

An Overview of Media Glam Online Magazine Publishing and Trend in Malaysia

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Abstract: *The new media technologies have changed the world drastically. Even the traditional print media have been influenced significantly by the new media technologies. The revolution of new media has changed the pattern of mass communication landscape especially in newspaper and magazine publishing industry in Malaysia. The existence of online publishing such as e-magazine has made the process of reading, purchasing and storing books much easier. This concept paper particularly elaborates the influence of new media technology on magazine publishing industry in Malaysia. The lack of online magazine published in the market has contributed to the result of this reading material being 'out in the cold' compared to the other electronic publishing such as online books and online newspaper. This research is made to study on the important factors that contribute to the development and sustainability of the online magazine publishing industry in Malaysia and for that the case study is involved one of the pioneer e-magazine publishing company known as Media Glam Sdn. Bhd. This research is also important in opening a new dimension in the world of magazine publication and it will give an opportunity to the researcher to discuss the strength, weakness, challenges and the future of online magazine publication in Malaysia. This will contribute to the discussion and study made towards the impact of new media in the process of online magazine publication industry for future reference.*

Keywords: *Online magazine, digital publishing technology, e-publication, new media*

I. INTRODUCTION

Media is a primary source that exists in the context of mass communications where newspapers, magazines, radio, television and new media such as the Internet has played an important role as an agent to dissemination information to the society.

New media is the emergence between users need in wanting new information and freedom in having free thoughts in terms of politics, social or even culture and technology development. This could be seen with the use of social media, blog, YouTube including other platforms for new media. Users chose this medium to more express themselves, therefore, benefit the usage of this new media (Stăiculescu& Monica Nădrag, 2002).

Along with the flow of globalization as well as the developments in the aspects of the Information Communication Technology (ICT) that the country have achieved since 1960s, the internet communications network has been an alternative medium replacing the mainstream media.

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Through the modern era, Malaysian publication industry have focused more on paper printing and that has been shifted to publication using new media that is publication in the shape of electronic. The influence of new media in electronic publication world has opened a realm to a process where receiving and disseminating information could be done widely due to the digitalisation.

Looking at the current world development scenario, over the last two decades there had been a dramatic increase in the number of people using new media platforms (blogs, websites, podcasts) and social media (Facebook, Twitter, YouTube, Pinterest), collectively known as "Web 2.0" (Aznan Bakar, 2017) in Malaysia.

The interactive nature exists in the new media provides opportunities that contribute to the global network. McLuhan and Powers (1989) in The Global Village has predicted that technology will change the future environment scenario in the future. The large and growing number of Internet users around the world had been creating a new social space known as the internet culture (Mohd Safar Hasim, 2005).

Now days, the Internet also had a great influence in various fields of knowledge and worldview. By leveraging search engine facilities like Google, users around the world could have an easy Internet access for information and knowledge. The existence of new media and the internet causes the process of disseminating knowledge, information and data to be done quickly and hassle-free.

The rapid development in the field of technology and information had transformed many aspects in the way people gain information. Today, all information could be accessed by the fingertips and the influence of this technology will have an impact on the Malaysian publishing industry.

At the same time, our community culture that has been leaning towards virtual readings cannot be denied by looking at the various platforms and applications. The main purpose of this paper is to explore the evolution done by the new media in producing publishing material within the internet such as newspaper, magazines, books and information in an electronic or digital form.

II. REVOLUTION OF 4.0 INDUSTRY

Technological developments that have taken effect over the last few decades have changed a lot in terms of the publishing environment industry of books, newspapers or magazines. From the content format, up to the process of earning a book, which involves editing, designing, printing and distribution, almost all had been changed towards computerization and digital (Kulesz, 2011; Thompson, 2012).



The existence of e-books as an example had made the process of reading, purchasing and storing books easier.

As a result, in some developed countries, reading through e-books is growing and the existence of electronic devices such as smart phones and specialized devices for reading also found to influence a person's desire to reading (Bain & Company, 2011).

In terms of book or hard copy production processes, the development of digital technology has been seen changing operating conditions and content management, including related activities with book sales and marketing. As Thompson (2005, 2012) states, today, administrative management, stock and content in a publishing company much depends on the computer and digital technology. This makes the management more systematic, efficient and efficient. Online book sales and marketing had been growing rapidly with the existence of the Internet and social media.

