

CHAPTER I: INTRODUCTION

1.1 Introduction

The high rate of drug addiction among youth from time to time has sparked concern in the nation. This is because drug addiction and its perilous effects impede the development of human capital for the growth of the country. Therefore, all parties are responsible to work together, regardless of the levels of community, non-governmental organizations, media practitioners, academics, or anyone, to help the authorities tackle drug abuse and combat the symptoms among today's youth. In doing so, the selection and use of appropriate communication mediums in line with technological development are critical. The choice of the medium could ensure the messages and information on the dangers of drug abuse and the implementation of drug prevention education programs can be conveyed to the youth effectively.

Nowadays, social media is one of the technological developments that have a significant role in providing facilities for humans to communicate and socialize. This development began with the era of Friendster and Myspace, the era of Facebook and Twitter, and the latest Google Plus, Instagram, and Tik Tok. These media bring a lot of changes in socializing. This is in line with the initial purpose of why social media was created, which is to allow communication and interaction with others around the world to find new friends, seek information and knowledge, do business, and even political campaigning. The difference is that traditional media uses print and broadcast media, while social media uses the Internet.

However, Martin (2005) and Geyzel (2009) pointed out that youth in Western and well-developed contexts have internet skills, self-reliance, entrepreneurial

power, educated, and confidence thus is internet savvy and social media literate. Nevertheless, community relations factors in rural areas have different responses and perspectives on new media and its use.

In the context of Malaysia, the use of social media networks is a thing that has become common along with the progress of modernization. In the past, only young people and teenagers liked to use it, now the elderly are also not left behind to learn about social media. In fact, women with mother status as well as senior citizens with the title of grandparents are also part of fans of social media sites. Examples of social media that exist today include (1) social networking sites like Instagram, Snapchat, Facebook, and Tik Tok, (2) gadgets and social games, (3) messaging and text messaging apps, (4) YouTube, and more. Nesi (2020). All these applications are used as platforms to communicate with their family and friends and join groups of interest. Communication matters include daily social aspects, work matters, and personal matters. In fact, the positive implication is that social media can be a link between friends who have been separated for decades. This platform has become such a part of community activities that many among them spent hours using it. Karim et. al (2020). In fact, young people are referred to receive higher exposure to social media use compared to adults Hassan et.al (2018).

Concerning drug issues, the use of social media is also considered very timely to deliver messages and information on the danger of drugs. The Dangers of Drug Abuse Campaign in Malaysia is the latest campaign launched in early 2016 by the government in combating the problem of drug abuse and continues to this day. Abdullah (2016). Government media agencies such as Radio Televisyen Malaysia (RTM) are used by the Ministry of Communications and Multimedia Malaysia

(MCMM) to help intensify this campaign (Bernama, 2016). Social media is no exception being one of the media used by the National Anti-Drug Agency (known as Agensi Agensi Anti Dadah Kebangsaan or AADK) to deliver information on the dangers of drug abuse. The use of social media among youth is becoming more widespread, and almost communities have mobile phones and internet access. So, this facility gives the ability every youth to social media medium in daily life. Based to the Department of Statistics Malaysia, internet usage among Malaysians aged 15 and above increased significantly to 89.6 percent in 2020 compared to 84.2 percent compared to 2019.

However, based on the literature review conducted, it was found that previous studies that assess the readiness of youth to use social media for drug prevention in campaigns are very limited in Malaysia, including studies by Jamri et al. (2019), Ahmad et al. (2018) and Khir et al. (2010).

The potential use of social media was once explained in a previous study by Levac and O'Sullivan (2010) where it is said that it is capable of being a key strategy in helping solve challenges faced by those in the field of health promotion. In Malaysia, various health promotion activities have used social media in information delivery, such as the No Smoking Campaign by Maarof & Osman (2013) and the Take Action Campaign National Anti-Drug Agency Ministry of the Interior State (2016). The focus of previous studies was to examine the usage of social media in wellbeing, mental health, education, and others. Karim et. al (2020). Thus, the confidence level and knowledge to use media in drug prevention education matters are still unclear. Besides, although the government and related agencies have conducted many programs to combat drug addiction, the success of these programs

required a concerted effort from the community level too.

