



Patriotism dilemma among Malaysian youth: between strategy and reality

Ahmad Shah Pakeer Mohamed¹, Sulhairil Hafiz Haji Sulaiman¹, Muhammad Fuad Othman², Mohd Ashraf Che Jumaat Yang¹ and Hudrus Haron¹

¹Department of Malaysia, 62502 Putrajaya

²College of Law, Government and International Studies Universiti Utara Malaysia, 06010, Sintok, Kedah.

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ABSTRACT

Development of the country has been the ultimate agenda since the independence of Malaysia, in year 1957 up to now. The development of the country will inevitably involve the development of the current younger generation who will eventually be taking over the leadership of the country. Here, the generation that needs to be focussed upon is the youth, the ones who will be leading the government as well as the country in the future. The youth should not be ignored in the country's development scheme plan. Therefore, this write up concentrates on the elaboration and suggestions on how to develop patriotic spirit in youth.

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Introduction

Youth are the key strength to the development of the country. It is important for the youth to have a high sense of competition and the enthusiasm to love their country so that the country's generation to come is a generation filled with vision. Unfortunately, nowadays many many of the younger generation have very low patriotic spirit in them. This is a norm among younger generations who were born after independence. Since patriotic awareness among teenagers is decreasing over time, it has become a necessity to conduct researches in order to find out the level of patriotism in teenagers. The definition of patriotism is easily found and understood from newspapers and advertisements in the lectronic media.

Even then, why is it that patriotism more and more difficult to comprehend, and in fact misunderstood by the public, especially the youth? This matter can be proven by a few incidents as well as tragedies are against a country's patriotic values. For instance, the 'Wee Meng Cheng (Namawee)' case, where a Malaysian final year student of Ming Chuan University of Taiwan, made fun of the Malaysian national anthem (Negaraku song) which gave rise to rage among millions of furiously offended Malaysian citizens. As a result, the people responded towards the insult, among which was to suggest to the Malaysian government to strip off Namawee's Malaysian citizenship. This situation shows that the reaction shown and actions taken by the citizens are actually the reflections of patriotic spirit which exists deep down inside the people of Malaysia¹.

The root cause of lack of nationalism spirit among the younger generations is the attitudes of teenagers themselves. This is because they have had an easy life where they never had to struggle to release the country from the clutches of colonizers, such as what the famous warriors of our country like Tok

Janggut, Datuk Bahaman, Datuk Maharaja Lela and so on, had to go through. The rise of nationalism spirit in the early stages was seen ever since the Malaccan Malayan Sultanates' era, during the Portuguese attack. The nationalism enthusiasm emerged from within the Malays and this situation has proven that when their rights are being threatened, the Malays do not just sit still and watch; they get up on their feet and fight against the foreign forces invading their rights. The people of Malayan land, especially the youth, realised and understood the disadvantages of being invaded. Their rights, prosperity, power, position, honour and prestige were stolen by a foreign nation. This situation increased the patriotic spirit and feeling of love as well as the loyalty towards their nation and country.

Definition of Patriotism

To build a nation, it requires a great deal of struggle and sacrifice in order to achieve the goal as a whole. Therefore, independence is the peak to achieving patriotic spirit among the citizens. It is a difficult task to educate patriotism among the citizens because it begins from the early education of a child. In order to maintain the independence which is already owned, patriotic spirit has to exist. The word patriotism originates from Greek, which is 'patriotes' which brings the meaning friends of the same country and 'patrice' which means native land or country. It means the relationship between a group of friends of the same country to the native land. In Arabic, it is represented by the word 'wataniah', or in other words, matters relating to the motherland. Although patriotism is more than often equated to nationalism, the both have their respective differences². Due to this, patriotic spirit can be concluded as a spirit or a group of people who are unanimous in maintaining and protecting the beloved country. Nationalism exists after patriotism is built

¹ Namawee beri keterangan 8 jam kepada SKMM. *Utusan Malaysia*. 4 September 2010

² Saifuddin Abdullah (2007). *Perspektif Pendidikan Seiring Patriotisme. The New Straits Times Press (M) Berhad*. 12 January

inside the soul of each individual in that society. It exists after the instillation of positive values of patriotism in the individuals to stand up for the nationalism spirit³.