Changes that occur as a result of these technology developments could be seen as a new challenge (Greco, Milliot, & Wharton, 2014; Hetherington, 2014; Thompson, 2005, 2012). A significant decrease in the sales of 'brick-and-mortar' book had been seen as an impact to the emergence of online bookstores such as the Amazon and Barnes & Noble; increasing demand for digital formatted formats as an alternative to printed content; as well as the existence of digital printing allows the book to be printed in small quantities as per customer's requirements, has made the book market more competitive (Hetherington, 2014).

The production chain and the value of book publishing are no longer the same as before with the emergence of powerful new players, such as Amazon, Google, Apple, Sony and Samsung, dominating the market (Gilbert, 2015; Hetherington, 2014; Kulesz, 2011). These changes are changing the strategic environment of the book publishing industry as a whole. However, what is the situation in Malaysia? How far technological developments affecting the industry's strategic environment magazines publishing in Malaysia?

The atmosphere of today's communication had been shaped through the media diversity and communication technology. The overflow of this equipment and hardware had been influenced way people communicate, work, play, politics, transactions and others that have not been thought in the past.

In short, media and communication technology have been a necessity for all daily activities of community members. Because communication is one basic activity that every human being needs to live, then the influence of media and communication technology has become increasingly significant. Diversity hardware, materials, products, applications and software have provided opportunities which is very wide for people looking for a variety of information that can be used in life.

It would be nice if the existing facilities could be used on a regular basis optimum by all societies to increase knowledge, skills, and business fields to further improve their standard of living. Therefore, this presentation will discuss some of the issues related to media communication and technology.

III. LITERATURE REVIEW

World changes along with the development of technology in mass media. In fact, mass media technology especially the new media had been drastically changed following the modern era and mass communication industry itself.

Generally, world society including Malay society could not stop the changes from happening. They need to accept and use the technology wisely according to the surrounding and culture. This emergent of new media communication technology in this innovative era unseeingly could influence the system of value in society generally Malay society (Che SuMustaffa& Nan ZakiahMecat Ibrahim, 2014).

Others study from IkaDestiana, Ali Salman & Mohd. Helmi Abd. Rahim (2013), identify the reception and user experience in using new media such as social media especially among university students is base on the theory-Technology Acceptance Model. Result found that social media acceptance had been influenced by several factors, but especially the easy factor, factor links and networks between personal and social giving significant impact on acceptance and use.

As we can see in today's world, most new media had been used by the user more than traditional media and some do question the relevance of traditional media in today's world. Jenkins (2006) introduced an analogy between contemporary changes and aesthetic value of mass media. It does not touch on the fall of the media, in fact, it is the 'convergence' Jenkins (2006) between the old and new with the merging of the old tools with the new. Therefore, new media is the convergence between old and new based on solely to make their everyday life easier.

The existence of e-books as an example has been causing the process and reading, purchasing and storing books becomes easier. The impact, some advanced country has progressed the reading through e-books and the emergence and accessibility of electronic devices including smartphones and devices specifically for reading have influenced the desire of one to read (Bain & Company, 2011).

The changes due to the evolving technology could be seen bringing new challenges (Greco, Milliot, & Wharton, 2014; Hetherington, 2014; Thompson, 2005, 2012). The decrease is quite significant in selling books through 'brick-and-mortar' due to the emergence of online bookshops such as Amazon and Barnes & Noble; the rose of demand for format in digital form has led for book to be published in a small quantity following the consumer demand, thus it has made the book industry competitive (Hetherington, 2014). The distribution chain and producing value for books are not the same as before with the appearance of a strong new player such as Amazon, Google, Apple, Sony and Samsung dominating the market (Gilbert, 2015; Hetherington, 2014; Kulesz, 2011).

Internet as a Global New Media Medium

With the presence of a new medium of media, people who have long received the end of one-way mass communication



are now likely to be manufacturers and carriers. From Indymedia to the future of the BBC, the difference between producer and user information will become increasingly difficult to attract (Creeber and Martin, 2009; Bennett, 2003). During trials with advanced global citizenship, the empowerment offered by digital communication has been spreaded to become wider.

