

ISSN: 2277-9655 Impact Factor: 4.116 CODEN: IJESS7



## INTERNATIONAL JOURNAL OF ENGINEERING SCIENCES & RESEARCH TECHNOLOGY

# PERCEIVED EFFECTIVENESS OF COMMUNITY ORIENTED POLICING IMPLEMENTATION IN MALAYSIA: A COMPARISON OF SOCIO-

#### **DEMOGRAPHIC FACTORS**

Dr. Mohammad Mujaheed Hassan\*1 & Prof. Dr. Aldrin Abdullah2

\*1Security & Community Development, School of Housing, Building & Planning, Universiti Sains Malaysia

2School of Housing, Building & Planning, Universiti Sains Malaysia

DOI: 10.5281/zenodo.884132

#### **ABSTRACT**

Community Oriented Policing (COP) is a bridge that enables community and law enforcement to communicate, collaborate and work together to build safer, more caring communities. The Malaysian government tries to allocate more resources towards fighting crime and establishing more agencies to review police rules and conduct and investigate public complaints. The need to achieve greater efficacy in the delivery of police service led them to seek support and legitimacy within and from the public. In the middle of 2007, throughout PDRM's five year strategic plan (2007-2011), the government had introduced COP into Malaysia's policing strategies. COP comes with its own unique set of challenges. It reduces crime by engaging the community as a partner in the fight against crime rather than relying on aggressive law enforcement as the only solution to community problems. COP is a belief that by working together, the police and the community can accomplish what neither can accomplish alone. It involves a rethinking of the role of the police and a restructuring of the policing. The purposes of this research study are; (a) to identify the effectiveness level of Community Oriented Policing implementation and (b) to determine the socio-demographic differences in the effectiveness of Community Oriented Policing.

**KEYWORDS**: Community oriented, policing, participation, partnership, effectiveness, crime prevention, fear of crime.

### How to cite this article:

Hassan M. M. & Abdullah A. (2017). Perceived Effectiveness of Community Oriented Policing Implementation in Malaysia: A Comparison of Socio-demographic Factor

#### I. INTRODUCTION

Crime does not only affect the individual, but it also has an effect on the community and the urban neighborhoods. Based on the Research for Social Advancement (REFSA), Focus Paper 2011/08/26 for Security - Royal Malaysian Police, nearly half (49%) of the Malaysian population felt unsafe and feared in becoming crime victims. Moreover, the feelings of being insecure and anxious have made the people less free in their community to perform daily activities as usual. Meanwhile, as for the victims, the psychological impact is bound to carry heavy traumatic experiences. Based on a previous research by Suffian (2012) and Bahaman (2009), criminal activities are often associated with street crimes, such as snatching, robberies, pickpocketing, carjacking, gang violence, drug dealing, and rape. On top of that, according to Sidhu (2005) and Asmah (2007), basically, many factors cause the occurrence of crime, including population growth, huge gap between the rich & poor (economically), different levels of education, increment in unemployment rates, and low employment opportunities in the country. Therefore, the government and the administration of the laws have been trying to control this phenomenon. In fact, most of their efforts have been focused in combating crime through suppressive or police force related methods. However, this in itself may not be effective.

According to the Royal Malaysian Police (RMP), the ratio of police to population in Malaysia was three officers to 1, 000 citizens (3:1000, which is equivalent to 1:334) in December 2009. In the year 2011, based on the REFSA finding, the policemen we had in 2010 had been equivalent to one officer to 270 citizens (1:270), which was very near to the 1:250 benchmark set by the International Police Organization (INTERPOL), and better than



ISSN: 2277-9655 Impact Factor: 4.116 CODEN: IJESS7

our neighbors, Thailand (1:321) and Singapore (1:396). However, despite this, the serious crime rate has been generally higher than in those countries. Malaysia was outstripped in murder cases only by Thailand, and we have more reported rape incidents than Thailand, Singapore, and Hong Kong. These indicate that the police have failed to address the present crime issues. They cannot seriously hope to single-handedly contain the burgeoning crime, drugs, and problems concerning gangs for the best of our society, as well as drain our federal, state and local resources.

In addition to that, the government has tried to allocate more resources towards fighting crime and establishing more agencies to review police rules and conduct, as well as investigate public complaints. The need to achieve greater efficacy in the delivery of police service has led them to seek support and legitimacy within and from the public. Moreover, in the middle of year 2007, the government, through its five-year strategic plan (2007-2011) in the Royal Malaysian Police (RMP), has introduced community-oriented policing into the Malaysian policing strategies.

