

**The Media And Women :  
A Study Of Prostitution And Sex Tourism In Malaysia**

**By**

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162

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Acknowledgement

I would like to thank UNESCO and the Centre for Women's Development Study, India for incorporating me as part of their research team on the study of Media, Women and Prostitution/Sex Tourism. In the process of the study many facts were unfolded to me which I was not aware of before.

My most sincere thanks and gratitude goes to my three field assistants, Goh Beng Lan, Ooi Bee Loon and Khoo Gaik Hong whose efforts and enthusiasm enabled me to complete the study within the specified time. Finally, to Helen for typing, a sincere thank you.

ROHANA ARIFFIN  
November 1985

Table of Content ✓

	Page
Acknowledgement	
Introduction	i
CHAPTER 1 <u>LITERATURE REVIEW</u>	
1.1    Women in Malaysia	1
1.2    Women and Media in Malaysia	6
1.3    Tourism in General	12
1.4    Tourism in Malaysia	13
1.5    The Emergence of Sex Tourism: Background	28
1.6    Prostitution in Malaysia	35
CHAPTER 2 - <u>NEWSPAPER' TRENDS ON WOMEN'S ISSUES                   AND IMAGES BETWEEN 1960-1980</u>	
2.1    New Straits Times	49
2.2    The Star	57
2.3    Utusan Malaysia	64
2.4    Sing Pin Jih Pao	66
2.5    Overall View	68
2.6    The Government's Advertising Code	70
2.7    Travel Brochures	72
CHAPTER 3 - <u>FINDINGS OF THE SURVEY</u>	
3.1    General Readers	74
3.2    Social Group/Community Group	81
3.3    Hotel Staff	87
3.4    Media Professional	91
3.5    Interview with the Penang Anti-Vice Department at Police Headquarters	96

III

<u>TABLES</u>	<u>Page</u>
<u>CHAPTER 1</u>	
Table 1 (a) : Level of Education According to Sex, 1970-1975.	3
Table 1 (b) : Enrolment in Assisted Schools/ Colleges/Universities by Sex in Malaysia, 1970 and 1980.	4
Table 2 : Direct Foreign Visitors by Air and By Sea.	20
Table 3 : Total Number of Hotel Rooms in Penang.	21
Table 4 : Number of Registered Health Centre in Penang.	22
Table 5 : Distribution of Hotel by Type, 1983, Penang Island.	23
Table 6 : Foreign Visitors Expenditure in Penang.	24
<u>CHAPTER 3</u>	
Table 1 : Reader's Response towards the Coverage of Women's Issues in the Various Newspapers.	74
Table 2 : Images of Women as Projected in the Women's Page in Order of Prominence.	76
Table 3 : Images of Women as Projected in the Advertisement in Newspaper in Order of Prominence.	77
Table 4 : Reaction of Readers after Reading the Issues in Women's Page in Order of Prominence.	79
Table 5 : Response towards the Coverage of Women's Issues in the Newspapers by Social Groups.	81

IV

Table 6	:	Images of Women Projected by the Newspapers in the Women's Page in Order of Prominence.	82
Table 7	:	Images of Women Projected by the Newspapers in the Advertisement in Order of Prominence.	83
Table 8	:	Reaction of Respondents from Social Groups after Reading Issues in Women's Colum	85
Table 9	:	Nature of Services Requested by Hotel Guests in Order of Prority.	88
Table 10	:	Arrest of Foreign Women and Foreign Underaged Girls in 1983 till July 1985 in Penang.	96

(II) ✓

CHAPTER 4 - CONCLUSION

4.1	Summaries	101
4.2	Highlights from the Study	108
4.3	Recommendations	113
	Literature Review	118
	Bibliographies	122
	Appendices	

APPENDICES

- APPENDIX 1 : Direct Foreign Visitor Arrivals to Penang by Air and Sea for February 1985.
- APPENDIX 2 : Direct Foreign Visitor Arrivals to Penang (By Mode of Travel)
- APPENDIX 3 : Direct Foreign Visitors Arrival to Penang in 1982, 1983 & 1984 by months.
- APPENDIX 4 : Direct Tourist Arrivals.
- APPENDIX 5 : Direct Foreign Visitors Arrival to Penang by Country of Origin.
- APPENDIX 6 : Percentage of Hotel Occupancy Rate in Selected Hotels in Penang - Annual Figure.
- APPENDIX 7-16 : Samples of Advertisements from "The Star" for the years 1975, 1980 and 1985.
- APPENDIX 17-19 : Samples of Advertisements from New Straits Times for 1985.
- APPENDIX 20 : An Advertisement from Asia Week, 28th July 1985.
- APPENDIX 21(i) : Sample of Questionnaire circulated to media professionals.
- APPENDIX 21(ii): Sample of Questionnaire circulated to social groups, readers.
- APPENDIX 21(iii): Sample of Questionnaire for hotel staff.

## Introduction

This study mainly focuses on the role of the printed media in portraying women in general and narrowing the focus to the areas of sex tourism and prostitution.

1.1 The objectives of the research include the following:

(1) The Image of Women as Projected by the Media

This will include the existing laws and guidelines like the Advertisement's Code (prohibiting the exploitation of women and the indecent exposure of female's body), the trend and development of women's rights, image of women and sexuality as projected by the media will be studied and analysed.

(2) The Media's Concern on Issues of Prostitution and Sex Tourism

This will include the study on issues of prostitution and sex tourism, women's rights and exploitation that were focussed in the media and why and when such issues were taken up. The intention here is to find the link between the interest of sensationalization of the press and women's issues, using of women issues for publicity's sake rather than a stand or real concern and commitment of the press on issues of women, prostitution and sex tourism.

(3) The Commercial Interest of the Media

To study if such interest contradict the stand of the media on women/sex discrimination. Here the portrayal of female's sexuality in the advertisements found in the newspapers will be surveyed and analysed.

(4) The Attitudes of Policy Makers/Decision Makers of the Media

To study the attitudes of the decision makers on the portrayal of women's images, their rights and problems as pertinent social issues.

(5) Opinion and Reaction of Readers , Social Groups, and Community Groups

To study the opinions of these groups on the portrayal of women, exploitation, prostitution and sex tourism.

1.2 Methodology

The various methods used in this research include the following:

- (1) Literature review of secondary data. This includes literature on tourism, prostitution in general and prostitution in Malaysia.

- (2) Analysis of newspapers and travel brochures.
- (3) Survey - Questionnaire method.

The printed media (newspapers) is studied because it is one of the most widely used form of communication that reaches the most number of people in the country.

As Malaysia is a multi-racial country, four types of newspapers in English, Malay and Chinese were selected for the study. The newspapers selected include:

- (a) The New Straits Times Press - which has the most number of readers and highest circulation rate among the English press in the country, mostly read by the English educated public. This newspaper comes under the Fleet Group Sdn. Bhd. which is predominantly controlled by the Malay component of the ruling coalition government.
- (b) The Star Publication - the second most widely read English daily in the country; read widely by the English educated public. This newspaper is largely controlled by the MCA - a Chinese component of the ruling coalition party.

- (c) Utusan Malaysia - a Malay Daily read widely by the Malays especially the rural and lesser educated Malays. This paper is controlled by UMNO - the Malay component of the ruling coalition party.
  
- (d) Sing Pin Jih Pao - a Chinese Daily read widely by the Chinese educated Chinese. This is the most popular Chinese Daily among the Chinese community in the Northern Peninsular of West Malaysia.

The newspapers were analysed from the 1970's to the 1980's. The newspapers were studied at five year intervals for the month of January, July and December. The year 1970 was selected as it was around this time that the government began to pay more attention to the tourist industry .

In the case of the Star, the study started from 1974 as it began its operation then. For the other newspapers, period of study stretches from the 1970's till July 1985.

## 1.2 Questionnaire Survey

The questionnaire survey covers four target groups of people namely the general readers, hotel staffs, social groups/ community groups and the media professionals who are involved in the decision making of the media policies. A total of 31 respondents were interviewed, consisting of 12 general readers, 8 hotel staffs (4 from the beach hotels and the remainder from the town hotels); 6 respondents from the social groups and 5 respondents from the media professional. The first three groups were interviewed in Penang whilst the latter consisted of those in Penang and Kuala Lumpur.

For the social groups , a cross section of respondents consisting of different ethnic groups of both sexes from different organizations were interviewed. The social groups that were interviewed included well known groups in Penang such as CAP, Aliran, and Sahabat Alam.

#### 1.4 Limitations of Survey

The lack of cooperation among respondents - the hotel staffs in general were quite reluctant to supply accurate information regarding prostitution. For instance, there was a particular hotel in town well reputed to have prostitutes but the hotel staffs were reluctant to admit of its existence. Moreover, some of the respondents were afraid that their positions will be affected if they revealed the truth and hence gave answers that contradicted one another, which give rise to some difficulties in analysing the collected data.

Due to the time limitation of the study, we were able to cover only a limited number of respondents and these included those interviewed from the media professionals and hotel workers. If more time has been provided and earlier notification given by the sponsors, a more in-depth and comprehensive study could have been carried out.

## CHAPTER 1

### LITERATURE REVIEW

#### 1.1 Women In Malaysia

Women form about 49.8% of the total population in Malaysia. Even though they are almost equal in number to the male population of the country, it cannot be denied that women are unequal in terms of their social, economic and political positions.

Today, women comprise about one third of the labour force of the country. Most of them work because of the financial need to supplement or support their families. However, even in the eighties, nine out of ten working women received less than \$375 per month.<sup>1</sup> In the public service sector, there are 154,509 women workers, of which 52% are clerical staff. In the private sector, they dominate the lower category of workers mainly as unskilled or semi-skilled workers.

Women in Malaysia basically suffer from three different forms of exploitation. Firstly, being citizens of a developing country, Malaysian women are at the mercy of the world economic system which still does not recognise the role of women, their rights and importance. Here, women's liberation groups are virtually non-existent. Women are also exploited as workers and also as women, for all the qualities that they stand for.<sup>2</sup>

However, the situation is not as bleak as it seems, as there are now concerted efforts by women groups and organizations in the country to improve the status of women. These efforts have mainly been directed at increasing the participation of women in the government sector especially in the government hierarchy that are responsible for formulating development policies. There have also been efforts to provide training to improve the effect role of women's organizations. Other efforts include educational programmes to eradicate illiteracy and supportive programmes such as promoting handicrafts to enable women to earn additional income.

Women's organizations are also lobbying to change existing laws in order to eradicate discrimination against women. This attempt was evident in March 1985 at Kuala Lumpur where amongst others, the Federation of Women's Lawyers, the Selangor Consumers' Association and the Women's Section of the Malayan Trade Union Congress deliberated to present a memorandum to the government for the stated objectives.

Despite such commendable efforts, women are still subordinated in their place of work, distorted in advertisements and the media. Women in Malaysia still suffer patriarchal cultural ambiguities and are still left behind men in the many areas including the technical, administrative and management

fields. This situation still exists in spite of the current education policy which advocates "education for all". Comparably more males than females receive opportunities for higher education in the sixties, seventies and the eighties.

TABLE 1(a): LEVEL OF EDUCATION ACCORDING TO SEX 1970-1975\*

Level of Education	1970		1975	
	Men	Women	Men	Women
Primary	91.6%	84.8%	95.3%	93.1%
Lower Secondary	60.6%	43.6%	75.8%	63.0%
Upper Secondary	23.9%	16.1%	53.6%	26.3%
Tertiary Level	4.1%	2.2%	8.4%	5.5%
University	0.8%	0.4%	2.1%	0.9%

\*Source: Ministry of Education, Malaysia

TABLE 1(b): ENROLMENT IN ASSISTED SCHOOLS/COLLEGES/UNIVERSITIES  
BY SEX IN MALAYSIA, 1970 and 1980

		1970		1980		
		Number	%	Number	%	
<u>A. Primary Education</u>						
	Total	1421469		2008567		
	Male	748571	53	1033306	51	
	Female	672898	47	975261	49	
	% difference by sex		6		2	
<u>B Lower Secondary Education</u>						
	Total	3785355		809386		
	Male	222894	59	422521	51	
	Female	155641	41	386865	48	
	% difference by sex		18		4	
<u>C Upper Secondary Education</u>						
	Total	84925		229295		
	Male	50138	59	119031	52	
	Female	34787	41	110264	48	
	% difference by sex		18		4	
<u>D Post Secondary Education</u>						
	Total	10640		26707		
	Male	6725	63	13443	50.3	
	Female	3915	37	13264	49.6	
	% difference by sex		26		0.7	
<u>E Tertiary Education</u>						
1.	Teacher Training Institutions	Total	2927		10682	
		Male	1701	58	5415	51
		Female	1226	42	5267	49
2.	MARA Institute of Technology	Total	1786		8997	
		Male	1195	67	4964	55
		Female	591	33	4033	45
3.	Ungku Omar Polytechnic	Total	455		2449	
		Male	395	87	1922	78
		Female	60	13	527	22

(Continue Table 1b)

4. TAR College	Total	1034		6272	
	Male	799	77	4141	65
	Female	235	23	2131	34
5. University of Malaya	Total	7777		8851	
	Male	5512	71	5045	57
	Female	2265	29	3806	43
6. University of Science, Malaysia	Total	262		3226	
	Male	171	65	1968	61
	Female	91	35	1258	39
7. National University	Total	191		5807	
	Male	137	72	3648	63
	Female	54	28	2159	37
8. University of Agri- culture	Total	586*		3221	
	Male	496	85	2382	74
	Female	90	15	839	26
9. University of Technology	Total	943**		3607	
	Male	855	91	2787	77
	Female	88	9	820	23
Total for tertiary education	Total	15961		53112	
	Male	11261	71	32279	61
	Female	4700	29	20833	39
% difference by sex			42		22

\* College of Agriculture

\*\* Technical College

Source: Cheong 1983: Table 6

It cannot be denied that there are still other related factors besides education that have brought about this unequal situation. Amongst others, these include society's and prejudices towards women's intellectual and physical capabilities discriminating preferences by employers and the existence of limited job opportunities.

Another important but more subtle factor contributing to this, is the influence of the Malaysian mass media in shaping society's opinion of women. The following section will attempt to show how media affects women's lives, their socialization, their relationship with men and society's opinions regarding women.

## 1.2 Women and Media in Malaysia

Undoubtedly, the media plays a very influential and powerful role in modern society. It can gradually shape public opinion, personal beliefs and even people's self-perceptions. The views of the media are often accepted as existing facts and as truths by society. Therefore, the media is powerful in structuring what is considered as 'reality' in society.

Malaysian mass media are to some extent responsible for distorting the image of women by propagating and perpetuating sex stereotyping. The media portrays women as passive,

dependent inferior beings as well as that of largely being wives and mothers. In the sixties and early seventies, women are rarely projected as capable professionals, career people, etc. In "Abuse of Women in the Media" by the Consumers' Association of Penang (CAP), the organization contends that despite the increasingly important role of women as wage earners, professionals, indispensable house-makers and leaders, yet "The media has denied them of their rightful place and contribution outside the home and family."<sup>3</sup> Women are still portrayed as the inferior lesser half of humanity and objects of sexual pleasure. Women are increasingly commoditized as sexual objects.

Sex advertisements have become the normal practice with many industries and advertising agencies. Huge profits are reaped at the expense of the dignity and image of women. A sexist advertisement can be defined as one which "depicts half of the human race as inferior, discriminates, degrades and humiliates one sex in relation to another".<sup>4</sup>

Studies have shown that the local media in Malaysia appears to differ very little from the western media in terms of exploitation of women.

"Time and time again, in our advertisements, women are depicted as vain and seductive, as sex commodities, dull witted, in constant need of approval (almost always by men) and ultimately best left in the home or kitchen".<sup>5</sup>

The situation arises because the advertising media in Third World countries such as Malaysia is mainly controlled by the western countries. Furthermore, cinema, television and video programmes here are largely imported from the industrialized western countries such as USA and Britain and from the East such as Hong Kong and Taiwan.

It can be concluded that the image of women displayed and projected by these media has to a great extent moulded attitudes and perceptions, both of men and women, which could be considered at variance with the more positive values of Malaysian culture.

"Women are stereotyped as housewife, mother and the consumer of goods. They are always packaged as attractive, demure, passive, and submissive as either mothers or sex-crazed women, whereas the qualities of dominance, power, intelligence and double-standards of morality are emphasized in men. Women are made to consume fashions, cosmetics, household goods, western tastes and values in the consumer society, with the help of magazines, radio and television, women's pages, novels and films."<sup>6</sup>

It is thus justified to say that the portrayal of women as being empty-headed, unintelligent and silly does not truly reflect the important roles which they play in Malaysian society.

In the Third World countries, the media also tends to perpetuate inequalities between men and women in the home by reinforcing stereotype images of the domestic sexual division of labour. Statistics in developing countries tell us that women and girls are more undernourished, underfed and uncared for than men and boys. The media provides the necessary ideology to these societies by depicting women as eternal sufferers; women who rejoice in self-sacrifice, self-denial and meekly accepting their fate. By reinforcing sex stereotypes and constantly glorifying motherhood and subservient wifedom, the media makes it difficult for women to break out of these prescribed roles, norms and behaviour patterns. The resultant conservative thinking justifies the decisions of parents who discriminate between their daughters and sons by giving educational preferences to their sons. curb their daughters' freedom or let them take up jobs.

The media is also guilty of creating a distorted self-image. Media does not only influence the social image of women but also their self-image. Most women are themselves uncritical consumers of anti-women media. Media affects their socialization process, it influences their choices regarding what they consume and wear, how they behave, what they learn, dream, aspire to and what they ultimately become.

Media has therefore not only helped women and society to redefine their own and men's roles, it has also ignored, even trivialised whatever attempts, women have made to redefine their roles, to create alternative behaviour patterns and life-styles. By doing so media has clearly discouraged the emergence of a new woman, a new man and a new relationship between them.

Such treatment of women by the media instead of reducing their isolation, increases it further. Instead of empowering women, it weakens them. Women remain unheard, unrepresented and more 'uncommunicable' than before. They continue to blame either their fate or themselves for their plight and often turn to religion for their salvation. Media succeeds in depoliticising women's miseries and issues. Women's oppression remains a personal and family matter and the misery and marginalization continue.<sup>7</sup>

The World Conference of the United Nations Decade for Women has rightly recognized that women work twice as hard as men. Today, many Malaysian women have become wage-earners, professionals as well as homemakers, making many if not most of the major decisions in family life and a substantial portion of the decisions in working life.

In women's magazines, the main theme is beauty, glamour and attraction. Women are persuaded, convinced and deceived into keeping up with fashion as dictated in the media and in the process, they buy and consume, further reinforcing the images that they see in advertisements.

Furthermore, women's magazines in Malaysia tend to promote the conventional notion that a successful woman is one who manages to look attractive, wear nice clothes and prepare new and mouth-watering dishes and cakes. Such projected images must certainly have cause stress or unwise spending in women who try but fail to live up to these expectations.

Women everywhere have been conditioned to accept the roles, values and other prescriptions the media has defined for them. The situation is similar in Malaysia. Women have been made the prime target of manipulation and made to appear as something separate and degraded.

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### 1.3 Tourism in General

International tourism is one of the fast-growing industries of the world. It has grown eight-fold in the past decades and today it forms the largest single item in world trade.<sup>8</sup>

In 1973, 200 million international tourists spend some 10 billion pounds, equivalent to about 7% of the total value of world trade that year.<sup>9</sup> In 1982, total world receipts were estimated at US\$106 billion.<sup>10</sup>

The World Tourism Organization reported 280 million tourist arrivals all over the world of which 7% or 20 million went to the Asia-Pacific region in 1982.

( According to ESCAP's (the United Nations Economic and Social Commission for Asia and the Pacific) 1982 report, tourist arrivals in Asian developing countries by 1981 averaged 16.2 million annually. This accounted for 5.5% of the world total. Revenues from tourism amounted to US\$7,4 billion which was 6.9% share of the total world tourist expenditures.<sup>11</sup> In 1983 alone, the ASEAN countries are expected to spend US\$22 million on promoting tourism.<sup>12</sup>

Today, tourism is a past time and a very expensive one. Its concept is mainly based on the philosophy of consumption. Billions of dollars of energy in the form of jet-fuel and petrol are consumed to transport tourist from place to place in jet-planes, air-conditioned buses and taxis while the world is suffering from an acute 'energy crisis'.

Tourists today enjoy the fastest air travel, the ultimate in luxury hotels, the best scenic spots and the most comfortable means of transport in the world. They are the most privileged group in the utilization of public amenities in almost every country.

