Exploring the Conceptual Framework in E-Magazine Portal Development in Malaysia: A Case Study on Media Glam

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Abstract: Information technology has become the core of the current development in the 21st century. Beyond the digital era, the development and usage of electronic reading materials have evolved along with the current country development in terms of information technology and communication. The online magazine published by Media Glam Sdn. Bhd. such as Eternity and Kitchen Online magazine, on its own is seen as one of the new media medium and it should be given attention accordingly especially for diversifying the local reading materials. Today, the usage of the e-magazine is an innovative way of seemly with current generation reading style in gaining information. This phenomenon becomes more vibrant with the development achieved in computer technology, internet and multimedia advancements. This research main purpose is to present the new conceptual framework for the digital publishing and the development of the e-magazine industry through Media Glam portal. It outline underpinning conceptual framework, review key literature and identify challenges and issues involved in balancing main elements in the process of e-magazines development and publication. Therefore, it is hoped that this study has presented some insights and directions for future research about e-magazine industry in Malaysia.

Keywords: New media, electronic publishing, e-magazine, digital

I. INTRODUCTION

For over decades, the printing industry has played a huge role in mass communication, disseminating information and cognizance. The innovation of multimedia, technology and digitalizing sector that occur significantly have changed a lot of function and role in the publishing industry today. Hence, a rise of a new aspect that is the new electronic publication can be seen playing an important role in publishing reading material while introducing a new concept of online publication. In the era of globalization, abundant corporation and organization have begun early in allotting an amount of money specifically for publication knowing its capability and significant. Though, each publication published has its particular agenda. Nonetheless, publication ground goal is determined by a couple of essential purposes, the electronic publication focused on disseminating or stirred the market from the publication provision through the internet.

The purpose is to make the publication product sellable, or in other words, make known to an economic business. The circumstances motivate researcher to conduct a thorough study on the connection and survival in the realm of online magazine publication that is emergent in Malaysia, along with to study the reception of online publication or electronic by the mass. Therefore, Media Glam Sdn. Bhd. An online magazine publishing company is chosen to be the case study. Looking at the efforts made by the government to fulfil the desire in making Malaysia citizen a generation of ICT literacy, Media Glam Sdn. Bhd. Has worked on a project digitally or online publication through the www.mediaglam.com portal. Although there's a couple of other online publication such as news portal or online newspaper that is develop by other publishing companies, the online magazine published by Media Glam Sdn. Bhd. Which is Eternity and Kitchen Online has its unique and variances from its content, design and visual especially the information given and the process used in the operation. The presence of the digital world has unlocked a digital portal that ensures mankind to connect using electronic and digital devices. The benefit is inclusive to society in this world as it is a room full of idea, view, education, information and prospect for 24 hours a day and 365 days a year. The revolution in the new media has produced a lot of published materials on the internet such as newspaper, magazines, books and information in terms of digital or electronic.

A. Impact of New Media toward publishing industry

The development of the cyber world has led to the integrating of an overabundance of concepts starting with "e-"to our lives. E-mail, e-shopping, e-banking, e-commerce, e-signatures and e-learning are leading concepts among them. E-books with growing reader population are a book format that most of us have utilized a lot lately because of their established history and the extensive application of information technologies. While different definitions in the various sources, the e-book definition relevant to this study is that of an electronic format digitizing one or more printed books or a content completely produced in an electronic environment that can be showed, retrieved, available on a desktop computer, or any hand-held gadget with screen or in any custom-designed electronics. They will of desideratum include a book reader hardware and text features software (integrating bookends, text marking, note taking, etc.) to an agreement for the same functions performed during traditional reading (Gilbert, 2015). Reading e-books comes with an abundance of benefits for users compared to reading printed books.

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For example; consuming less paper, e-books take up smaller space and are facile to transport, searching and note-taking is much more superficial, the font size can be altered as preferred, purchasing is much swifter. E-books can be printed and published in a variety of file formats (HTML, PDF, LIT, PDB, etc.) (Day, 2001; Snowhill, 2001; McFall, 2005).

B. Revolution in technology development

The growth of the media industry in Malaysia has been stimulated by the New Economic Policy (NEP). Following its execution in 1970, and the privatization policy implemented in the early 1980s by the Prime Minister at that time, Mahathir Mohamed, the number of new newspapers and magazines, as well as new TV and radio stations, have infiltrated the media industry. Malaysia witnessed the increasing trend of convergence and association of media ownership, triggered by the economy and, at least, political considerations. Such phenomenon occurs mainly because of the laws governing mainstream media, which is the Printing Presses and Publications Act for newspapers and the Communications and Multimedia Act for the broadcasting and Internet industries. The ministry constantly authorizes and determine who can or may not own and run mainstream stations and broadcasting.In other words, the free limitations in the mainstream media are either directly or indirectly set by the government. Such media environment also raises hatred and self-control containment in the journalist community (Mohd Safar Hasim, 2002; Mustafa K. Anuar, 2008). Therefore, a vast amount of Malaysian has opted to alternative media in finding information, news or opinion. Thus, the aim of this study is to look at the present conventional media, especially the print presses and new media. With the means in offering suggestions on how to cope with the unpredictability of the Internet and its interactive and active nature.