Many terms have been used more or less synonymously with community-oriented policing, such as police-community relations, the back-to-the-community movement, problem-oriented policing, community-based policing, community-based crime prevention, citizen's coproduction of community safety, team policing, neighborhood policing, neighborhood watch, community wellness, and crime control policing. According to Das (1986), many of these terms mean cooperatives or symbiotic relationship between law enforcement and the community. Whether one calls community policing a philosophy, a strategy, a model or paradigm, it is a complex set of ideas that simply cannot be put into a simple one-sentence definition. Community policing is considered as a popular contemporary policing approach responding to the decline in public confidence in police; and growing evidence that police forces cannot fight crime by themselves (Skogan, 2006; Virta, 2006; Innes, 2003; Tilley, 2003; Fridell, 2004).

What is commonly understood to be community-oriented policing is not an entirely new concept. Community-oriented policing can be traced back to the introduction of community constables, known as 'bobbies', by Sir Robert Peel in the newly created Metropolitan London Police District during the early 19th century (Patterson, 2007; Brogden and Nijhar, 2005). Sir Robert Peel rationalized that "the police are the public and the public are the police" (Braiden, 1992 - cited in Fridell, 2004). Fridell (2004) believes that this statement is the key principle of community policing and that "police should not be separated from, but rather joined in partnership with the community".

Community-oriented policing, as a concept, was first introduced in the United States in the 1960s to increase police-community contact and reduce the fear of crime (Cordner, 1999; Innes, 2003). It became a dominant policing strategy in the United States during the 1990s with the introduction of 100,000 new community police officers (Cordner, 1999; 2007). The deployment presented a change of focus to encourage problem-solving and community engagement as opposed to reactive policing (Innes, 2003).

Meanwhile, Weisheit et al., (1994) believe that community-oriented policing emerged as a result of a number of social trends and movements (namely victims' rights and civil rights), which resulted in demands on police to be more accountable to the public by being more responsive and connected to the community. Besides that, Bucqueroux (2007) argues that community-oriented policing emerged in response to two unintended consequences of a modernizing policing profession. Firstly, technology, such as the police radio and patrol vehicles, changed the relationship between the police and the community. Previously, officers developed personal relationships with the community and needed the community to be willing to share information. Secondly, the police applied scientific management to policing, which created the perception that the police were responsible for keeping the community safe. Prior to that, the community understood that ultimately, the community was responsible for reaffirming the social norms that promoted public safety.

According to Sagrave and Ratcliffe (2004), the effective implementation of community oriented policing over the years can produce a lot of benefits to the community, the police and mutual benefits between the two, these benefits include:-

 Advantages to the community: the mobilization and empowerment of communities to identify and respond to the concerns, a reduction in problems and issues of concern as they are prioritized and addressed, an improved community of local physical and social environment, an increase in positive community attitudes towards the police and reduced fear of crime.



ISSN: 2277-9655 Impact Factor: 4.116 CODEN: IJESS7

- ii. Benefits to the police: An improved police-community relationship, an improved community perception of police legitimacy and an increase in officer satisfaction with their work.
- iii. Shared benefits: A decreased potential for police-citizen conflict, a reduction in crime rates, a better flow of information between the police and the community, better implementation of crime prevention and crime control activities as a result of which both parties are working together towards shared goals.

#### II. COMMUNITY ORIENTED POLICING IMPLEMENTATION IN MALAYSIA

The concept of community-oriented policing has emerged in Malaysia since 2007 as an increasingly important strategy for controlling and preventing crime, as well as for enhancing community safety. The concept has been endorsed in three phases. The first phase only involves Kuala Lumpur, Selangor, Penang, and Johore Police Contingents, while the second phase involves every police contingent at the state level in Malaysia, and lastly, followed by the third phase that involves every police contingent in every region in every state in Malaysia. The Community Oriented Policing Strategy (COPS) is a partnership between the local residents and the police in charge of the district. The Malaysian government has tried to allocate more resources towards fighting crime and establishing more agencies to review police rules and conduct, as well as to investigate public complaints. The need to achieve greater efficacy in the delivery of police service has led them to seek support and legitimacy within and from the public.

Furthermore, the move towards community-oriented policing has gained momentum in recent years as police and community leaders search for more effective ways to promote the concept as to enhance the quality of life in their neighborhood. The Minister of Home Affairs, Non-Government Organizations (NGOs), and other policing officials are currently assessing what changes in orientation, organization, and operation will allow them to benefit the communities they serve by improving the quality of service and mechanism they enforce and provide.

Thus, the spirit of community empowerment, smart ship, and interdependency between all stakeholders, including community, police, NGOs, and other interested parties are very much needed in this country through active and inactive ways. Moreover, Dato' Hishammuddin bin Tun Hussien, the Minister of Home Affairs (2011),in one of his speeches related to Crime National Key Result Area (Crime NKRA), humbly asked all Malaysians to join hands and to be involved in fighting crime together with the authorities.