Patriotism is usually not based upon ideology. It is something related to a territory or community, a belonging sentiment and feeling of 'one' identity. It is true that according to history, patriotism is closely related to the modern thinking of the nation. It also sometimes involves automatic reaction like thinking, which makes it almost like an ideology (nationalism)⁴. Even then, it does not offer any kind of action code. On the other hand, it is a general behaviour and reaction. If nationalism is a country's superiority, then patriotism is love for the country⁵. Clearly these two words cannot be separated because they are very closely related with each other. The idealism of a country and the love for a country can be translated in many ways. For example, to sing the national anthem 'Lagu Negaraku' during an assembly or appropriate performance shows, with enthusiasm and pride. Another example is the spirit to protect and stand up for the country from various types of threats, internal and external, as it is very important because threats can erase patriotic spirit among the community itself.

Youth and the Basis to National Peace

The 13 May 1969 incident was the root cause of misunderstanding which lead to the ethnic turmoil crisis that brought blood shed. If looked at from the perspective of history of establishing a country, it cannot be denied that it is difficult to form a multiracial country living in harmony. This is related to the race's national desire and importance. David Gibbons (1972)'s theory is very significant to the multiracial concept and reflects the Malaysian government's policy towards multiracial conflict. Gibbons, in his findings stressed that:

"Vast differences in culture still exist in this country, thus it is impossible to deter multiracial pattern in a reasonable period of time and so the social gap between races are too significant to able living in harmony"⁶.

Because the approach used assumes that racial sentiment cannot be eliminated, Gibbons suggested that a country based sentiment is established and encouraged, and this is also known as "political community's emotion". The political community's emotion exists if political members have united sympathy and loyalty regarding their involvement in a political unit. If carefully analysed, this means that exposure to unity enthusiasm and patriotism is supposed to be educated since the early teenage years itself. This is due to the fact that during teenage years, the acceptance towards the patriotism concept is something that needs to be done so that Malaysia stays peaceful and prosperous for a long term. One of the country's issues faced is how younger generation, as the heir to the country's future leadership throne, can maintain the continuity of excellence of the Malaysian nation with a strong identity be modern so that they

can handle whatever challenge and hurdle that brings along with it something called development⁷.

According to Clausewitz, "The first task, then, in planning for a war is to identify the enemy's center of gravity, and if possible trace it back to single one. --- The second task is to ensure that the forces to be used against that point are concentrated for a main offensive"⁸. Clausewitz finds that in order to conduct something, there needs to be a plan and then make sure and identify the center of gravity of the reason. Then, the second factor is to make sure the offensive attack that we would want to focus on on our target. Looking from this perspective, the government's role towards the youth is very important. Hence to cultivate high level of patriotism among youth, the government established "The Country's Youth Development Policy" (Dasar Pembangunan Negara or DPN). DPN is a policy that was originated based on the "From Youth, By The Youth, For The Youth" concept, where the formation of this policy involves all the stakeholders who hold the key to the implementation of this policy. This policy is a tool to encourage an effective participation of youth from this generation and the generation to come. DPN has a goal to form Malaysian youth who have strong personality and in terms of mental, physical, responsible, disciplined, patriotic and readily volunteer, as well as be the catalyst in the development and prosperity of the nation, religion and country⁹. To achieve this goal, a few strategies were set up to be implemented, such as:

1. Knowledge development: increase effort to develop knowledge in various
2. Mould favourable attitude: instill good values and shape positive attitude
3. Development of skills and entrepreneurship values: provide exercises for technical and vocational skills as well as entrepreneurship activities relevant to current situation
4. Instill a healthy living: encourage youth participation in active sports, recreational and cultural activities
5. Social interaction facilities: provide social interaction facilities by preparing a place, program and activities that give opportunities for youth to upgrade their social interaction
6. Global network: give encouragement and opportunity for youth to interact and join international social youth activities which is positive and gives benefits for the development of the youth¹⁰