However, the level of community readiness in engaging and understanding their role to prevent drugs problem is yet to be fully explored. Kumpfer, K. L. (1997). It is also reported that although AADK as an agency has run drug prevention education programs through Facebook, YouTube, and Twitter platforms, the number of people browsing the social site is less than 10 percent (AADK Malaysia, 2020) of the total population of Malaysia of 32.7 million in 2021 (Department of Statistics Malaysia, 2020).

The previous studies conducted in investigating social media self-efficacy and youth readiness are also limited in terms of the scope of research, some of which are only concentrated in a district in a certain state, and the sample size is small. Therefore, limits the generalization of the findings. Based on this existing research gap, this study assesses the readiness of youth and social media competency to contribute to knowledge and enhance the investigation of drug prevention education programs in Teluk Intan, Perak. Therefore, the main objective of this study was to examine the relationship between social media self-efficacy and youth readiness to engage in drug prevention education programs.

1.2 Background of the Study

Drug abuse in the country is also still seen in a worrying state to this day despite various platforms and campaigns that have been implemented about the dangers through various face-to-face or online platforms. The latest statistical report released by AADK is clear that the number of addicts, as well as the effects of drugs and substances in the country, will total 128,325 people by 2020 (National Anti-Drug Agency of the Ministry of Home Affairs, 2021). The report clearly caused concern when the youths aged 19 to 39 were found to be the highest contributing group at 65 percent of the total, which was 83,401 people

The use of social media is widespread, and almost all communities have mobile internet access. Hence, this facility gives everyone the ability to use social media medium in their daily life. This study examined the extent to which the use of social media is used to obtain benefits related to drug prevention knowledge in the community. Drug prevention education implemented must be able to ensure that every message, information, or campaign conducted to educate and keep the community from getting involved with drug abuse has a positive impact on the community. The use of appropriate communication mediums must be prioritized and taken seriously by the authorities. This is because the use of appropriate communication mediums will be able to help the authorities convey all messages and information effectively, efficiently, and comprehensively.

According to Hamat, et al. (2012) in Malaysia, social media has sparked a phenomenon of its own on par with the great phenomena around the world. A study conducted on university students in Malaysia who are also in the youth category

showed that the respondents use Social Networking Sites for the purpose of informal learning activities, but only half (50.3%) use them to communicate with their lecturers in the context of informal learning.

According to online sharing from the page Wear social Hootsuite Report (2018), the number of social media users in Malaysia was 24 million people out of a total population of 31.83 million Malaysia in January 2018. The report also revealed that the number of Internet users increased by nine percent compared to last year, making Malaysia the ninth country. The world's most active on social sites. Of that number, 75 percent use social media services and spend an average of three hours a day on social media sites. In addition, according to Hootsuite and We Are Social in the latest Digital 2019 report, internet penetration in Malaysia is now at 80 percent. Internet users spend an average of eight hours and five minutes a day online. The report also found that Malaysians used two hours and 59 minutes to surf social media. Malaysia ranks fourth in the world in mobile social penetration. Malaysia also leads countries in Southeast Asia, including Singapore, in sixth place, followed by Thailand (eight) and the Philippines (10).

According to the Secretary-General of the Ministry of Communications and Multimedia (MCMC) (2021), Malaysia recorded 28 million social media users, or 86 percent of the country's population, compared to 2020. The number of users increased by two million or seven percent within a year.

When looking at the phase of the Fourth Industry revolution brings Schwab's (2017) discussion in assessing the impact of smartphone or smartphone technology advances that make all individual decisions seem to be at your fingertips. Technological intelligence is influential in changing human behavior, production

systems, and consumption, and proposing mechanisms for the sustainability of the world and life. This 4.0 revolution is more of a comprehensive engagement and responsibility to unravel the needs of human relations networks across the global stage. In addition, technology should be seen as a 'tool made by people for people, and humans have the power to control it. Looking at these phases of the revolution, the advancement of information technology adds to the human ability to communicate and act based on the latest info. The responsibility of society is to urge the creation of human technology to be more sensitive and efficient. The assumption is that advances in information technology bridge the gap in human thinking and allow collective responsibility to be understood in almost identical language and interpretation.