All this is possible because tourism is 'the only export industry where the customer turns up in person to consume'.<sup>13</sup>

#### 1.4 Tourism in Malaysia

It is an underlying assumption that tourism is a boost to the economy of a country as foreign exchange keeps flowing in along with the tourists. Since 1969, Malaysia is steadily increasing its emphasis on tourism and intensifying efforts to promote tourism as an important sector of the economy. Women have been placed in a totally new phase of discrimination when they are used as promotional gimmicks. For example, local Asian girls portrayed as models of femininity, seductiveness and demureness are being used in promotional materials such as travel brochures and pamphlets.

Although the tourist trade is fast expanding in Malaysia, it cannot be denied that it can also bring about undesirable socio-cultural consequences.

The number of tourist arrivals has risen rapidly within the decade; from 900,000 in 1973 to 2.85 million in 1983. In 1980, 2.25 million foreign tourists visited Malaysia, which means that the influx of tourists in the country has been growing at the rate of 8.1% per annum since then.<sup>14</sup> This figure is expected to rise to 3.1 million in 1985.<sup>15</sup>

In line with the government's policy to promote tourism, tourist projects have been granted trade incentives such as awarding pioneer status, locational incentives and abatement of income tax for the establishment of new hotels, expansion and modernisation of existing hotels.<sup>16</sup>

Consequently, the number of hotels increased from 766 with 21,746 rooms in 1976 to 835 with 27,559 rooms in 1980 of which 10,024 rooms were in the first class hotels by international standards.<sup>17</sup>

Local press reported in 1976, tourists spent \$300 million in Malaysia - \$57 million of which was spent on hotel accommodation, \$74 million on food and beverages in hotels and \$66 million on recreational sightseeing and local travel.<sup>18</sup>

According to Hamzah Majid, the Director-General of the Tourist Development Corporation, Malaysia earned some M\$800 million in foreign exchange in 1981. This amount comprises an increase of nearly 6% as compared to \$757 million earned in 1980 and 200% compared to the 1970 earnings of only M\$276 million.<sup>19</sup> In 1983, the foreign exchange earnings increased to \$1,279.5 million.<sup>20</sup> This makes the tourist industry the seventh largest foreign exchange earner after petroleum, rubber, palm oil, timber, tin and sawn timber.<sup>21</sup>

A survey conducted among American travel agents in 1978 reported that American tourists rated Penang very highly as an attractive vacation destination and were particularly impressed with the beautiful untouched areas, the fine beaches and the lovely people of the island.<sup>22</sup> At the same time, European and Australian tourists are invading Penang by means of package tours and chartered flights.

With such encouraging prospects, Dato'Seri Dr. Mahathir who was then the Deputy Prime Minister, had, on an investment incentive tour of the United States in 1978 concluded in his agenda, the 'sale' of Penang as a tourist centre to the Americans. He also added that 'it is the wish of the federal government to make Penang a gateway into Malaysia from the northern region.'<sup>23</sup>

Since then, the Tourist Development Corporation (TDC) has been promoting Malaysia among the ASEAN countries, Japan, Hong Kong, Australia, New Zealand, Germany and the United Kingdom whilst exploring new markets among the West Asian Countries, France and the United States of America.<sup>24</sup>

#### 1.4.1 Promotional Effort During The Early Years 1966 to 1969

Upon recognizing tourism as an important sector of the company, Malaysia has embarked on an intensive promotional efforts and other related campaigns.

When Penang was first hauled into the international tourist mass market, it was selected for the U.S. Army R & R programme. Between 1966 and 1968, 35,800 army personnel came to the state during the period.<sup>25</sup> This sudden influx particularly of U.S. Army personnel and other foreign visitors during this period stimulated the hotel construction boom in 1968 and 1969.

At that time (1969), a study of Penang's economic situation revealed that the major economic weaknesses experienced by the state were:

- (i) Over dependence on agriculture and trade
- (ii) An unemployment rate of 16 percent
- (iii) A rapidly growing labour force
- (iv) General economic stagnation.<sup>26</sup>

In this context, tourism was recognized as an industry and given an important place in the new development strategy because of its potential growth in the economic transformation of the state. The tourism industry was identified as an important source of employment and a generator of various other economic activities.

Furthermore, the year 1969 became a significant year for the development of tourism when the consultants for the Penang Master Plan, Robert R. Nathan Associates identified tourism as one of the important economic sectors to be developed within the new economic strategy for the state of Penang; which was:

"Rural industrialization and rural urbanization extension and diversification of the agro-horticultural base concomitant with urban renewal and the development of the tourist industry in Penang".<sup>27</sup>

The positive attitude the state upholds towards tourism based on the Master Plan Consultants' recommendation draws from the potential economic benefits of tourism such as stimulation of employment, development of infrastructure, stimulation of foreign investment etc.

Tourism as a service industry requires manpower rather than machinery. With the demand of services created by more tourists, new jobs are created in the sector. According to the World Tourism Organization (WTO), in developed countries, one direct job in the hotel industry creates six other jobs in the rest of the economy.<sup>28</sup>

Despite being poor in natural resources and limited agricultural land, Penang has the sun, sea and sand which are vital for modern international tourism. By utilizing these resources, development came to areas which would otherwise have remained economically backward such as the case in the Tanjong Tokong - Batu Ferringhi - Teluk Bahang coastline which was identified and developed into a holiday resort area.

Transportation, urbanization and communication facilities have also improved with the advent of more tourists. These include the expansion of the Bayan Lepas International Airport, the improvement of ferry terminals, the new Penang Bridge and so on.

Foreign visitors also trigger a multiplier effect in the economy. Any ringgit exchanged with foreign currency which enters the local economy circulates quickly. Their expenditure could result in the payment of certain salaries in the local industry and in turn generate purchases of other goods and services.

Tourists also create a new market for certain products for the local cottage industries such as batik-wear, local preserved fruits and so on.

Today, tourism plays a prominent role in the development of Penang, and as a whole, tourism forms about 50% of the Gross Domestic Product and provides direct employment for about 4,000 people (out of a total population of 1.3 million) and with the multiplying effect, it creates income for about 10% of the population.

#### 1.4.2 The Impact of the 1972 Pacific Area Travel Association (PATA) Workshop

In February 1972, Penang was the venue for the PATA Workshop which was highly commended by participants as a great success. In fact, the Workshop marked Penang's entrance into the international tourism scene. From then on, Penang's tourism industry flourish, establishing Penang as the prime holiday resort of the country.

Average of annual growth of foreign visitors who uses Penang as the international gateway to Malaysia, i.e. by air or sea, was 17.7% during the 1970 to 1980 period. These figures increased five-fold from 39,457 in 1970 to 200,927 in 1980. (Refer to Appendix I - detailed statistics account of direct foreign visitor arrivals to Penang by country of origin.)

Table 2: Direct Foreign Visitors by Air or Sea

YEAR	NO. OF ARRIVALS
1970	39,457
1972	62,801
1975	105,578
1980	200,927
1983	200,000

Source: Penang Development Corporation

This statistics are actually very conservative as they include only foreign visitors who arrive directly to Penang by air and sea, which means to say that those who arrive through Subang Airport, Port Klang, Johore Bahru Causeway or any other parts of entry and those arriving by road or rail are not counted.<sup>29</sup>

The Visitor Arrival Statistic showed that the main visitors generating countries are the ASEAN regions, Japan, India, Australia, New Zealand, United Kingdom, Ireland, and the Unites States of America, with ASEAN contributing about 30% of the total foreign visitors. Appendix 5 provides further details of the tourists' country of origin.

There has been a steady increase of foreign visitors arrival since the PATA Workshop in 1972 until recently when the worldwide recession resulted in a reduced number of visitors. Penang rapidly became a tourist attraction and often referred to as "Pearl of the Orient". In 1973, there was a 47% increase of tourist arrivals and from there on with the rapid increase of 10% till the 1980's. This situation has triggered a boom in the number of hotel rooms as shown in Table 3.

Table 3: Total Number of Hotel Rooms in Penang

Year	No. of Rooms	Percentage Increase
1972	1,599	-
1983	4,484	180%
1986 (projected)	7,000	337.77%

(compared with 1972)

Source: Penang Development Corporation

The optimistic trend of the hotel development is also due to the good average hotel occupancy rate. During peak seasons, such as in April and December the occupancy rates could reach up to 100%.

Federal government policy in the early 1970's offering pioneer status and tax incentives for the hotel industry encouraged more international class hotels to be constructed before December 1973. And even after the incentive period, hotels continued to be constructed. It was also at this period that health centres began to appear in the hotels in Penang as shown from the table below.

Table 4: Number of Registered Health Centre in Penang

Name of Centre	Year of Operating	No of Messieurs
Rasa Sayang Health Club	1974	5
Pulau Pinang Sauna	1976	6
Waterfall Hotel	1979	8
Central Health Club	1980	12
Hotel Fortuna	1981	7
New Dato Kramat Health Recreation Centre	1981	2
Phoenix Health Club	1982	3
Orchard Sun Health Club	1983	unspecified
Mingood Hotel	1984	5
Executive Physical Fitness Centre	1985	unspecified
Penang Sakura Health Club	1985	unspecified
Skyview Recreation Salon	1985	unspecified
Prince Sauna House	1985	unspecified
Cathay Health Club	1985	unspecified
Taipan Health Club	1985	unspecified

Source: Deputy Director of Health Department, Penang, 1985.

By 1983, there were a total of 1,273 hotel rooms on the beach area, 2,492 rooms in the city of Georgetown and 12 rooms on Penang Hill. (Excluding the government's bungalows)

Table 5: Distribution of Hotels by Type,  
1983, Penang Island

Type of Hotel	No. of Hotels	No. of Rooms
Beach Hotels	11	1,273
City Hotels	105	2,492
Hill Hotels	1	12
TOTAL	117	3,777

Source: Y.M. Tengku Idaura, 'A State Policy on Tourism'. Papar submitted at Convention on Future of Penang. May 1985, Pg. 26.

Direct employment in the hotel industry in 1983 was 3,657 people and the average hotel occupancy rate remained at a comfortable range between 60-70%. Refer to Appendix 6 for a detailed breakdown in annual occupancy rate. Annual foreign visitors' expenditure average M\$35.5 million during the 1980-1983 period.

Table 6: Foreign Visitors Expenditure in Penang

Year	Annual Expenditure in M\$
1980	\$29.8 million
1981	\$41.0 million
1982	\$39.9 million
1983	\$31.3 million

Source: Tengku Iduara, pg. 27.

Table 6 above shows that world recession does have an effect on tourism. This is discussed further in the following section.

#### 1.4.3 Effects of World Recession On Tourism

Since tourism is a service industry catering to foreigners, it is totally dependent on the ability and desire of tourists to take a holiday in Malaysia. This is also closely related to the economic situation of the developed countries from where most of the tourists come from. In times of recession, when money is harder to come by, holiday plans have to be curbed.

It is known that the recession years of 1974-75 reduced the outflow of American and European tourists to the Far East. Many postponed their holidays or took them nearer home, such as in European or American holiday resorts.

The Penang tourist industry was badly affected from the fuel crisis and the world recession during the last quarter of 1974. In 1976, there was another drop in tourist arrivals in Malaysia.<sup>30</sup>

A spokesman from the Tourist Development Corporation attributed it to the inflation and unstable monetary system in their countries.<sup>31</sup> In 1977, the situation did not improve. Big hotels were considering to retrench their staff if their business did not improve within the next six months, as there were more rooms in hotels than hotel guests.

The situation was also attested at the PATA Conference held in Bangkok in February 1982. Delegates were told that "the world tourist industry is facing a testing period because of the global economic recession".<sup>32</sup> In Penang, the situation is no better. Foreign visitor arrivals had been steadily dropping for the first eight months of 1982. For the month of December, which is the peak tourist season, hoteliers in Penang reported a decrease of occupancy rates by an average of 5 to 10% over the peak season in 1981.<sup>33</sup>

#### 1.4.4 The Role Of the Penang Development Corporation

The function of tourism promotion and development in Penang was transferred from the state government to the Penang Development Corporation (PDC) in 1972. A Tourism Division was then set up within the Corporation to carry out this responsibility. An annual grant of \$120,000 later increased to M\$170,000 was provided for the purpose.<sup>34</sup> A sustained promotional and publicity programme carried out by the PDC, complementing the efforts of the national tourism body, TDC helped to maintain Penang's image as an international holiday resort. In 1986, Malaysia will be host to another PATA Conference. As such, plans are being executed to make it a significant year for tourism.

The role of the PDC in promoting and marketing Penang as a tourist destination include organization and assistance in programmes such as the Penang International Boat Festival, Pesta Pulau Pinang, Penang Grand Prix and Cathay Pacific Penang Marathon. The PDC is also represented in the various state and Federal committees which are geared towards tourism promotion.

The PDC also produces promotional reference materials on Penang which are distributed to members of the travel trade both locally and overseas. These include Penang Travel News, Penang Travel Manual, Penang maps, annual calendars and other promotional materials.

The other responsibilities include hospitality services to travel trade personnels, maintenance of a photographic library, advertisements, servicing letter of complaints, enquiries, etc. According to a PDC officer, recent promotional efforts include the establishment of a Cabinet Committee on Tourism formed in 1985.

Other recent developments include the completion of the Penang Brige, reputedly the longest in Asia and visits by government ministries (including the Prime Minister himself) to foreign countries to promote tourism and to make Penang and Kuala Lumpur the gateway into Malaysia.

#### 1.4.5 Privatisation of Tourism - Blessing or Blight?

In line with the Malaysian government's policy of privatisation, the private sector have been encouraged by the parties concerned to play a more dynamic role into the development of tourism. These efforts need to be checked from time to time. If left unchecked, there is the possibility that women will be portrayed degradingly in promotional efforts.

Stringent guidelines have to be enforced to ensure that pollution of the environment and culture does not occur.

### 1.5 The Emergence Of Sex Tourism: Background

Tourism has an ugly side that is often hidden from the eyes of the layman in the street. This ugly side involves the sexual exploitation of women and children or better defined as 'sex tourism'. In the "The Abuse of Women in the Media by CAP, sex tourism is regarded as the most dehumanised form of sexual and economic exploitation of Asian women.

"It has its roots in a decaying, western-urban life, where society is so alienated and deculturalised, and where the need to consume has become compulsive and devoid of any real meaning".<sup>35</sup>

In many parts of Asia, concerned women groups have protested against sex tours and the dehumanising of women. It is generally known that many travel agencies offer these sex tours to Japanese tourists, who are said to be the biggest patrons.

The Japanese Transport Ministry responded by issuing a warning against the promotion of sex-oriented package tours and threatened to cancel the licenses of at least 20 travel agencies organizing sex tours in Taiwan, the Philippines and Thailand. The Japan Travel Agencies Association (JTAA) expelled a member agency for allegedly organizing sex tours in South-East Asian Countries.<sup>36</sup>

Sex tours have been popular in Asia for many years with an estimated 3.5 million males, mostly Japanese, buying these tours annually.<sup>37</sup> According to one travel agency reporter, in 1978, about 250,000 of an estimated one million Japanese tourists went to Taipei and Seoul on separate tour schedules; most of them went there not for the sights, but for the women awaiting them.<sup>38</sup>

International press reports have also revealed that 1.5 million Japanese men go on holidays to South-East Asia every year on 'sex tours' organized by tour operators and large corporations.<sup>39</sup> In Manila, there are 2,000 prostitutes catering for Japanese tourists alone and in Bangkok, there are about 100,000 women engaged as prostitutes.<sup>40</sup>

#### 1.5.1 Sex Tourism In Malaysia

Sex tourism in Malaysia is nowhere near the scale of Bangkok or Manila. However, it does exist. In 1980, a CAP survey on tourism, hotels and social escort agencies shows that Malaysia is very much a part of the tourist sex map in South-East Asia.<sup>41</sup> A tourist interviewed said that in his experience, Penang comes second only to Bangkok in the easy availability of girls.<sup>42</sup>

In January 1981, the press highlighted the use of sex as a tourist bait by some holiday packages sold abroad. It was reported that tour operators in Hong Kong were showing a filmlet with semi-nude girls promoting a club in Malaysia.<sup>43</sup> The newspaper report also quoted a tour agent who said that a certain company who had been promoting its package as a "family outing" in Malaysia and in Singapore in its advertisements overseas do not reflect this. Instead, the advertisements featured bare-breasted women.<sup>44</sup> In another press report, a former guide was quoted as saying that she had to take clients secretly to red light districts so that the name of her company would not be tarnished.<sup>45</sup>

In March 1978, a local newspaper reported that Japanese male tourists in Malaysia are attracted more to "those activities that go on behind closed doors" than in the traditional tourist attractions such as the National Monument or Batu Caves. A receptionist at a leading hotel in Kuala Lumpur when interviewed said, "After checking into their rooms, the first thing they will ask for is a map of the city. You are then asked to circle out where the girlie bars, massage parlours and red light districts are".<sup>46</sup> In a premier hotel in Penang, owned by an international chain, the hotel management had to put up notices in the guest-rooms warning Japanese tourists not to bring 'girls' into their rooms.<sup>47</sup>

The New Straits Times reported that Japanese tourists to Malaysia increased by almost 100% over a five year period from 41,000 in 1976 to over 78,500 in 1981.<sup>48</sup> The figure increased to 89,400 during the first eight months of 1982.<sup>49</sup> The increase in tourist arrivals from Japan had been attributed to better exposure of Malaysia in Japan following the Government's "Look East Policy" and the involvement of the Japanese in large developmental projects in the country.<sup>50</sup> This was given a further boost in March 1983 when both countries, Japan and Malaysia waived the two-week visa requirement for their nationals entering each other's country.

Although the Japanese are comparatively late comers on the Malaysian tourist scene, they have managed to capture a share of the market too. For example in Johore, the Johore Tenggara Regional Development Authority (KEJORA) with a Japanese joint venture have constructed the \$20 million Asahi-View Hotel in Desaru. The General Manager of KEJORA, Haji Mohamed bin Haji Abdul Rahman, said that at the moment it is concentrating its promotional efforts on the Japanese tourists.<sup>51</sup>

The Asahi-View International Hotel chain of Japan also manages the recently opened eleven-storey Subang View Hotel, located outside Kuala Lumpur.<sup>52</sup> The 600 room Kuala Lumpur Pan-Pacific which is expected to be completed in 1985 is another hotel chain operated by Tokyu Hotels International.<sup>53</sup>

It is interesting to note Japan Travel Bureau, the world's largest Japanese travel organization started its first package holiday tour to Penang in 1982, when it flew in 135 tourists by AU Nippon Airways.<sup>54</sup>

In view of the increasing number of Japanese tourists visiting the country, there is a possibility that sex tourism may increase in the future.

#### 1.5.2 Efforts of Tourism on Women, Culture and Sexuality

Tourists pollute not only the physical environment of a country but also the cultural environment. According to Mr. George Frascina, the General Manager of Marco Polo Hotel in Singapore:

"Tourism pollution covers all aspects of the degradation that a community faces when confronted with foreign elements. This phenomena is more pronounced in societies which cannot produce enough self-defence to keep its own social balance and original self-survival; the best examples of virulence of the tourists, usually from the rich countrie, can best be detected when he comes into contact with local people. He refuses to accept other systems and living standards, finds cultural shows too long, food strange, water suspicious, language aggressive and shopkeepers rude".<sup>55</sup>

It is unfortunate that some local people have abandoned their own cultural values to pander to the whims and fancies of the tourists. The mentality of giving the tourist all that he wants and what he expects to keep him, reduces these people to decadence and moral degradation.

This process can be seen in the increasing social agencies which have mushroomed for the tourist trade. Theoretically, the social escorts are the perfect tourist guides, the hospitable hosts who can show the visitor around, bring him to our gourmet corners and enlighten him on our multi-ethnic way of life. In practise, this is very much open to abuse and escorts end up as mere objects of pleasure. Tour guides and social escorts of this nature are becoming so common that it has elicited comments from the Director-General of the TDC condemning the blatant advertisement of such agencies in the local papers.<sup>56</sup>

Under the strong impact of tourism, arts and crafts have become commercialized. Today, one can find many batik factories along the northern coasts of Penang which mass produces batik to satisfy the tastes of the souvenir-hunting tourists. Previously, batik was traditionally printed on natural fibre but now, it is commercially produced in synthetic materials such as lawn, vode, silk, jersey and velvet. Rare and precious antiques - a rich and unique heritage - are also leaving the country via the tourist dollar.