Long-term overview of new media or flowing mass media information is not easy to predict. The media mass media is struggling by changing the standard storage door as the demand for interactive content is generated by the audience itself. Citizens are commonly enriched to report their political experience while being held on high-quality standard information and community values. In the long run, this tendency may be the most revolutionary aspect of the new media atmosphere (Bennett, 2003).

In exploring differences and complementing new media and mainstream mass media, one must understand the different techniques between these various forms of media (Brydon, 2011). The mainstream mass media are usually very central, requiring large investment and resources and had been influenced by many governments through various mechanisms and forms of control (Banerjee, 2008).

The nature of the Internet has enabled online newspapers to operate because it is easy to participate because not much money is needed, together with the time involved, and the technology is being used to increase convenience for individuals. Because of that reason, an online presence needs to be maintained.

New technology are coming into the market with better, quicker networks and new gadgets along with e-readers, smart phones and tablets. Publishers are supplying content material for those gadgets and advertisers are exploring the way to communicate with prospects and customers. The arena is becoming linked and print is having to reassess its position in the marketplace as new options are being offered with much marketing guide. Moreover, Malaysians, in general, wanted to have something different, a fresh look and a different perspective.

Understanding and Studying Online Magazine Publishing Trend in Malaysia

The emergence of new media has posed challenges to conventional media. Their impression, for example, is felt in the circulation of print newspapers, especially in the United States. However, in Malaysia, the impact of new media on conventional media is still under control. Press and magazine publishing companies in Malaysia still earn revenue from advertising aspect despite the fact that there is new online media medium.

The way forward for newspapers, books and magazine mainstream as well as other conventional media particularly in Malaysia would be first of all, to improve their credibility. As it is now there are segments of the society which see mainstream media as the mouthpiece and propaganda tool of the ruling government.

Gilbert (2002) observes that, first and foremost, newspapers should separate their new venture and their core business, the new venture being the online digital newspapers and their core is their already existing newspaper business. These separate sites dedicated to only online newspapers

will be successful in building new markets with new sources of revenue.

The way out for newspapers and other media will always be on the revenue side, creating new ideas, creating new value propositions, and creating new ways to engage with customers. In other words, newspapers could work with search engines and Internet Service Providers to provide and include in the ISPs package access to digital newspapers. Newspapers could also charge a subscription fee for their online version where, upon payment of the fee, a password is given to the subscribers. Online presence, as well as the print version of the newspaper, should be side by side.

Case Study- Media Glam SDN. BHD.

Media Glam Sdn. Bhd. is a private publication company that established in year 2011 with the aim of providing electronically-readable materials as a means of promoting and speeding up the performance of the nation's ICTs.

Reading materials such as books, magazines and newspapers are a channel for information dissemination and the development of your own. On that basis, Media Glam Sdn. Bhd. through its portal/ website, www.mediaglam.com - holds that responsibility to enable the effort of publishing readable materials that can develop the credentials and views of the Malaysians based on the facts, reflect on the progress and development of the country in the course of ICT development.

The existence of electronic publishing in Malaysia had been seen as a positive development and it is needed in the current era that values the elements of harmonising and integrating the world of digital and technology into our lifestyle especially in terms of mass communication. Hence, Media Glam Sdn. Bhd. as a publishing company has taken the idea into action so all citizen will not be left behind in enjoying the impact and greatness of electronic publishing.

The lack of online magazine published in the market has also contributed to the result of this reading material being 'out in the cold' compared to the other electronic publishing such as online books and online newspaper.

The rise in cost in printing publishing is the main reason why the online magazine should be popularized and published more to cater to the need for the society that loves to read (Korgaonkar & Wolin, 2000). Apart from the price inflation in both printing and publishing cost, an online magazine such as Eternity and Kitchen Online could be seen as a medium in delivering information and message to the readers all around.

The emergence of those reading materials or online magazine should be accepted with an open hand, due to the electronic reading material that had been served by Media Glam Sdn. Bhd. had been an alternative that overcomes the usage of papers thence supporting the go green effort aside from the high production cost. It is an ideal solution if we really think it through.