In addition to that, Dato' Hishammuddin also mentioned about the new crime prevention approach, which is based on community participation (community oriented policing), by actively involving multiple agencies to counter the crime issues and problems in Malaysia.

Other than that, Dato' Haji Tun Hisan bin Dato' Haji Tun Hamzah, Chief of Police, Contingent of Selangor gave a speech during the International Conference On Principled Policing: "Rule Of Law, Public Order and Sustainable Development" (2012) and mentioned that the Police force itself cannot work alone to fight against crime. Nevertheless, the police force needs joint efforts, synergies, and human connection with the surrounding communities in order to be successful against crime. Besides that, he also emphasized on the importance of building networks and establishing friendships with the communities to empower the spirit of partnership and the diversity of policing strategies.

#### III. EFFECTIVENESS OF COMMUNITY ORIENTED POLICING IMPLEMENTATION

Many researchers evaluate the effectiveness of policing through the services of the police to the community. The result of this evaluation is very important for the police to improve the effectiveness of a task according to the service area. In late 1980's, according to Kerley (2005), the United States had done a lot of research and evaluation in Newark, Huston and Chicago. The researchers did not only focus on crime assessment and fear of crime; they also evaluated the police's job satisfaction, perception of the public against the police and relations between the police and the community. In May 1993, the police in Chicago launched the first community program in Chicago known as "Alternative Policing Strategy" (CAPS). This program focuses on the prevention of crime through a strong partnership between the police and the community. Studies were done to evaluate the impact on local communities. From the data obtained in Chicago, there is an area of Englewood that has been successful in this program. Englewood residents and the police have successfully used this approach to overcome problems that have long existed. Problems such as gangsters, drug dealings on the street and the like experience a sudden decrease (Kerley, 2005).



ISSN: 2277-9655 Impact Factor: 4.116 CODEN: IJESS7

There is another campaign, which is also welcomed in the United States, the McGruff Crime Prevention Campaign. The objectives of this campaign are to spark a sense of responsibility in each individual in an effort to prevent crime, educate the community to jointly take preventive measures, change the mindset of the people on crime and criminal legislation as well as encourage people to work with non-governmental bodies (NGOs) for the prevention of crime.

### IV. INFLUENCES OF SOCIO-DEMOGRAPHIC FACTOR ON COMMUNITY ORIENTED POLICING IMPLEMENTATION

Scholars in community studies specifically related to community safety and security had agreed that sociodemographic factors also influence neighborhood participation and might increase effectiveness as well (Sims et al., 2002; Rosembaum et al., 2008; Connell et al., 2008). According to Skogan (2005b), the placing of sociodemographic factors in community oriented policing is found to be affiliated and to a large extent dependent on supplementary antecedents such as the character of the interaction among members of the police and the public. Researchers internationally believe that factors such as socioeconomic status (Foskett, 1995), level of education (Perkins et al., 1996), home ownership (Lelieveldt, 2004), age (Putnam, 2000), racial identity (Eusen, 1994; Ong and Jenks, 2004; Suffian et al., 2012), work status (Loopmans, 2010) and marital status (Bahaman et al., 2009) are strongly correlated to participation in neighborhood projects especially in community oriented programs. Meanwhile, in Malaysia, Bahaman (2009) and Suffian (2012) found the same findings that most demographic factors discussed before can potentially contribute towards the successfulness of the neighborhood programs especially related to community oriented policing. A close inspection of the literature, based on bivariate analysis, observed that socio-demographic variables such as age and ethnicity are affiliated with disposition about the police (Brown and Benedict, 2002). Previous researchers in Wales and England reported that white citizens have decreased resolution levels about the police compared to the black minority (Patterson and Jansson, 2008). Results of multivariate analysis regarding socio-demographic factors generally establish the absence of relationships with police but rather dependent on so many other related factors. With regards to educational level, results of the surveys conducted on 1,202 officers proclaimed that "level of commitment of officer's decrease with educational attainment" (Tankebe 2010, 2009).

Nowadays, the concept of community oriented policing is seen to be increasingly important to address the security and safety challenges. Therefore, this study seeks to understand how the social demographic element can influence the effectiveness of the community oriented policing in Pulau Pinang. The specifics of this study are: (a) to identify the effectiveness level of the community oriented policing implementation and (b) to determine the socio-demographic difference in the effectiveness of the community oriented policing implementation.