The outburst of ICT technology has elicited a new light in human civilization. Similarly with Internet technology that enlightens the human life to the emergence of a large-scale global information revolution. It is true that the print media industry such as magazines, books and newspapers has been challenged by the emergence of a new media medium in the electronic era. A lot of publishing companies that is well off before had to shut down due to this issue. Meanwhile, book publishing companies, newspapers and other printed materials are facing a diminishing future. The Encyclopedia Britannica, which began in 1768, failed to defeat the electronic era and stopped publishing in its traditional form. For example, in March 2012, the publisher of the Encyclopedia Britannica announced that the 2012 edition was the last edition of the book's shape.

Today, electronic publishing has become one of the communications mediums in today's society. Prior to electronic publication, printed material was the oldest media used by humans to communicate and disseminate information to communities around the world.Before, the role of conventional media in particular newspapers, books and magazines is very close to the hearts of the people. But now everything has changed, the fact that we need to admit that the internet, especially the digital media, is the primary necessities of society's daily life. The existence of the digital world in the industrial era 4.0 has opened up a space that virtually allows humans to interconnect through digital devices or devices. The benefits are inclusive for the whole world as it is a space filled with ideas, opinions, learning, information and endless opportunities for 24 hours a day, let alone for 365 days a year.

II. LITERATURE REVIEW

The technology advancement influences the changes that happen in the printing publishing industry. Computer technology advancement, content shifting and ways it's being distributed from using analogue to digital system, and the emergence of the internet made a lot of impact towards the book publishing industry environment strategic with creating new trends. In the digital era today, books are not only limited to printing formula, hence e-book emergence has given a new alternative for readers to read books (Fadli&MdSidin, 2016). New media influence in the electronic publishing world has open a new realm to the distribution process in getting wider information with the creation of digital means (Ozarslan, BalabandanDemiray, 2012).Moreover, according to Paul Singh (2012) in the ASEAN Ebook Conference, the creation of e-book is a global phenomenon that couldn't stop at all and ease the purpose of a book nor reading material to disseminate information and information to the mass. Milliot (2012) define electronic publishing as a process of high-quality typeset document distribution in that contain texts, graphic, images, audio, table and many more in which produce with the combination as well as electronic technology merging, computer technology and communication publishing technology. In addition, the research, Milliot categories electronic publishing includes book publishing, periodically publication (e-journal, e-magazine, etc.), the bibliography database and other sources of information in digital format.The reality of the e-publication started since e-book reader is introduced with the development of computers and all the associated technologies and in 1998, the first e-readers were produced: these were the Rocket E-book and the SoftBook Reader (Lebert, 2011). Interestingly, the investors behind both of these were the bookseller Barnes & Noble and the German media giant Bertelsmann for the Rocket and publishers Random House and Simon and Schuster for the SoftBook. According to Inouye (2016), the American market experienced a prompt growth of the e-book market because of Amazon's introduction of Kindle in 2007. However, in 2014 the market plateaued and the market share for traditional books has since increased. Christine Borgman (2003) lists some of e-publishing development possibilities which have been present in 2000 but are nonetheless legitimate today. The first one predicts the revolution of e-publishing, whilst others have a better moderate approach to the changes in e-book publishing development. The author concludes that the most possible result is a stability between continuity and discontinuity, in the view that human beings do no longer reject their ancient habits and activities whenever a new technology emerges.

Hillesund (2005) sees adjustments in publishing as just another step in the five-thousand-year lengthy technique of technological improvement and the impact of digitization on the textual content as an advancement strongly influenced via cultural and social factors. Flood (2016) states e-publishing is one of the emerging disputed areas, primarily based on digital media and computer networks. The development of technology and the emergence of a simpler and more cost-effective method of digitization will probably lead to a simpler content material published in digital form. Rebora (2013) suggests that "e-book publishers are increasingly trying to make their products look and function more like printed books, even as efforts to add cutting-edge interactive enhancements to digital books have seemingly foundered."

