encouragement are equally important in curbing the problem of drug abuse in the country. The findings also prove that videos on drug abuse can change parents' perceptions to not ostracise their children who are involved with drugs, but instead help them to recover from the addiction. This is aligned with Karim et al. (2021) and Naslund et al. (2016) who found that individuals with mental health problems use social media to share their experiences of the problem and these social relationships helped them to get support and provide support to other mental patients.

Community involvement and support can also address the issue of drug abuse among adolescents. Continuous support should be given to those who have undergone treatment in rehabilitation centres and societal stigma should be eradicated when they rejoin society and start a new life (Rashid et al., 2021).

ACKNOWLEDGEMENT

This research was supported by Ministry of Higher Education (MoHE) of Malaysia through FUNDAMENTAL RESEARCH GRANT SCHEME FOR RESEARCH ACCULTURATION OF EARLY CAREER RESEARCHERS (RACER/1/2019/SS09/UUM/3). We also want to thank Universiti Utara Malaysia for their continuous guidance and support.

Open Access: This article is distributed under the terms of the Creative Commons Attribution License (CC-BY 4.0) which permits any use, distribution and reproduction in any medium, provided the original author(s) and the source are credited.

References

- Abdul Hamid, S. (2016). *Pengaruh media massa terhadap perubahan sosial masyarakat* [The influence of mass media on social change in society]. *Journal of Social Science and Humanities*, 1(Special Issue), 214–216.
- Agensi Anti-Dadah Kebangsaan (AADK). (2020). *Statistik Dadah 2016 – 2020*. <https://www.adk.gov.my/en/public/drugs-statistics/>
- Akram, W., & Kumar, R. (2017). A study on positive and negative effects of social media on society. *International Journal of Computer Sciences and Engineering*, 5(10), 347–354.
- Anggreswari, N. P. Y., & Isnaeni, S. N. (2020). *Analisis fungsi media massa dalam channel YouTube “Loloan Project”* [Analysis of the function of mass media in the YouTube channel “Loloan Project”]. *Jurnal Ilmu Sosial dan Humaniora*, 3(2), 238–252.
- Aripin, N., Ismail, A., Ishak, M. S., Abd Rahman, N. A., Abdul Rahman, M. N., Madon, M., & Mustaffa, M. F. (2016). “Youtube” dan generasi muda Islam: Satu pendekatan kelompok dalam kalangan pelajar universiti [YouTube and the young Muslim generation: A group approach amongst university students]. *Malaysian Journal of Communication*, 32(1), 371–400.
- Baba, H., Wan Sulaiman, W. S., Ibrahim, F., & Sarnon @ Kusenin, N. (2018). *Faktor-faktor penyumbang kecenderungan situasi berisiko tinggi dalam kalangan penagih dadah berulang di Malaysia* [Factors that contribute to the tendency of high-risk situations among relapse drug addicts at Malaysia]. *Jurnal Psikologi Malaysia*, 32(2), 26–41.
- Brahim, M., Hussin, M. M., Ismail, M., & Mohamad, M. (2021). *Kesedaran pegawai dan anggota Polis Diraja Malaysia tentang integriti dalam penyampaian perkhidmatan* [Awareness of officers and members of the Royal Malaysian Police about integrity in service delivery]. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 6(9), 166–184.
- Braun, V. & Clarke, V. (2016). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101.
- Cheah, J., L-S. (2021). Female leadership communication styles from the perspective of employees. *SEARCH Journal of Media and Communication Research*, 13(3), 83–93.
- Cooper, M., Harell, M. B. & Perry, C. L. (2016). Comparing young adults to older adults in e-cigarette perceptions and motivations for use: Implication for health communication. *Health Education Research*, 31(4), 429–438.
- Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51–58. <http://doi.org/10.1111/j.1460-2466.1993.tb01304.x>
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*. Addison-Wesley Publishing Company.
- Fullwood, M., D., Kecojovic, A., & Basch C. H. (2016). Examination of YouTube videos related to synthetic cannabinoids. *International Journal of Adolescent Medicine and Health*, 30(4). doi: 10.1515/ijamh-2016-0073.
- Hallahan, K. (1999). Seven models of framing: Implications for public relations. *Journal of Public Relations Research*, 11(3), 205–242.
- Hashim, N., & Razali, A. (2019). *Teknologi dan media sosial dalam komunikasi ibubapa dan anak-anak* [Technology and social media in parent-child communication]. *Malaysian Journal of Communication*, 35(4), 337–352.
- Haslan, M. H., Tengku Anuar, T. F., & Rahim, N. N. (2018). *Konsep pengiklanan kreatif menerusi videografi islamik terhadap kempen kesihatan mental* [Creative advertising concept through Islamic videography for mental health campaign]. *MALTESAS Multi-Disciplinary Research Journal (MIRJO)*, 3(2), 33–49.
- Hassan, S., & Masoud, O. (2020). Online health information seeking and health literacy among non-medical college students: Gender differences. *Journal of Public Health*, 29, 1267–1273. doi:10.1007/s10389-020-01243-w
- Hemphill, L., Culotta, A., & Heston, M. (2013). Framing in social media: How the US Congress uses twitter hashtags to frame political issues. *SSRN Electronic Journal*. 10.2139/ssrn.2317335.