#### V. RESEARCH METHODOLOGY

This study employed quantitative methodology through survey design and using questionnaire as an instrument. The research instrument was adopted with minor modification to meet the context of this study. Bahaman (2009)had conducted a study on the effectiveness of community participation in Volunteer Patrol Scheme on selected residential areas in Peninsular Malaysia. Suffian (2013) also conducted the same research study on members of Rakan COP who registered voluntarily. It was found that there are a total of 73, 786 members who were enrolled in Rakan COP Kuala Lumpur, while there are 240, 323 members across the country. Bahaman had set the criteria of the sample with the assistance of Kuala Lumpur Police Headquarters. The criteria were that the respondents in this study must be a) a Malaysian citizen; b) staying, studying or working in selected focus areas and c) registered as members of Rakan COP. As a result, Suffian (2013) had selected 384 respondents based on Krejcie and Morgan (1970) formula which is if the population size (n) is in the range of 75, 000 – 100, 000, the total sample required is 384 respondents which is equivalent to 0.5% only. Bahaman selected his location based on verbal discussion with Kuala Lumpur Police Headquarters. The selected location areas were namely i) Sentul; ii) Dang Wangi; iii) Brickfields; iv) Bangsar and v) Cheras. Data were distributed and collected in May 2009 using self-administered survey.

As for this research study, the population samples were drawn from selected neighborhood areas in Pulau Pinang that are implementing community oriented policing in the neighborhood. Based on data from Ibu Pejabat Polis Daerah (IPD), Daerah Timur Laut, there are six (6) housing schemes that are implementing community-oriented policing in their housing schemes, which are: i) Bandar Sri Pinang; ii) Pulau Tikus; iii) Bayan Baru; iv) Pantai Jerjak; v) Relau; and vi) Green Lane. The calculations of sample (N) for this study were adopted from



ISSN: 2277-9655 Impact Factor: 4.116 CODEN: IJESS7

scholar and researcher Yamanae, T. (1973). As a result, 2,032 respondents from 23, 517 people were selected as a sample for the research study which is equivalent to 8.63%. It is considered higher than the previous research conducted by Suffian on his research study "The Effectiveness Level of the Rakan COP in Malaysia".

#### VI. RESULT

Background of respondents: Table 1 portrays the general background of the respondents who participated in this study. The findings showed that a majority of the respondents (42.2%, N=861) were aged between 35-44 years old while (35.5%, N=722) were aged between 25-34 years old. In terms of gender, N=1337 respondents (68.3%) were male and the remaining N=645 respondents (31.7%) were female. Meanwhile, in the distribution of ethnic profile, the majority of the respondents (45.6%, N=926) were Chinese, followed by Malay (43.6%, N=885). Overall, a total of N=1,485 respondents (73.0%) had successfully completed Higher Malaysian Certificate of Examination and above whereas the remaining N=547 respondents (27.0%) were in the lower level.

Table 1: Respondents' Profile

Table 1: Respon	Table 1: Respondents' Profile				
	Frequency	Percentage			
Gender Profile					
Male	1387	68.3			
Female	645	31.7			
Age Profile					
15-24 Years	205	10.1			
24-34 Years	722	35.5			
35-44 Years	861	42.2			
45-54 Years	214	10.5			
55-64 Years	0	0			
≥65 Years	30	1.5			
Ethnic Profile					
Malay	885	43.6			
Chinese	926	45.6			
Indian	181	8.9			
Others	40	2.0			
Education Profile					
MCE and below					
Primary School-UPSR	90	4.4			
Secondary School-PMR, SPM	457	22.5			
HMCE and above					
Certificate, STPM, Diploma	732	36.0			
Undergraduate-Degree	702	34.5			
Postgraduate-Master/PhD	51	2.5			
others	0	0			
Marital Profile					
Single	418	20.6			
Married	1544	76.0			
Widow	70	3.4			
Divorced	0	0			
Employment Profile	1.50				
Government Sector	450	22.1			
Private Sector	1164	57.3			
Own Business	255	12.5			
unemployed	20	1.0			
Retired'	30	1.5			
Students	113	5.6			
Others	0	0			
Tenancy Profile					
Own	1562	76.9			
Rental	470	23.1			



ICTM Value: 3.00 CODEN: IJESS7

ISSN: 2277-9655

**Impact Factor: 4.116** 

Hypothesis 1 – Respondents' profile based on Gender Profile.

The null hypothesis:

Hol: Gender has no significant correlation to community participation towards community oriented policing implementation.

which is tested against the alternative hypothesis:

Hal: Gender has significant correlation to community participation towards community oriented policing implementation.

Table 2: Correlation-Gender and community participation towards community oriented policing implementation

		Please indicate your gender?	Are you currently part of the Community-oriented policing committee?
	Pearson Correlation	1	336**
Please indicate your gender?	Sig. (2-tailed)		.000
	N	2032	2032
Are you currently part of the	Pearson Correlation	336**	1
Community-oriented	Sig. (2-tailed)	.000	
policing committee?	N	2032	2032

<sup>\*\*.</sup> Correlation is significant at the 0.01 level (2-tailed).