In Balik Pulau, Penang, hordes of tourists with the cameras queue up to take a look inside a Malay house. Foreign languages are spoken and notices are put up in the premises in German while disco music is played. The vital elements of Malaysian culture are missing from these places.

The negative lifestyles of tourists such as drug culture and permissiveness has also spread to the other parts of the country in recent years. In 1982, there were at least three instances reported in the local press. In Kuantan, a State Assembly Woman had urged the state authorities to look into the activities of foreign tourists who had turned popular tourist resorts in the state into a virtual paradise for permissiveness. Referring to the many tourists staying at hotels and houses in the kampungs, she said, "They make love and bathe without shame and regard for others".<sup>57</sup> She also contended that such activity would undermine the morality of the locals.

In Pulau Langkawi, another tourist resort island north of Penang, the district 'Kadi" (religious head) chided foreign tourists for going about in the nude as well as making love in public on the beaches of the island. "It has been going on for some time because the authorities did not take any action to stop it".<sup>58</sup> He also added that such indecent acts were bad examples to local youths.

According to newspaper reports, the latest attraction in the beaches of Batu Ferringhi, Penang is "men with nothing except G-strings..The men in G-strings are all foreigners. They walk about brazenly, seemingly unaware of the raised eyebrows and incredulous looks from fellow beach goers".<sup>59</sup> The same newspaper report also quoted a local who had seen a woman

similarly dressed or undressed...sitting at a coffee stall opposite the beach hotels at Batu Ferringhi. She was coolly sipping away a drink, oblivious of the people around".<sup>60</sup>

Insensitivity of foreign tourists towards local is far too common. Local people are invariably regarded as exotic spectacles to be photographed and shown to friends and relatives back home. In 1983, a newspaper reported that villagers in a kampung were angered by the constant stream of Japanese and European tourists "armed with cameras who seemed to find the kampung fascinating, especially the sight of naked Malay children running around or bathing".<sup>61</sup> In short, more and more people are standing up to protest against the disrespect of tourists for local people as well as social groups protesting sex tourism.

## 1.6 Prostitution in Malaysia

Although there have been no studies carried out to link prostitution with tourism, there has been an increase in the occurrence of prostitution together with the increasing number of tourists coming into the country.

### 1.6.1 A General Definition of Prostitution

According to A.S. Mathur, prostitution is given several definitions and such definitions itself changes depending on the era, culture and social practices of a particular society.<sup>62</sup>

Prostitution in the public eye is usually sexual prostitution. It can be defined as sexual relations that are sold, not free, sexual relations that are promiscuous and without obligations.<sup>63</sup>

Prostitution is also defined as the granting of non-marital sexual access, established by mutual agreement of the woman, her client and/or her employer for remuneration which provides part or all of her livelihood.<sup>64</sup>

#### 1.6.2 Studies on Prostitution in Malaysia

Prostitution is known to exist in Malaysia as early as in the nineteenth century when a well-known Malay writer Munshi Abdullah commented on prostitution during his visit to Kelantan.

Documents from social historians regarding the early years of British colonization of Malaya revealed the existence of prostitution. Women were brought in from surrounding countries especially from China and to a lesser extent, Japan and Jawa, to cater of the sexual needs for the predominantly male immigrants. This included the colonial administrators themselves because initially, white women were almost absent in Malaya.

Several studies on prostitution in contemporary Malaysia had been attempted by the Ministry of Welfare and scholars in the various academic institutions in Malaysia. The findings of these studies are discussed below.

A study by Zakaria Ismail found that in Alor Setar prostitutes can be found in Petani Lane; in Bukit Mertajam at Jalan Mengkuang; in Penang they can be found at Lorong Gaharu, Jalan Perlis, Jalan Irving and Jalan Melaka; in Kuala Kangsar they can be found in Kampung Pisang, in the Kuala Lumpur at Jalan Hicks, Jalan Walter Granier, Jalan Imbi, areas around Jalan Tuanku Abdul Rahman, Jalan Sri Aman, Jalan Pasar, Jalan Raja Laut and Jalan Chow Kit. In the east coast, prostitutes can be found in Kampung Dusuk, Kota Baru; Jalan Batas Baru in Kuala Trengganu and Pondok Buluh in Kuantan. In the south, they can be found in Kampung Pahang in the state of Johore. B Bars, hotels and nightclubs are also considered as unofficials prostitution centres.<sup>65</sup>

A study in Penang in 1976 found that there are about 450 prostitutes in the 30 hotels surveyed.<sup>66</sup> Zakaria Ismail's study estimated that there are about 296 prostitutes working in 24 hotels in Penang.<sup>67</sup>

According to findings of another study, prostitutes can be classified under six categories:<sup>68</sup>

- (a) Market prostitutes or Back Alley prostitutes
- (b) Streetwalkers
- (c) Prostitutes with employers
- (d) Bar, Coffee House, Night-Clubs and Massage Parlour prostitutes
- (e) Freelance prostitutes
- (f) Special prostitutes

Market prostitutes are considered the lowest class of prostitutes in the hierarchy of prostitutes. McCaghy considered them to be the biggest group.<sup>69</sup> In the 1960's, it was found that the centre for this category of prostitutes in Kuala Lumpur were the Wisma Yakin area, around Jalan Melaka and also around Chow Kit Road.<sup>70</sup> Nowadays, this type of prostitutes are found in the vicinity around Jalan Tuanku Rahman, Jalan Sri Aman, Jalan Raja Laut and the Chow Kit Road area.<sup>71</sup> These are the prostitutes that sit or stand at the doorways of markets and bazaar areas or even outside their rooms. There are available rooms for potential clients who require their services. A client is often seen approaching them and bargaining for a right price before entering their rooms.

Streetwalkers can be divided into three categories:

- (a) Cheap streetwalkers
- (b) Medium price streetwalkers
- (c) High class streetwalkers

Cheap streetwalkers are the majority and they are sometimes mistakenly categorised as market prostitutes.<sup>72</sup> Unlike the market prostitutes, these streetwalkers roam the streets for potential clients and bargaining is done right at the spot where they meet and the transactions are usually carried out in cheap hotels.

High class prostitutes are the newcomers and they occur particularly in Kuala Lumpur. This group of prostitutes are discreet in their selling and they usually pick up clients in shopping complexes and supermarkets. This group comprise mainly of young girls and housewives who are looking for a quick way to buy a new watch, handbag or jeans. These prostitutes usually agree to carry out their transactions at any place the client takes her.

Prostitutes with employers are known as call-girls. They normally have a sponsor or a pimp who possesses a private house or flat which looks ordinary enough from the outside and are known to certain contacts only. The girls photographs are

- 40 -

usually available for selection. This is considered as high class prostitution and the flats or bungalows for the transactions are usually found in exclusive areas. In Kuala Lumpur, they are found in the Bukit Bintang area, Jalan Walter Granier, Jalan Imbi, Jalan Cochrane, Sam Mansion, flats in the Wisma Mirama and other areas in Petaling Jaya.

The other category of prostitutes are found in hotels where clients can be arranged for these girls to visit their hotel rooms. They used to charge about \$50/- including the room rents back in 1973. As for prostitutes who work in night-clubs, massage parlour etc, they prostitute themselves for additional income.

Female employees working at nightclubs, bars and social escort agencies soon found that earnings from prostitution far exceed earnings from their work at the establishment. For example, Singapore nightclub employees may make S\$50/- per night in bookings and tips and S\$100 - \$200 per night for prostitution services. The earnings of social escorts are similar, after hours prostitution, often doubles or trebles their income from escort services. Furthermore, employees at these establishments learn that their popularity increases with clients and employers, and consequently their earnings increase if they also work as prostitutes..

Employees of Bangkok's massage parlours, the 'girlie bars' of Singapore and Kuala Lumpur, and some of the Barber shops, massage parlours and musical coffee houses of Kuala Lumpur must be willing to provide some form of prostitution services, even though they may not have intercourse with the customer within the establishment. Women who first began working at these types of night entertainment establishments undoubtedly cross the line into prostitution more rapidly than women beginning as nightclub employees or social escorts. Again earnings from prostitution may easily provide the greater part of their monthly income.<sup>73</sup>

Freelancers belong to an elite group that consist of office girls, air stewardesses, models and women from the middle income group. They search for clients in coffee houses, bars, exclusive restaurants, hotels, etc., or through referrals and personal introductions. They usually work with the help of waiters in hotels. They do perform transactions in the homes of more permanent clients and are normally contacted through the telephone. Special prostitutes are girls who are hired by firms or offices to entertain clients.

### 1.6.3 Interrelated Factors to the Existence of Prostitution in Malaysia.

Many researchers believe that prostitution is related to the conditions of the society in which it occurs. There are several factors to consider with regards to this. According

to a survey on the inmates of rehabilitation centres for women and girls administered by the Ministry of Welfare Malaysia in 1974, it was found that there is a low incidence of prostitution in states which have a predominantly Muslim population. The research found that most of the inmates originated from urban areas (a total of 68.6%). Seventy-five or 95% of the inmates were single while 3.7% were divorcees. The Ministry concluded that there is not one specific cause but several related factors that leads to the occurrence of prostitution. However, casual factors were traced to three main factors:-

- (a) Background factors - These include the economic position of the family, the strength of family ties and parental love.
- (b) Contributory factors - These include the harmful influence of friends, unemployment, illiteracy, ignorance, ill-treatment and feelings of frustration.
- (c) Direct causes - These include the influence of friends already in the profession, or circumstances where girls are being tricked into vice, being forced into prostitution by relatives or friends or being intimidated into vice.

Therefore, according to the study of the Ministry of Welfare, the family background factor seems to have some influence on women's entry into prostitution. However, studies by other scholars seem to contradict it. For instance, Abdul Hadi found that 41.7% of prostitutes surveyed came from normal (complete) families. In another study by Samsiah Abdullah, it was found that the number of prostitutes from normal families were about the same as those from broken families.<sup>74</sup>

Abdul Hadi's study found that 28.5% of the voluntary prostitutes (high class) entered the profession for 'fun' and 3% entered to free themselves from family and parental bonds. 18.6% of his respondents were also divorcees.<sup>75</sup> The study by Zakaria Ismail found that 17.3% of his respondents became prostitutes following their divorce or death of their husband. 16% of his respondents also came from average family background (above poverty line).<sup>76</sup>

These studies seem to indicate that prostitutes came from 'normal' family background. Contrary to these findings, a study on the inmates of a rehabilitation centre for women in Perak revealed that although the family is normal in the sense of a two-parent family, yet the inmates expressed that their fathers were usually irresponsible. Irresponsible covers the meaning that they have fathers who were either drunkards, wife-beaters, womeniser or gamblers. Therefore, although the home is still intact and the family is not broken, yet

their family background is a relatively unhappy one. That served as a push factor for the girls to seek outside employment and to leave home as quickly as possible. In a few cases, incestious sexual relationship or rapes were committed onto these girls. These culprits were normally the stepfathers, grandfathers and close relatives. Such incidences served to drive the girls away from home.

Poverty seems to play a minor role for single women at the point of entry into prostitution. The general consensus of the studies indicated that the majority of women freely enter into prostitution, although they are no poorer than their average sisters. But this differed for divorcees. Divorced women with children were normally "forced by circumstances" to enter into prostitution as a means to support themselves and their children. A study on prostitution in Penang and nearby areas by Yapp and colleagues revealed that divorcees with low education choose prostitution as a means to provide for their children.<sup>77</sup>

Generally, most of the prostitutes have very little education. Most of the prostitutes have an average education of seven years and below. With such a low level of education, other jobs that are attainable at their level of education usually bring in very low remuneration. Thus, in comparision to other jobs, prostitution is an attractive @ccupation because of its lucrative income.

- 45 -

The study by Abdul Hadi found that 48 or 68.6% of the prostitutes surveyed were earning \$400/- and above, while 20% of them were earning more than \$900 from an average of 16 clients per week. If they were to entertain not more than four clients per week, 43 of them were earning not less than \$400/- per month or \$100/- per week. About 75% of them did not complete their education to fifth form level.<sup>78</sup> With the government salary scale in Malaysia where a SRP/LCE (Form 3) candidate only earns \$235/- a month, it would take 14 years for them to reach \$495/- a month. Therefore, many turn to prostitution to earn a living.

Zakaria Ismail's study in Penang found that only four of the 70 prostitutes surveyed were earning less than \$400/- per month while 23 prostitutes were earning between \$601/- to \$1,000/- monthly and three other prostitutes were earning above \$1,000/- per month. These prostitutes entertain their clients on a monthly average of 63 times or a daily average of 2.1 times. Their clients were detailed out as follows; it was found that 52.3% of sexual relations of prostitutes were with army personnel from the Royal Australian Air Force Base in Butterworth, mainland Province Wellesley. 28.6% of such relations were between prostitutes and navy men and only 19.1% were with other men. The study revealed that the trisha riders are the most important middlemen in prostitution as they

transport clients from bar to bar looking for girls. They then get a commission of between \$3 to \$5. It was also found that 61.5% of the prostitute-client relations surveyed were arranged through hotels or pimps.

The various studies seemed to indicate to some extent the role played by consumer culture in motivating women to enter prostitution. The need to live a comfortable lifestyle, to keep up with the latest fashion and to consume more items provided a strong impetus for entering into prostitution. As the cost of living increases and inflation continues, it is much harder to live comfortably on a small income in the urban areas of Malaysia. Also related is the influence of friends who are involved in such activities and the constant demand for these services by the burgeoning affluent urban society.

The economic recession which started around the early eighties till the present has caused many industries to retrench their workers. In recent years, this had particularly affected those in the manufacturing sectors especially of textiles and electronics. The majority of those affected from these industries are women. In the textile industry over the past two years, 8,000 workers were retrenched. Similarly, over the same period around the same period around 10,000 electronic workers were retrenched. In Penang alone, since last year, about 2,000 workers were affected from the various electronic factories.

- 47 -

The Government job-freeze and general economic decline will mean that absorption into the government sector is minimal. Other possible job avenues would be the informal and service sector. The creation of a large pool of unemployed young females will inevitably lead to numerous social problems unless retraining are provided or other job alternatives are given. Many concerned parties including trade unionists have expressed the fear that some of these girls have already entered or may enter into the service sector such as waitresses in pubs, nightclubs and dance-halls. Although there is no concrete study to verify whether these had already taken place and the number involved, yet undeniably the situation is existing now and foreseeable in the near future.

CHAPTER TWO

2.0 Newspapers' trends on Womens' Issues and Images  
Between 1960-1980

In Malaysian society today, women are not only homemakers but are also wage earners, professionals and leaders. Despite their important roles in society, the media has denied them of their rightful place and contribution outside the home and the family. The media in general, including some newspapers, are still portraying women as the inferior lesser half of humanity and as objects of sexual pleasure. Advertisements, magazines and trivial articles have helped to reinforce negative stereotypes of women as well as influencing women into accepting their roles as ornaments of beauty and sensuality, thus degrading women of their self-respect, and dignity.

This chapter will study the newspaper trends in the portrayal of women from 1970's to 1980's. The printed media has been chosen for study because it is undoubtedly, one of the most powerful tools in the moulding of lifestyles, beliefs, attitudes and values. The newspaper has reached every home, town and country whether modern or backward as it is cheap, timely and fast. The newspaper is pervasive and penetrating in it's presentation of articles and advertisements whilst the readers are largely passive participants in the communication process and receive what the newspapers have put together. As

such, the newspaper is very powerful in influencing and moulding the tastes, attitudes, opinions, ideas and standards within society.

The newspaper has also been chosen as it is one of the main means of media communication in this country. As Malaysia is a multi-racial country, four national dailies in the various languages of the country have selected for study.

The newspapers used for analysis are:-

- i) The New Straits Times Press
- ii) The Star Publication
- iii) Utusan Malaysia (Malay Press)
- iv) Sing Pin Jih Pao (Chinese Press)

The newspapers were studied at five-year intervals from 1970 to 1985 for the months of January, July and December. However, in the case of "The Star" the study starts from 1974 since the newspaper had then come into existence.

## 2.1 The New Straits Times

In 1970, articles in the New Straits Times were mainly on 'light' issues such as fashion, beauty tips, hairstyles, cookery and leisure. There were only three informative articles that year (in the months examined) and these included an article on the B-test - on breast examinations (8th December 1970), a

career in public relations (14th July 1970) and an article on the problems of female students at university - focussing mainly on the relationship problems within the campus (16th July 1970).

Some of the 'lighter' articles were accompanied by bikini-clad girls and also girls dressed in micro-mini skirts. There was also a close-up photograph on the 1970 Miss Universe in a swim-suit (July 7th, 1970, page 3) with the headline "Frolic by the Pool".

In December 1970, there were many articles that focussed on ornaments and costume jewellery, probably due to the forthcoming Christmas and New Year season. There was also a report regarding a Brylcream contest where as many as 40,000 girls wrote in to participate in the contest with the hope of being selected as the "Brylcream Girl". The 'Mainly for Women' column showed no change in their trends as there were the usual articles on cookery, fashion, shoes etc. There was also a feature on models with the headline 'Being ogled as part of work for these girls' (14th December 1971) and another focus on make-up 'The face of 1971 says goodbye to the no make-up looks' (29th December 1970). Such articles encouraged women to beautify themselves with cosmetics and implied that if they did not do so, they were not keeping up with the times. There was also a focus on what constituted a happy marriage ('It takes more than love to stay happily married', 17th December, 1970).

It is interesting to note that for the year 1970, the New Straits Times hardly carried any articles that highlighted the role of women in society, women and health or any other pertinent articles that would be of greater benefit to women or to the well-being of their families. Instead, existing articles at that time merely served to reinforce stereotypes that women are basically only interested in beautifying themselves, keeping abreast with fashion and being occupied with non-intellectual activities such as fashion shows and so on. In fact, the presentation of these articles seemed to imply that these issues should be of overriding concern to women.

Advertisements in the New Straits Times in 1970 were blatantly outrageous in their exploitation of women so as to boost their marketing strategies. An advertisement by Behn Meyer for the Olympia International Calculator carried a picture of a girl holding the product advertised that blocked part of her head along with the caption saying "scarcely bigger than her head but a lot faster". Such trends merely portrayed women as empty-headed creatures who were incapable of any intellectual capabilities.

There were also many companies that featured bikini-clad girls in their advertisements such as in the case of Shellane. The Shellane advertisement pictured a voluptuous girl with the caption "I bring you big bargains". Another advertisement of

the Peugeot 504 car featured a bikini-clad girl whilst an advertisement for Black and Decker power tool (Sime Darby) featured a photograph of a woman with her breasts half exposed holding a box of tools. Other companies that resorted to such unethical practices of exploiting the sexuality of women in advertisements included Pelikan (Ink), Anchor Beer, Toshiba, Titus (watches), Planters Peanut Butter, Hazeline Snow. Nightclubs also advertised their attraction using female models in the media.

Advertisements by Benson and Hedges that year also played up the element of sex appeal in their advertisements. Coppertone sun-tan lotion featured a sexy and well-endowed girl in a very brief bikini that hardly covered her body. Sweetex (sweetener) showed the back of a naked woman with the caption "Slimmers make sweetex a part of their calorie-controlled diet". Another explicit example is the Jantzen advertisement which show a man touching a bikini-clad girl with the caption, "Just wear a smile or a Jantzen Bri-Nylon".

There was a slight change in the trend around 1975 which happened to be the beginning of the International Year for the Women. In the New Straits Times, the column, 'Mainly for Women' was changed to 'Timeswoman' which featured more educational and informative articles than before (1970), although the column still had a fair share of articles on fashion, clothes, beauty etc.

On 2nd January, 1975, an article discussing about how housewives resented their jobs within the home. This was followed by feature on the increasing level of intelligence among new-born babies (7th January 1975) and the problem of high cholesterol women and children (9th January 1975). Unlike in the past, the newspaper also featured articles on the participation of housewives in business, for example in the 13th January 1975, an article of a successful fast-food business of an ordinary housewife. Issues such as child-beating were discussed openly ("Flogging the child to perfection", 23rd January 1975). Timeswoman also focussed on the agonies of parents when their children have their tonsils removed (9th December 1975).

Advertisements in that period showed no noticeable change in trend as women continued to be featured negatively in advertisements. For example, an advertisement by Mazola cooking oil featured women as housewives and thus indirectly reflecting that women were largely responsible to housework. An advertisement by Joanne Drew ( a local slimming centre for women) featured a bikini-clad girl with the caption 'Face the Facts at Joanne Drew'. An advertisements by Kowloon Hotel to promot its topless performance shows by a photograph of a girl touching the lower abdomen of a man. Whilst there were still many companies that featured women in their advertisements such as Vosene (girl with exposed body), Carlsberg beer, (bikini-clad girl), such

advertisements seemed milder in their projection of women. There were new and more decent advertisements which although were not in bad taste, continued to use women as objects of attraction. These include Tissot and Omega advertisements. Such trends could be partly due to the emergence of the Advertisement Code of Ethics during that period which stipulated more stringent conditions for advertisements (to be discussed later).

