

SULIT

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**UNIVERSITI MALAYSIA PERLIS**

Peperiksaan Akhir Semester Kedua  
Sidang Akademik 2025/2026

Januari 2026

**SMM40703 – Crisis Communication in New Media**  
**[Komunikasi Krisis dalam Media Baharu]**

Masa : 2 jam

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Please make sure that this question paper has **FOUR (4)** printed pages including the front page before you start the examination.

*[Sila pastikan kertas soalan ini mengandungi **EMPAT (4)** muka surat yang bercetak termasuk muka hadapan sebelum anda memulakan peperiksaan ini.]*

This question paper has **FOUR (4)** questions. Answer **ALL** questions. Each question contributes 10 marks. Each question is allocated a total of 10 marks.

*[Kertas soalan ini mengandungi **EMPAT (4)** soalan. Jawab **SEMUA** soalan. Markah bagi setiap soalan adalah 10 markah. Setiap soalan diperuntukkan sejumlah 10 markah.]*

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**Question 1***[Soalan 1]*

In order to ensure an organization survives any crisis, we need to pay close attention to its crisis management or crisis communication plan.

*[Bagi memastikan sesebuah organisasi mampu bertahan dalam sebarang krisis, kita perlu memberi perhatian yang rapi terhadap pelan pengurusan krisis atau pelan komunikasi krisisnya.]*

Based on the statement above, answer the following questions:

*Berdasarkan pernyataan di atas, jawab soalan-soalan berikut:*

a) Under stakeholder activism, provide **THREE (3)** primary stakeholders and **THREE (3)** secondary stakeholders.

*a) Di bawah aktivisme pihak berkepentingan (stakeholder activism), nyatakan TIGA (3) pihak berkepentingan utama dan TIGA (3) pihak berkepentingan sekunder.*

(6 Marks/Markah)

(b) List **FOUR (4)** characteristics of a social media crisis.

*(b) [Senarai EMPAT (4) ciri krisis media sosial.]*

(4 Marks/Markah)

(10 Marks/Markah)

**Question 2***[Soalan 2]*

According to Coombs (2014), there are three types of crises: attacks on an organization, situations when things go wrong, and misbehaviour by members of the organization.

*[Menurut Coombs (2014), terdapat tiga jenis krisis iaitu: serangan terhadap organisasi, situasi apabila sesuatu perkara tidak berjalan lancar, dan salah laku oleh ahli organisasi.]*

Based on the statement above, answer the following questions:

*Berdasarkan pernyataan di atas, jawab soalan-soalan berikut:*

(a) List **FIVE (5)** examples of attacks on an organization.

*(a) Senaraikan LIMA (5) contoh serangan terhadap organisasi.*

(5 Marks/Markah)

(b) List **FIVE (5)** examples of things that often go wrong in an organization.

*(b) Senaraikan LIMA (5) contoh perkara yang sering tidak berjalan lancar dalam sesebuah organisasi.*

(5 Marks/Markah)

(10 Marks/Markah)

....3/-

**Question 3**

*[Soalan 3]*

Timely and effective responses to both social media crises and issues are crucial in safeguarding an organization's reputation, maintaining public trust, and mitigating potential long-term damage.

*[Tindak balas yang tepat pada masanya dan berkesan terhadap kedua-dua krisis serta isu media sosial adalah penting dalam melindungi reputasi sesebuah organisasi, mengekalkan kepercayaan awam, dan yang berpotensi mengurangkan kerosakan jangka panjang.]*

Based on the statement above, answer the following questions:

*Berdasarkan pernyataan di atas, jawab soalan-soalan berikut:*

Provide and explain **FIVE (5)** guidelines on how organization should respond to a social media crisis or a social media issue.

*[Berikan dan terangkan LIMA (5) garis panduan bagaimana organisasi harus bertindakbalas terhadap krisis media sosial atau isu media sosial.]*

(10 Marks/Markah)

....4/-

**Question 4***[Soalan 4]***Case Study: Samsung Galaxy Note 7 (2016)**

In 2016, Samsung launched the Galaxy Note 7 smartphone with great anticipation. However, shortly after its release, reports began to surface that some devices were overheating and even catching fire. The issue quickly spread across social media, with videos and news stories showing burnt phones, creating fear among consumers worldwide. Samsung initially issued a limited recall and replaced the affected devices. Unfortunately, the replacement units also experienced the same problem, further escalating public concern and damaging the company's credibility. Airlines even banned the phone from flights due to safety risks. Faced with growing pressure, Samsung decided to permanently discontinue the Note 7 and launched a transparent global investigation. The company apologized publicly, introduced an eight-point battery safety check, and implemented new quality control procedures to restore consumer confidence. The incident became a landmark case in modern crisis communication, highlighting the importance of transparency, accountability, and long-term trust rebuilding in corporate reputation management.

***[Kajian Kes: Samsung Galaxy Note 7 (2016)]***

*Pada tahun 2016, Samsung melancarkan telefon pintar Galaxy Note 7 dengan jangkaan yang tinggi. Namun, tidak lama selepas pelancaran, muncul laporan bahawa beberapa peranti mengalami masalah panas melampau dan ada yang terbakar. Isu ini cepat tersebar di media sosial dengan video dan laporan berita yang menunjukkan telefon terbakar. sekali gus menimbulkan kebimbangan pengguna di seluruh dunia. Samsung pada mulanya mengumumkan penarikan semula terhad dan menggantikan peranti yang terjejas. Malangnya, unit gantian juga menghadapi masalah yang sama, menyebabkan kebimbangan awam meningkat dan menjejaskan kredibiliti syarikat. Malah, syarikat penerbangan turut mengaharamkan penggunaan telefon tersebut dalam penerbangan atas faktor keselamatan. Akhirnya, Samsung mengambil keputusan untuk menghentikan pengeluaran Note 7 sepenuhnya serta melancarkan siasatan global secara telus. Syarikat itu memohon maaf secara terbuka, memperkenalkan pemeriksaan keselamatan bateri lapan peringkat, dan melaksanakan prosedur kawalan kualiti baharu bagi memulihkan keyakinan pengguna. Insiden ini menjadi kes rujukan penting dalam komunikasi krisis moden yang menekankan kepentingan ketelusan, tanggungjawab, dan usaha jangka panjang dalam membina semula kepercayaan terhadap reputasi korporat.]*

Based on the statement above, answer the following questions:

*Berdasarkan pernyataan di atas, jawab soalan-soalan berikut:*

Draw and explain the incident by using the Pearson & Mitroff five-stage Crisis Model (1993).

*[Lakar dan huraikan peristiwa tersebut dengan menggunakan Model Lima Tahap Krisis oleh Pearson & Mitroff (1993)]*

(10 Marks/Markah)

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