Based on Pearson Correlation generated by SPSS, it is statistically significant with r-0.336, P=0.000 at the 0.01 level (2-tailed). Therefore, with 99% confidence level, the null hypothesis was rejected because there is weak negative significant correlation between gender and community participation towards community-oriented policing implementation.

Hypothesis 2 – Respondents' profile based on age profile.

The null hypothesis:

Ho2: Age has no significant correlation to community participation towards community oriented policing implementation.

which is tested against the alternative hypothesis:

Ha2: Age has significant correlation to community participation towards community oriented policing implementation.

Table 3: Correlation-Age and community participation towards community oriented policing implementation.

	a community pur neighnorn	Please indicate your age?	Are you currently part of the Community-oriented policing committee?
	Pearson Correlation	1	034
Please indicate your age?	Sig. (2-tailed)		.124
	N	2032	2032
Are you currently part of the	Pearson Correlation	034	1
Community-oriented	Sig. (2-tailed)	.124	
policing committee?	N	2032	2032

Based on Pearson Correlation generated by SPSS, the value r=-0.008 (p=0.710 > 0.05) is not significant. The null hypothesis cannot be rejected due to value of 'p' that is more than 0.05 with 95% confidence level. Therefore, there is no significant correlation between ethnic and community participation.



**Impact Factor: 4.116** ICTM Value: 3.00 **CODEN: IJESS7** 

ISSN: 2277-9655

Hypothesis 3 – Respondents' profile based on Ethnic Profile.

#### The null hypothesis:

Ho3: Ethnic profile has no significant correlation to community participation towards community oriented policing implementation.

which is tested against the alternative hypothesis:

Ha3: Ethnic profile has significant correlation to community participation towards community oriented policing implementation.

Table 4: Correlation-Marital profile and community participation towards community oriented policing implementation.

		Please indicate you ethnic?	Are you currently part of the Community-oriented policing committee?
	Pearson Correlation	1	.008
Please indicate you ethnic?	Sig. (2-tailed)		.710
	N	2032	2032
Are you currently part of	Pearson Correlation	.008	1
the Community-oriented policing committee?	Sig. (2-tailed)	.710	
	N	2032	2032

Based on Pearson Correlation generated by SPSS, the value r=-0.008 (p=0.710 > 0.05) is not significant. The null hypothesis cannot be rejected due to value of 'p' that is more than 0.05 with 95% confidence level. Therefore, there is no significant correlation between ethnic profile and community participation. Hypothesis 4 – Respondents' profile based on educational profile.

#### The null hypothesis:

Ho4: Educational profile has no significant correlation to community participation towards community oriented policing implementation.

which is tested against the alternative hypothesis:

Ha4: Educational profile has significant correlation to community participation towards community oriented policing implementation.

Table 5: Correlation-Educational profile and community participation towards community oriented policing implementation.

		Please indicate your educational profile?	Are you currently part of the community-oriented policing committee?
Places indicate your	Pearson Correlation	1	027
Please indicate your educational profile?	Sig. (2-tailed)		.231
	N	2032	2032
Are you currently part of	Pearson Correlation	027	1
the community-oriented	Sig. (2-tailed)	.231	
policing committee? N		2032	2032

Based on Pearson Correlation generated by SPSS, the value r=-0.027 (p=0.231 > 0.05) is not significant. The null hypothesis cannot be rejected due to value of 'p' that is more than 0.05 with 95% confidence level. Therefore, there is no significant correlation between educational profile and community participation.



**Impact Factor: 4.116** ICTM Value: 3.00 **CODEN: IJESS7** 

ISSN: 2277-9655

Hypothesis 5 – Respondents' profile based on marital profile.

#### The null hypothesis:

Ho5: Marital profile has no significant correlation to community participation towards community oriented policing implementation.

which is tested against the alternative hypothesis:

Ha5: Marital profile has significant correlation to community participation towards community oriented policing implementation.

Table 6: Crosstab-Marital profile and community participation towards community-oriented policing implementation

•		Please indicate your marital profile?	Are you currently part of the Community-oriented policing committee?
Please indicate your marital	Pearson Correlation	1	178**
profile?	Sig. (2-tailed)		.000
	N	2032	2032
Are you currently part of the	Pearson Correlation	178**	1
Community-oriented policing	Sig. (2-tailed)	.000	
committee?	N	2032	2032

<sup>\*\*.</sup> Correlation is significant at the 0.01 level (2-tailed).

The finding shows that the majority of participation in community-oriented policing are the married community which is 59.6%, N=121 over 203 of the total respondents that participate in community-oriented policing. Hypothesis 6 – Respondents' profile based on employment profile.