- Ibrahim, N. H., Ismail, R., Amit, N., Tambi, N., Selamat, M. N., Abd Razak, M. A., Ahmad, N. A., & Shafuridin, N. S. (2018). *Perbandingan pengetahuan, sikap dan kesan dadah di kalangan remaja sekolah berisiko* [Comparison of knowledge, attitudes and effects of drugs among at-risk school adolescents]. *Jurnal Psikologi Malaysia*, 32(8), 114–126.
- Ibrahim, F., Sarnon, N., Alavi, K., Mohamad, M. S., Md Akhir, N., & Nen, S. (2012). *Memperkasakan pengetahuan agama dalam kalangan remaja bermasalah tingkah laku: Ke arah pembentukan akhlak remaja sejahtera* [Empowering religious knowledge among adolescents with behavioral problems: Towards the formation of healthy adolescent morals]. *Journal of Sciences and Humanities*, 7(1), 84–93.
- Jamri, M. H., Ahmad, J., Ismail, N., & Singh, D. (2021). *Keberkesanan media sosial dan strategi keunikannya bagi kempen bahaya penyalahgunaan dadah* [The effectiveness of social media and its unique strategy for drug abuse harm campaigns]. *Malaysian Journal of Communication*, 37(3), 111–133. <https://doi.org/10.17576/JKMJC-2021-3703-07>
- Jamri, M. H., Ismail, N., Hj. Ahmad, J., & Singh, D. (2017). *Kempen kesedaran kesihatan awam: satu tinjauan literature dari sudut penggunaan media dan komunikasi di Malaysia* [Public health awareness campaigns: A literature review from the perspective of media use and communication in Malaysia]. *Malaysian Journal of Communication*, 33(3), 1–20.
- Kamaruddin, A. (2017). *Analisis kualitatif terhadap faktor kegagalan komunikasi pembujukan dalam konteks pengucapan awam*. *Malaysian Journal of Communication*, 33(3), 89–106.
- Karim, F., Oyewande, A. A., Abdalla, L. F., Ehsanullah, R. C., & Khan, S. (2020). Social media use and its connection to mental health: A systematic review. *Cureus*, 12(6), e8627.
- Mbuthia, G.W., Wanzala, P., Ngugi, C., & Nyamogoba, H. (2017). Assessing the effectiveness of alcohol and drug abuse awareness campaigns among university students in Kenya: A quasi-experimental study. *Medicine Science International Medical Journal*, 6(3), 464–470.
- Md Salleh, M. F. (2020, February 5). *Masyarakat berperanan banteras salah guna dadah* [Society plays a role in combating drug abuse]. *Berita Harian*. <https://www.bharian.com.my/rencana/komentar/2020/02/655152/masyarakat-berperanan-banteras-salah-guna-dadah>.
- Mehrad, A., Hossein, M., & Zangeneh, T. (2019). Comparison between qualitative and quantitative research approaches: Social Science. *International Journal for Research in Educational Studies*, 5(7), 1–7.
- Mohamad Kamal, R., Abu Bakar, A. L., & Teow Abdullah, M. K. (2013). *Kesan komunikasi visual mesej kesihatan pada kotak rokok ke atas perokok* [The effect of visual communication of health messages on cigarette boxes on smokers]. In *Proceeding of the International Conference on Social Science Research* (pp. 1490–1503).
- Mohamad Nasir, N. N. A., & Hj. Ahmad, J. (2015). *Facebook dan media massa: Keberkesanan dalam menyampaikan mesej alam sekitar kepada masyarakat* [Facebook and mass media: Effectiveness in delivering environmental messages to the community]. *Akademika*, 85(1), 33–46.
- Mohamad Rawi, A. H., Abdullah, N., & Shamshul Al Kamal, S. N. S. (2017). *Hubungan antara jenis komunikasi dan gaya asuhan ibu bapa terhadap tingkah laku devian remaja: Kajian literatur* [The relationship between communication type and parenting style on adolescent deviant behavior: A literature review]. *Journal of Human Capital Development*, 10(1), 55–68.
- Mustafa, Z., & Mohd Nor, M. R. (2019). *Peranan keluarga muslim dalam membina masyarakat sejahtera: Satu sorotan awal terhadap pemikiran kekeluargaan Ibn Sina (980 m-1037 m)*. *Jurnal Islam Dan Masyarakat Kontemporari*, 20(3), 89–96.
- Nachiappan, S. (2015). *Analisis faktor penyumbang terhadap penyalahgunaan dadah dan usaha pemulihan dari segi kognitif di pusat PENGASIH Malaysia*. *Journal of Social Science*, 1, 34–39.
- Naslund, J. A., Aschbrenner, K. A., Marsch, L. A., & Bartels S.J. (2016). The future of mental health care: Peer-to-peer support and social media. *Epidemiology and Psychiatric Sciences*, 25(2), 113–125.
- Nordin, N., Daoh, M., & Tazli, U. N. A. (2021). *Pendidikan karakter dalam pendidikan awal kanak-kanak: satu sorotan*. *Selangor Humaniora Review*, 4(1), 188–199.
- Omar, N. A., & Zakaria, S. M. (2018). *Hubungan di antara gaya keibubapaan dan kecerdasan emosi dengan tingkah laku kanak-kanak: Satu sorotan* [The relationship between parenting style and emotional intelligence with children's behavior: A review]. *Jurnal Wacana Sarjana*, 2(3), 1–7.
- Osman, Z., & Adzharuddin, N. A. (2015). *Pengaruh visual dan verbal dalam iklan kempen terhadap emosi* [Visual and verbal influence in campaign advertisements against emotions]. *Journal of Education and Social Sciences*, 2, 51–55.