By 1980, there was a noticeable change of trend in the focus of Times Woman. Its features were no longer mainly centred on fashion, cookery etc., but dealt with more important and current issues such as the love and understanding of parents, women in the air force, features on low-paying jobs for women such as salesgirls, salon girls etc, pregnancy of single girls, women in more important career positions and so on.

Advertisements in New Straits Times in 1980 were also milder and less explicit. This could have resulted from attempts by the government to incorporate Islamic principles in government policies, legislation and even advertisements.

However, there were still exceptions to the situation occasionally such as an advertisement on 31st January 1980 by Tres Ricjie, a cologne for men which featured a photograph of a girl with the word "For Men - Be Prepared for the Consequences" thus implying women in the role of fulfilling the sexual pleasure of men.

By 1984, the trend in New Straits Times remain similar to that of the early eighties. There is a mixture of articles both catering to the more traditional and conventional interest as well as newer area of interest for women. The more conventional interest would cover topic such as beauty tips, cookery etc., while the more recent interest would include columns such as "Problems and challenges to Contemporary Women - in relation to Islamic principles" (9th January 1984), "Squatter Women's Awareness in Speaking for their Own" (2nd December 1984), new psychological approach to child care and discussions on relationship between men and women.

However, advertisements in that year continue to have their fair share of bikini-clad girls such as in advertisements by Toshiba which shows girls with bare shoulders in their advertisement for mini-compos, Normede television with photographs of girls in bikinis and several other advertisements, and it can be said that they were milder and less blatant in their exploitation of women.

IN 1985, there has been little change in the stereotyping of women in advertisements. Beautiful women were featured in advertisements by international airline companies, car advertisements, consumer goods and so on (refer to Appendix 17). However, in its articles the New Straits Times also began to

feature more interviews with women in prominent positions and businesses including local film stars like Sharifah Aini and a focus on a woman bandit -Phoolan Devi of India. The newspaper also included several write-ups on the modern women who prefer to shop in supermarkets and keep fit by taking up aerobic exercises.

Therefore, it can be said that in the eighties, although the New Straits Times has developed for the better in their portrayal of women because they do not confine women to certain stereotype roles such as being a mere housewife, yet in many ways, they are still maintaining "conventional" stereotype interests for women such as in articles relating to beauty and fashion. The media also carries advertisements which reinforces stereotyping. If we were to study the Advertising Code passed by the Malaysian government it is interesting to note that some of the present advertisements (and more so of the old advertisements in the 1970's) have contradicted the principles spelt out in the Advertising Code. The Code had explicitly stated that women should not be portrayed in any manner with implied sexual connotation. Therefore, advertisements which portray scantily-dressed women in advertising products such as motor-cycles, cars, hi-fi equipments and other products could be deemed as contravening the Code of Advertisement. The newspaper in publishing such advertisements seems to be quite oblivious to the far reaching social effects of such advertisements. It seems to appear that

monetary profits are the main considerations in carrying these advertisements. As such, they seem to close one eye to these advertisements whilst on the other hand, attempts are made to develop newer images for women in their women's page and columns.

## 2.2 The Star

The Star newspaper started as a tabloid newspaper in 1974. In its early years, it used many girlie photographs such as bikini-clad girls or half-naked girls in their features. The women's column at that time was called Trendsetters which focussed heavily on scantily dressed girls (please refer to Appendix 7 - 10).

For example, in the first week of January 1974, the girlie photographs featured, include photographs of Playmate of the Year 1973 - Marilyn Cole with her breast half-exposed; Miss Sunshine - a striptease girl dressed in a bikini; Star Beach girl and another photograph of a girl with her blouse half-unbuttoned. In the 2nd January (1974) issue, there was also a photograph of a naked girl clad only in jewellery.

In the early 1970's, the Star often featured photographs of bunny girls with their bottoms exposed, penthouse girls in sexy costumes and many more sexy, alluring photographs of actresses, European girls etc. (Please refer to Appendix 7-10).

As for features, the Star newspaper had the usual dose of fashion and beauty. But occasionally articles such as a feature on nursing homes for parents (Sunday Women, Star, 6th January 1975) was published but this was a rare exception for the newspaper during that time.

In brief, the women's pages in the early years of the Star newspaper portrayed women negatively as sex objects. These might appear pleasant for the readers eye but denied women of their intrinsic worth. These articles stereotyped the sensuality of women by featuring sexy photographs of women together with non-beneficial articles for women. Such moves were probably efforts to boost the popularity and sales of the 'new-born' newspaper. The newspaper then was also rather conservative in their stand on pertinent women's issues.

By 1980, the women's column in the Star was known as 'SHE'. The newspaper had toned down to a large extent where girlie photographs were concerned. This could be due to a number of reasons such criticisms from concerned groups like the Consumers Association of Penang (CAP), better newspaper sales and the Islamization process within the country. This led to warnings from the government to exercise more restraint in their selection of articles and photographs. The 'SHE' column also featured a pot-pourri of articles on fashion, dance, health and occasional features on the personality of women and a special focus on the

"Life Story of a Prostitute in the United States" (7th January, 80). The article highlighted the problems and lifestyles of American prostitutes. In the Sunday Star, there was the "Hiya Beautiful" column which carried photographs of beautiful local girls each week.

However, despite the fact that the Star had toned down considerably in the 1980's, it had not broken completely away from featuring photographs of sexy girls. This trend was still visible in 1980. But, at the same time, the newspaper began to feature more practical and useful articles such as "After the divorce..." that focussed on the problems of a divorcee (December 17th December 1980 in the 'Lifestyle' column) and "Caring for Women and the Child First" (21st December 1985). There was the usual dose of articles on fashion, love/sex life etc., which served merely to perpetuate the common belief that women are very much interested in these matters.

By 1984, the newspaper had developed more positively as there are now more educational and informative articles that were of benefit to women in general. Instead of the usual drudgery of fashion, hairstyles, costume jewellery and so on, the newspaper started various columns that highlighted current women's issues. These columns include "FOCUS" and "WOMEN" (started in 12th January 1984).

The newspaper departed from their previous norms and featured articles on health such as "Preparing the child for a Hospital Stay" (3rd January 1984), a focus on cerebral palsy patients - "One women's fight for the right to die" (9th January 1984), an article on transverstites (11th January 1984), anorexia nervosa - a focus on the case of Mckenzie Philips (15th January 1984). Such articles are of benefit to women in terms of creating awareness and imparting information on these problems.

Unlike in the past, the Star also highlighted women in various successful positions such as caring for the disabled in a feature on the Cheshire Home in Selangor (12th January 1984), female designers, artists such as Sharifah Fatimah Syed Zubir (15th January 1984), women in trade and commerce (28th January 1984) and how women can get loans more easily (January 28th 1984). Of course, the newspaper still featured articles on fashion, food and health to cater for women who are interested in such issues. Therefore, there was a positive development to portray women in a more positive and favourable light as well as to increase awareness of women's issues, and their roles and importance in the development of the country .

Although advertisements in 'The Star' were not as blatant as before (in terms of the exploitation of women in their content), there were still instances where women were portrayed in an

unfavourable manner. Women continued to be used for decorative purposes in advertisements. For example, in the advertisement for Condom Mister 003, women were portrayed as objects of sexual pleasure. An advertisement for Ammeltz, a pharmaceutical product of the Tohtonku company in Japan was accompanied by a photograph that showed the back portion of a naked girl (please refer to Appendix 12). In another advertisement for water heaters, the bare shoulder of a girl were left uncovered. Such trends imply that women are accessories to 'decorate' advertisements. However, it can be concluded that advertisements in the Star in recent years are not as blatant or outrageous as in the 1970's.

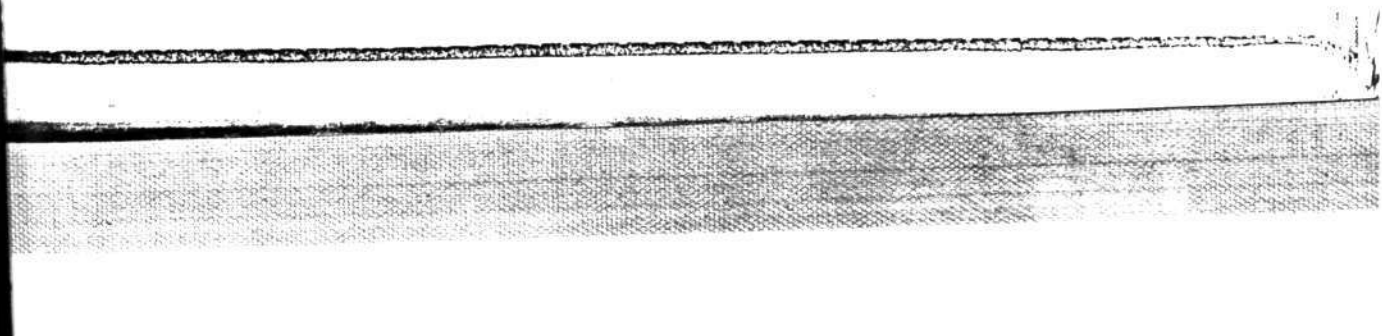
By the end of 1984, the Star had a new column called SAVVY which featured social issues such as problems of the urban poor (SAVVY, 6th December 1984, the Star), single mothers, retirement, old age etc. There were also features on career women who are living alone, women and politics, health, fashion and other articles on the problems of relationships.

Needless to say, in 1985 there were more features that focussed upon important but previously neglected women's issues such as occupational hazards faced by women, the emancipated woman and her rights, coping with retarded children and other current issues that are of interest to women. By July 1985, there were features that highlighted the fight for social justice for women - an issue that was practically absent in

the newspaper ten year ago. These features discussed in detail legal status of women in Malaysia, rape, domestic violence and the dire need for changes in legislations discriminating against women. SAVVY also highlighted a scheme to help battered wives in Malaysia and those who survived emotional ordeals. The column also focussed on successful business women and women who had returned from overseas. Breast cancer was also discussed at length as well as the Children's Aid Society which helps out families who cannot afford child-care for their young ones.

As such, the newspaper appears to be more liberated in their views and had moved away from the previous stereotyping of women's roles and their sexuality. The newspaper seemed to be more restrained from using sexy photographs of women but focussed more on social issues, careers for women and other related problems.

By 1984, advertisements in "The Star" had also toned down to a very large extent. Women continued to be featured in advertisements (though not as often as before) in sexy bikinis accompanied by seductive captions. But there were still instances where women were characterised as mere objects of display to enhance the attractiveness of the advertisement or the offer of the advertiser. Such is the case in the F & N advertisement for their milk powder. Girls wearing sports gear were featured in the advertisement which offered free tee-shirts



for purchases. Neither the girls nor the tee-shirts have any relevant relation to the product advertised. Another good example is an advertisement for Malaysian batik which featured a girl in a two-strap batik dress with the caption - "Take a Malaysian home today" - thereby equating the girl with the product that has a tagged value. It bore the implication that like the Malaysian batik, Malaysian girls can also be purchased and taken home with the tourists.

Advertisers like Toshiba, Sony Betamax and Samsung cassette/radio continued to feature girls in their swimsuits. While in other instances, girls were featured in low cut dresses such as in the advertisement for Spaceman shirts. The Star also carried an advertisement for Orlando shirts which pictured girls looking adoringly and in awe at a good-looking man, thereby implying that women are 'worshippers' of men or are subservient to men. The role of women to serve men is also depicted in the Tuborg Beer advertisement where a woman seductively bend towards a man who has a beer in his hand (Refer to Appendix 16).

Therefore, in the 1980's, advertisements in 'The Star' continued to exploit the sexuality and sensuality of women. The practice of sex stereotyping are still obvious. Such distortions of women as objects of sexual desire, as decorative objects for the advertisement of consumer goods, only reinforces prevalent dominant male sexist attitudes towards women as objects and playthings of pleasure.

### 2.3 UTUSAN MALAYSIA

The Utusan Malaysia is a local newspaper that caters for the Malay population in the country. It has the biggest circulation amongst the vernacular newspapers. By 1984, the circulation is estimated to be around 1,378,000 copies. The study discovered that as compared with the other newspapers, there are fewer girlie photographs featured. However, the newspaper still carried photographs of beautiful women (though not indecently dressed) with alluring captions. Articles on housework, fashion and other non-intellectual issues were also carried in Utusan Malaysia as in the other newspapers.

In the 1970's, although there were articles on relevant women's issues such as women and inflation, the dual role of women in the house and office, these were few in number and were moderate in their views. In the 1980's, in line with the rapid pace of industrialization, there were issues on women as an important segment of the work force of the country. However, there were also several articles that seemed biased against women. These articles blamed women for the occurrence of "khalwat" (an Islamic term which means close proximity between men and women). Such articles perpetuated the belief that women are temptresses in enticing men to sexual activities. The newspaper also participated in the labelling of factory girls as 'Minah Kilang' and 'Minah Karan' in sensationalizing

- 65 -

their headlines. These moves seemed to imply that girls are mighty creatures who are only out to work not for economic reasons but more to have a good social life.

The newspaper also featured articles that stressed that buying power of consumers are in the hands of wives and others. However, in 1982, with the appearance of more women ministers in the government, there were also more articles about the role of women in politics. The newspaper also featured articles on the role of women in educating children. With the advent of the 'Leadership by Example' policy of the Malaysian government, there were also special features on the wives of government ministers.

In 1984, the 'Utusan Malaysia' carried stories on commercialised and sensationalised human interest issues and stories from the west. However, this trend was seemingly mixed with issues that covered the struggles of women in developing countries and their plight in social problems. Presently, there is a fair balance of women's issues in the newspaper. It seems as though the newspaper maintains a neutral stand on this issue as they are neither overboard with support nor brazenly biased against women's issues.

Advertisements in the newspaper also adhered to strict Islamic principles in that only discreet advertisements were carried. Although these advertisements did feature women in their illustrations, the photographs were not as indecent or improper as in other papers. This is due to the fact that the target audience of the Utusan Malaysia is mainly geared to the Muslim population of the country who apparently abide by a strict code of ethics. Furthermore, religious groups in the country are also very vocal against any improper pattern of advertising/ photographs in the newspaper such as bikini-clad girls who are not properly attired. However, the advertisements in this newspaper still reinforces the stereotype role of the domestic sexual division-of-labour.

#### 2.4 SING PIN JIH PAO

The Sing Pin Jih Pao is a Chinese newspaper that has its headquarters in Penang. The newspaper is issued both as a regional and national newspaper (i.e. outside Penang, the newspaper is printed in Kuala Lumpur).

In the early 1970's, the newspaper featured light articles such as on fashion, cookery, make-up, hair-styles etc. There were occasional articles featuring ways on how to teach the children to write. Women's issues were not of a priority then. Advertisements in the newspaper were very blatant in their

exploitation of women as they focussed on the sex appeal and appearance of women to boost the attractiveness of the advertisement and also to attract the attention of readers.

For example, the Toshiba advertisements for tape recorder portrayed a sexy woman in a bikini. It is obvious that the woman has no relevance to the product advertised but is only ornamental in the advertisement. In another full page advertisement for hi-fi products by Toshiba, there was a sexy girl standing in the centre of the advertisement.

By 1975, women's issues featured in Sing Pin Jih Pao dealt mainly with recipes and other concerns of housewives. However, there was a feature story on prostitution in the country (Sing Pin Jih Pao, 1st January 1975) which discussed the history of prostitution, and sexual diseases related to the flesh trade. The newspaper had a tendency to place very seductive advertisements in the front pages. These include a motorcycle advertisement which featured a photograph of a sexy woman standing by the vehicle (7th January 1975). There was also a tendency to sensationalise news on women such as one front page report (14th January 1975) which carried the photograph of a half-nude woman. From time to time, the newspaper did carry stories on interviews with women such as interviews with successful female candidates in government examinations. The newspapers also featured stories on marriage and behavioural patterns for women.

In January 1975, Sing Pin Jih Pao carried a story about a blind girl who managed to get a place in one of the local university.

By 1980, the newspaper started a woman's column in its Sunday edition. Stories on prostitution were also featured along with the usual set of articles on fashion, cookery and health.

## 2.5 Overall View

It can be seen that in the 1970's, the portrayal of women in the local media seemed to portray the stereotyped roles of women in their articles. All the newspaper studied were found to be conservative in defining and understanding the roles of women in the country. They confined themselves largely to simple, straightforward issues such as cookery and fashion which were regarded as issues of great interest to women. Relevant issues were seldom discussed.

For the 1975, of the newspaper studied, the New Straits Times seemed to be the most progressive newspaper as they started to feature articles about women by discussing about why women want to work, interviews with successful women and so on. At that time, the Star newspaper had just commenced their operation and was mainly concentrating on sensationalising their articles to boost their sales by featuring photographs and articles on

sexy or scantily dressed women. There were many 'saucy' articles on female personalities and stories on places of entertainment such as nightclubs and so on. The Sing Pin Jih Pao also had their fair share of sensationalism during the same period as their trends in the portrayal of women were similar to that of the Star. The Utusan Malaysia did not seem to succumb to these practices as often as in the case of the Star and Sing Pin Jih Pao, they were also not very supportive of women's issues either. The Utusan Malaysia did feature some articles on women's issues on a moderate scale only. The New Straits Times hardly printed any sexy photographs or sensationalise news although they were conservative in their outlook and approach to women's issues in 1975.

There has been a noticeable change in the trend of local newspapers in the 1980's. The Star moved away from its previous pattern of featuring articles that focussed on the sensuality of women by introducing new columns that gave more prominence to women's issues. Whilst there was an absence of 'girlie' photographs in their articles, these continued to appear on a milder scale in advertisements that appeared in the Star, New Straits Times and Sing Pin Jih Pao, The latter also started to give more prominence to women's issues in the same period. The New Straits Times also featured more thought-provoking articles on women's issues. However, all the local newspapers continued to feature articles on fashion, cookery and housekeeping alongside more newer issues affecting women.

Advertisements in the 60's and early 1970's played up the element of sensuality in women and treated women as sex objects. This was evidenced by the many advertisements that contained scantily-dressed women. This was reduced in the early 1980's as there were fewer advertisements that were done in bad taste. Moreover, advertisements continued to reinforce the stereotype domestic division of labour that women's place is mainly in the kitchen and the home. If they do work outside the house, they seem to occupy positions of little importance such as being typists and salesgirls. Advertisements for consumer goods continued to use women in advertisements for decorative purposes as discussed earlier. Generally advertisements in the 1970's and 1980's have a common tendency to project women as being preoccupied with beauty. Women featured in product advertisements such as pimple creams, deodorants, costume jewellery etc. are never ugly but always beautiful. These advertisements appeal to women's vanity needs and also influences the men's view of women. Such advertisements exploited women's needs for more self-confidence and femininity.

## 2.6 The Government's Advertising Code

The findings of the study indicate that present advertising trends contradict government regulations on advertising. It is stipulated that women should not be made the principal object of and advertisement and should not be used as objects to attract sales for the product unless the product is of relevance to women.

In practice, this is not being adhered to. In fact, the opposite happens, as women are being manipulated in advertisements to increase the attractiveness and appeal of the product whether it is a hi-fi or a car product.

It is also stated clearly in the Advertising Code that female models should be decently dressed with the body covered until the neckline. The neckline should not be too low either. The length of the skirt should be below the knee. Scenes involving women undressing or involved in other similar acts which could bring about undesirable thoughts was not permitted. Whilst these guidelines may have been formulated with good intentions, their effectiveness remains to be questioned. As evidenced by the findings, there is no strict enforcement of these principles as laid down by the government. This is probably because the advertising dollar is greatly valued by the parties concerned.

Therefore, steps have to be taken to ensure that such advertising 'malpractices' that contravenes the Advertising Code should be put to an end. Otherwise, the Code itself will hardly be of any use in the country. The ill-effects of bad advertising practices are very powerful as they persuade and influence society's perceptions and opinions of women and negates women's intrinsic and inherent worth as individuals and citizens.

## 2.7 Travel Brochures

This study examined travel brochures and magazines issued by Tourist Development Corporation Malaysia, Penang Development Corporation, Penang Tourist Association and beach hotels.