At this moment, along with the goal to cultivate patriotic spirit among youth, a new concept has been brought up by the government, lead by Dato' Seri Najib Tun Razak: 1Malaysia concept. The 1Malaysia concept is a concept of acceptance

³ Graham Brown (2005). Making Ethnic Citizens: The Politics And Practice Of Education In Malaysia. *Crisis Working Paper*. No. 23. University Of Oxford: Queen Elizabeth House. October. pg 10

⁴ Jan-Werner Muller (2007). Three Objections to Constitutional Patriotism. *Constellations*. Vol.14. No. 2. pg 195-297.

⁵ Saifuddin Abdullah (2007). Op.cit

⁶ S.A. Hussein dan Y. Mansor Marican, (1972). *Perpaduan Nasional dan Kepelbagaian Kebudayaan di Malaysia-Integrasi Politik*. Kuala Lumpur: Dewan Bahasa & Pustaka. pg.77

⁷ Mohd Sahar Darusman (2004). Symposium On Globalization And The Future Of Youth – Asia Toward The Creation Of A Society Where Young People Participate Actively In The Working Life And Demonstrate Their Fullest Potential. 2-3 December Tokyo. <http://www.ilo.org/public/english/region/asro/tokyo/conf/2004youth/downloads/malaysia.pdf>

⁸ Carl Von Clausewitz (1976). *On War*. Micheal Howard And Peter Paret (Edt). New Jersey. Princeton University Press. pg577-627

⁹ _____.(2002). Youth In Malaysia: A Review Of The Youth Situation And National Policies And Programmes. Economic And Social Commission For Asia And The Pacific New York: United Nations. pg 1

¹⁰ Mohd Sahar Darusman (2004). Op.cit

towards the three major races in the country and at the same time strengthening the unity of the nation, especially the youth. In April 2009, Dato Seri Najib said, "One Malaysia is established in the hopes to maintain and increase unity in various matters which has all these years been our strength and hopefully it will remain to be our best supply for the future ... everyone of us behind every difference – we share one dream; for a better future ... everyone of us wants opportunity, respect, friendship and understanding"¹¹. Therefore, the government has to outline many strategies so that it is in the same wavelength as teenagers in order for them to be able to accept and the implementation occurs smoothly and effectively. According to Sun Tzu;

"The army's tactics is equivalent to water; for water to flow in its original state from higher altitude to lower altitude is fast ... definitely the form of water is suitable with the nature of the earth it flows upon; army on the other hand works towards victory in the situation when they face their enemy. Therefore, same as water which has no particular shape, following the shape of its container, it does not have a particular condition that is permanent and same each time. He, who is able to change tactics when facing its opponent, will eventually succeed, and this individual is well known as a "heaven-born captain." – Sun Tzu, *The Art of War* (Wan Azmi Ramli, 1993)

Therefore, the government's role must be suitable with the acceptance level of the teenagers. If looked back at history, many efforts were done by the government for the teenagers, from "Dasar Pembangunan Negara" and all the way to 1Malaysia concept brought by the Prime Minister. Looking from the angle of 1Malaysia, many approaches were used by the government, specifically to attract the interest of teenagers so as to have a strong passion for the country in order for teenagers in this generation to stand up for the country in the future. Strategies used to attract teenagers to get close to the 1Malaysia spirit is firstly to create a special song called 1Malaysia which in reality has actually gotten teenagers closer to it in a field. Many forums and seminars were conducted especially in IPTAs and IPTSs, which directly implicated to teenagers the importance of patriotic concept in order to protect the country from threats. Another concept by the government was to launch a slogan which managed to get the acceptance of teenagers, that is "One Youth, One Malaysia" campaign. This campaign was conducted in order to cultivate the feeling of importance of a country to the youth, who are the backbone of the country. According to Dato' Ahmad Shabery bin Cheek, Minister of Youth and Sports (1 July 2010):-