An early discussion about the e-book as an alternative to printing books began since the 1990s with the invention of the first e-book (Godwin-Jones, 2003). Even though the price of the e-book eventually a bit expensive (around 500 USD), it is still considered cheap compared to the price of heavy laptops and the compatibility of the e-book. With the small size, the electronic could store plenty of e-books compared to the heavy printed version of books. Furthermore, the idea of inventing e-books is to create a user-friendly version laptop (Beckett, 2003). The aim of an e-book is for the professional as they are the group that reads a lot of books and require information at the tip of their fingers (Ellen, 2005).

A. Objective of the research

The objective of this concept paper is to present a conceptual framework that is relevant to the online publishing industry in Malaysia. The specific review question is: What a conceptual framework are available that relevant to the structuring of online publishing? The core competencies in the conceptual framework are organized into five main categories: digital content, information system (IS), business model, online marketing and online readers.This study aims to develop a conceptual framework against which the roles and contributions of the online publishing industry in Malaysia could be explored.

III.   CASE STUDY- MEDIA GLAM

Media Glam Sdn. Bhd. set up in the year 2011 with the point of giving electronically-intelligible materials as a method for advancing and accelerating the execution of the country's ICTs. Perusing materials, for example, books, magazines and daily papers are a channel for data scattering and the advancement of your own. On that premise, Media Glam Sdn. Bhd. through its website portal, www.mediaglam.com - holds that obligation in empowering the exertion of distributing discernable materials that can build up the qualifications and perspectives of the Malaysians in view of the realities, think about the advancement and improvement of the nation over the span of ICT advancement.

The presence of electronic distributing in Malaysia is viewed as a positive improvement and it is required in the present period that qualities the components of fitting and incorporating the universe of advanced and innovation into our way of life particularly regarding mass correspondence.

Henceforth, Media Glam Sdn. Bhd. distributing organization has made the thought to move so all national won't be deserted in appreciating the effect and enormity of electronic distributing. The absence of online magazine distributed in the market has added to the consequence of this perusing material being 'exposed to the harsh elements of reality' contrasted with the other electronic distributing, for example, online books and online daily paper. The rise in cost in printing distributing is the fundamental motivation behind why the online magazine ought to be advanced and distributed more to take into account the requirement for the general public that wants to peruse. Aside from the value expansion in both printing and distributing cost, an online magazine, for example, Eternity Magazine, Kitchen Online can be viewed as a medium in conveying data and message to the perusers all around.

The development of those perusing materials or online magazine ought to be acknowledged with an open hand, because of the electronic perusing material that is served by Media Glam Sdn. Bhd. has turned into an elective that defeats the utilization of papers thereupon supporting the become environmentally viable exertion besides the high creation cost. It is a perfect arrangement on the off chance that we truly think it through.

This phenomenon and situation drive researcher to make a deeper study in the advancement and survival in the online magazine publication world, as well as to research the acceptance of online publishing or electronic by the mass. Therefore, an online magazine publishing company by Media Glam Sdn Bhd has been chosen as the case study.

IV.   METHOD & MATERIALS

A. *Conceptual framework for online magazine industry*

According to NikAzis (2003), the conceptual framework plays a vital role in a research to enlighten the method used in the research. Therefore, it can be considered a place to refer back to preparing for context to assess a problem or enquiries focused on the research. Hence, a conceptual framework is needed to drive the research into the purpose and aim for the particular research. The researcher has constructed a conceptual framework specifically to be used in this research as shown in Diagram 1.

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Diagram 1: Research Conceptual Framework

This research conceptual framework is divided into five main component which is fundamental in developing an online magazine portal led by Media Glam Sdn. Bhd. which involve developing digital content, information system and software used in web development or online magazine portal, business practice and business plan practised in running company operation, digital business practice and mass reader.

B. Digital Content

Based on looking at the development as well as advancement of the online magazine published by Media Glam Sdn. Bhd. the first aspect becomes the based for this research looking at the Eternity and Kitchen Online magazine digital content development aspect highlighted by magazine editorial trial. Through the development aspect of this digital content, it unravels the ability of interactive multimedia element in enriching the digital content of magazine produced.

The multimedia element, in general, refers to the blend of various media such as texts, graphics, audio, video and animation in producing an information performance far more interesting, interactive and effective through the use of computer technology (Baharuddin*et. al*, 2002). Meanwhile, every element will bring a significant effect on the communication process and information distribution. Hence, multimedia is the newest technology used in numerous fields such as education, entertainment, interaction,

information distribution centre, communication, business, general distribution media and many more. According to Hofstetter (1995), multimedia means an integral element of texts, audio, graphics, animation and video by using a computer as a remote performance to enable user directing, interacting, and building and communicate so the learning process becomes more effective.

In the process of publishing both online magazines, the researcher can see the usage of a multimedia element being one main component in the process of producing digital content by Eternity and Kitchen Online editorial magazine trial. Henceforth, the interactive multimedia element has its own role in creating an information performance more interesting and effective in the online magazine creation published by Media Glam Sdn. Bhd.