The Tourist Development Corporation (TDC) issues many pamphlets, booklets and a magazine called Malaysian Discovery that are circulated around the country and in other parts of the world through the TDC offices overseas. These materials are printed according to guidelines laid down by the government. These materials do feature women but in a different manner from newspapers or advertisements. Local women are featured in national costumes or engaged in cottage industries. These women are also dressed decently and are not portrayed in a negative manner. In certain instances, bikini-clad women by the beaches are portrayed but ironically, they are not local but foreign women. In 'Malaysian Discovery', cartoon illustrations of foreign women clad in bikinis were featured in pages 6 and 14 of the June 1985 issue. Apart from this, only photographs of tourist spots are featured in these promotional materials.

The Penang Development Corporation produces the "Penang Travelnews" and "Penang Development News". These two magazines are very careful in the portrayal of women. Newsworthy items of relevance to the tourist industry are featured. Women are

portrayed from the cultural perspective such as being involved in cottage industries, cultural dances or music and other activities that are related to the traditions of the various areas of the country.

Another pamphlet studied, is the "Beach Press" which is a combined publication of the Rasa Sayang, Golden Sands and Palm Beach Hotels of Penang. This six-page pamphlet focusses on the facilities and activities of the hotels concerned. Women are portrayed as guests of the hotel or as hotel staff such as receptionists, waitresses and so on. Local women are not portrayed in seductive or alluring positions but the "Beach Press" does feature photographs of foreign female hotel guests in swimsuits and other attire enjoying the hotel facilities or scenery.

Thus, it can be concluded that travel brochures and other promotional materials do not play up the element of sensuality of women to sell their services or to boost the attractiveness of the country. The brochures seem to comply to the strict set of guidelines laid down by the government and therefore most of their advertisement appear to be in good taste. However, it can be said, that although women were not blatantly degraded, yet certain stereotyped images are projected such as women are feminine, demure and pretty. This is quite similar to other Asian travel brochures (as stated earlier on in Chapter 1, under the sub-heading of Tourism in Malaysia).

## CHAPTER 3

3.0 FINDINGS OF THE SURVEY3.1 General Readers

A total of 12 interviews were conducted with four male respondents and eight female respondents. Readers from both sexes were interviewed to ascertain males' opinions of women's issues. More females were interviewed as women's issues are assumed to be of more concern to them as compared to males.

Four of the 12 respondents interviewed who read the New Straits Times agreed that this newspaper has given sufficient attention to the women's issues. For respondents who read the Star paper, three found that it did give sufficient attention while two found that it gave only average attention to the issue. Of the five respondents who read Utusan, three found that it has given sufficient attention to women's issues, while two said it was unsatisfactory. In the case of Sing Pin Jih Pao, the reader found that the coverage of women's issues is unsatisfactory. The findings are tabulated in the following table:

Newspapers	highly Commendable	Commendable	Average	Unsatis- factory
NST	-	4	-	-
Star	-	3	2	-
Utusan	-	3	-	2
Sing Pin Jih Pao	-	-	-	1

Table 1 : Reader's response towards the coverage of women's issues in the various newspapers

All the respondents interviewed found none of the newspapers really give sufficient coverage on women's issues and newspapers could well improve on this aspect.

On womens' page and articles, about half of the respondents (58%) believed that women are portrayed favourably while 25% said it is unfavourable, 8% are of the opinion that it is average whilst another 8% are undecided. The respondents said that the portrayal of women in women's page is favourable since the newspapers feature general issues such as development and improvement amongst women, issues on women's rights, women's problems, career and opportunities open to women etc.

On advertisements in the papers, half of the respondents found that the portrayal of women in advertisements was favourable, whilst 33.3% said it was unfavourable. The respondents stated that the advertisements have given ample information on new products. They were of the opinion that most advertisements do not use scantily dressed women. They expressed however that beautiful women should be shown in the advertisements so as to make the advertisements more attractive.

The respondents who gave answers in the negative felt that portrayal of women in advertisements in the newspapers was unfavourable because women were often used in such advertisements with sexual connotation for the sake of publicity. Women were

treated as sex objects, thereby exploiting women's sexuality. They believed that such trends were unhealthy to the mental development of our youths and the formation of negative public opinion towards women. When asked to rank in order of prominence regarding images projected by the media in general, 58% of the respondents believed that women are portrayed as intelligent and successful persons. 16% of the respondents felt that women are portrayed as aesthetic objects.

In the second place, 41.6% of the respondents felt that women are portrayed as successful people, while in the third place, 67% of the respondents felt that women were being portrayed as aesthetic objects. Table 2 below illustrates the various ranking.

Images of Women projected in Women's Page in the papers	Ranking in Percentage		
	1st Ranking	2nd Ranking	3rd Ranking
Women as sex objects	8.3	16.6	8.3
Women as appendages of men	8.3	8.3	-
Women as aesthetic objects	16.6	8.3	66.6
Women as intelligent and successful people	58.0	41.6	8.3
Women as housewives	8.3	25.0	16.6
	100.0	100.0	100.0

Table 2 : Images of women as projected in the women's page in order of prominence.

In the case of the advertisements carried by the newspapers, the images of women projected as perceived by the respondents are in the following order (Table 3).

Images of women projected in advertisements in newspapers	Ranking in Percentage		
	First	Second	Third
Women as sex objects	75.0	8.3	8.3
Women as appendages of men	16.6	16.6	-
Women as aesthetic objects	8.3	16.6	50.0
Women as intelligent and successful people	-	-	8.3
Women as housewives	-	58.0	33.3
	100.0	100.0	100.0

Table 3 : Images of women as projected in the advertisement in newspapers in order of prominence.

From the table above, it can be concluded that the images of women projected in the advertisements in order of prominence were women as sex objects (75%), women's role as housewife (58%) and women as aesthetic objects (50%).

From our interview, 92% of the respondents said that it was necessary to have a separate women's page to discuss in detail pertinent women's issues so as to increase awareness, knowledge

and to stimulate interest in these issues. As a result, women may be stirred to speak out for themselves as they will realise that their problems are not isolated cases but common to most women. Some respondents felt that it is not necessary to have a separate women's page since the fight for women's rights is an issue that has been debated long enough and as such, should not be confined to one separate page only.

83.3% of the respondents said that women's column in the newspapers have often discussed pertinent issues on women because contemporary issues now are given more importance, issues which will create awareness in society and women themselves of their changing roles, their rights and contribution to the society.

A smaller number of respondents (16.6%) felt that the newspapers have not discussed pertinent issues on women because most of the issues focused on cookery, fashions and the conventional roles that women played such as being housewives and appendages of men.

Regarding their reactions after reading the issues in women's page, the findings are in table 4.

Reactions	Ranking in Percentage		
	First	Second	Third
Awareness/Educational	33.3	50.0	-
Informative	58.3	25.0	50.0
Concerned	-	16.6	16.6
Indifference	8.3	-	16.6
Unsatisfactory	-	8.3	16.6
	100.0	100.0	100.0

Table 4 : Reaction of readers after reading the issues in women's page in order of prominence.

From the table above, it can be concluded that most respondents found that the issues in women's page are educational and informative, only a small portion of the respondents felt concerned with the issues discussed and some were indifferent to the women's column.

More than half of the respondents (66.6%) said that there was no correlation between the portrayal of women in the media and prostitution in this country. A quarter of the respondents felt that there was a correlation whilst 8.3% remained undecided. The minority of the respondents felt that there was a correlation between the portrayal of women and prostitution because when scantily dressed women appeared in the media it will indirectly stimulate readers' sexual desires and encouraged them to indulge more in sexual activities.

Among the 12 respondents interviewed, only 2 felt that newspapers can play an important role in curbing the increase of prostitution in this country, if they can portray a more positive image of women without over projecting the sexual aspects of women. In doing this, sex crimes and prostitution can be curbed to a certain extent. In addition, when the prostitutes are caught by the police, the news reported can act as a deterrent to local girls who are contemplating to become prostitutes.

When questioned, regarding the alternative portrayals of women in newspapers, the respondents stated that women should be portrayed as successful persons and that they have other social responsibilities and concerns. Women should also be portrayed as capable workers as well as leaders of the future.

From our findings, more than 3/4 of the respondents have never taken any steps to voice their discontent over the portrayal of women in the newspapers. And for the minority (16.6%) of respondents who have voiced their discontent, it was only done in an informal way such as ringing up friends working in the press and on one occasion asking the proprietor of a coffee shop to bring down the poster of a scantily clad women.

### 3.2 Social Group/Community Group

Among the social groups that were interviewed, none of the respondents found any of the newspapers giving sufficient attention in its general coverage to the women's issues, except at an average level as shown below.

Newspapers	Highly Commendable	Commendable	Average	Unsatis- factory
NST	-	-	4	2
Star	-	-	4	1
Utusan Malaysia	-	-	1	2

Table 5 : Response toward the coverage of women's issues in the newspapers by social groups

Generally, 50% of the respondents felt that the image of women was unfavourably projected in the media, 33% said that it was favourable whilst the rest were undecided. The images projected were unfavourable as there was a distinct class biasness which do not attempt to voice out changes in the social order. More attention was given to the problems of women in the upper class while women from the rural regions were sadly neglected. Even the solutions to these problems were those within the means of the upper class.

Hence, it is revealed that women's issues in the newspapers are clearly class biased that do not challenge existing social realities. In addition, the type of stories covered were of visual "appendages" in nature that do not touch on 'real' issues pertaining to women such as subjects like power structure, social health, development planning etc.

As regards to the images of women projected by the media in the women's page, 50% of the respondents stated that it was portrayed as aesthetic objects, 35% of the respondents felt that it was portrayed as appendages of men. The following table indicates the findings in order of prominence.

Images of Women Projected in women's page in the newspaper	Ranking in Percentage		
	First	Second	Third
Women as sex objects	-	33	16
Women as appendages of men	-	35	16
Women as aesthetic objects	50	-	33
Women as intelligent/ successful people	16	16	-
Women as housewives	33	16	16
TOTAL	100%	100%	100%

Table 6: Images of Women Projected by the Newspaper  
in the women's page in order of Prominence

As for the images portrayed in the advertisements of the media, all the respondents agreed that it was unfavourably portrayed, because the images of women was shown in a negative light. More than half of the respondents (66%) gave the answers that women are portrayed as sex objects, 50% felt that the images of women are projected as appendages of men whilst 33% felt that women are portrayed as aesthetic objects and none of the respondents said that women were ever projected as successful people, as shown in the table below.

Images of Women Projected in advertisements in the newspaper	Ranking in Percentage		
	First	Second	Third
Women as sex objects	66.6	33.3	16.6
Women as appendages of men	-	50.0	33.3
Women as aesthetic objects	33.3	16.6	33.3
Women as intelligent/ successful people	-	-	-
Women in their role as housewife	-	-	16.6
TOTAL	100%	100%	100%

Table 7: Images of women Projected by the Newspaper  
in the advertisements in order of Prominence

- 84 -

67% of the respondents felt that it is necessary to have a separate page for women while 33% of the respondents felt that a separate page may be good initially, but such separation may result in the portrayal of women as a separate entity in the later stage. This is to be avoided since women's issues are part and parcel of social progress and should not be confined to women's page alone.

Half of the respondents said that women's columns in newspapers have discussed pertinent issues of women whilst the other 50% took an unfavourable stand. The former group felt that certain issues like child beating, rape crisis etc., were well covered perhaps owing to the editorial policy. The respondents who felt that women's column have not discussed pertinent issues stated that the newspaper were controlled by certain influential groups of people who conveniently kept women in their place where they could be a few steps behind men.

As regards to the reaction of the social groups after reading issues in women's column it is shown in order of importance below.

- 85 -

Reactions	Ranking in Percentage		
	First	Second	Third
Awareness/Educational	16.6	16.6	33.3
Informative	50.0	16.6	33.3
Concerned	33.3	33.3	16.6
Indifference	-	16.6	-
Angry	-	-	16.6
Disappointment	-	16.6	-
Disgusted	-	-	16.6
TOTAL	100%	100%	100%

Table 8: Reactions of Respondents from Social Groups  
after Reading Issues in Women's Column

From the table above, it can be noted that 50% of the respondents found the women's page informative, 33% of the respondents felt concerned after reading the issues in women's page whilst another 33% felt that the issues were educational.

From our interviews, none of the respondents feel that there was any correlation between the portrayal of women in the media and prostitution in this country because prostitution are related to many other socio-economic problems. All the respondents felt that newspapers do not play an important role in curbing the increase of prostitution in this country since prostitution

was brought about by many factors such as how sex is perceived, how male perceived their rights to self-gratification, male dominated values by which women viewed themselves, women's own self image, family stability, lack of social security, poverty availability of employment etc., which may directly or indirectly be related to one another. It is possible that the portrayal of women in the media might be related to the increase of violence on women such as the increase in rape cases on young girls or gang rapes but in the case of prostitution it can hardly be linked to such portrayal.

The respondents felt that more positive images of women should become the basis for the alternative portrayal of women in the newspapers. Women should be seen as complex being with all its inherent strength and weaknesses. Women should not be portrayed merely as the weaker and inferior sex to the males but that of a more capable and confident sex that possessed the same capacity for personal development, and have great potential in contributing to the growth and development of the society.

A respondent interviewed felt that more women should step forward to be more involved in the mass media like becoming journalists and editors so that better articles and more relevant stories could be published. By exerting themselves, this will pose a challenge to the existing mode of thinking in the media which are dominated largely by male editors.

On being asked whether they take any action to voice their opinion on women's images, some said that they have voiced out their discontent by sending memorandums to the departments and ministries involved such as the Prime Minister Department, Ministry of Home Affairs and Inspector General of Police. CAP has written a memo to the Ministry of Trade and Industry questioning the power of ASA (Advertising Standard Authority) as to why the authority has no power to order the advertisers to withdraw their advertisements which were regarded as obscene.

Aliran on the other hand, has been involved in the organizing of various forums at regional and national levels on such issues as well as it has written letters of appeal for women who were exiled and tortured in prisons in their respective countries.

### 3.3 Hotel Staff

The respondents from the hotel staff were interviewed in order to find out the extent of the existence and practice of prostitution in hotels operating in Penang.

From our findings, half of the respondents said that the type of tourists that were frequent guests of hotels comprised both local and foreign tourists. 25% of the respondents said

that the nature of tourists that were frequent guests of hotels were from foreign countries while the rest were from the local regions.

The kind of services that the hotel guests normally requests on arrival are shown in order of priority.

Nature of Service Requested	Ranking in Percentage		
	First	Second	Third
Hotel service	62.5	-	12.5
Information - travel arrangement	-	50.0	25.0
Information - tourist spots	12.5	25.0	12.5
Call girls/social escorts	-	25.0	-
Entertainment	25.0	-	50.0
TOTAL	100%	100%	100%

Table 9: Nature of Services Requested by Hotel  
Guests in order of Priority

From the above, it is noted that the most common services requested by hotel guests in order of priority is for hotel service (62.5%), followed by information for travel arrangement and entertainment.

50% of the respondents said that prostitution do not exist in their hotels for the hotels do not encourage such activities. The other half of the respondents stated that prostitution do exist in their hotels. According to these respondents, many methods were used by the guests to establish contact with the prostitutes such as through pimps, direct contact with girls hanging outside the hotels, through the taxi man or trishaw man or even through the arrangements of some shop assistants which they encountered while shopping.

From our findings, none of the respondents have given any assistance to the guests to establish contact with the prostitutes as it is an offence according to the hotel regulations. The bigger hotels have instituted such regulations because they are particularly guarded against such activity as it could tarnished their reputation.

Among the tourists who normally requests for prostitutes, 50% are the Japanese, 37.5% are Malaysian (mainly Chinese) and 12.5% are tourists from the Philippines.

37.5% of the respondents said that local tourists occasionally did request for prostitutes, while 37.5% said that the requests were very often whilst 25% of the respondents said that such requests are never made by local tourists.

- 90 -

More than half of the respondents agreed that the prostitutes were local girls (62.5%) and none from foreign countries. 37.5% of the respondents found it hard to differentiate as to whether the prostitutes were local or foreign. Foreign here means girls from neighbouring countries as well, who more often than not share similar features with the local girls.

75% of the respondents were not sure as to whether the prostitutes operated individually or through syndicate. 12.5% said that the operation was through syndicate while the remaining 12.5% said it was operated through both individual as well as syndicate.

Among the respondents interviewed, majority of them (75%) said that foreign hotel guests (women tourists) never prostitute themselves. 25% of the respondents felt that this seldom took place whilst 12.5% said that occasionally foreign tourists did prostitute themselves.

More than half of the respondents (62.5%) said that although there are regulations, but there is no effective way to curb the activities of prostitutes in the hotel. The regulations provide these guidelines: -

- (1) Single girl who stayed in hotel lobby for long hours are requested to leave.
- (2) Guests who check-in single will be charged double after 12.00 midnight, if other guest of the opposite sex is found in the same room.

From our interview with hotel staffs working in the well established hotels, the majority reaffirmed that prostitution is absent from their hotels since it would smear the good reputation of their hotels.

#### 3.4 Media Professional

From the interview conducted with the media professionals i.e. policy makers of the newspapers, it was found that the responses given from the Chinese and English newspapers were quite different in many areas.

First and foremost, the women's column in the Chinese paper was targeted towards women mainly in the category of housewives and teenagers while the target for the English papers were both men and women. The reason for the existence of the women's page in the Chinese paper was mainly to cater for the women readers while in the case of the English paper, there was a need for women's page because women were considered as a special interest group, hence a special space was allocated for interest and news concerning women.

Another difference between the two papers is that the priority on women's issues in the Chinese papers have changed over the past 15 years in terms of its content and emphasis of issues. This change was vital and was brought about owing to the fact that the Chinese newspapers have to compete with the increasing number of women's magazines and to cope with the readers increasing expectations. Compare to the previous time where conventional issues like child-care, cooking skills etc. were the focus, more emphasis is placed on entertainment and issues which catered for the needs of the younger readers. In addition, the pages are now more colourful. No major change seemed to exist in the English newspapers as they claimed that women have always been regarded as an integral part of the society. However, there were changes in emphasis in one of the English newspaper. In the past trivial issues such as fashion were dominant while now other important issues such as education and legislation are given priority.

Basically, the Chinese papers is still not as well established as the English papers. For instance, the Chinese newspapers expected that the reaction from the readers is that continue to purchase their papers. So far, the reactions received from the readers of the Chinese papers was in the form of contribution of articles and suggestions on the improvements of the newspapers.

For the English papers, the expected reactions was generally wider and this include reaction such as anger, joy, praise, condemnation, etc. So far, the reaction received from readers were of such mixture.

The Chinese newspaper highlighted certain issues such as women's rights, prostitution, rape, sexual exploitation etc., mainly due to public interests. By covering such kind of stories, the newspapers hopes that the readers will be expose to the possible "dangers" invovled. Such issues were however, highlighted in the English papers to generate interest, response, to create debate, provoke action and reactions to the problems. For the English media, such issues are realities that have to be exposed, especially when such trends are on the increase for example the increasing incidences of rape cases, prostitution and sex tourism as a result of package tour etc.

The professionals from the English and Chinese press both agreed that although prostitution could be regarded as a problem yet there is a social need for this. However, it is not widespread as the neighbouring countries as Malaysia is not regarded as the ultimate sex destination for most tourists.

The media professionals from the Chinese press felt that newspapers do play an important role in curbing prostitutes in this country as it can exposed the readers of the dangers of V.D. and others consequences. On the other hand, by regularly featuring prostitutes, the papers feel that it would encourage readers to visit prostitutes. However, the respondents from the English press felt that the ability of the newspapers in curbing prostitution in this country is minimal and ineffective since prostitution will always exist, whether openly or otherwise. They also believed that prostitution here is not as widespread as in the neighbouring countries.

Professionals from the Chinese papers felt that there was a correlation between the portrayal of women in the media and prostitution in this country. The English papers thought otherwise. On being asked whether there are newspapers which blatantly exploit women, both agreed that there are newspapers in this country that have blatantly protrayed women as sex objects.

Professionals of the English papers opposed the idea of exploiting women in the media to increase the sale of any newspapers but to the professionals in the Chinese papers, this was permissible but within certain limitations. Perhaps these professionals in the English newspapers have little say in the past in the final editorial policies because by exposing such views now it differs from some of the practises previously by some of the English newspapers which had exploit women to sell their newspapers.

Concerning the abuse of women in the advertisements, both papers took a liberal stand as long as they are within the guidelines given by the government in the Code of Advertisement.

