



RESIDENT'S ASSOCIATION INITIATIVES IN IMPROVING THE DELIVERY OF INFORMATION TO THE GUARDED NEIGHBOURHOOD COMMUNITY

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Abstract:

The delivery of information or news in a community is very much emphasized so that all announcements related to the community and neighbourhood can be delivered clearly, truthfully and quickly. The selection of delivery system indicators also depends on the level of acceptance of the community in a neighbourhood. This means, sometimes residents' associations need to think the way of a presentation that can attract the community to read it and take proactive steps so that the community does not drop out of knowing authentic information. The methodology of this paper used in depth interviews with 11 resident' associations in Johor Bahru. This aims to get information more clearly on how the residents' association conveys all forms of neighbourhood information to the community in it. The findings of the study founded that the popular method used by residents' associations is through the *WhatsApp* medium and also through the sending of leaflets or memos to the community. This communication medium is very popular because it is faster, easier and cost effective. Overall, the writing of this paper showed the importance of the actions and initiatives of residents' associations as the party that governs the guarded neighbourhood in ensuring that the community receives information from legitimate elements and at the same time can strengthen friendship when all communities are involved in each program that has been planned.

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**Keywords:**

Residents Associations, Guarded Neighbourhoods, Information Delivery, Methods

Introduction

Nowadays we hear that many rumours news are getting popular in Malaysia. For safety, it's important to us to identify which information are true to deliver and which information are not suitable to share as it often announced on television that is not sure, do not share. Likewise situation in neighbourhood governance. In a governance especially in one community, a residents need an authentic information regarding their neighbourhood for instance safety aspect, neighbourhood comfort, infrastructure in their locality, community attachment and all things regarding the neighbourhood. As a sample of guarded neighbourhood, one neighbourhood that have a wall or fence, guard post or safety guard. They have community association named residents' association. This residents' associations are the parties that govern the neighbourhood.

Through the governance carried out, each residents association has their goal so that a sustainable community is formed and the safety of the residents is more assured. The need for a network of relationships between residents' associations and communities is highly emphasized in neighbourhood governance. For example, Streeter and Gillespie (1992) found that resources, information, influence and social support are fundamental in a relationship. For a long time, good neighbourhood governance requires the involvement of the local community. So, how to attract the community to participate in every activity organized? The answer is by way of conveying all forms of information about the neighbourhood through more effective channels in delivering truly information regarding their neighbourhood so the residents feel more secure and safety.

Besides that, the delivery of neighbourhood information aims to increase the efficiency and effectiveness of neighbourhood governance by residents' associations. Besides, information and communication sharing processes that enable and support a culture of accountability and transparency in governance by residents' associations (Gaventa, J., 2004). The importance of effective delivery of information is also practiced by local governments where they prioritize a universal design in which information can be effectively communicated to consumers regardless of environmental conditions and the sensory abilities of users (Jabatan Perancang Bandar dan Desa Perak, 2012). Every individual has access to all places and facilities at all times. In fact, the effective use of social media can help an organizations in achieving its goals (Melchiorre & Johnson, 2017).

With regard to management problems, failure of leadership and management in the neighbourhood can be a factor to relationship breakdown and sense of belonging among the population. Therefore, there is a need for proactive action from the residents' association to provide authentic and up to date information to the surrounding residents. So, this paper will discuss which medium residents' association prefer to choose to convey the neighbourhood information over to community. In neighbourhood governance, delivering the authentic

information is very important to all residents especially for enclosed neighbourhoods. Means, the residents only focused for their surrounding residents and his habits showed that limited of neighbours makes all the information they hear are true. So if the information is wrong, will impact the population unity. For guarded neighbourhoods, lack of information and ineffective means of delivery affect the percentage of population participation in association activities because information on association activities disseminated is limited (George, M.E., 2010). Community involvement is a major aspect of neighbourhood management in order to respond more effectively to local needs (Bailey, N., 2010).

So, that why as a residents association, they are obliged to think of what is the best initiative to ensure that the approach in the delivery of information is well received by the residents in their neighbourhood. Through the effective delivery of information provides opportunities for the involvement of residents in activities organized by residents' associations. According to Jonas (2005), its importance participation is able to increase the availability of information to residents and areas, and identification of development options. Nowadays have many various ways of conveying information such as *WhatsApp*, flyers, memo, banner, email, announcement at the *surau* and etc. Today generation making social media as important communication tools (Mior Kamarulbaid et al., 2015). To that end, the sophistication of the digital age and widespread social media applications among the population today needs to be fully utilized to improve information delivery and improve even the existing neighbourhood rules that are more effective and efficient (Jabil Mapjabil et al, 2020).

Literature Review

There are several points will be discussed in this topic especially regarding about communication in our society. The life of today's society that makes the role of communication channels such as print media and electronic media as a reference in daily life determines the level of quality of their lives (Ribka Alan, 2015). Its importance to have this channels in routine life because improved communication between residents and residents association helps govern party to understand how residents feel about the services residents association provide.