The Malaysian government's current program to combat drug addiction, the Dangers of Drug Abuse Campaign, was launched in early 2016 and continues to this day (Abdullah, 2016). The Ministry of Communications and Multimedia Malaysia is utilizing government media agencies such as Radio Televisyen Malaysia to help enhance its campaign (Bernama, 2016). Finally, there are social media. And, most recently, social media has been added to the list of media used by the National Anti-Drug Agency (AADK) to disseminate information about the hazards of drug usage.

According to the Global Digital Report 2021, a total of 28 million people (as of January 2021) are active users of social media in Malaysia, which is more than half of the country's total population of 32.57 million people (We Are Social, 2021). When looking back five years, from January 2016, it was discovered that the number of active social media users in the country has increased dramatically, with a total of 16 million people at the time (as of January 2016). (We Are Social, 2016). Malaysia

was ranked first in Southeast Asia and fifth in the world in terms of social media penetration mobile in 2018 (Khalil, 2018). In 2019, Malaysia was ranked first in Southeast Asia and fifth in the world in terms of social media penetration mobile (Sualman, 2019).

However, based on the literature review conducted, it was found that past studies evaluating the effectiveness of social media and the communication strategies it uses in campaigns are very limited in Malaysia. The studies conducted are also limited in terms of the scope of the research only focused on the use of social media in learning and health. Because social media can attract many people to contribute and feedback openly, comment, and provide information in a timely and unlimited time. The existence of social media is to facilitate its users in establishing communication without the limits of space and time.

Thus, drug prevention education programs among youth are very important and crucial to educate the youth about the negative effect of substance abuse at the earliest stage. The use of social media is necessary for those who want to use it whether they have this platform or not. Despite the increasing use of social media sites and technological advances, educational campaigns, and self-efficacy using social media are still unsatisfactory. The level of self-efficacy, and readiness among youths in drug prevention education programs in Malaysia, is still unknown. Therefore, this study was to evaluate the relationship between self-efficacy of social media use and the readiness of youth drug prevention education programs.

1.3 Statement of the Problem

In current developments, most youths use social media to establish social relationships through Facebook, Instagram, Twitter, and others. This social website offers various interesting and fun services for the youths to participate in. Indeed, there is no denying that such social websites have many benefits and advantages, such as communicating and discussing the latest issues through cyberspace. But so are its disadvantages because its use is uncontrolled.

Compare Social Media Use of Online Activities by Ministry of Communications and Multimedia (MCMC) 2020 shows the number of social media users is in second place at 93.3% in the top five online activities. This shows online activities involving the use of social media in the second-highest place compared to other activities. The figure below is an activity involving Social Networking applications and communication applications in 2020.

In addition, according to the Ministry of Communications and Multimedia (MCMC), 2020 top three social networking are Facebook 91.7 percent, YouTube 80.6 percent, and Instagram 63.1 percent, and the top three communication applications are Whatsapp 98.7 percent, Facebook Messenger 53.9 percent, and Telegram 40.1 percent. While Facebook is Malaysia's most popular social media platform, the number of Internet users who use it has decreased from 97.3 percent in 2018 to 91.7 percent in 2020. Other sites like YouTube, Instagram, and Twitter, on the other hand, have seen a growth in their user base. YouTube has had the largest gain, rising from 48.3 percent in 2018 to 80.6 percent in 2020. Instagram users increased from 57 percent in 2018 to 63.1 percent in 2020, while Twitter users

increased from 23.8 percent to 37.1 percent. The tendency is in line with changes in the developed world's social media landscape.