#### The null hypothesis:

Ho6: Employment profile has no significant correlation to community participation towards communityoriented policing implementation.

which is tested against the alternative hypothesis:

Ha6: Employment profile has significant correlation to community participation towards community-oriented policing implementation.

Table 7: Correlation-Employment profile and community participation towards community-oriented policing

итритений				
		Please indicate your employment profile?	Are you currently part of the Community-oriented policing committee?	
Places indicate years	Pearson Correlation	1	364**	
Please indicate your employment profile?	Sig. (2-tailed)		.000	
	N	2032	2032	
Are you currently part of	Pearson Correlation	364**	1	
the Community-oriented	Sig. (2-tailed)	.000		
policing committee?	N	2032	2032	

<sup>\*\*.</sup> Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 7– Respondents' profile based on tenancy profile.

#### The null hypothesis:

Ho7: Tenancy profile has no significant correlation to community participation towards community oriented policing implementation.

which is tested against the alternative hypothesis:

Ha7: Tenancy profile has significant correlation to community participation towards community oriented policing implementation.



**Impact Factor: 4.116** ICTM Value: 3.00 **CODEN: IJESS7** 

ISSN: 2277-9655

Table 8: Correlation-Tenancy profile and community participation towards community oriented policing implementation

		Please indicate your tenancy profile?	Are you currently part of the Community-oriented policing committee?
Please indicate your	Pearson Correlation	1	.265**
tenancy profile?	Sig. (2-tailed)		.000
	N	2032	2032
Are you currently part of	Pearson Correlation	.265**	1
the Community-oriented	Sig. (2-tailed)	.000	
policing committee?	N	2032	2032

<sup>\*\*.</sup> Correlation is significant at the 0.01 level (2-tailed).

Based on Pearson Correlation generated by SPSS, it is statistically significant with r-0.265, P=0.000 at the 0.01 level (2-tailed). Therefore, with 99% confidence level, the null hypothesis was rejected because there is very weak negative significant correlation between tenancy profile and community participation towards communityoriented policing implementation.

#### VII. **DISCUSSION**

Socio-demographic elements based on Community Oriented Policing effectiveness: As a result, only gender, marital profile, tenancy profile and employment profile are significant towards community awareness in community-oriented policing implementation. Therefore, not all variables in the respondents' profile which is also known as socio-demographic profile are significant to community awareness. Respondents that participate in community oriented policing agreed that they become more self-confident, more aware about what is happening around the neighborhood, feel more useful to the community, have personal contact and feel appreciated in the community. This gives a good impression that community oriented policing can be enhanced because they can live in peace and harmony while creating a residence safe and free from criminal elements. In addition to that, this program increases their basic knowledge and skills in preventing, combating and fighting crime and also increases the quality of the individual and society members.

Gender profile: The finding suggests that gender does become a measure in determining the difference in the effectiveness of community oriented policing implementation. Bahaman (2009) found that many of the residents who participated in the Voluntary Patrol Scheme were men which is similar to the findings from this research study. It is difficult for a woman who is single or married mothers to join the night watch or patrol, while there are other responsibilities at home. Therefore, most of the previous community oriented programs were less received among women. Generally, whenever it's dealing with safety or security, it concerns men more than women. It has become a responsibility for men to make sure his family is safe and secure. Therefore, men tend to explore alternatives to which they can provide their family with a safety environment such as by buying a housing property with strata scheme with gated and guarded scheme. Nevertheless, there are some men who try to provide their family with extra safety like installing a CCTV and alarm system surrounding the housing area in order to make sure that their families are safe from uncertainty.

Age profile: Based on the finding, the result shows that there is no significant difference among the groups. Ethnic profile: The data shows that there are no significant differences among the groups. However, based on the data collection, most of the participation are from the Chinese community with a score of 75.3%, N=153 over the Malay community. Sadly, there is 0% participation from the Indian community. Less participation among Indians and other races may be due to population projection that was low for these two races. However, this situation surely does not help to bring unity in the true sense. Nevertheless, race does not really matter and has no significant correlation in community participation towards community oriented policing implementation. Besides that, the main objective of community-oriented policing is to build relationships between the community and police officers/PDRM.



ICTM Value: 3.00 CODEN: IJESS7

ISSN: 2277-9655

**Impact Factor: 4.116** 

**Educational profile:** According to Bahaman (2009), he found that people with a minimum level of education tend to participate actively in Voluntary Patrolling Scheme especially walk patrols at night. But it's not happening with educated people, where they don't have time to participate in this kind of activity. The research finding indicates that there is no significant difference among those with higher level with those who have a minimum level of education. Each community has the same chance to contribute to their community without prejudice.

Marital profile: The finding shows that a majority of participation in community oriented policing are from the married community which is 59.6%, N=121 over 203 of the total respondents that participate in community oriented policing.