Quality of life is formed when there is good interaction between neighbours. Neighbourhood relationships are important to prevent crime and bad things happening in residential areas. Good neighbourhood relations begin when there is good communication between neighbours. Besides, the power of social media also related to help individuals in many way especially in build communication network between governors and community (Khusnul Hanafi and Mohd Helmi, 2017). Through activities organized in a neighbourhood, can unite community relations and indirectly can create a sustainable community. Organized activities can be conveyed through the delivery of information from those who govern the neighbourhood. Important and up to date information is a key element in the delivery of neighbourhood governance such as community activities. Sometimes, not all residents alert with the activities in the neighbourhood.

In guarded neighbourhood, majority residents are working and only have a free time in weekend. So as a management, residents association must aware and identify which medium is suitable to delivery all information regarding their neighbourhood to all the residents. For example, some neighbourhood have a budget to put LCD screen at the main entrance so every

day the residents can read and see the information. This medium often used by luxury housing residency. Failure to convey the correct information can have a negative impact and affect the achievement of the association's goals. So, it's important to community in ensure all the info are correct before deliver to the residents.

As a management committee, residents association must alert in delivering information to the residents. By improving the delivery system will make an activity the management and administration of an organization runs more systematically and regular (Mohd Azul et al, 2018). Information on various programs for those organized by the residents' association are also disseminated through Friday sermons at the surau, calls or telephone applications and circulars. The information disseminated is to empower community knowledge of their neighbourhood programs and appropriate to change their living conditions (Mohd Yusof et al, 2011). The constraints of conventional media to convey information quickly and appropriately can be overcome with the advent of digital media technology (Shamsuray, 2017). By using the social media, have greatly reduced the cost of collecting, distributing, and accessing information, saving resources, and creating new mechanisms in integrating organizations with users together (Tobergte et al., 2010) and now social media has emerged as an important application for communication and information delivery in an organization (Mohd Azul et al., 2018).

Refer to Mohd Yuszaidy and Muammar (2015), the production of various internet applications has changed the way we think and convey information quickly and expeditiously. Nowadays, various internet applications are used according to the needs and suitability for communication such as YouTube (2005), WhatsApp (2009), Facebook (2004), Twitter (2006), Skype (2003), LinkedIn (2003), blog (1997) and Instagram (2010). Now, mostly gadget have already download this WhatsApp as the main medium in their communication system. Refer to Mohamed Nazul et al (2014), the powerful impact to the society regarding this social media (WhatsApp) is to encourage group members to share the latest information, able to provide services to committee members and community in terms of guidance of activities and more systematic work process.

Main Results

For our case studies, 11 guarded neighbourhood were selected. The method used in this study is qualitative method. This qualitative approach was chosen because the study will survey how the residents' association communication in daily life and the sample is smaller. The table below shows the 11 guarded neighbourhoods involved with this study. These 11 neighbourhoods cover affluent and modest gated neighbourhoods. From this survey, the way residents' association delivery information to residents as per below:

Table 1: Delivery Information Method

	Flyers	Social Media	Letter / Memo	Banner	Email	LCD Screen	Announcement	Buletin Board
Pulai Flora	/	/		/				
Skudai Ria		/	/					
Persiaran Utama	/	/		/			/	
Pulai Bayu		/				/		
Felix Villa		/						
Pulai Perdana 2		/	/		/	/		
Perdana Terrace		/	/					
Pulai Hijauan		/						/
Rini Hills 2		/	/					
Rini Hills		/					/	
Pulai Indah		/	/					

Source: Author

Refer to table 1, from the surveys obtained, there are various methods used by the management of residents' associations in conveying information related their activities to community in guarded neighbourhood. For example, neighbourhood Persiaran Utama emphasizes on 4 approaches in informing residents such as by sending flyers to residents' homes, announcements at the surau for those who are Muslims, through social media such as WhatsApp group and informing by using a banner at the entrance. The same goes for the other 10 guarded neighbourhoods that mostly use social media as an intermediary field in conveying important information.

Luxury guarded neighbourhoods environment that have high technologies facilities such as the Pulai Bayu used LCD screen to display their information at the entrance. Indirectly local's residents are easy to receive relevant info when they go through main entrance. Even this medium is highly expensive but it worth it. From this survey also found by using social media as a communication platform nowadays can create online community to do various social activities such as interact with others, make friendships, and communicate with that party another (Guo, Liu & Liu 2016). It proves the importance of quality information and communication satisfaction in the use of social media in aspects improving the information delivery system (Mohd Azul et al., 2018). This paper also showed that all the informant take a chance by using this method of communication nowadays as a primary option. It because this way can strengthen such work of residents' association commitment, a sense of belonging to community and others goods value.

Conclusion

In a conclusion showed that the residents' association played the important roles to ensure the residents in their neighbourhood received the authentic information regarding their activities or any info. In line with the advancement of technology found by using social media technology such as *WhatsApp* found this technique more effective in conveying information. This is because, this technique very fast, easy and save cost. Social media such as *WhatsApp* has become an easy to use and friendly platform or medium users for anyone to communicate and convey information to various users who have access to the internet. Society is moving from

face to face to less face to face. This impact is due to technological developments and an increasingly materialistic life. Apart from face to face communication, moreover the turbulent state of the world with Covid-19, the effectiveness of information delivery through this method greatly helps residents' associations to manage neighbourhood governance more effectively. For future studies, researchers need to look at the contraindications between face to face communication and media communication so that they can give recommendations to residents' associations to improve the way information is presented to their neighbourhood residents.

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