Compared to the United States, Facebook usage has decreased since 2018. Another noticeable tendency is the age-based polarization of social media users; younger individuals are more likely to identify with Instagram and Snapchat 15 than older users. In the future, we can expect a similar trend in Malaysia, as the younger generation's identification with emerging social media platforms erodes Facebook's dominance. For example, 88 percent of the users in this survey who use Instagram are under the age of 39, indicating that this site is particularly popular among the young. In terms of communication apps, Internet User Survey (IUS) 2020 found that WhatsApp grew slowly from 98.1 percent in 2018 to 98.7 percent in 2020. In the meantime, Facebook Messenger's share in the market has fallen from 55.6 percent in 2018 to 53.9 percent in 2020. One noteworthy shift is the double-digit increase in Telegram users from 25.0 percent in 2018 to 40.1 percent in 2020. During the MCO, Telegram became a popular means for disseminating official government information in Malaysia. In addition, Telegram is a popular learning platform among parents and students. Telegram's characteristic of unlimited member groups is one of the reasons why this platform is growing in popularity among Internet users.

If we look at the statistics of Media Social Report 2021 from the National Anti-Drug Agencies of new media usage for the year 2021 (AADK Statistics 2021), through YouTube and Facebook platforms, AADK as the lead agencies have made a series of video recordings through several segments, namely, Ask Mr. AADK, Better Prevent, Dive Our Souls, News AADK and Khabar from PTJ. The YouTube platform is easily accessible by all communities and can add more knowledge related

to drug prevention. Referring to the Social Media Usage Statistics for 2021 show a significant increase in terms of the number of visitors who use the medium of Facebook, Twitter, and YouTube. Campaigns through social media are more effective and can reach a younger target group as they have a more interactive nature than traditional media such as electronic media and print media. Through digital communication channels such as Facebook, Instagram, Twitter, and YouTube applications, campaign messages can be conveyed more widely and interact directly at the Headquarters, State, and District levels with the community. In addition, the campaign message is conveyed through posters, webinar videos, and so on. In addition, AADK provides interactive and informative materials using applications such as games, virtual exhibitions, and learning.

However, many websites share the risks of drugs and the effects of drug use at this point. For example, if using a search on Google for the effects of drug dangers, the search results can reach 622,000 in 0.5 seconds. A search on Facebook also has many search results either through individual or group posts that carry anti-drug messages. Website providers or groups from agencies and NGOs have also offered online services such as providing scholarly reading materials (e-books), e-journals, posters, anti-drug short messages, online articles, anti-drug short videos, and others.

Studies on the relationship between social media self-efficacy and the readiness of youth in pursuing specialized drug prevention education are still lacking in Malaysia. Therefore, this study selects the youth's readiness to follow drug prevention programs through social media mediums and identifies their level of readiness. Researchers have examined youth who do not use social media platforms and purpose to seek information related to education, especially drug prevention.

The issue of drug abuse among youth has received considerable critical attention. Therefore, the efficient use of social media should be prioritized and taken seriously by the authorities. This research is required to look at the readiness of youth to appropriate mediums to help the authorities convey all messages and information effectively, efficiently, and comprehensively.

1.4 Research Question

- 1.4.1 What is the level of self-efficacy of social media that can be used among youth to provide drug prevention education programs?
- 1.4.2 What is the level of readiness among youth to be involved in drug prevention education programs?
- 1.4.3 What is the relationship between social media self-efficacy and youth's readiness in drug prevention education programs?

1.5 Research Objective

- 1.5.1 To identify the level of social media self-efficacy as a platform to engage in drug prevention education programs.
- 1.5.2 To identify the readiness of youths to engage in drug prevention education programs through social media.
- 1.5.3 To examine the relationship between social media self-efficacy and youth readiness to engage in drug prevention education programs through social media platforms.

1.6 Hypotheses

To develop a hypothesis against this study, several variables have been identified as a relationship between social media self-efficacy and youth readiness in drug prevention education programs. Therefore, the ideas of this study are:

Ha3 – There is a significant relationship between social media self efficacy and youth readiness in drug prevention education programs.

1.7 Conceptual Definition

1.7.1 Social Media

Social media or also known as social networking is part of the new media. Interactive media in new media is very high. Social media is taken from Wikipedia and is defined as online media, with users able to easily participate, share, and create content, including blogs, social networks, wikis, forums, and virtual worlds. Blogs, social networks, and wikis are the most common forms of social media used by communities around the world.

