

The effect of attitude on Jawi acceptance among Malaysian Citizen: Indian perspectives

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Abstract

The use of jawi scripts is increasingly underused by the Malaysian law. Jawi has been replaced by Rumi and English writings for official purposes such as administrative affairs and so on. Jawi are still used in Islamic Education subjects at national schools, and jqaf programs. However, studies have found that there are still problems in terms of the ability, interest and motivation of students and communities to read Jawi writing materials. According to Perlis Mufti Datuk Dr Asri Zainul Abidin in Berita Harian 9 Ogos 2019 states that non-Muslims consider the writings Jawi at school as if student was being applied to Islamic religious. This causes non-Muslims in Malaysia feel phobia and trauma if Jawi to be introduced in the school textbook has a link with Islam. Therefore this study aims to identify the effect of attitude on jawi in explaining the intention of Jawi acceptance among Indian community in Malaysia. This study was conducted with a total of 192 respondents. The sampling technique used is non-probability sampling. The findings of the study prove that attitude has a positive and significant relationship with the effect on Jawi acceptance among Indian.

Introduction

The earliest Jawi script was found on "Batu Bersurat Terengganu" in 1303 AD, which also indicates the early arrival of Islam in Peninsular Malaysia. In Malaysia, Jawi was once the standard script of Malay, but the implementation of the National Language Act in 1963 forced Jawi to be replaced by the Latin script called Rumi.

In the end, Jawi has since been downgraded to a script for religious, cultural and certain administrative purposes. The Ministry of Education (MoE) had planned to introduce Jawi calligraphy but it was strongly opposed by non-muslim.

After the government announced plans to introduce Jawi on the basis of fourth-grade vernacular students in elementary school, the issue has intensified tensions between educators, school officials, and the public[1].

Therefore, this study aims to investigate the effect of attitude on Jawi acceptance among Malaysian citizen from Indian perspectives

Literature review

2.1 Attitude

There are several researches that investigated the effects of attitude on intention from various fields.

This has also been explored in prior studies by [2] found that characterize this period as one of the significant advances in understanding how attitudes shape and change in three critical contexts. The first context is the person as attitudes related to values, overall goals, language, emotions and human development change.

Previous studies have shown [3] attitude when it is seen as relevant to self-interest, social identification with reference groups or reference persons, and values.

Attaching personal importance to the attitude causes the crystallization of attitudes (through increased resistance to changes), the effort to collect and process relevant information, accumulating a large amount of well-organized relevant information in long-term memory, increased attitude extreme and accessibility, increased influence of attitude on the regulation of interpersonal attraction, energizing the reaction emotional and increased influence of attitudes on intentions and behavioural actions. Thus, important attitudes are the real and resulting psychological forces, and studying them offers opportunities to address behavioural changes.

For instance, the following studies were conducted on [4] Attitude theory is a branch of social psychology that studies how people judge. Attitude can be defined as the tendency of an individual to judge an object as positive or negative. Consumer researchers are primarily interested in the objects of attitudes of two classes: products and services, including their functional properties (attributes), hedonic consequences (affect, usefulness, value) and their symbolic representations (brands, packaging designs, advertising) and social representations (producers, staff). service provider, other consumers or users, reference groups).

For example, research has provided evidence for [5] Social influence has been a central area of interest for experimental social psychology almost from its inception. This can also be seen, for example, in the context of children's socialization, where adopting parental attitudes and actions is a normal and possibly necessary part of personality development.

The literature review [6] shows that in the early years of social psychology, attitude was recognized as one of the major psychological experiences. Over the centuries, the posture has gradually grown in importance, and its technique has changed a lot. This work is an attempt to understand the term attitude in a simpler way. Numerous definitions and models of attitudes will be explored. This work not only examines attitudes in a logical order, but also identifies some important models in chronological order. It will also check three critical elements of posture. Then an attempt is made to propose a theoretical model within which one could examine the components of the attitude and their interrelationships in order to shape different attitudes

A recent study by [7] about paper-based survey was conducted among 484 managers working in banking and telecommunications organizations in Pakistan. The collected data was analysed by second-order confirmatory factor analysis. The results reveal three independent variables of attitude, subjective norms, and perceived behavioural control that strongly influence the ethical intentions of customer service managers.

As has been previously reported in the literature[8] The results indicated that attitudes correlated more strongly with future behaviour when they were memorable (accessible) and stable over time. Due to the increased availability of posture, they more strongly predicted future behaviour when participants had direct experience with the posture object and frequently reported their attitudes. Due to the resulting stability of the attitude, the attitude-behaviour relationship was strongest when attitudes were secure, when participants formed their attitudes from behaviour-relevant information, and when they were given or encouraged to think about one-sided rather than two-sidedness. information about the posture object.

This has also been explored in prior studies by [9] Attitude constructing theories conceptualize the contextual sensitivity of judgmental judgments and provide a sparing description of the basic findings of the attitudes literature without assuming permanent dispositions; their assumptions are consistent with theories of situated cognition.

A review of previous research by [10] has shown that employees' attitudes during the organizational change process play an important role in implementing new ideas in organizations.

Empirical analysis of [11] research hypotheses shows that the attitude to using the system fully mediates the influence of the most salient beliefs on behavioural intentions when the attitude is strong, while partially mediating the effects when the attitude is weak. Our findings provide additional information on predicting technology acceptance behaviour.

Accordingly, we proposed:

H1: Attitude and Jawi Acceptance will have a positive relationship



Figure 1: Research model

Methodology

This study aims to identify attitude in explaining the acceptance of the Jawi among Indian in Malaysia. The instrument used in this study was adapted from previous studies. The scale used is a Likert scale starting from 1 'strongly disagree' up to 5 'strongly agree'. The sampling method used in this study was non-probability sampling. We chose this sampling because we couldn't find a sampling frame and it is not easy to obtain. A total of 192 respondents were involved in this study. This study was conducted via online platform to meet the rules and regulation during MCO. We used Google form as a platform to distribute questionnaires. We have completed a complete questionnaire in an Excel worksheet for the purpose of filtering invalid data.

Data analysis

Since there is only one variable in the study model, then, the statistics used to test the research hypothesis is simple linear regression. The findings of the study have proven that attitude plays a positive and significant role in explaining Jawi acceptance among Indian in Malaysia ($\beta=0.89$, $p<0.05$) which explained about 79% of the variance. See Table 1 and Table 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.891 ^a	.793	.792	.57451

a. Predictors: (Constant), AVE_ATT

Table 1: Variance explain

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	233.118	1	233.118	706.281	.000 ^b
	Residual	60.732	184	.330		
	Total	293.849	185			

a. Dependent Variable: AVE_INT

b. Predictors: (Constant), AVE_ATT

Table 2: Validity

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.040	.078		.519	.605
	AVE_ATT	.960	.036	.891	26.576	.000

a. Dependent Variable: AVE_INT

Table 3: hypothesis testing

Discussion

As explained in the literature review section, there are several previous studies that also examined the role of attitude in explaining the use of in different fields. The findings of this study have proven that attitude plays an important and significant role in explaining the Indian acceptance of Jawi. These findings also prove that attitude is a very important factor in explaining human intentions in behavior. This means that if a person's attitude about something is positive, they would prefer to consider it. So the government need to educate non muslim community in order to instill positive attitude to accept jawi. This findings however need to be examined carefully because there are some areas that need to be improved especially from the point of view of sampling. Since this sampling uses non-probability sampling, then the findings of this study cannot be generalized to the entire population of samples. This study also uses only one variable so the next study should use a more comprehensive theory.

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