The Chinese papers still reinforced certain stereotype images of women such as in the role of housewives, the weaker and inferior sex etc. This kind of definite stereotyping seldom exist in the English papers mainly due to newer editorial policies and the changing times.

The professionals said that the future direction of the women's page in the Chinese papers is to expand for more pages which will include more sophisticated articles for both working women and housewives like the latest fashions from the West and Japan or the style of living found in developed countries.

However, in the case of the English papers, the women's page will continue to cater for special interest. They believed that women though different from men are equal. Therefore, issues regarding family and the alike should continue because the sanctity of the family which is the basic building unit for a stable society should be upheld. This is in no way be interpreted as keeping women within the confines of the homes. In fact, they feel that more opportunities be opened to women besides merely confined to being housewives. The English newspapers hope to exert some checks on the emerging conservative forces in the society that is bent, on intent to push women back into their secondary roles status.

### 3.5 Interview with the Penang Anti-Vice Department at Police Headquarters

The officer interviewed revealed that most of the foreign prostitutes found in this country are foreign prostitutes from Thailand and Philippines. These foreign prostitutes appear to be more popular than local prostitutes. However, recently, certain Asian countries like Indonesia and Philippines have formulated a new policy that requires their citizens to pay a certain amount of money to the government before they could leave the country. This ruling had made it difficult to visit other countries and it has indirectly reduced the number of foreign prostitutes entering Malaysia.

Table 10: ARREST OF FOREIGN WOMEN AND FOREIGN UNDERAGED GIRLS  
In 1983 till July 1985 in Penang

1983	Foreign Women	Underaged Girls
RR 4 Action	85 Thais	13
1984	46 Thais	6
	1 Australian	
	1 American	
	2 Filipinos	
	50	
RR 4 Action		
1985 (till July)	22 Thais	
RR 4 Action		

Source: Police Anti-Vice Department, Penang 1985.

- 97 -

According to polic records, there are about 300 local prostitutes in Penang (including those found in Prai on the mainland).

The charges for their services by prostitutes depend on the age of the prostitute. Most of the high class prostitutes are young girls. Prostitutes between the ages of 14 to 18 years normally charge as much as \$300.00 for a whole night and \$150.00 for a short 'game'. High class prostitutes are usually found in hotels (including beach hotels and massage parlours). Syndicates are involved in running the prostitution scene in Penang. Normally, these syndicates are run according to ethnic groups.

The officer revealed that prostitution are carried out in private houses (in connection to hotel guests) and in hotels where clients contact prostitutes through the pimps or front desk staff. The police have found that in some cases, the front desk staff even make transportation arrangements for the prostitutes to be taken to the hotel and after that send them back to their homes. Clients normally has to pay syndicate members as well. Fifty percent of the payment goes to the syndicate and the remaining fifty percent goes to the girls. Normally, these prostitutes have accounts with the syndicates.

The officer interviewed believes that not all the girls are forced into prostitution. However, in some cases, they could be 'forced' into it because of monetary difficulties and become part of the vice trade. Most syndicates operate with prostitutes that are between 14 to 30 years of age.

Police raids are carried out in hotels in the night as well as in the day time. These raids are carried out at random sometimes on hotels, massage parlours, 'aunty' houses, nightclubs and so on. Upon arrest, if the prostitutes are foreigners, they are charged under the Immigration Act and then sent home. If the prostitutes are locals, the police will get a statement from them to uncover information about the syndicate that coordinates their activities. These procedures are followed to gather enough evidence in order to arrest syndicate members. Upon arrest, the syndicate members are charged under the Restricted Residents Enactment where they are put in isolated places for a period of two to five years to ensure that they do not come into contact with other syndicate members that still are at large.

If the girls are to be underaged (under 21 years old), they will be handed over to the Welfare Department. If the prostitutes are Muslims, they will be charged in the Syariah Court for 'khalwat'.

It has been found that local syndicates bring in foreign girls as tourists to prostitute themselves. According to police official records there are about ten syndicates operating in Penang. So far, four syndicates have been put out of operation by the police. Most of these syndicate members work full-time and may be either male or female. Female syndicate members operate private houses for their illegal activities. Most girls initially may have entered into a relationship with the syndicate members and are later forced into prostitution due to their affairs. However, most of these girls also have relationships with these syndicate members willingly. Most of the local prostitutes are from other states in the country and work in hair salons, nightclubs, bars etc. and are normally well-dressed. A syndicate normally operates with about 20 girls to ensure a variety of girls for their customers. Most of the clients are men from Kuwait and Japan. They are normally sailors and naval officers.

Some social escort agencies are merely cover-ups but are actually prostitution agencies. Some prostitutes work full-time while others work only part-time. Those who are part-time prostitutes are salesgirls, factory-girls and bar waitresses. The officer revealed that most of the local prostitutes are Chinese. He believed that almost all massage parlours are prostitution dens. Licenses for massage parlours are issued by the City Council and not by the police authorities, therefore it is difficult to curb the growth of these activities.

- 100 -

The officer interviewed believes that poverty could be the main reason why these girls enter the flesh trade. He also revealed that most prostitutes undergo regular medial check-ups.

It can be concluded that the police personnel opinion differs from those answers of the hotel staff as regards to the contact between prostitutes and clients. The police believed that some hotel staff are involved while this was denied completely by all the hotel staff. It was however, generally agreed that foreign tourists are the main clients for the prostitutes. The lower participation by local men in the local client-prostitution scene, could be partly explained by the large number of Malaysian men frequenting Thailand for such purposes.

## CHAPTER 4

### 4.0 CONCLUSION

#### 4.1 Summaries:

The various chapters discussed earlier on could be briefly summarised as follows:-

Chapter 1 gave a brief account of the unequal position of women in Malaysian society. Several factors were cited as contributive to this and these include education, social values and the influence of media. The Malaysian media which shares many similarities with other Third World media depends heavily on western countries for their programmes. Generally, the media which include the audio as well as the printed media, tend to portray women in certain stereotype roles which do not depict, the true contribution of women in society and towards development. Two main roles were often portrayed - that of a sex object and the other, a housewife. Several characteristics were given to these identities such as passiveness, dependency, and silliness. Such portrayal depicted women in the negative and it has strong bearing on society's opinion of women and women's opinion of themselves.

Tourism was initially touched upon in general and narrowing down to focus on Malaysia. Malaysia's attempts to promote tourism began in the late 1960's. Although Malaysia is not the major tourist centre amongst the Asean countries, yet it has a moderate

tourist growth which have brought into the country thousands of tourists from all over the world. The two major tourist centres in Malaysia are Kuala Lumpur and Penang. Penang began to promote tourism in the early seventies and had been successful in its attempts until the setback of the recession in 1982. Infrastructure and hotels began expanding in the earlier years to cater for the tourist trade and some multiplier effects trickled down onto the population, like job employment and commercialization of handicrafts. However, tourism has its negative effects. Amongst these are pollution to the local culture and environment. Perhaps even more serious was the accompanying trade in the human flesh. Prostitution and sex tourism although unofficially acknowledge are integrated into tourism. Even though Malaysia's sex tourism and prostitution was assumed to be on a lesser scale than our neighbouring countries, yet the existence of such trade should be of concerned to the government. If left unchecked, women may continue to be degraded in these occupations. However, advertisements in the media promoting tourism has not portrayed women as sexual attractions. Infact, women were presented in proper cultural context. This does not mean that the government could lax their vigilance on tourism but must constantly keep an eye on the tourist industry.

Prostitution in Malaysia seems to be urban related and tied to consumers culture. The urbanization process seems to correlate with an increase in prostitution. Several factors were cited by researchers as contributive to prostitution - amongst which were,

the growing consumers' culture, the lack of attractive alternative employment for women, income necessity for divorcees, and other social factors such as the influence of friends and unhappy family background. The economic recession of the eighties have caused retrenchment to a large number of women workers and this may aggravate the situation further, when and if these women enter into the service of entertainment and escort agencies.

Chapter two briefly studied four main dailies, that is The New Strait Times, The Star, Utusan Malaysia and Sing Pin Jih Pao. Almost all these papers could be held responsible for portraying women in several stereotype roles. This was particularly glaring in the sixties and seventies. The roles portrayed were that of sex-objects and housewives. The blatant degradation of the portrayal of women in advertisements had their heydays in the sixties. The New Straits Times before 1980's normally touched on lighter issues on women and focussed more on what was considered as "conventional" women's interest, such as beauty, cooking and fashion. Advertisements carried in the newspapers during that period depicted quite blatantly women's sensuality. A few years after 1975 i.e. the Decade for Women, there seemed to be an increase of more serious issues for women in the New Straits Times. Advertisements too appeared to tone down its' blatant portrayal of women. However, serious issues and newer areas of women's interest were intermingled with the more 'conventional' women's interest. There were occasional features on prostitution, estate workers and women's dual functions.

The Star revived its publication in 1974. At the initial stage of development, it played up a great deal on women's physical assets - both in its articles, pictures and advertisements. In its women's column called 'Trendsetter' as the name indicated, carried articles of trivial and frivolous nature, which included beauty, fashion etc. The advertisements had their share in exposing the degradation of women in that period. With improved sales, by 1980 girlie photographs were reduced, more serious articles were published in the women's column which had changed from Trendsetter to She. It has continued until today where serious articles and lighter ones are intermingled. Advertisements seems to tone down too but generally the advertisements carried in Star are still more blatantly sexist as compared to the ones in New Straits Times.

Utusan Malaysia have their fair share of degrading women in their photographs in the early sixties. Scantily dressed women were slowly phased out by the seventies. Articles on pertinent and contemporary issues on women were discussed in the seventies although the approach was normally conservative. As the country progresses with industrialization, this newspaper tends to keep track of relevant women's issues and this include articles such as women in politics, women in business, factory girls and women in religion. Generally the advertisements they carry do not portray sensuous women but more of the acceptable image which would not offend conservative and religious sentiments of their readers.

- 105 -

Sing Pin Jih Pao - till the late seventies still carries very light and trivial articles for women. Serious articles were rarely published even in the eighties. This was because it caters mainly for housewives and the youth group, which it considers in need of light and entertaining articles. Their advertisements too are blatantly sexist and has not toned down as compared to the other papers.

Travel brochures and pamphlets when analysed portrayed men in a more positive light although reinforcing certain stereotype images of women. Women were depicted in their natural environment with their regional or ethnic attire.

The advertisement Code, although not fully effective, yet seemed to exert some control over advertisements. Sexist advertisements are relatively less blatant as compared to western countries.

The Islamization resurgence and government encouragement of Islamic assimilation into everyday life seemed to provide some checks on the more blatant sexual portrayal of women. Although their reasonings for discouraging women's exploitation in the media differs widely from women's libbers, yet apparently the checks were effected due to their moral reasonings.

In Chapter three the findings of the survey were analysed. Four groups were interviewed viz, general readers, social groups, hotel staff and media professionals. An indepth interview was done with the personel in the Anti-Vice Department of the Penang Police Station. The opinions derived from these respondents vary quite widely on the different issues and this was particularly marked between the general readers and social groups. Some of the findings were as follows:-

(i) General readers seemed happy with the overall coverage and images of women in the newspapers. They feel that pertinent women issues are often discussed. The papers they claimed projected women favourably, often as intelligent and successful persons. This applied to advertisements as well, although women were portrayed as sex-objects, they condoned it because they felt that such portrayal was useful as an attraction for the product.

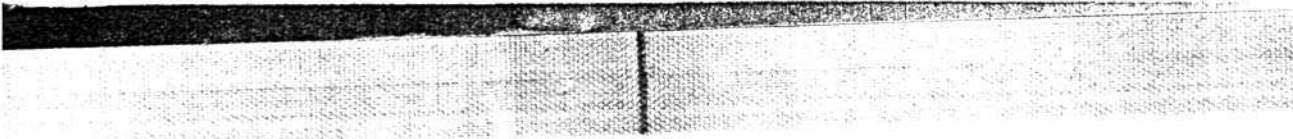
(ii) The social groups tended to be more critical. They feel that media in general do not give sufficient coverage to pertinent women's issues. The image of women in media was distinctly class bias - that of the upper class. In the women's page, the social group felt that women were objectified as aesthetic objects. Most of them feel unhappy that advertisements generally portrayed women as sex objects. They advocated that a more positive image of women be portrayed as an alternative.

The groups tend to agree that there is no correlation between the portrayal of women in the media and prostitution. They considered the media rather ineffective in curbing prostitution.

(iii) Hotel staff are generally reluctant to divulge any information regarding prostitution in their hotels. Most agreed that tourists (local and international) do enquire for the services of prostitution as the third item on their agenda. However, they disclaimed any participation on their part to provide such services to their hotel guests. Those in the bigger hotels maintain that they have hotel rules to forbid such activity and to maintain the good reputation of their hotels. They also deny any knowledge of foreign guests (women) participating as part-time or full-time prostitutes.

(iv) The professional groups from the English newspapers and those from the vernacular newspapers tend to differ on many issues. Those from the Chinese press are conservative in their approach and perception of women's issues and interests. They assumed women are still interested in conventional things such as those mentioned earlier on. In fact they have to maintain this stand for their readership are mainly housewives and teenagers. The English media professionals seems more sensitive to the changing times and needs of the modern women. Although the conventional women's interest are maintained, yet newer issues are included.

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Generally, the two groups agreed that no newspapers should exploit women's sexuality merely as a means to increase sales! They then differed with regards to the correlation between newspapers and prostitution, in that the Chinese newspaper group felt that newspapers could play a useful role in curbing to some extent the widespread of prostitution but the English media professional thought otherwise.

(v) Police personnel of the Anti-Vice Department. According to him there are about 10 local syndicates controlling prostitution in Penang. They are involved in organizing both local and foreign prostitutes for the needs of tourists. The highest number on the list of foreign prostitutes are girls from Thailand. According to him, other agencies such as social escort agencies, nightclubs, massage parlours and dance halls are merely front covers for illicit prostitution activities.

#### 4.2 Highlights from the Study

The study's recommendations will be based mainly on the major points highlighted here which are considered as specificities of the Malaysian situation. Several facts have emerged from this study. These are as follows: Malaysian readers were generally satisfied with the images of women and issues discussed by the Malaysian printed media. The social groups tended to be more critical and was of the opinion that more things could be done for women and better portrayal could be attempted by the newspapers.

Before the late seventies, many newspapers were responsible for reinforcing stereotype roles for women, such as blatantly portraying them as sex objects and housewives. No wider variety of images were attempted for Malaysian women. The majority of Malaysian readers were critical of women's portrayal by the advertisements. Women were commoditized and the messages of the advertisements implied that women were considered consumable as well. Besides being a consumable commodity, such sexist advertisements also reinforced the concept of women being appendeges of men.

Around the late seventies some years after the advent of the Decade for Women, there seems to be a change although not drastically, in the trend of the newspapers generally. More issues of a serious nature were discussed in the women's page. This indicated that the newspapers were becoming more sensitive to the changing positions and roles of women. Issues were more real and broader to include a variety of other interest, thus breaking from the supposed conventional women's interest of beauty, cookery and home making. There seems to exist some correlation between the government's industrial and employment policies with the issues taken up by the Press. Issues dealing with career outside the home and the dual functions of the working women received more attention. The broadening spectrum of issues discussed in the newspapers were due to other factors which were in operation as well, and these include the prolific writings from

the western feminist movement which reached this society, increasing interest in local women's issues by academicians and researchers, the increasing number of women in education as well as at the tertiary level and the increased number of women in wage employment.

The toning down of blatant sexual images of women on advertisements occurred more slowly. In addition to the above factors, the Advertisement Code with its stringent rules and the increasing resurgence of religion in the country seems to provide some checks to the degradation of women in advertisements.

The newspapers generally feel that media has no effective influence in curbing prostitution or sex tourism. Such issues were debated in the media at infrequent intervals and more to cater for readers general interests. As prostitution is considered to be related to other existing socio-economic factors, the press assumes that it is ineffective in curbing such activities. The prevailing belief of the press is that prostitution in Malaysia is on a smaller scale when compared to the neighbouring countries and therefore there is no due cause for alarm.

Most of the travel brochures produced within the country has attempted to portray women within the cultural context and within the confines of social acceptabilities. Their depiction of women are carefully done so as to avoid offending any religious or ethnic sentiments. Although in some foreign countries Malaysian women

- 111 -

were negatively portrayed as sex-objects yet one cannot hold any of the local agencies responsible since their main operations are within this country.

Tourism has its negative effects beside the positive effect of bringing in foreign exchange. Tourism pollutes the social and physical environment of the country. As more hotels are built it change the natural sealine to that of a concrete one. The sea gets polluted. Foreign behaviour are observed by the locals and assimilated into the culture. Sex tourism becomes part of the whole tourist industry in Malaysia, therefore there is a need to formulate proper policies on tourism where pollution and damage to the physical and cultural environment be minimal.

Prostitution is amongst the commodity demanded for by tourists. Prostitutes in Penang, Kuala Lumpur and East Malaysia are to some extent controlled by syndicates. Some of the syndicates un•both local and international prostitution rings. In dealing with prostitution therefore, the government has to deal with a bigger force than merely individuals concerned.

The emergence recently of pornography video's using local actors and actresses are of grave concern to women's groups in particular and society in general.

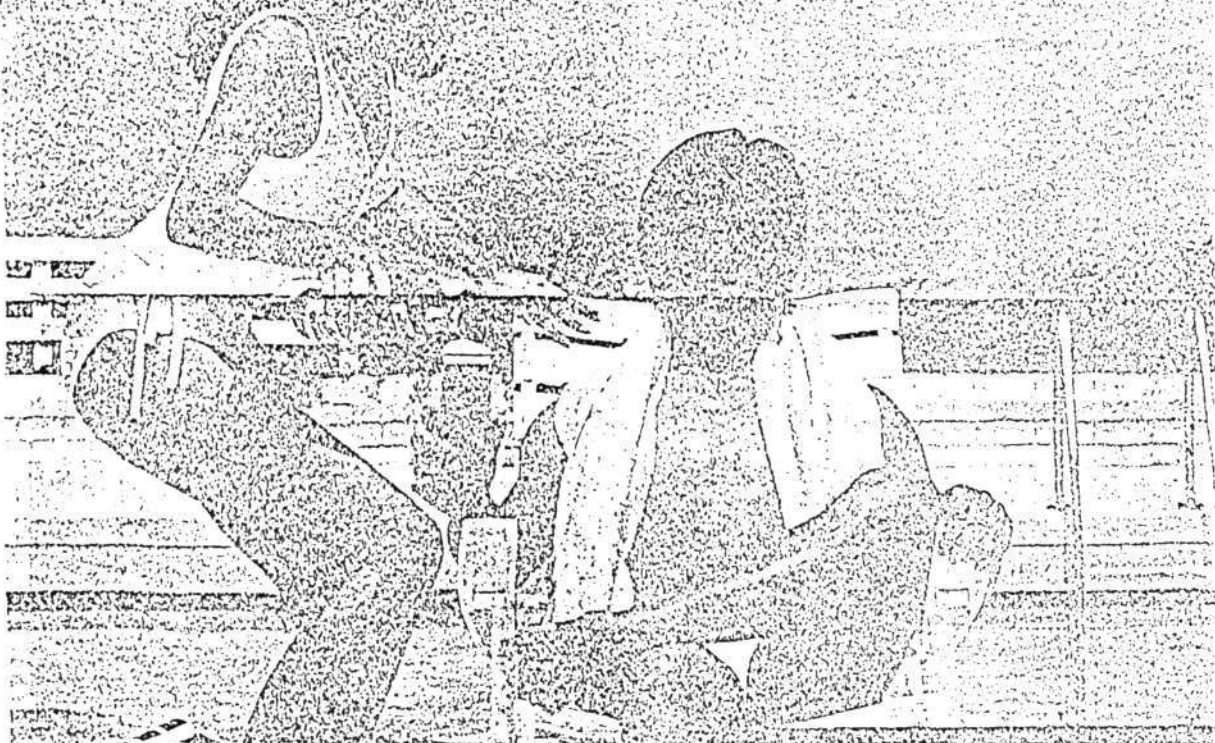
Pornography will further degrade women and will lead towards a distorted formation of women's image and attitude amongst the Malaysian youth.

In this area, the effectiveness of legislation dealing with such matters should be implemented fully.