"Youth are supposed to work united and think as one. They have bigger responsibilities as the key to leading the country in the future. We should teach them to be citizens that love and care for the country because they represent the future. That is why the 1Malaysia concept introduced by the government will become reality and furthermore easily and quickly achieved when youth becomes one."¹²

It is important for the 1Malaysia spirit to be understood and admired by all parties, especially younger generations because with high levels of patriotism, they will be able to face competition in the more challenging era. The 1Malaysia spirit

was actually started in early formation of Malaysia, with the cooperation from all races to form a successful country. An ideal patriotic spirit by all races caused the country to be free from the clutches of Britain without mayhem.

Youth and Economic Development

Youth needs to be given space in an important field such as the economy because they are not sure of their advantages and skills; ideas and opinions by the youth which are accepted and applied by the government will make them feel more appreciated and that they can actually afford to contribute something to the development of the country. Youth can play a huge role in the country if given space and opportunity based on a guideline which has a confirmed destination with the country's goals. Efforts to form visionary youth should consider current development factors so that they are appropriate with the current wants and needs¹³. Sun Tzu has clearly stated that:

"... As long as you have not failed, you still have a chance to win!" – Sun Tzu, *The Art Of War* (Wan Azmi Ramli, 1993)

Our main motive is to achieve a well balanced citizen in terms of having passion for the country, the people and have high intellectual level, although if the approach used is not suitable with this group, they will focus straight into a certain field like entertainment and sports only. Youth and economy are a new thing which needs to be introduced with the latest approach, especially involving the usage of modern technology. Changes in the way of leading the country is also needed so that approaches taken to get closer to the fact that youth are going through changes wanted by them. The leaders must also identify new challenges faced by the youth so that they are able to help them falling into current social problems. In arranging suitable approaches, race differences has to be taken into consideration so that all plans which are going to be implemented will be able reach all youths, regardless their race. Harmony among various races may be achieved if all races are ready to discuss any issues together without caring about their status quo in the country. Young generations have to understand the history of the country in various fields so that they understand better what happened in their country and this has to be instilled from the early stage itself. Therefore, youth needs to be convinced that they too could be given chance to get involved in matter believed to be important even in the level or angle as important as economy¹⁴. Sun Tzu has clearly stated:

"... Knowing people is smart; knowing about his own self is real intelligence. Controlling others is a form of strength; controlling one's self the actual strength ..."- Sun Tzu, *The Art Of War* (Wan Azmi Ramli, 1993)

From economical aspect, youth needs to work hard to ensonce self and family economy without depending on white collar jobs in public or private sectors. Unemployment rates have increased to a level of 3.4% in year 2007 and will increase especially among educated youth. As an example, in year 2007, 61 thousand graduates in various fields were born from IPTAs all over the country and definitely there will be heated competition from the aspect of finding jobs¹⁵. Hence, youth has to be brave to get involved in business sectors by taking

¹³ _____.(2002). Op.cit. hlm 11-12

¹⁴ Ibid.hlm 2

¹⁵ Mohd Tap Salleh (2008). *Belia Cemerlang, Negara Terbilang Kertas Kerja Sempena Persidangan Majlis Perundangan Belia Negara (MPBN) Sidang III Penggal XXVI Tahun 2008*. 24 Mei. Hotel Marriot, Putrajaya.pg 1

¹¹ <http://pmr.penerangan.gov.my/chainmorad/?p=253>

¹² http://belia.org.my/index.php?option=com_content&task=view&id=501&Itemid=41

opportunities in schemes funded by micro credit introduced by the government through 3 banking institutions which are Bank Simpanan Nasional, Agro Bank and Bank Kerajaan Rakyat Malaysia or by other schemes like Skim Tekun Tani, Tekun Ternak and Tekun Niaga under Yayasan Tekun Nasional which offers credit facilities up to RM20,000 for the youth to get involved in the entrepreneur arena. Sun Tzu has clearly stated:

“... all big achievements must start from discipline actions, discipline has to be viewed as friends, not enemy, discipline directly makes us do the right thing and place us in the right direction towards our goal ...” Sun Tzu, *Art Of War* (Wan Azmi Ramli, 1993)

Speaking about economic position in youth development and building civilization, Sun Tzu suggests the “economic crusade” idea to manifested and drilled into the thoughts and soul of youth. Youth also has the economic potential, especially in the financial system. To enhance and make sure the smoothness of implementation of economic development agenda which is a part of the rights as Malaysian citizen, the spirit of crusade needs to be instilled in the youth’s mind and soul. This is because it is undeniable that a country’s victory lies on its economic strength. Economic strength is also able to increase the youth’s prestige and directly build a nation with ambition and competitiveness to develop. Generally, the youth’s role in developing the economy and to make this come true, the youth are instilled with passion or spirit as well as economic crusade values which are able to act as a catalyst to the development of a country’s economy. According to him, what is more important is a new change of paradigm in the hearts and thoughts of youth so that they see the aspect of economic development is in line with patriotic spirit.

Strategy to Increase Youth’s Patriotism

A few theories can be used directly in the efforts by the media to increase the patriotic spirit among Malaysian youth. Some of it by applying theories below:-

i. Strategy of Psychological Combat (Sun Tzu)

Through this strategy, the media used the approach of controlling people’s thinking by only publishing certain facts or campaigning about patriotism. This will directly control the thinking of society about patriotism.

ii. Theories of Propaganda (Lasswell’s)

This is one of the major and most important theories in the media. This theory directly states that it is the media’s responsibility or role to deliver propagandas or government’s policies to the people.

iii. Deterrence Theory

A strategy used by the government in war, it means that if the country is under attack by enemies, then they will have to face the outcome or punishment equivalent to that.

iv. Mengutamakan Putting The Country’s Importance Above Their Own (Machiavelli)

This theory states firmly to people that in a matter that involves the importance between country and individual, people must prioritise country’s importance before any other matter.

Application

Patriotism Education

Educating the patriotic values in Malaysian citizens begins during schooling itself. This is because at early childhood education, they have been taught patriotic songs where the goal was to generate a generation that knew their nation’s origin. It is by instilling these values that the government strategised so that each citizen will know the origins of their country (Graham

Brown, 2005:10). Patriotism is not an ideology, but at the same time, it is also not only a spirit. Even if it was a spirit, it is not a spirit without a cause. Therefore it is a continuum between spirit and ideology. It is a plan. As a plan, it needs to be close to understanding and education. To give education and understanding, the role of an educator in the means of instilling patriotic spirit is very important. As an impact, in their minds are instilled with much of love and passion towards the country. Patriotic education has two objectives. First is to increase the spirit and meaning of patriotism. Secondly is to encourage youth to translate patriotism into a concrete contribution toward people’s and country’s development, prosperity and peace¹⁶. According to Sun Tzu:-

“victory is the main goal in war. If it is procrastinated, our weapon will become blunt and our spirit will fade. When the army attacks, their energy will decrease.”Sun Tzu – *Art of War* (Wan Azmi Ramli,1993)

What is meant is, children or youth’s early education in the process of instilling patriotic elements in education needs to be focussed upon. Early actions are needed through a few processes because it is important to start from early pre-school education itself¹⁷. If this action is delayed, as said by Sun Tzu, then the government will face problems to educate youth in the future. According to Sun Tzu:-

“... when your weapon has become blunt, and courage has already faded, strength deteriorating and wealth spent, the kings of neighbouring states will take advantage. Eventhough you have wise advisors, there is no one who can rearrange a good show to face the future.”Sun Tzu – *Art of War*-(Wan Azmi Ramli, 1993)