Table 9: Crosstab-Marital profile and community participation towards community oriented policing implementation

		Are you currently part of the community-oriented policing committee?  Not applicable Yes No			Total
					Total
Please indicate your	Single	91	82	245	418
marital profile?	Married	765	121	658	1544
	Widow	40	0	30	70
	Total	896	203	933	2032

**Employment profile:** The finding shows that a majority of the respondents that participate with community oriented policing are respondents that are working with the private sector which is 74.3%, followed by students with a score of 15.7% and ? with a score of 5% each for government sector and own business.

Table 10: Crosstab-Employment profile and community participation towards community oriented policing

<i>ітрієтеншион</i>					
	Are you currently				
Please indicate your employment profile?	po	policing committee?			
	Not applicable	Yes	No		
Government Sector	102	10	338	450	
Private Sector	468	151	545	1164	
Own Business	205	10	40	255	
Unemployed	10	0	10	20	
Retired	30	0	0	30	
Student	81	32	0	113	
Total	896	203	933	2032	

**Tenancy profile:** The finding shows that a majority of participation in community oriented policing are from respondents that own a unit in the neighborhood which is 69.4% of the respondents. This is because the community tends to care for their own ownership property rather than rental property. In addition to that, they are living in the neighborhood permanently.

#### VIII. CONCLUSION

In conclusion, Community Oriented Policing implementation in Malaysia has proven its effectiveness through inclusiveness and should be continued, taking into consideration that the police can achieve so much through the program. Other than that, there is also improvement in terms of activities for members such as education and awareness programs, training, crime prevention and so forth that can go a long way in promoting peaceful coexistence and harmony in the society. These improvements are expected to encourage the participation of citizens (non-members) to register as members in community oriented policing. Therefore, there should be willingness from all parties in helping to improve the identity of the citizens to do the transformation to curb and prevent crime occurrences in their environment. In addition to that, one of the main ideas of the community-oriented policing concept is to develop the spirit of partnership between the community and police force. It has become a responsibility for the police force to work with the community. Furthermore, one of the goals of community oriented policing is the community has a voice in nominating and prioritizing problems within their



ISSN: 2277-9655 Impact Factor: 4.116 CODEN: IJESS7

community to solve the problems. The main objective of the community-oriented policing is to encourage the involvement of the individual to participate and become a volunteer to work with the police division to fight crime in Pulau Pinang. Community-oriented policing is a concept which regards on social service; involve more work and communication between community residents, committee members and police officers themselves. The concept was not all about policing only, it is about interaction, communication and approaching the community residents to have knowledge on safety, working with the authorities and convince the community to trust the police officer in charge in the police division. The implementation of the concept perhaps will help to reduce the number of crime and social problems. This concept might not rapidly reduce the number of crime rates in Pulau Pinang, but it is an alternative of reducing crime slowly starting with the residential areas. Last but not least, the concept might be able to help in reducing the fear of crime in the housing scheme.