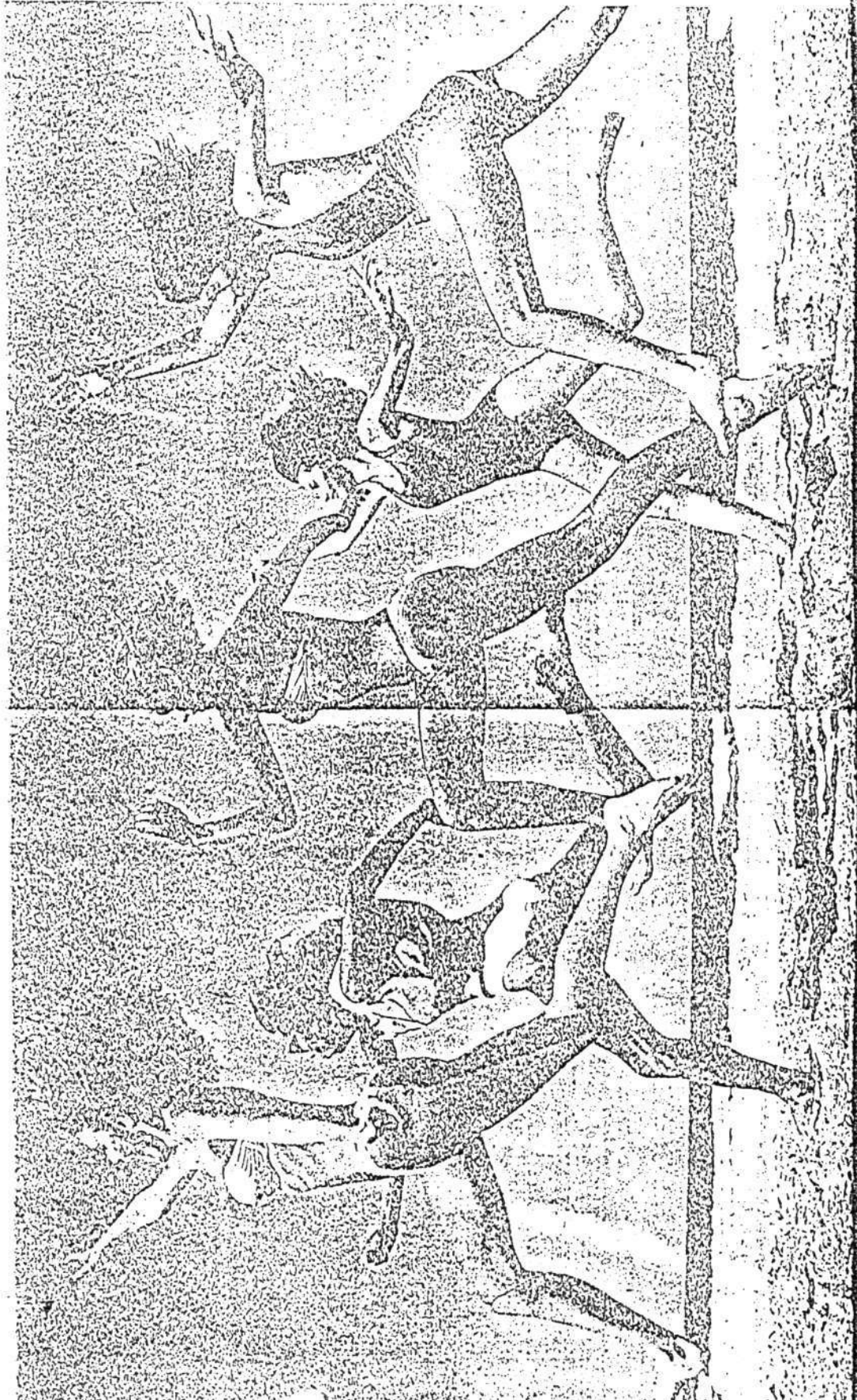
The economic recession of the eighties in recent years affected the manufacturing sectors badly. In this sector especially the textile and electronics, thousand of women workers were retrenched. Few alternative employment of equal numeration are available for these girls who lacked education and skills. The government freeze on jobs in the public sector aggravates further any opportunities for reemployment. Most of the girls are below thirty, with meagre or no savings and with little or no intention of going back to the rural areas. The only job opportunities will be in the informal or service sectors. Most will find their way into either one of these employment. The service sector is deemed more attractive than the informal sector because amongst other things the latter requires some amount of initial capital to get started. The service sector which amongst others caters for entertainment will be places which are conducive channels for entry into prostitutions. The government in its industrialization policies should reconsider its export-oriented strategy and give due considerations to the welfare of Malaysian workers which include security of job tenancy.

THE STAR - THURSDAY, 11/1/1961

# Tuborg Europe's favourite



The beer you'll want to drink more of



#### 4.3 Recommendations

Malaysian newspapers are controlled by certain influential groups of people who will provide the underlying ideological basis for their newspapers. Furthermore, Malaysia is also practising some form of capitalism where profit maximization is the dominant concern. In such systems, advertisements are integrated into their marketing mechanism. In view of such situation, advertisements will remain and serve as one of the channels to attract consumers, with the end objective of profit making. In other words, advertisement is here to stay. Advertisements are not the only culprit responsible for distorting the images of women. Other forms of media geared towards commercialization have their share of responsibilities too. Women caught in the web of consumerism could be lured into the trap of prostitution, and where there is an unequal distribution of wealth, poverty is a factor that could push women into such activities.

In view of the previous statements made earlier on several recommendations are put forth:-

4.3.1 The Media - Bearing in mind the resiliency of the government and the control of power within the political hierarchy and the monopoly of media by certain groups of people, the suggestion given here would mean it has to operate within the existing framework. More women should attempt to participate in the decision-making bodies as well as participate in the media,

as producers, editors, journalists and the alike. These women would increase media coverage on pertinent issues and other issues. The stereotype roles for men and women must be consciously reduced and no further reinforcement of such nature be allowed within the media. All form of sexism in media ranging from language usage, characteristics and roles must be reduced. The elitist biasness in some media should be replaced by a more encompassing reality.

#### 4.3.2 Education

(a) Preparatory skills in schools. It was mentioned earlier many women workers lacked alternative skills to seek other employment after retrenchment. It is suggested that the government in their education programme make preparation for school children especially women to equip them with some form of basic skill. For example, more vocational training opportunities be made available to women. When properly equip with better skills, the attraction to earn money through prostitution could be considerably lessened.

#### (b) Eradicate Sexist Education

There should be no sexism in the school syllabus as existing now. Children should not grow up to believe that certain fixed roles and expectations are meant for them based on their gender. School literature will have to be reorganized to do away with fixed sexual division-of-labour and role fixations.

#### 4.3.3 Legislation

For legislation to be effective it has to be accompanied by conscious effort to educate the public. It is insufficient to provide and formulate laws but it must be made effective as well. A good example is the Advertisement Code whereby stringent rules are set, but are often abused by advertisers. At the same time the public has to be conscientized to understand that a good advertisement need not necessarily be one that uses and degrade women in its advertisement.

All biased legislation be reviewed. Anti-vice laws should imposed heavier penalty on those who lived on the earnings of others. The heavier penalty should be on the syndicate members and not on the prostitutes.

Legislation on Tourism has to ensure that such agencies do not offer sex services as well. A heavy penalty must be imposed on entertainment places which served as a cover up for illicit prostitution.

#### 4.3.4 Women Action-Groups

It is women who could only emphasized fully with women and change women's position. Women's groups in Malaysia in these recent years have attempted several ways to elevate the consciousness of women and public generally. Two workshops on Violence Against Women were held in Kuala Lumpur (March 85) and in Kuching (October

1985) - organized by several women's groups. Following the workshop in Kuala Lumpur an informal group called Joint Action Committee on Violence Against Women was formed.

Another workshop was held whereby several women's groups met to reformulate and change anti-women laws and this was held in the middle of this year, resulting in a memorandum being sent to the government.

Many other organizations have come out to help women including women workers, battered housewives and women in crisis. This sort of concerted action and concern by women's groups should be encouraged throughout the country. Besides providing consciousness to the public, it would help to better women's position in society.

a) Alternative Literature and Magazines

Women's action groups must provide alternative magazines and literature for the general readers and women specifically. Although this is done in many countries such as India, England, the United States of America, yet it is still lacking in Malaysia. Women should attempt to provide literature for the vast majority of women whose educational level is far below their urban middle class sisters.

b) Reaching out to the lower strata and rural areas

Up to this juncture, many of the women's groups are confined to middle class, urban women. All their activities are also held in towns. It is imperative and timely now to stretch out and reach women in the lower strata as well as those in the rural areas.

In conclusion, media with its powerful influence on the formation of public opinions on women, should be geared towards playing a more positive role in the creation of a healthy attitude and opinion towards women. The creation of positive images of both sexes will depict truer contribution of both sexes in the society and work towards constructing a more equitable relationship between the two sexes.

The degradation of one sex will create an unequal relationship whereby both sexes will suffer, because of its dehumanizing nature.

Media, is a powerful institution in modern society and has the responsibility and capacity to work towards these objectives, where in the future human relationships will be based on fairness, justice and equality.

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APPENDIX 21(i)

(Sample of Questionnaire circulated to Media Professionals)

POSITION/DESIGNATION : \_\_\_\_\_

PRESS: \_\_\_\_\_

YEARS OF SERVICE: \_\_\_\_\_ SEX: \_\_\_\_\_

-----  
1. Why do you have the women's page/column in your newspaper?

2. Has your newspaper's priority on women's issues changed over the last 15 years?

IF YES  IF NO

(i) If YES, what are the changes?

(ii) If NO, why is this so?

What are the factors behind this change of trend?

Please state your target readers for the women's page.

What kind of reaction do you hope to receive from your readers?

What kind of reaction have you received so far from your readers?

What made your newspaper highlight certain issues such as women's rights, prostitution, rape, sexual exploitation etc.?

Do you think prostitution is an important issue in this country?

If YES, why?

If NO, why?

Do you think newspapers play an important role in curbing prostitution in this country?

YES - Important and effective

YES - Important but ineffective

NO - Unimportant and ineffective

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

WHY?

Do you think there is any correlation between the portrayal of women in the media and prostitution in this country?

In your opinion, are there any newspapers in this country that have blatantly portrayed women as objects of sex?

YES

NO

What is your view on the exploitation of women in media to increase the sales of any newspaper?

Has your newspaper ever been responsible for carrying out this policy?

Very Often	<input type="checkbox"/>	Seldom	<input type="checkbox"/>
Occasionally	<input type="checkbox"/>	Never	<input type="checkbox"/>

What is your newspaper's stand on the abuse of women in advertisements?

Do you feel that your newspaper reinforces certain stereotype images of women?

YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
-----	--------------------------	----	--------------------------

(i) IF YES, kindly state images projected.

(ii) IF NO, state reasons (kindly rank in order of importance)

Editorial policy	<input type="checkbox"/>
Government directives	<input type="checkbox"/>
Pressure groups	<input type="checkbox"/>
Public opinion	<input type="checkbox"/>
Others, please specify	_____
	_____

Could you comment on the future direction of the women's page in your newspaper?

APPENDIX 21(ii)

(Sample of Questionnaire circulated to Social Groups/Readers)

ORGANISATION/OCCUPATION : \_\_\_\_\_

AGE OF ORGANISATION/INDIVIDUAL : \_\_\_\_\_

EDUCATION : \_\_\_\_\_ SEX: \_\_\_\_\_

1. Do you think the following newspapers give sufficient attention to women's issues

	Highly Commendable	Commendable	Average	Unsatisfactory
New Straits Times				
The Star				
Utusan Malaysia OR Sin Pin Jih Pao				

2. How are women portrayed in the Women's Page and advertisements in newspapers?

	<u>WOMEN'S PAGE</u>	<u>ADVERTISEMENTS</u>
Favourably		
Unfavourably		
Undecided		

Kindly elaborate.

3. What type of images of women are projected by the newspapers in general? Please rank in order of predominance. Choose only three.

	Women's Page	Advertisements
Women as sex objects		
Women as appendages of men		
Women as aesthetic objects		
Intelligent/Successful people		
Women in their role as housewives		

---

4. Do you think it is necessary to have a separate page for women?

YES   
NO

WHY?

5. Do you think that women's column in newspapers have discussed pertinent issues of women?

YES   
NO

WHY?

6. What is your reaction after reading the issues in women's column? Kindly rank them in order of preference.

Awareness/Educational  
Informative  
Concerned  
Indifference  
Others, please specify \_\_\_\_\_


---

7. Do you think there is any correlation between the portrayal of women in the media and prostitution in this country?

8. Do newspapers play an important role in curbing the increase of prostitution in this country? If yes, kindly elaborate.

9. What are the alternative portrayals of women in newspapers?

10. Has your organisation/have you taken any steps to voice your discontent over the portrayal of women in the newspapers?

APPENDIX 21(iii)

(Sample of Questionnaire circulated to Hotel Staff)

NAME OF HOTEL: \_\_\_\_\_

DESIGNATION: \_\_\_\_\_

YEARS OF SERVICE: \_\_\_\_\_ SEX: \_\_\_\_\_

-----  
1. What type of tourists frequent your hotel?

Foreign  Local  Others, please specify

2. What do your hotel guests normally request for when they arrive at the hotel? Kindly rank them in order of priority.

Hotel Service	<input type="checkbox"/>
Information - Travel arrangements	<input type="checkbox"/>
Information - Tourists spots	<input type="checkbox"/>
Call girls/Social escorts	<input type="checkbox"/>
Entertainment	<input type="checkbox"/>
Others, please specify	<input type="checkbox"/>

-----  
3. Does prostitution exist in this hotel?

YES  NO

Please explain.

4. How do the guests establish contact with the prostitutes (eg. pimps, calling service etc.)?

5. Do you help the guests to establish contact with the prostitutes?

YES  NO

Why? Kindly state your reasons.

6. Of what nationality are the tourists who normally request for prostitutes. Kindly rank in order of frequency.

- 1) \_\_\_\_\_ 3) \_\_\_\_\_  
2) \_\_\_\_\_ 4) \_\_\_\_\_

7. Do local tourists also request for prostitutes?

Very often  Seldom   
Occasionally  Never

8. Are the prostitutes mainly local or foreign?

Local  Foreign  Equivalent

9. Do these prostitutes operate individually or through a syndicate?

	Individuals	Syndicate	Both
Local Prostitutes			
Foreign Prostitutes			

10. Do any foreign hotel guests (tourists) prostitute themselves?

Very often  Seldom   
Occasionally  Never

11. Are there any stringent guidelines to curb the activities of prostitutes in this hotel?

YES  NO

If YES, kindly elaborate.

12. Do the guests and staff abide by these guidelines

---

PERSONAL COMMENT

## APPENDIX 1

DIRECT FOREIGN VISITOR ARRIVALS TO PENANG BY AIR  
AND SEA FOR FEBRUARY 1985

No.	Country	Air	Sea	Total
1.	Singapore	1,922	20	1,942
2.	Philippines	64	-	64
3.	Indonesia	518	-	518
4.	Thailand	324	-	324
5.	Brunei	23	-	23
6.	Japan	2,066	-	2,066
7.	China	2	-	2
8.	India	615	116	731
9.	Taiwan	117	-	117
10.	British Hongkong	205	-	205
11.	Australia and New Zealand	1,850	33	1,883
12.	Canada	190	4	194
13.	United Kingdom	1,123	21	1,144
14.	U.S.A.	772	123	895
15.	West Europe	1,665	209	1,874
16.	East Europe	15	27	42
17.	Others			
	a) Commonwealth Country	138	6	144
	b) Non Commonwealth Country	308	-	308
TOTAL		11,917	559	12,476

Grand Total: 12,476

Source: Industrial and Tourism Division  
Penang Development Corporation

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APPENDIX 2

DIRECT FOREIGN VISITOR ARRIVALS TO PENANG  
(BY MODE OF TRAVEL)

Year	Air	Sea	Total	% Change
1970	29,131	10,326	39,457	- -
1971	36,877	12,401	49,278	+ 24.9
1972	44,709	18,092	62,801	+ 27.4
1973	75,284	17,083	92,367	+ 47.06
1974	88,316	12,457	100,773	+ 9.09
1975	89,075	16,503	105,578	+ 4.77
1976	95,285	14,206	109,491	+ 3.706
1977	129,494	20,531	150,025	+ 37.02
1978	138,449	21,578	160,027	+ 6.66
1979	141,038	25,293	166,331	+ 3.93
1980	177,890	23,037	200,927	+ 20.8
1981	215,076	33,362	248,438	+ 23.6
1982	202,710	34,810	237,520	- 4.39
1983	172,582	23,643	196,225	- 17
1984	154,168	21,416	175,584	- 10.52

Source: Research & Training Division  
Tourist Development Corporation

(Based on figures obtained from MTDC for 1970-1982.  
For 1983-1984 figures from Immigration Department, Penang)

APPENDIX 3

DIRECT FOREIGN VISITOR ARRIVALS TO PENANG  
IN 1982, 1983 & 1984 BY MONTHS

Month	Total		
	1982	1983	1984
January	22,354	16,721	16,027
February	20,108	15,992	16,122
March	19,408	19,019	16,124
April	19,813	16,068	14,907
May	19,299	14,214	14,597
June	21,241	15,423	14,220
July	19,324	16,244	13,804
August	22,641	16,173	13,787
September	16,331	15,613	10,939
October	17,824	14,107	11,671
November	18,159	16,806	14,953
December	21,018	19,845	18,433
	237,520	196,225	175,584

Source: Tourist Development Corporation - 1982  
Immigration Department, Penang - 1983 & 1984

APPENDIX 4

DIRECT TOURIST ARRIVALS

Year	No.	% Increase
1972	62,901	
1973	92,367	47.1
1974	100,773	9.1
1975	105,025	3.7
1976	109,491	3.7
1977	150,025	3.7
1978	160,027	6.7
1979	166,331	3.9
1980	200,927	20.8
1981	248,438	23.6
1982	237,520	-4.4
1983	196,225	-17.0
1984	175,584	-10.52

Source: TDC, Malaysia & Immigration Department, Penang

PROJECTED TOURIST ARRIVALS (DIRECT AND INDIRECT)

Year	No.	% Increase
1985	776,000	10
1990	1,250,000	10
1995	1,713,000	6
2000	1,909,000	6

Source: TDC

APPENDIX 5  
DIRECT FOREIGN VISITOR ARRIVALS TO PENANG BY COUNTRY OF ORIGIN

Year	Ascan	Continental Europe	India	Japan	Australia & New Zealand	U.K. & Ireland	U.S.A.	Canada	Others	Total
1972	23,595	6,519	6,125	2,606	-	8,938	8,640	-	6,378	62,801
1973	25,329	10,303	6,422	4,119	-	20,641	9,921	-	10,566	92,367
1974	32,628	13,106	5,195	5,785	-	24,418	9,232	-	10,359	100,773
1975	32,369	13,107	6,961	7,080	20,061	7,350	6,438	1,787	8,425	105,573
1976	34,955	14,431	5,526	7,514	18,082	7,805	9,630	2,237	8,711	109,491
1977	47,010	18,203	6,423	14,303	22,967	11,343	15,044	4,012	10,690	150,025
1978	46,699	18,896	11,539	17,951	22,828	11,577	13,438	3,909	13,190	160,027
1979	50,027	20,448	15,172	17,890	20,064	11,864	11,106	3,272	15,418	166,331
1980	55,329	25,187	19,233	23,609	23,617	15,554	13,732	3,822	20,244	200,927
1981	69,517	27,478	36,622	28,679	26,391	19,455	12,517	3,334	24,435	243,438
1982	66,381	24,935	34,621	27,010	25,142	17,999	12,375	3,043	26,014	237,520
1983	56,671	19,055	24,935	23,013	20,512	15,598	11,029	2,951	21,262	196,225
1984	52,070	18,670	19,713	20,233	17,376	14,210	13,272	2,560	17,460	175,584

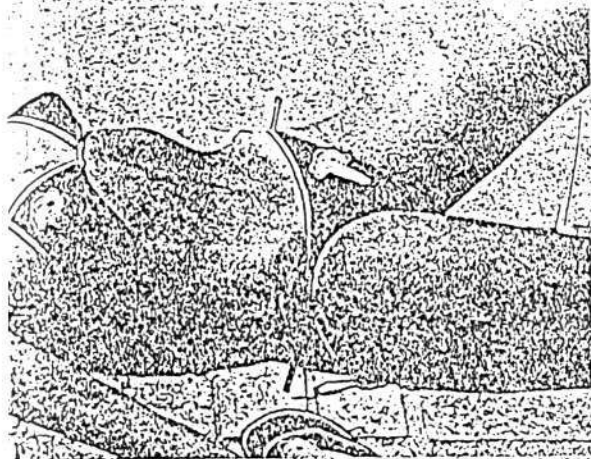
S.  
e: Tourist Development Corporation and  
Immigration Department, Penang

APPENDIX 5

PERCENTAGE OF HOTEL OCCUPANCY RATE IN  
SELECTED HOTELS IN PENANG - ANNUAL FIGURES

Year	City Hotel	Beach Hotel	Average
1975	65.6	56.4	60.0
1976	61.6	56.8	59.8
1977	64.0	72.1	67.4
1978	61.0	78.6	67.7
1979	65.0	67.2	66.7
1980	70.0	62.5	66.5
1981	67.5	73.4	70.8
1982	65.9	70.5	68.5
1983	58.3	66.3	62.4
1984	60.8	67.6	64.3

Source: Penang Development Corporation



... eye-catching bikini with the cool look in decorations.