Andreas Kaplan et al. (1994) define social media as "a group of internet-based applications that build on the ideology and technology of Web 2.0, and that enables the creation and exchange of user-generated content". While social networking is a situation where everyone can create a personal web page, connect with friends for various information, and communicate. If traditional media uses print media and broadcast media, then social media uses the Internet.

While according to Brogan (2010) defines social media as follows "*Social media is a new set of communication and collaboration tools that enable many*

types of interactions that were previously not available to the common person.”.

The above statement clearly shows that social media is a communication medium with various types of interaction according to suitability.

According to Puntodi (2011), some types of social media are:

a. Social Bookmarking

Share website addresses according to bookmarks that interest them. Social bookmarks allow them to share links and tags that affect them. It aims to get more people to enjoy what we love.

b. Content Sharing

Through content-sharing sites, people create various media and publish them to share with others. Youtube and Flickr are content-sharing mediums that viewers frequently visit.

c. Wiki

Some wiki sites that have various features, such as Wikipedia, are knowledge-sharing platforms, Wikitravel focuses on place information, and some even stick to a more exclusive concept of community.

d. Flickr

Yahoo-owned website that specializes in image sharing with contributors who specialize in photography from around the world.

e. Social networks

Activities that use various features provided by a particular site to establish relationships and interactions with others. Social networks like Facebook, Myspace, and LinkedIn.

f. Creating opinions

Social media provides a way to share opinions with others around the world.

Through this social media, everyone can be a writer, journalist, and commentator. A blog is a website that has the nature of creating opinions.

Therefore, the use of social media in the educational process needs to be enhanced and diversified. It is through some of the latest technological electronic mediums such as computer-assisted software, network systems (networking), software and databases, or through internet systems. Access to social sites that are the choice of today's youth include:

1.7.1.1 Facebook

Facebook is a social site, or a social networking website operated and owned privately by Facebook. The name Facebook comes from the nickname used for books handed out by the university administration to students at the beginning of the academic year in the United States to help students get to know each other. Mark Zuckerberg founded Facebook with his roommates and computer science classmates, namely Eduardo Saverin, Dustin Moskovitz, and Chris Hughes. Facebook is more targeted at youth than adults. Users can add friends and send messages to each other and update their personal profiles as alerts to friends.

Education in the 21st century is more focused on applying ICT information technology for more efficient education. Starting with the popularity of Facebook as a social media for getting to know each other and sharing information on social networks, it has become popular worldwide for educational purposes. Facebook is the most popular social media among students and society, according to Boyd & Ellison (2008). It is also a platform for information agents and youths to be closer and friendlier in improving the drug prevention education process at the school,

institutional, workplace, and community levels.

The study of Robin, B. (2008) has proven that youths nowadays are more comfortable interacting on Facebook social sites than face to face, especially for silent students. Facebook will indirectly encourage youths to increase their interest in seeking knowledge and dare to voice their opinions. Through the social site Facebook, information on current issues, education, and technology is very easy and quickly accessible. Facilities of media technology using the Facebook page provided is causing its users to increase, especially among the youth. The Facebook page can improve a more efficient drug prevention education system that is subject to the proliferation of today's socio-technological evolution. It is carried out by sharing articles on the effects and dangers of drugs, information sharing, and drug prevention campaigns. This reference material and information can be addressed continuously by 'follow' using the Facebook page. Indirectly, it can improve the education system towards a better quality by facilitating the effectiveness of information delivery. Rahimi & Zawawi (2005).

According to MF Haronzah et al. (2019), Facebook is an advanced communication tool medium nowadays that can help people with various things in life. Therefore, by applying the medium in the right way, the benefits shared with human beings are enormous.

1.7.1.2 YouTube

YouTube is one of the most popular social media technologies in the community today. According to Tan & Carol (2013), the YouTube social site is no longer just used for personal videos, commercials, and so on but also used as one of the mediums of teaching and learning. YouTube is also not just a form of

entertainment such as music or songs, cartoon animations, and movies but is one of the scientific elements used to convey and share information in the fields of medicine, business, and education.

According to Mohamed (2011), YouTube is also a medium that can be linked to other website network applications such as blogs, wikis, and so on and indirectly implications the effectiveness of education with rapid information retrieval. Electronic media such as YouTube has further spurred changes in drug prevention education technology involving information channel agents and youth in using these applications. YouTube can be an influential educational tool among youth, and it depends on how it is used.