Another approach by the government is using the element of teaching patriotism to the youth via National Service Training Program (NS), where those who are 17 years of age and above are encouraged to follow through with the program. It was implemented on the 16th February 2004, the idea for a call of compulsory military service was brought up in the National Patriotic Congress on the 24th October 2002, which was attended by people of all groups and ages. Those who attended the congress thought the program could increase patriotic spirit among the younger generations who who happen to be the asset of the country (Ministry of Defense Malaysia). One of the factors that caused the Islamic army to lose in the war was because the soldiers had low mental preparedness and spirit that was almost broken in their souls, and they were not prepared for the war¹⁸. What is meant by this quote is that one of the factors the Islamic army lost during their war against their enemy was because their mental stability was low and the soldiers lacked patriotic spirit, causing them to lose, but at the same time, in Islam, there is a belief in law and fate by Allah S.W.T. Therefore, the defense and early education element via National Service could increase patriotic spirit among youth so that they do not easily get influenced or believe internal or external rumours without any proof or strong basis.

In implementing National Service, a few important modules were instilled in the participants, such as Physical Module, National Module, Character Building Module and Community Service Module. Other than that, 4 components were used in

¹⁶ Saifuddin Abdullah (2007). Op.cit

¹⁷ _____.(2002). Op.cit. hlm 17-22

¹⁸ Ali Ali Al-Khinani (1984). *Islam Tentang Perang dan Damai*.Singapura:Pustaka Nasional PTE LTD.pg 30

educating and instilling patriotic values among the youth or participant, they were Spiritual component, Cultural component, Cross Culture component as well as Value System component. These modules were continued through learning and teaching in education system in universities all over Malaysia. Other than being part of teaching subjects, it is also translated into student's co-curriculum activities in the universities. One example is "Pasukan Latihan Pegawai Simpanan" (PALAPES) which is offered in many universities in Malaysia. Even then, support from non-Malays is heart breakingly low. Most of the students that join PALAPES are Malays and non-Malay Bumiputras. This shows how low the non-Malays' patriotic spirit is. According to Mohd. Taib (2004), soldiers in the battle field that are willing to give their life for the sake of the sovereignty of the country and nation, that shows a major sacrifice which is a major manifestation of patriotic spirit¹⁹. Same goes to importance of army service and safety in a country in having to face attack from enemies outside. Sun Tzu said; "In the beginning, managing many people is the same as managing just a few people. It is only a matter of its organization, that's all." Sun Tzu – Art of War (Wan Azmi Ramli, 1993)

Therefore, to manage a fleet of soldiers or in this case youth, it is necessary to instill patriotic values among many youth in Malaysia, the aspect of management is very crucial. This situation shows that the pattern of organization or element of instilling patriotic values must be appropriate and suitable with the target situation itself. To win a battle, the management or organization element or factor of the army has to be a priority.

Role of Media

The media should play an important role in producing citizens who love their country or basically just patriotic citizens. Electronic media for example, should broadcast more stories with patriotic themes at all times and not only during the month of independence or anniversary of the country itself²⁰. For example, the movies *Hati Malaya 1957*, *Bukit Kepung*, *Pasir Salak* and many more. When movies like these are always broadcasted, it will indirectly open the eyes of the citizens, especially teenagers, on how difficult people from those times struggled to fight for the country's independence. Printing media should also publish more stories regarding the country's history, whichever possible to instill patriotism. History plays an important role to nurture patriotic spirit to love the country. With the existence of history, people will learn from the previous mistakes. Other than that, by understanding and appreciating history, it will indirectly create the feeling of appreciation among teenagers. Therefore, various methods and approaches were done by the media in Malaysia to help the government in teaching to increase their awareness and then later increase patriotic spirit, especially in youth²¹. Examples of approaches used:-

- i. Film – *Leftenan Adnan*, *Hati Malaya 1957*, *Bukit Kepong*, *Pasir Salak*, *Natrah*
- ii. Advertisement – In commemoration of the Independence Month; advertisement in the Public transports and in public places
- iii. Television Shows – "Suara Siswa" Program (RTM), 3R (TV3), "Remaja"
- iv. Radio Show – "Gagasan 1 Malaysia" song composing competition (Malaysia 1 Faizal Tahir)