Conceptual Framework for Media Glam Online Magazine

This study is also exploring the new conceptual framework for digital publishing and the development of the e-magazine industry through Media Glam portal. It will out

line 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.



Fig. 1 Conceptual framework for online magazine publishing

This conceptual framework is divided into five main components which are the principle in developing an online magazine portal led by Media Glam Sdn. Bhd. It involves developing aspects in terms of digital content, information system and software that are used in web developing or online magazine portal, business plan practiced in running company operation, digital marketing practice and mass reader.

The interesting results of the technology explosion and straightforward access thereto by customers is the disruption of market and therefore the promoting observe. Base on this conceptual framework, element of the digital marketing is the strength for this study and could be highlighted as an additional. The reader or society today are associated client, and they control the interactive online media, content and communication process. The power of the old marketing tools and communication is decreasing and therefore the client had been sceptical to the company message, brand and whole product.

New knowledge, new skills and new approaches are crucial for future marketers not solely for understanding the dynamic and technology that had been enabling such promoting atmosphere however conjointly for comprehending and human action with the new client. The promoting process becomes progressively digital and continues with technological developments gift marketers with new challenges and opportunities: Mobile marketing, Internet of Things, Analytics, Big Data, 3D printing, cloud computing, Artificial Intelligence, Consumer neurobiology / Neuro promoting square measure some of the foremost attention-grabbing and difficult domains wherever the longer term trafficker square measure expected to should be ready to perform and deliver especially for Media Glam Sdn. Bhd. for promoting and distribution their online magazines.

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 Media Glam portal 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).

IV. METHODOLOGY

For the success of this research, quantitative and qualitative mixed method will be used. The rationale for this mixed method is the profound tendency of the researcher to discover the research objective as profound as mentioned by Johson dan Onwuegbuzie (2004). According to Johson dan Onwuegbuzie (2004), the mixed method can overcome the weakness of one research method. In order to gain a correct and fair research result, this research uses mix-method which is a qualitative and quantitative method.

The mixture of both methods is to ensure that the research fulfils the information as well as the complete source of data. This research is conducted via quantitative and qualitative or more known as mixed-method (Creswell dan Clark, 2007).



The data collection method is made through in questionnaires, interviews, observations, content analysis and document review.

Purpose of this Paper

This paper is aimed to collect enough data and readers view regarding the online magazine that had been by Media Glam Sdn. Bhd., other than to see the ability of information technology based on the internet, had been accepted as the new media in delivering information through Media Glam portal.

This study also hopes to give a clear picture to the developing trend of online magazine publication or digital magazine in Malaysia which had been published since 2010. This research is made to study further on the important factors or elements that become the strength to the development and sustainability of the online magazine publishing industry in Malaysia.

In-depth study it is important in opening a new dimension in the world of magazine publication. This research also helps in giving information to the specify mass as the existence of Media Glam portal that is not dependent on the conventional publication pattern that is available on the market today.

The online magazine concept established had been well-thought-out important to attract more scholar, other online publication and all experts in numerous field to explore and be involved actively in contributing usable ideas and materials that are considered important to disseminate to all levels of society.

Meanwhile, the research on Media Glam portal will give an opportunity to the researcher to discuss the strength, weakness, challenges and the future of online magazine publication. This will contribute to the discussion and study made towards the impact of new media in the process of online magazine publication at the portal for future reference.

Thus, research on the Media Glam online publication magazine portal is important to ensure that the whole mass of Malaysian society to enjoy a new form of new media that have a sophisticated and high-quality platform and content.

V. CONCLUSION

Magazine publishing industry today is going through a drastic shift in terms of technology and medium of usage to transmit messages and information to the society. The number of electronic publishing companies such as online newspaper has rapidly increased in the past years aligning with the internet users.

The appearance of electronic publishing is sure to give a massive impact and the absolute modish changes in the landscape of publishing industry are when the advancement of technology changes the way and how a physical book is being presented, from something conventional to digital.

The new look of reading material in the digital era is said as to fulfill the advancement of society on the base of communication and information technology, thus its presence in terms of reader-friendly caters information and knowledge that is more competence.

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