

**KAJIAN EKSPERIMEN MEMPROMOSIKAN PERPADUAN RAKYAT  
DI MALAYSIA**



**DISEDIAKAN OLEH:  
CENTRINITY RESOURCES SDN BHD**



What's ur cerita?

**my tiub**

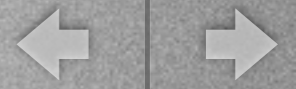
kasi tau la!



## Overview

Mytiub is a response to all the negativity concerning inter-ethnic and inter-cultural relations among the people of Malaysia.

Leveraging the power of the internet and creative content, it is hoped that Mytiub is able to help stem the tide against ignorance, discrimination and cultural isolation, and help promote respect and understanding, especially among younger Malaysians



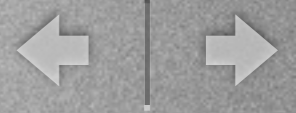
## The issue

The current socio-political climate in our country is unpredictable.

The Media is saturated with negative stories and reports.

Personal blogs and comment boards are becoming more vocal and are taking sides, convincing their readers to follow.





## The solution

The love, respect and camaraderie we have for each other as individuals transcend race, religion, politics, and social standing.

Despite our differences, we all have stories of ourselves, our friends, neighbours, colleagues, relatives that embody the spirit of 1 Malaysia.



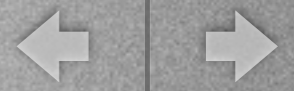


MyTiub.com is an open hub for all types of digital media that reflects the best things about being Malaysian. Through a centralized, online collation of artistic works and self-expression direct from individual Malaysians, we aim to showcase Malaysia's true essence which to us, means:

- **Power in Unity • Beauty in Diversity • Harmony in Enlightenment**



# Milestones



No	Stage	Description	Period	Significant Milestones
A	Conceptualization, Planning and Project Approval	MyTiub as an idea was created and fleshed out prior to receiving approval during period	Sep 2009 – May 2011	<ul style="list-style-type: none"><li>• MyTiub as a concept was presented to JPNIN in Sep 2009</li><li>• At JPNIN's request, MyTiub team members participated in the 1Malaysia Laboratory conducted by PEMANDU</li><li>• An agreement was signed in May 2011</li></ul>
B	Platform Development	Hardware requisition, software development and hosting infrastructure setup	Jun 2011 – Oct 2011	<ul style="list-style-type: none"><li>• Disbursement of 1<sup>st</sup> tranche of funds from JPNIN</li><li>• Development began in June 2011 and was completed in in October 2011</li><li>• The MyTiub portal survived a hacking attempt in November 2011, which led us to institute tighter security measures on the portal</li></ul>
C	Testing and Platform Approval	Internal testing by the development team and JPNIN before going live in January.	Nov 2011 – Jan 2012	<ul style="list-style-type: none"><li>• Presentation of Preliminary Development Report</li><li>• 4 presentations were made during this time (3/11, 7/12, 9/1)</li><li>• Final presentation @ Perhimpunan Awal 2012 bersama Menteri (13/1)</li></ul>
D	Content Development and Acquisition	Actively curating and commissioning content to build up a library of suitable content	Feb 2012 – Dec 2012	<ul style="list-style-type: none"><li>• Presentation of Interim Progress to JPNIN (October 2012)</li><li>• Original content (Mai Kunjung, How To, and Warga) was conceptualized and produced</li></ul>



# Milestones

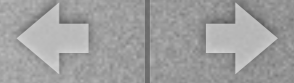


No	Stage	Description	Period	Significant Milestones
E	Operational Review	The effectiveness of the methodologies and operations of Mytiub were internally reviewed by JPNIN	Dec 2012 – May 2013	<ul style="list-style-type: none"><li>• JPNIN conducted an extensive internal UAT of the MyTiub portal</li></ul>
F	Transition Period	Actively looking for synergies and partnerships to sustain MyTiub for the next couple of years	June 2013 – Oct 2013	<ul style="list-style-type: none"><li>• Completion of JPNIN UAT with the satisfactory performance of the Final Acceptance Test in July 2013</li><li>• Redesign of MyTiub portal</li><li>• Migration of MyTiub hosting to a cheaper environment</li></ul>
G	Growth Period	With the assistance of JPNIN, MyTiub starts getting traction in terms of traffic to the portal.	Oct 2013 onwards	<ul style="list-style-type: none"><li>• Progress Update Presentations to JPNIN in November 2013, April 2014, June 2014</li><li>• Meeting with SRN Taylor's College in March 2014</li><li>• Content Strategy Meeting with JPNIN in February 2014 and March 2014.</li></ul>