The "wave your Jalur Gemilang, Rukun Negara, Voting Mass Communication Campaigns are a process of spreading information and entertainment to the people. Through mass media such as books, movies, television, radio, newspaper and online media, various informations can be obtained. The capacity of mass media is ahead of human, regardless where they are, making it very influential. The process of channelling information through communication mass is a complex process which involves the roles of actors like media institution, media user, advertiser and people from various backgrounds. Mass media is also a mechanical intermediate which contains, saves and transmits messages. Besides that, mass media consists of institution which uses the intermediate to channel messages. Basically, mass media consists of 2 fields, they are publishing media and electronic media that involves media organization, individuals in media industry, policies and technologies which are involved in mass communication distribution²². Examples of publishing media are newspapers, magazines and books, whereas electronic media consists of radio, films, recordings, television and computer. Nowadays, a newer media is categorised under electronic media which covers social websites such as blogs, you-tube, facebook, friendster, twitter and usage of short messaging system (SMS).

With the existence of intermediate media (publishing media and electronic media), messages can be channelled towards a wide range of people. The distance between the sender and the receiver is no longer a barrier because information can be channelled and received from mass media in matter of seconds. Other than that, mass media is an information network or web that is topped with speed of changes in today's technology. Psychological media can be defined as searching for understanding regarding how people see, interpret, use and respond through media. In applying it, psychological media can identify its potential benefits and probable problems as well as increase building the media²³. Learning psychological media exist as an academic and professional discipline due to social and commercial demand to apply psychological theories and media impact research as well as media technology which is growing well through the academic as well as non academic field. Psychology is the fundamental to understand the effect towards individuals and integrated media technology group in our community. This field covers all angles of human experience-including thoughts and actions influencing media in activities, events, theories and habits.

Conclusion

It is forecasted that the country is to face greater, more complex challenges in the future, and as youth is the majority group of people in Malaysia, therefore the country demands from them the awareness that they are bound to go through in

¹⁹ Ku Hasnita Ku Samsu dan Mohd Haizam Mohd Nor (2009). Semangat patriotisme dalam kalangan Mahasiswa bukan Melayu di Institut Pengajian Tinggi, Sekitar Lembah Kelang. *Akademika*. No. 75. Jan-April. pg 85-100

²⁰ Samsudin A. Rahim dan Latiffah Pawanteh (2009). Media Penetration and Cultural Identity Among Young Adults in Malaysia. *European Journal of Social Sciences*. Volume 11. No 2. pg 225

²¹ Ibid. pg 226

²² Ibid. pg 227

²³ Ibid. pg 225-232

the future. Youth must have pure love when contributing towards the development and success of the country. As the caretaker of challenges, youth must be ready to pour out their loyalty as well as contribution towards the formation of the human civilization and the development of the country, and not to forget, to make the country's Vision 2020 policy come true in order to create a new civilization that is pure, in the next coming millennium. National Youth Development Action Plan which was launched in 2004, has 11 core basics in the youth development, covering socioeconomic freedom, ability to construct, leadership qualities, participation in "Rakan Muda" Program, social integration and politic awareness among youth is the best track to lead the younger generation to a more glorious level. Next, this plan has to be a track for youth arrangements and activities. There is no effort which is consistent in increasing patriotic awareness among youth. As an example, the media only broadcasts films, advertisements, articles and programs with patriotic elements during the independence month and on certain occasions. The next challenge is the programs that have already been launched by the government but failed to attract the attention of youth to voluntarily participate in them. Next is the government's policy, National Service (NS), needs to be given specialised and overall focus and NS is seen as one of the major important mechanisms in instilling patriotic values among youth. Therefore, NS needs to be stressed and enforced strictly so that all youth gets to participate in the program. A matter that needs to be focussed on is to instill patriotic values during pre-school stage itself in order to produce early level of awareness and this is important in order to give early awareness and patriotic values would have already existed during teenage years or in the youth stage.

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