According to Duff (2008), studies related to YouTube that supply educational information are highly effective. Therefore, the use of YouTube technology media can produce a more engaging education. Therefore, it should be considered an opportunity to diversify the drug prevention process in achieving a drug-zero nation by 2025.

1.7.1.3 Instagram

In this modern and sophisticated age, the trend of using Instagram as one of the social media is increasing in all walks of life. Instagram is one of the rising communication media nowadays. This is because social media such as Instagram is more modern and in line with the soul of young people today.

Nowadays, Instagram is a new platform to interact and share information. Abdul Aziz (1993). The role of Instagram in the aspect of education, as a social media that serves the community to socialize with each other, also gives a role in the

aspect of education. With Instagram, there is a variety of information that can be obtained quickly and easily. Social media and Instagram, which are highly advanced technologies, have positive and negative effects on the surrounding community and need attention so that there is no abuse. The increase is like a mushroom growing after the rain to become a reference point for netizens. Every layer of society also uses this social media, including children and teenagers.

Social media and Instagram can be used as a communication medium for preachers to spread the message. This is so because today, almost everyone has a social media and Instagram account. This makes it easier for da'wah work to be carried out. However, in the busyness of accessing social media and Instagram, users must be aware of and adhere to the ethics of social media use.

In fact, the use of Instagram is becoming popular because it can be achieved anywhere and anytime with the installation of Instagram applications on computers and mobile phones, according to Siti Eizaleila and Azizah (2010). As a result, Instagram has become one of the websites that focus on many people nowadays. So, some benefits are available using this Instagram, among which users can think broadly through current issues that are always highlighted and shown on Instagram. Bakar (2006).

According to a study by Huzaimah & Baterah (2007), Instagram is a field of communication that can be expanded. Involvement of all parties in giving opinions and thoughtful thoughts on a matter. This explains that Instagram can be used to convey specific information for drug prevention education efficiently to the youth.

It clearly also explains that today's youth are fond and interested in the use of Instagram as a social media platform for good.

Nordin, N. H et al. (2019) stated that social media and Instagram could be used as channels for preachers to spread da'wah. This is so because today, almost everyone has a social media and Instagram account. Therefore, this medium can help and facilitate the work of da'wah to be carried out. However, users must be aware and adhere to social media ethics when accessing social media and Instagram.

1.7.2 Self-efficacy

Social Media Self-Efficacy is defined as an individual's confidence in their ability to use social media technologies as a function of their employment to meet their employer's needs as well as to reach and engage the public.

1.7.3 Community Readiness

Community readiness refers to how prepared the community is to take action to address a particular issue. Community readiness is the degree to which a community is willing and prepared to take action on an issue. Community readiness refers to an assessment to determine the extent to which leaders and community members are willing to address the drug problem in their community. Information on this level of readiness can help program implementing agencies formulate established program action plans, particularly when involving community empowerment programs. Community readiness is similar to group readiness in many ways including shared norms and values, group decision-making, and the leadership dimension (Miller, 1990). While according to the Substance Abuse and Mental Health Services Administration Center (SAMHSA), readiness describes the degree

to which a community is willing and prepared to address prevention needs. This tool provides a list of tools that practitioners working to prevent substance misuse can use to assess their community's readiness to address identified needs and to prioritize these needs accordingly.

1.7.4 Drug Prevention Education

New, external, and static media programs, namely Preventive Education programs and activities, disseminate information and knowledge to raise awareness of the dangers of drugs and promote healthy lifestyles to various target groups. Media social programs are activities of prevention education and treatment and rehabilitation through disseminating information and knowledge to increase awareness of the dangers of drugs and promote healthy lifestyles to various target groups. The channels or media mediums used are either new mediums (such as YouTube, Twitter, Instagram, and Facebook), external media (such as exhibitions, brochures, billboards, and posters), or conventional media (such as television, radio, and print media).