C. Information system and software

Moreover, this interactive multimedia development has brought online magazine content software to a new level involving the second aspect which is the web system development developed by Media Glam Sdn. Bhd. through the official company that is www.mediaglam.com. This Media Glam portal is the main platform where every magazine can be read and reach easily with the access of internet.

In addition, the website is a medium used in spreading information for the online magazine published by this Media Glam company. The spotlight given by the web system developing aspects is to see if the developed online magazine portal can sustain and attract the user interest in accessing the portal. Moving on, the Media Glam developing system web portal element can be seen based on the characteristics of the design and content of the website since it launched until today. Furthermore, the usage of software used also will be judged. This is to observe the usage of the software that is capable of changing the conventional feature of the magazine to a new form in the virtual world. Researcher saw the software in the form of 'flip book' based on the content aspect or interface that not only attractive but new to explore. Therefore, this research is hope to give an exposure to publishing companies in Malaysia specifically in developing a website to publish more online reading materials.

D. Business model

The fourth element can be seen through the operation aspect of Media Glam Sdn. Bhd. online magazine which is slightly different than other publishing company. In the process of conventional publishing, it involves seven things that clearly focused on the managing aspects and business operation practice, editorial development, marketing, expenditure, distribution, financial control and administrative convenience. While the ability of a publishing company depends on how far the seven things function, interact and cooperate with each other. Additionally, the business plan for an online business system or Internet also give significance to the whole operation process and managing for Media Glam Sdn. Bhd. The researcher will try to form a business plan compatible to be applied in future publishing industry online for future reference. This is for information technology development and communication mainly Internet today has contributed a lot towards the advancement of the business field. The main function of the Internet as a platform to one business entity in conducting business activity without the restrainment of time, cost and place. Later, the Internet offers various addition useful to the conventional business existing today. The research sees all medium and business form, needs towards technology that is capable of easing the business activity is crucial. The advancement of the Internet has changed and shows a business model that benefit the Internet as an important asset in helping the success of a business. Henceforth, born an online business exist today also known as e-business, Internet marketing, e-commerce or online business.

E. Digital or online marketing

The digital marketing system is important as to the development and portal Media Glam operation. Internet ability as the promotion tools can be denied, the internet could cover the whole world and make it a business strategy. Moving on, the Internet usage through the website could prepare a fast service information. The website becomes a trend and uses as a strategy in promoting a business.

Besides, the website started as a strategy in promoting a business, this strategy helps a business to spread widely and ease promoting products that are being produced as the promotion does not only focus on print media. Electronic media can also be seen as a promotion. Internet promotion will be promptly delivered and have an extensive reach (Greco, Milliot, & Wharton, 2014). Conventional marketing is a form of marketing made directly to the user without the usage of the Internet where the user can face to face interaction when doing a business transaction. While the online marketing takes place when there is an involvement in internet technology. Here, the user will not have to see the seller directly to obtain the product, but they only interact within internet to communicate. Nonetheless, both approaches have the same focus which is obtaining profit from selling products and service to users. Therefore, the research wants to see the compatible ability of digital marketing aspect can give the impact the Media Glam Sdn. Bhd. business.

V. RESULT

The last element that becomes the main goal for the researcher is involving the mass reader choosing Media Glam Sdn. Bhd. online publication as their leisure reading material. This mass reader element is crucial to the relationship between the reader and reading material published by newspaper or magazine is still vague. Meanwhile, until today there are a few methods used by the editor in knowing their reader either its newspaper or magazine is like a marketing research, letters to editor and numbers of the edition of magazine or newspaper. While the most effective method is marketing research. Hence, the researcher wants to see the accepting aspects and mass respond towards the Media Glam Sdn. Bhd. online magazine. Holistically, all five components need to move along and support each other in order to sustain the online magazine publication and competitiveness with the publishing industry in Malaysia. Based on the conceptual model proposed, we identify the key variables used in the study which is digital content, information system and software that are used in web developing or online magazine portal, marketing practice and business plan practised in running company operation, digital marketing practice and mass reader.

VI. CONCLUSION

In this paper, a conceptual framework has been developed to analyse the overall aspect of e-magazine publishing in Malaysia. Looking at these developments, publishers need to think of an appropriate business model approach to stay relevant and competitive in the marketplace. Strategic planning taking into account current technological developments is essential in ensuring business continuity in the online magazine publishing industry.The emergence as well as the present of electronic publication work in Malaysia is seen as a positive development and are welcomed based on the current era that focuses on the integrated element and harmonising the electronic and digital world. Hereafter, a paradigm shift is needed so publishing company and the mass would not be missed out in enjoying the impact and its greatness.

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