- Othman, Z., Idris, N. A., & Druis, M. D. (2015). *Penyalahgunaan dadah sebagai ancaman keselamatan: Analisis keberkesanan program kerajaan dalam mengekang pengrekrutan penagih dadah di Malaysia* [Drug abuse as a security threat: Analysis of the effectiveness of government programs in curbing the recruitment of drug addicts in Malaysia]. *Malaysian Journal of Society and Space*, 11(13), 60–71.
- Paidi, R., & Hassan, A. (2021). *Berita Pakatan Harapan: Analisis terhadap tingkah laku pengguna media sosial* [Pakatan Harapan News: Analysis of social media user behavior]. *Malaysian Journal of Communication*, 37(3), 18–37. <https://doi.org/10.17576/JKMJC-2021-3703-02>
- Rahmawan, D., Mahameruaji, J. N., & Janitra, P. A. (2018). The potential of YouTube as educational media for young people. *Journal of Library and Information Science*, 8(1), 81–98.
- Rashid, S. N. B. M., Osman, N. B., & Mohamad, L. Z. (2021). *Penilaian tahap kepulihan penagihan dadah dalam kalangan penagih lelaki yang sedang menjalani rawatan dan pemulihan* [Assessment of the recovery of drugs abuse among male addicts undergoing treatment and rehabilitation]. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 6(8), 15–27.
- Romer, D., Jamieson, P. E., Jamieson K.H., Jones, C., & Sherr, S. (2017). Counteracting the influence of peer smoking on YouTube. *Journal of Health Communication*, 22(4), 337–345.
- Rose, N. N., & Mustaffa, M. Y. (2018). *Tekanan keluarga: Faktor-faktor, kesan dan strategi daya tindakan menangani tekanan* [Family stress: Factors, effects, and coping strategies]. *Journal of Human Development and Communication*, 7, 135–141.
- Salmen, A., & Ahmad, M. (2020). The role of social media use in social coordination among relief local organizations during response to humanitarian crisis in Yemen. *Jurnal Pengajian Media Malaysia*, 22(1), 51–68.
- Segaran, M., Gopinathan, S., & Jaya, J. (2018). The impact of media violence in action films towards youth's psychology and behaviour. *International Journal of Creative Future and Heritage (TENIAT)*, 6(2), 69–87.
- Setiadi, E. F., Azmi, A., & Indrawadi, J. (2019). *YouTube sebagai sumber belajar generasi melenial* [YouTube as a learning resource for the millennial generation]. *Journal of Civic Education*, 2(4), 313–323.
- Sharipudin, M. N. S., Fam, K. S. & Gazley, A. (2020). Media self-congruity among the generational cohorts of Boomers and Gen Y in Malaysia. *SEARCH Journal of Media and Communication Research*, 12(3), 87–102.
- Sitorus, M. E. J., Fentiana, N., & Gustiani, Y. (2020). *Bahaya merokok di kalangan remaja SMP Amal Luhur No. 116 Kota Medan* [The dangers of smoking among teenagers at SMP Amal Luhur No. 116 City of Medan]. *Jurnal Abdimas Mutiara*, 1(2), 90–95.