The implementation of this program is to provide knowledge and understanding of drug prevention education and drug treatment and rehabilitation according to the target group. In addition, to provide awareness on the role and responsibility of drug abuse prevention and drug treatment and rehabilitation according to the target group and to mobilize the commitment and active involvement of the target group in combating the drug threat in the focus areas. Among the activities that can be implemented under this program is to provide media materials according to the suitability of the focus area and establish cooperation with

media service providers to disseminate anti-drug messages. In addition, we must build and operate a network of special anti-drug media at the state and district levels and static exhibitions and booths at crucial locations in public areas so that the drug prevention message can be conveyed more effectively.

Drug prevention programs in Malaysian schools are set up differently for secondary and primary schools. However, the programs are grouped into two strategies namely preventive education and education intervention. There are five suggested activities for preventive education for both primary and secondary schools namely the integrated Substance Abuse Prevention Program in Curriculum, Five Minutes Substance Abuse Prevention Program Message, Substance Abuse Prevention Program Week and Substance Abuse Prevention Program informative area, while the Anti-drug Badge Scheme program or (SLAD) is recommended for secondary school.

1.8 Operational Definitions

1.8.1 Self-Efficacy

According to Bandura (1982), Self-efficacy means belief in one's capacity to carry out behaviors necessary to produce a specific performance. One's previous knowledge, skills, and achievements are not always the most accurate predictors of success without the belief that one will be successful.

Self-efficacy of people can also be developed. It can be developed by four influential elements which are mastery experiences in which goals are achieved through diligence and overcoming difficulties, perseverance, resilience, and social

persuasion. One's belief in oneself to think positively or negatively and to be self-enabling or self-debilitating is also cultivated by these four elements (Bandura,1977).

In addition, Bandura (1977, 1986, 1997) having a high perception of being supported by one's social networks could potentially include the element of self-efficacy, which is the belief in one's own ability to achieve goals. For this study, self-efficacy is defined as a personal assessment of how well a person can perform the actions required to deal with possible situations (Bandura, 1999).

Self-efficacy has been extensively studied in educational settings and many researchers have investigated the role of self-efficacy in the learning process. It is generally accepted that previous performance and experiences interpreted as successful raise confidence and increase self-efficacy, while experiences interpreted as unsuccessful may lower confidence and erode self-efficacy (Bandura, 1997; Britner, 2008).

Various instruments had been invented to measure self-efficacy. For example, Hasliza, et al (2016) applied the School Counselor Self Efficacy Scale (SCSE) which was adapted from Bodernhorn and Skaggs (2005), and a study by Syed Kamarzuan Syed Ali et al. (2014) applied the questionnaire used widely by Tschannen-Moran and Hoy (2001).

1.8.2 Community Readiness

Community readiness refers to how prepared the community is to take action to address a particular health issue. Community readiness is the degree to which a community is willing and prepared to take action on an issue.

According to Warren (1978), a community is a collection of individuals and groups that perform locally specific functions, such as the production, distribution, and consumption of goods and services, socialization, social control, social participation, and mutual support. Due to the distinctive nature of the community, there are two implications for the concept of readiness. The first is that readiness is predicated on a shared set of values and standards among community groups and organizations (Garkovich, 1989)

Janon et al. (2013) suggested that the intervention program developed should be appropriate to the situation, culture, and needs of the local community and implemented with the help of the use of social media.

This clarifies that the Readiness Scale for substance abuse prevention programming will continue to be reviewed. Meanwhile, scales for other types of programming can be developed and tested, ranging from closely related issues such as alcohol abuse to health and nutrition, public safety, environment, various social problems, and local economic development, including the suitability of readiness scales for use at various levels of study. The level of readiness may need to be adjusted to take into account the diversity of issues. A future area of research is to study the relationship between readiness for programs in specific problem areas and community characteristics. It may provide a way to identify common characteristics of communities with varying levels of readiness.

1.9 Conclusion

Accordingly, consumers and we must be sensitive to social media content. Be a netizen and consumer who knows how to select, filter, and identify positive content for individual and community development. Therefore, this study is looking is there a relationship between self-efficacy and community readiness among youths to participate in drug prevention education programs through the media. Or the extent to which they are aware of using social media to seek educational information and not for personal activities