# MyTiub Version Evolution



## Version 1.1

my tiub Apa cerit

Home | Blog | Survey | MyTiub TV | Kelakar | Heartwarmers | BrainGain | Rojak | About MyTiub | Feedback Form | Home

Search ...

Login Form  
Username: johanmerpati  
Password: \*\*\*\*\*  
Remember Me [ ] [Log in]  
[Forgot your password?](#)  
[Forgot your username?](#)  
No Account Yet? [Create an account](#)

My Blog

Facebook Login Module  
[f] Login

Tag Cloud  
terima malaysian homeless racial piliin malaysia selangor kunlung malay choose kasih kuala funny racism chinese brighter lpton malaysians campaign tanks lumpur unity webisode video short

Media RSS  
[RSS] My Tiub RSS Feed

Who's Online  
We have 1 guest online

Most Popular Content

1 Malaysia Anti Smoking Campaign Short Film

Terms & Conditions

Latest Stuff

I love this one  
This nice Malaysia Songs. I proud to be one of them...  
Category: **Rojak**

An Open Letter to all Malaysians  
...  
Category: **BrainGain**

The Big Durian  
The first and only Malaysian movie ever to be screened at the Sundance Film Festival. Using a unique style that combines documentary film-making, fiction and animation, The Big Durian examines .....  
Category: **BrainGain**

We all bleed the same colour  
In the world today, there are many skin types, if it were up to me, there would be no hype. Black or white, yellow or brown, you should not look at people with a frown.....  
Category: **BrainGain**

## Version 1.2

my tiub Apa cerita? Kasi tau la....

Home | MyTiub TV | Kelakar | Heartwarmers | BrainGain | Misc | Feedback Form | About MyTiub

Salam!

The love, respect and camaraderie we have for each other as individuals transcend race, religion, politics, and social standing. Despite our differences, we all have stories of ourselves, our friends, neighbours, colleagues, relatives that embody the spirit of being truly Malaysian. MyTiub.com is an open hub for all types of digital media that reflects the best things about being Malaysian. Through a centralized, online collation of artistic works and self-expression direct from the best Malaysians, we aim to capture Malaysia's true essence which to us, means:  
- Power in Unity - Beauty in Diversity - Harmony in Enlightenment

Login Form  
Username: admin  
Password: \*\*\*\*\*  
Remember Me [ ] [Log in]  
[Forgot your password?](#)  
[Forgot your username?](#)  
No Account Yet? [Create an account](#)

Others  
Quiz

Who's Online  
We have 2 guests online

How do you rate My Tiub?  
Best  
Good  
Average  
Bad  
Worst  
Vote Results

Most Popular Content

Terms & Conditions  
About MyTiub  
Funny Monkey  
Funny Kitty  
Salam!

Find us on Facebook  
[f] MyTiub Net [Like]

Featured Content

How to: Coverline  
The word 'Coverline' can be useful!  
Tuesday, 04 October 2011 10:31

I am a MACHA!  
Tuesday, 04 October 2011 09:23

Belacan dan Paku  
Monday, 03 October 2011 20:14

Kelakar  
10 random things I discovered...  
Written on 08 January 2012 02:38 by MyTiub

Heartwarmers  
Providing Aid  
Malaysian students got together...  
Read More

BrainGain  
Sidji (Satu) - Malaysia and...  
Written on 02 December 2011 15:38 by MyTiub

Phua Chu Kang - Singapore vs...  
Written on 08 January 2012 02:38 by MyTiub

Learn to ride a bicycle  
Written on 08 January 2012 02:37 by MyTiub

## Version 2.0

my tiub Apa cerita? Kasi tau la....