#### IX. REFERENCES

- [1] Asmah, A. (2007). The changing trend and pattern of public safety in Malaysia since independence: Implications to its social well-being. J. e-Bangi, 2: 1-16.
- [2] Bahaman, A.S., O. Jamilah, K. Nurani, H.H. Hanina and M.H. Rezal, (2009). Consultation report: Study on the effectiveness of voluntary patrolling scheme and community participation. Institute for Social Science Studies, UPM Press.
- [3] Bucqueroux, B. (2007). What Community policing teaches us about Community Criminal Justice.
- [4] Brogden, M. & P. Nijhar (2005). 'Community policing and International Models and Approaches'. Devon, UK: William Publishing. Accessed on 6/4/2011 at
- [5] www.britsoccrim.org/publications.htm
- [6] Brown, B. and W.R. Benedict, 2002. Perceptions of the police: Past findings, methodological issues, conceptual issues and policy implications. Policing Int. J. Police Strategies Manage. 25: 543-580.
- [7] Connell, N.M., K. Miggans and J.M. McGloin, 2008. Can a community policing initiative reduce serious crime?: A local evaluation. Police Q., 11: 127-150.
- [8] Cordner, G. (1999). 'Elements of Community Policing' in Policing Perspectives: An Anthology, eds. L. Gaines and G. Cordner, Roxbury Publishing Company: Los Angeles, pp137-149.
- [9] Cordner, G. (2007a). The Key Elements of Oriented Community Policing, Regional Community Policing Institute: Colorado.
- [10] http://www.dcj.state.co.us/crcpi/KeyElements.html
- [11] Cordner, G. (2007b). Community Policing: Principles and Elements, Regional Community Policing Institute: Eastern Kentucky University.
- [12] http://www.kycops.org/wcp.htm
- [13] Foskett, J.M., 1955. Social structure and social participation. Am. Sociol. Rev., 20: 431-438.
- [14] Fridell, L. (2004). 'The Defining Characteristics of Community Policing' in Community Policing: The Past, Present, and Future, eds L Fridell and M Wycoff, Police Executive Research Forum: Washington, pp 3-12.
- [15] Innes, M. (2003). Understanding Social Control: Deviance, Crime and Social Order, McGraw-Hill International: New York
- [16] Kerley, K.R., 2005. Policing and Program Evaluation. Upper Saddle River, Prentice Hall, New Jersey.
- [17] Krejcie, R.V. and D.W. Morgan, 1970. Determining sample size for research activities. Educ. Psychol. Meas., 30: 607-610.
- [18] Lab. S. P. & Das, D. K. (2003). International Perspectives on Community Policing and Crime Prevention. Pearson Education Inc. New Yersey.
- [19] Patterson, J. (2007). Community Policing: Learning the Lessons of History, Lectric Law Library. http://www.lectlaw.com/files/cjs07.htm
- [20] Patterson, A. and K. Jansson, 2008. Public Perceptions of the Police. In: Circumstances of Crime, Neighbourhood Watch Membership and Perceptions of Policing, Nicholas, S. and J. Flatley (Eds.). Home Office, London, ISBN-13: 9781847266798, pp. 68-74.
- [21] Perkins, D.D., B.B. Brown and R.B. Taylor, 1996. The ecology of empowerment: Predicting participation in community organisations. J. Soc. Issues, 52: 85-110.
- [22] Putnam, R.D., 2000. Bowling Alone: The Collapse and Revival of American Community. Simon and Schuster, New York, USA. ISBN-13: 9780743203043, Pages: 541.
- [23] Rosembaum, P.D., A.M. Schuck, S.K. Costello, D.F. Hawkins and M.K. Ring, 2008. The influence of
- [24] Sagrave, M. and J. Ratcliffe, 2004. Community policing: A discriptive overview. Australian Institute of Criminology, Canberra.



ISSN: 2277-9655 Impact Factor: 4.116 CODEN: IJESS7

- [25] Sidhu, A.S., 2005. The rise of crime in Malaysia An academic and statistical analysis1. J. Kuala Lumpur R. Malaysia Police Coll., 4: 1-28.
- [26] Sims, B., M. Hooper and S.A. Peterson, 2002. Determinants of citizens attitudes toward police: Results of the harrisburg citizen survey-1999. Policing Int. J. Police Strategies Manage., 25: 457-471.
- [27] Skogan, W.G., 2005. Citizen satisfaction with police encounters. Police Q., 8: 298-321.
- [28] Skogan, W.G., 2005. Evaluating Community Policing in Chicago. In: Policing and Program Evaluation, Kerley, K.R.E. (Ed.). Prentice Hall, Upper Saddle River, USA., pp: 27-41.
- [29] Skogan, W. G. (2006). Advocate The Promise of Community Policing' in Police Innovations: Contrasting Perspectives, ed. D. Weisburd and A. Braga, Cambridge University Press: Cambridge, pp 27-43.
- [30] http://www.ncjrs.gov/policing/use139.htm
- [31] Suffian, S., A.S. Hadi and O. Jamilah, 2011. The influence of perception and knowledge factors among youth towards the effectiveness of the rakan cop programme in Kuala Lumpur. Proceeding of International Conference on Youth Development: Nurturing Youth-Adult Relationship for Healthy Youth Development, November 1-3, 2011, Institute for Social Science Studies, Selangor, pp. 125-136.
- [32] Suffian, S., A.S. Hadi, O. Jamilah and L.D. Jeffrey, 2012. The influence of perception and knowledge factors among youth towards the effectiveness of the rakan cop program in Kuala Lumpur. Sci. Ser. Data Rep., 4: 68-85.
- [33] Tankebe, J., 2009. Public cooperation with the police in Ghana: Does procedural fairness matter?. Criminology, 47: 1265-1293.
- [34] Tankebe, J., 2010. Identifying the correlates of police organizational commitment in Ghana. Police Q., 13: 73-91.Tilley, N. (2003). 'Community Policing, Problem-oriented Policing and Intelligence-led Policing' in Handbook of Policing, ed. T Newburn, Willan Publishing Cullompton.
- [35] Virta, S. (2006). 'Community Policing' in The Sage Dictionary of Criminology, eds. McLaughlin, E., and Muncie, J., Sage: London.
- [36] Weisheit, R. A., Wells, L. E., and Falcone, D. N., (1994). 'Community Policing in Small Town and Rural America', in Crime and Delinquency, v40, n4, pp 549-567.