- Sudi, S., Wazir, R., Salleh, N. M., Usman, A. H., Awang, A. H., & Rosman, S. Z. (2021). *Membentuk spiritual individu menurut hadis untuk pencegahan dadah* [Moulding individual spirituality in accordance to hadiths for drug prevention]. *al-Irsyad: Journal of Islamic and Contemporary Issues*, 6(1), 640–650.
- Sulaiman, S., & Hj. Ismail, A. (2017). *Pengaruh didikan keluarga di rumah dalam kalangan penagih dadah: Kajian di Cure & Care Vocational Centre Sepang* [The influence of family education at home among drug addicts: A study at Cure & Care Vocational Center Sepang]. *Jurnal Sultan Alauddin Sulaiman Shah*, 4(1), 93–103.
- Tunggak, B., Hashim, S., Mohamad, N. A., & Ali, M. (2015). *Faktor risiko belia terlibat dalam penyalahgunaan dadah dan cadangan penyelesaiannya menerusi model pembangunan belia muslim terpimpin* [Youth risk factors involved in drug abuse and suggested solutions through a led Muslim youth development model]. *Jurnal Antidadah Malaysia*, 9(1), 1–21.
- West, R., Michie, S., Rubin, G. J., & Amlôt, R. (2020). Applying principles of behaviour change to reduce SARS-CoV-2 transmission. *Nature Human Behaviour*, 4(5), 451–459.
- Yang, Q., Sangalang, A., Rooney, M., Maloney, E., Emery, S., & Cappella J. N. (2018). How is marijuana vaping portrayed on YouTube? Content, features, popularity and retransmission of vaping marijuana YouTube videos. *Journal of Health Communication*, 23(4), 1–10.
- Zaimah, N. A., Abdullah, A., & Sukimi, M. F. (2021). *Isu dan cabaran keluarga sebagai agen kawalan sosial dalam kalangan remaja* [Issues and challenges of the family as an agent of control social among teenagers]. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 6(8), 207–214.
- Zainuddin, M. Z., & Razak, K. A. (2021). The knowledge of faith and practice of worship of secondary school students in Kuala Pilah, Negeri Sembilan. *International Journal of Advanced Research in Islamic Studies and Education*, 1(4), 80–95.

Azlina Kamaruddin

is a senior lecturer at the School of Multimedia Technology, and Communication, College of Arts and Sciences, Universiti Utara Malaysia. She graduated with a PhD from Universiti Teknologi MARA in 2015. Her expertise and research interests are in the field of persuasive communication, human communication and family communication.

Mohamad I'rfan Shahrudin

is a tutor at the Islamic Business School, College of Business, Universiti Utara Malaysia. He graduated from Universiti Utara Malaysia with a bachelor's degree in 2019 and a master's degree in 2022. Currently, he is pursuing his PhD in Universiti Malaya.