Register | Log in | Search...

HOME frontpage | MYTIUB TV video | MYTIUB CONTENT | ABOUT MYTIUB about | SUBMIT CONTENT

MY GENERASI  
Another funny "Feel warm inside" video from Jinny boy TV. Reminisced.  
13 May 2012

MYTIUB is one of the first crowd-sourced online video channel in Malaysia. Got a story? We publish it. Our stories come right from the source, and yup, that's YOU!  
SUBMIT YOUR VIDEO

FACEBOOK LOGIN  
[f] Login

LOGIN  
Username: johanmerpati  
Password: \*\*\*\*\*  
Remember me [ ] [Log in]  
[Forgot your password?](#)  
[Forgot your username?](#)  
[Create an account](#)

RSS FEED  
Feed Entries

MENU  
Home  
My Tiub TV  
My Tiub Content  
About My Tiub  
Submit Content

TAGS  
about college kl kuala lumpur marriage mytiub

WHO'S ONLINE  
We have 31 guests and no members online

Category: Heartwarmers, Kelakar, BrainGain, Rojak

LATEST STUFF  
The infamous caucasian duo...  
It is fascinating how the Malay

MYTIUB TV  
Mai Kunjung - Jugra, Selangor  
Written by Administrator in Mai Kunjung  
Mai Kunjung - Jugra, Selangor

How to: Lah!  
Many non-malaysians dont really know how to use the word Lah properly...  
How to: Merajuk

KELAKAR  
HEARTWARMERS



# MyTiub v3.0 (2016)



- HOME
- MYTIUB TV
- KELAKAR
- HEARTWARMERS
- BRAINGAIN
- ROJAK
- ABOUT MYTIUB
- SUBMIT ARTICLE

Policies for unity vital for progress

**YOUNG MALAYSIANS WANT POLICIES THAT FOSTER UNITY**  
KUALA LUMPUR: Young Malaysians want policies which foster



### BLESSINGS, A MALAYSIAN STORY

Of the many reflections we have, blessings



### WHY DO YOU LOVE MALAYSIA?

A special project by IDOSHIRT in conjunction with Malaysia's 58th



### IN-DEPTH: THE CHARACTERISTICS OF MALAYSIANS

Dating back to the first century, Malaysia's



### WHAT BEING MALAYSIAN MEANS TO US

The Culture That 'boleh boleh' or



### HOW TO KNOW YOU'RE MALAYSIAN

This week, we dedicate a special video to our



### 10 THINGS TO DO IF YOU WANT TO BE A BETTER MALAYSIAN

This article isn't about Steve Jobs



### WHAT'S SO GREAT ABOUT MALAYSIA?

A funny video by JinnyboyTV where stand up comedian Harith



### "IT'S OK WE'RE FAMILY!"

Maxis 2014 Independence Day commercial shows



### YOUNG, UNITED AND INDEPENDENT

Clockwise from top right: Ry-Ann, Anas, Farit and





# Performance Indicators



<b>Criteria</b>	<b>Oct 2013</b>	<b>June 2014</b>	<b>Nov 2016</b>
<b>Sessions</b>	2,165	12,403	56,781
<b>Page Views*</b>	8,583	40,564	172,568
<b>Registered Users</b>	43	221	395
<b>Bounce Rate</b>	65.5%	54.48%	52.48%
<b>Content Items</b>	239	513	913

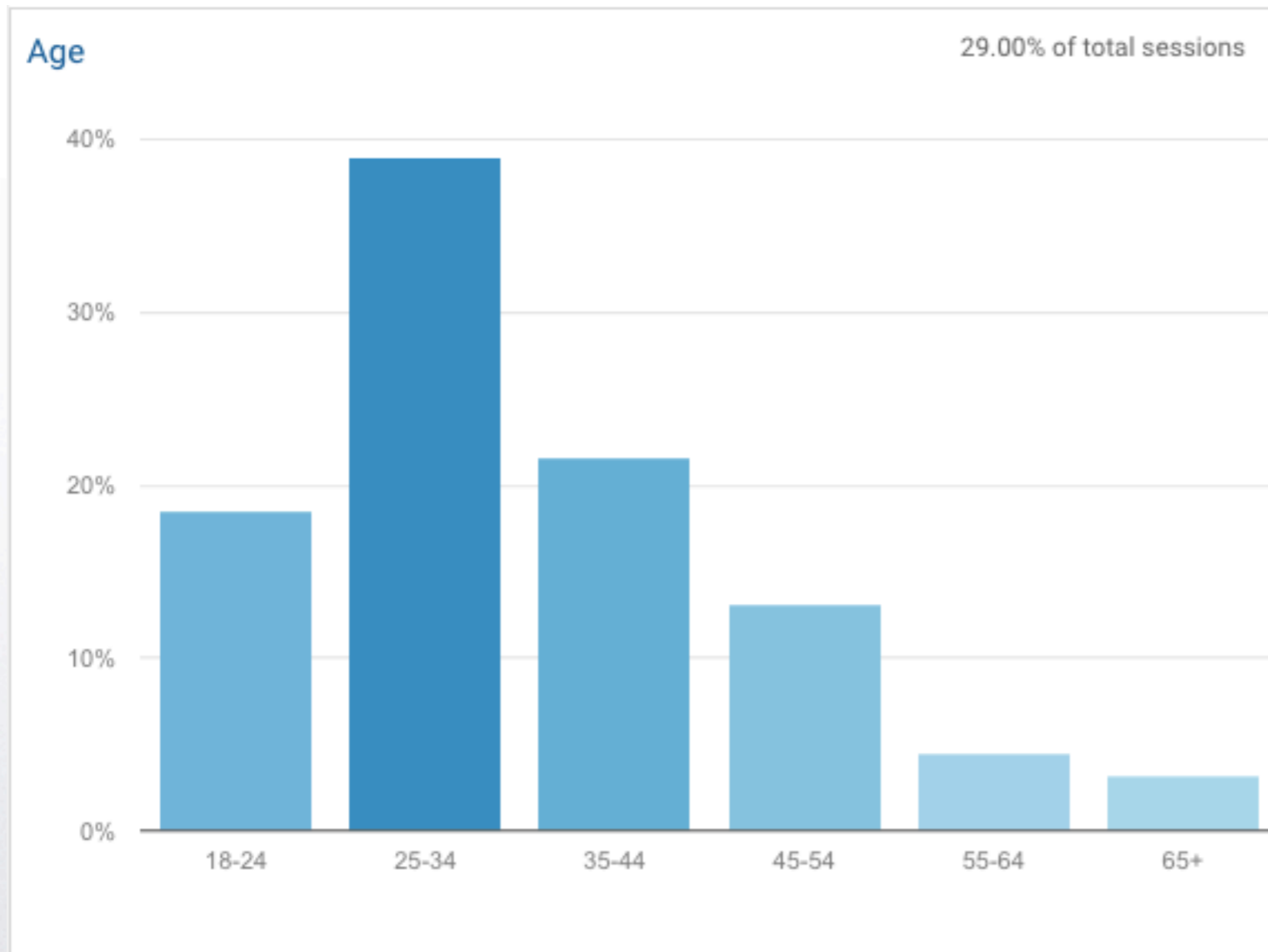


# Observations

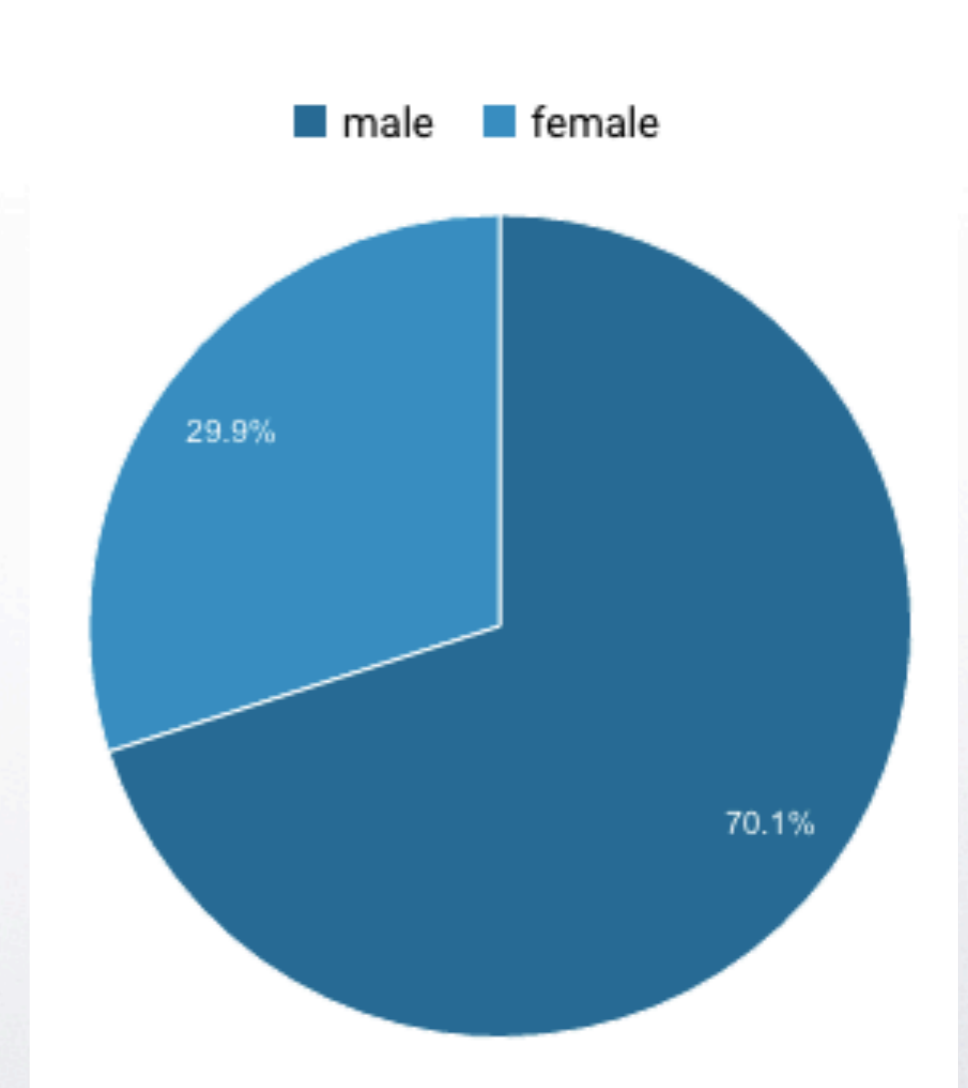


## User Demographics

Age Profile



Gender Profile





# Observations



- The effect of anonymity in social media
- Cyber-trooper effect:
  - ✓ politicization of issues leading to fatigue
  - ✓ how to recognize a cyber-trooper
- Online sharing and online news limited to click-bait
- Political agendas are affecting public perception and those perceptions are being transferred from online to the real world



# Recommendations



- Remove politics from any discourse (public or private) about unity
- Work with social media influencers and grass roots community movements with good social media outreach
- Actively break racial and cultural stereotypes
- Integrate sense of purpose into discussion about unity. Unity without purpose is ineffective.
- Evolve from tolerance to acceptance
- Increase exposure to each other, esp from different socio-economic backgrounds
- Be aware and responsible about your words and actions, and social media postings/comments. Also be aware that there may be others who may not be so responsible.
- Inculcate a desire to understand the true history of our country's formation (from a human perspective) instead of relying on sterilized history books taught in school



# Moving Forward



Emphasis must be placed on conducting a new discussion/ dialogue about the future of the nation, one that is not encumbered by politics and history, as the majority of our citizens grew up after the independence, and are not concerned about, or affected by the concerns of the past. This discussion must be forward looking in order to be able to galvanize all Malaysians to work towards a common future, and not be stunted by the issues of the past.

MyTiub hopes to continue to encourage and expand this discussion for as long as possible.