STORY BY CHRISTINE TOY BY BEVERLY BOONDA

# HOLIDAY BANKERS!

## Get in the swim with a jet set sparkle

- \* JET SET girls in the world's famous sun spots know how to back a winner when they sea one. They've been putting their money on the holiday bankers — the beach look.
- \* Sundressing like this is a dead cert for the girls who want to keep in the swim at fashionable beaches. Favourite colour is glittery gold, a perfect foil for sun-kissed bodies as it shimmers and sparkles in the sun.
- \* Trim midriffs shape up well in lace-up chamois shorts and bra. The palest clotted cream shade makes the most of an expansive tan.
- \* And a black-cotton bikini decorated with ice-cream designs is enough to make the coolest Cannes stars.

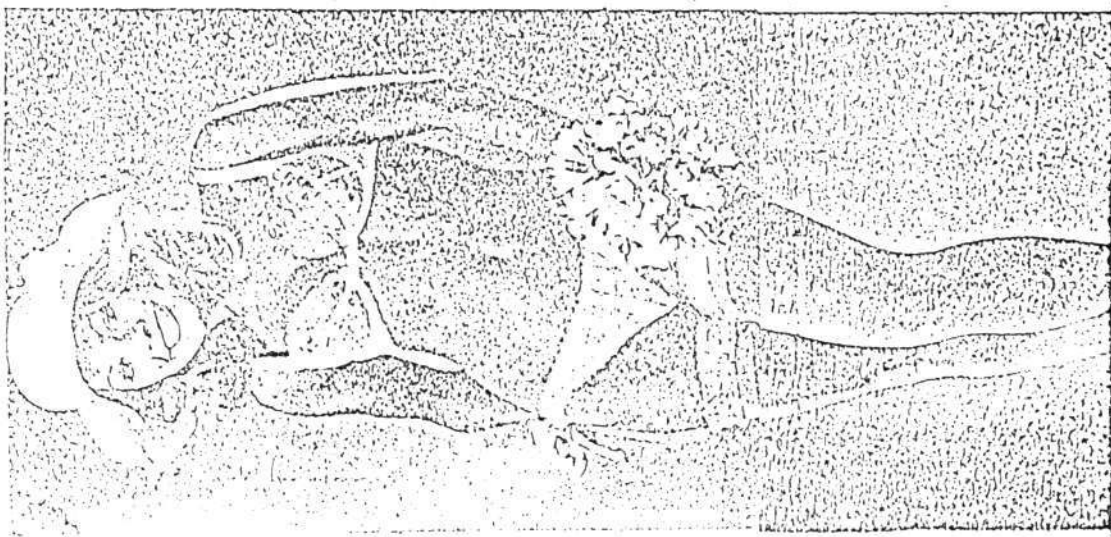


Gold lame shining shirt.



SHOW OFF your suntan in chamois — it's sizzling sensation.

# Trendsetters



# WHAT SORT OF DREAMS DO YOU DREAM OF?

**BY UNITY HALL**

We all dream of the oddest things. Houses and no doors. Being chased by gorillas. Teeth falling out. Flying. Dying.

So many things go on in our sleeping heads that I asked you to write and tell me about the dreams you get again and again.

For all those weird, confused images, do mean something. And dreaming is important as a release from the tensions of everyday living. Here are some interpretations of the most popular dreams:

**To dream of HOUSES.** Mrs. K. S. Slatcher, of Fareham, Hants writes: "I dream I've just moved into another house. It's in bad repair and some-

doors, just wooden posts. The roof has rafters and no slates. Sometimes there's no furniture."

**Verdict:** This is a very feminine dream. For a woman, the roof over her head that shelters her husband and children is her basic security.

**To dream of losing your home** could be caused by financial worries or some other anxiety.

No doors could indicate that, at the moment, you can see no way out. Is the mortgage or the rent proving a problem?

**To dream of being CHASED.** Cyril Turner, of Nottingham, dreams of being pursued by a shark, snapping at his heels.

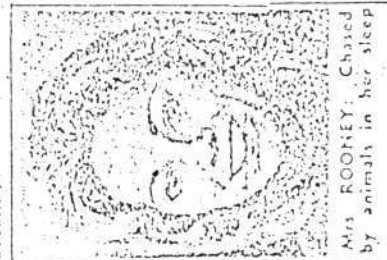
Then, he says: "When I turn to see where I'm going, I swim into a whale's open mouth."

Mrs Rooney of Leicester is chased by animals.

**Verdict:** This could mean you are trying to escape from a problem

Mrs. Pauline Barker of Pinner, is on top of Blackpool Tower.

**Verdict:** This can be a phobia dream. In other words you really are afraid of heights. Air crashes, car crashes and accidents are the same sort of dream.



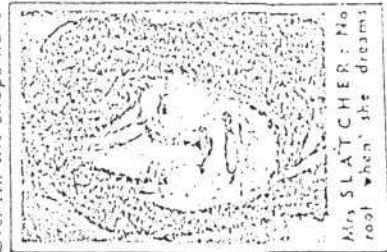
Mrs ROONEY: Chased by animals in her sleep

But what if you don't have any such fears? To dream of being near to falling could be another sign of insecurity.

Are you afraid of losing your job? Or falling from grace in some other way?

the dream could mean that you are screwing up your courage to face an embarrassing situation.

**To dream of PANIC.** Mrs. Ivy Spencer, of Weybridge, Surrey, dreams she's in a panic because it's Christmas Eve. All the shops have



Mrs SLATCHER: No rest when the dreams

shut and she hasn't bought any presents. Others have dreamed that their eyes won't work.

**Verdict:** It could be that you are no sure what's going on, where you are going or what's

St. Austell, Cornwall: "I'm in great danger, but never get hurt."

**Verdict:** Water dreams mean that you are about to be engulfed by something.

For some people, a new love, maybe, or a complete change in your life over which you feel you have no control.

**To dream of DEATH.** Many readers worry about this one. They dream of their own death or, that they are searching for loved ones who have died.

**Verdict:** It's not a pleasant thing to be frightened about. We're just identifying with the loved ones we have lost.

You may wake up sad, frightened, or even dream.

That's all right. It just means you have given way to your deepest feelings under the cloak of sleep.

Lots of you dreamed

# Trendsetters.

# LAUGH AND BE LOVELY!



ENJOY a joke - don't just grin and bear it.

**HOW LONG** is it since you had a really good giggle? An hour ago? Last week? Can't remember?

If you find it hard to raise a laugh, it may not be the dreary world that is all wrong. It could be your diet.

You'll easily lose your sense of fun if you are not eating and drinking properly.

Maybe you are not getting your share of the right fun foods.

Check for these sour-puss symptoms: Can't giggle before lunch?

If you're a morning grouch, your blood-sugar level is probably too low for laughs.

Skipping breakfast may save time, but it wastes energy.

Toast and cereal aren't enough. The high carbohydrate content will make you feel bilious, but only for a few minutes. By mid-morning the blues will return.

Coffee and a fattening biscuit may produce the glimmer of a smile, but that's all.

You need: A fruit and protein breakfast or mid-morning snack - cheese and apple, orange juice and a

boiled egg, cold meat and a juicy pear.

Haven't smiled for weeks?

If you frown a lot, can't sleep and get irritable when he tickles you, you're not getting enough calcium.

It's nature's own "tranquillizer" - in milk, cheese, yogurt and sardines.

## TABLETS

You need: A pint and a half every day (or calcium tablets if you can't stand milk), and a vitamin B boost with plenty of fish liver oils, eggs and butter.

Too uptight to take a joke?

If you think everyone is sending you up, try a daily dose of the "happiness" vitamin - it's vitamin B3 (Niacin).

You need: Wheat germ sprinkled over everything, plenty of fish, nuts and liver or kidneys once a week. Or try brewer's yeast.

Can't forget your worries?

If you just can't put the blues out of your mind you may be permanently off colour.

Each cold leads to another. Flu is an annual visitor, and your boy fever lasts till Christmas.

It would be laughable if it wasn't so sad!

Vitamin C and iron help you shake off the germs that are dragging you down.

You need: Oranges and grapefruit, fresh green vegetables, iron-rich stews, watercress, liver and egg yolk.

By changing your diet you can switch from sourpuss to funny-girl. But watch what you drink too.

Too much coffee, and booze can be anti-fun thippers.

Coffee causes vitamin B depletion.

And liquor is a notorious depressant after the first gay abandon subsides.

Choose hot Oxo or fruit juice instead of coffee.

Stick to wine or beer instead of the hard stuff.

Indigestion can turn you into a moaner. Eat slowly.

Now try our Funny Girl diet... it's a delicious way to a giggly future!

## A HOT SPOT BY THE SEASIDE!

ROMEO, known as the Hedrohe Brigade, were accused recently of turning a sedate seaside town into a hot spot for sex.

The revealing facts about sexy Scarborough - Queen of the Yorkshire coastline - emerged after a health probe.

It showed a staggering 150 per cent rise in sexual diseases over the past five years.

Area health education officer, Bill Langmaid, believes that Scarborough

relaxes holidaymakers so much that they are prepared "to jump into bed with any stranger."

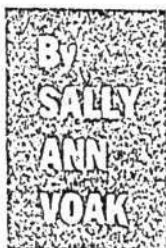
## BEDHOPPING ANTICS

Hoteliers put the bedhopping antics down to boozing young bachelors.

Alfred Welbourne, president of the local hotels association said:

"The town is not particularly sexy. But the Hedrohe Brigade seem to come only for the drinks and girls."

## Now for the cauliflower wobble



HERE's a good way to have a laugh while you keep trim. These exercises are fun to do, and all you need in the way of equipment is a single cauliflower.

The big secret of success is not to get the cauliflower!

**TUMMY AND HIGH MUSCLES:** Sit on the floor, place the cauliflower between your feet, lie back comfortably with hands by your sides.

Now grip the cauliflower firmly between your feet and raise your feet carefully.

Raise your head till you can see the cauliflower. Hold for five seconds, then relax. Re-

peat five times.

**NECK AND POSTURE:** Carefully place the cauliflower on your head and balance it there for 30 seconds.

If it wobbles, move your head and neck to regain balance but don't touch it with your hands.

## EXERCISE

Keep your back straight and neck stretched upwards throughout the exercise.

**WAIST AND HIPS:** Stand with feet apart and place the cauliflower on the floor between them.

Raise your arms above your head. Now

swing down from the waist to pick up the cauliflower.

Swing to the left and to the right, then raise it high above your head. Swing down to replace it on the floor.

Repeat 10 times. And remember, it's important to breathe OUT as you swing down and IN as you swing up.

**UPPER ARMS AND SHOULDERS:** Stand straight, feet slightly apart, holding the cauliflower with both hands in front of you.

Now throw the cauliflower in the air, catch it, then push your hands together hard as if you were trying to smash it.

Hold for a count of six. Repeat 10 times.

## A diet to give you that funny feeling

IT'S no joke being dreary. It's no joke being fat either.

Be the life and soul of the party and lose pounds with the pottiest diet you've ever tried.

Keep it up for at least one side-splitting week. Stretch it to two if you can stand the hilarity. Here it is:

**DAILY ALLOWANCES:** Pint and a half of milk ("neat" or in tea).

Half a pint stout or bitter (dilute with low calorie tonic, soda or bitter lemon if you like).

**SLAPSTICK BREAKFASTS** (choose one):

- Grilled banana on 1 slice wholemeal toast, plus 2 rashers streaky bacon.

- Custard pie, large glass orange juice.

- Poached egg on one slice ham, 1 apple.

- Plus tea or milk.

To make pie: Line an 8 in flan dish with short-

crust pastry, rolled very thinly.

Prick base, line with foil and bake "blind" at 375 deg. (Gas 5) for 10 minutes.

- Mix two 5-oz cartons natural yogurt with 2 egg yolks and liquid sweetener.

Pour into flan case, return to oven for 10-15 mins until set. Serves 6.

**LAUGHABLE LUNCHES** (choose one):

- "Sandwich" of 2 slices lean meat with cottage cheese and mustard between, plus watercress.

- "Stew" of mixed fruit (apple, pear, plums, etc), plus small piece cheese.

- Plus tea or milk, 2 brewer's yeast tablets.

**NUTTY SUPPERS** (choose one):

- Pilchards with mixed salad sprinkled with Wheatgerm and peanuts.

- Custard pie with mixed fruit salad, sprinkled with wheatgerm and peanuts.

- Cauliflower cheese with grilled tomatoes, wheatgerm and peanuts.

- Plus tea or milk, 2 brewer's yeast tablets.

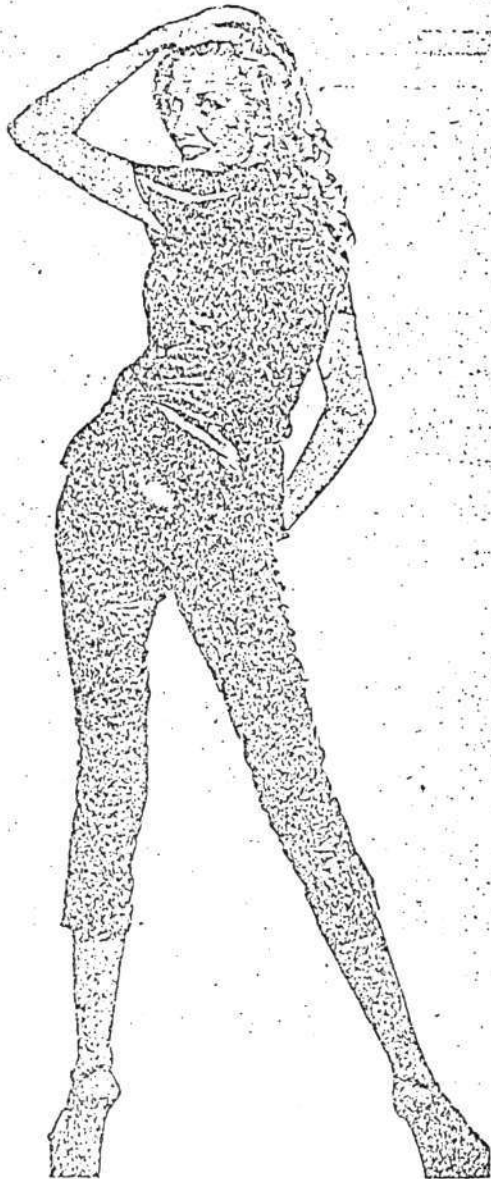
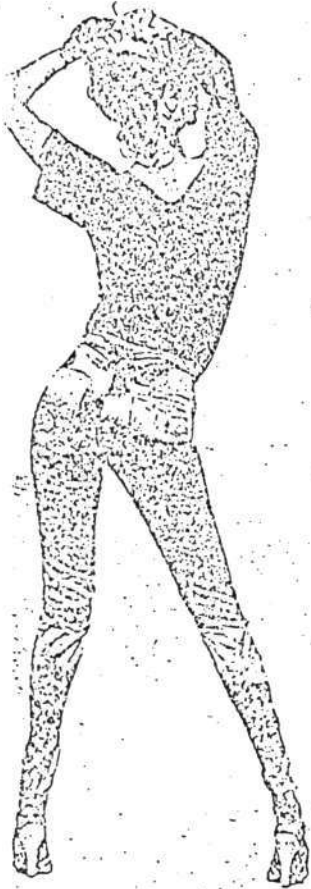
ENG'S EYEVIEW



"But it's all for CHARITY!"

# trendsetters

## GETTING INTO DRAIN PIPES



BY JEAN DOBSON  
Pictures by  
BEVERLEY GOODYEAR

### It's the fit that counts

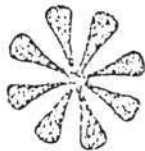
⊗ THERE has been nothing like it since Elvis took up the guitar and Bill Haley rocketed around the clock—

Now drainpipes are on their way back. You need to be slim to wear them. You must have a small, firm bottom and the leanest thighs.

Worn with flimsy tops and spikey high heels, you'll set discos alight and warm up parties as your pants put a glossy wiggle in your walk.

Tapered satin "pipes" look perfect worn with Chinese jackets and quilted tops.

Or streamline the latest bulky cardigans with satin pants below.



THEY'RE satin, they're sexy and just the tiniest bit sleazy.

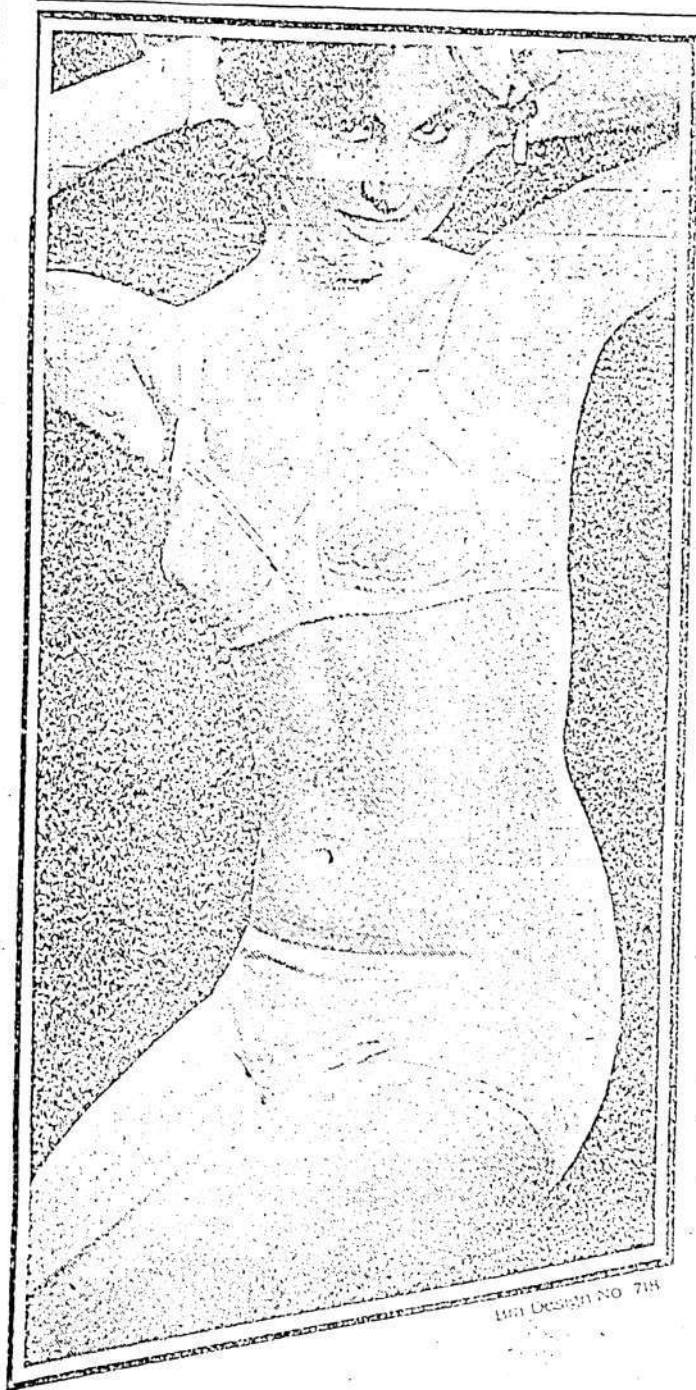
\* Tight in all the right places, and slimy all over, the new drainpipes are real eye-poppers.

\* Red satin pants with patch pockets, £27.50, flimsy top, £42, both at Ginger, South Molton Street, London, W.1.

\* Black cire drainpipes with tunic top by Bus Stop, £15.95.

\* Pink satin tube pants by Strawberry Studio, £10.95, from Top Shop, London. Top by Zanie, £7.95, from John Lewis.

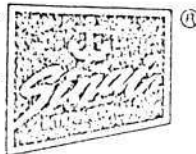
Shoes by Sacha.



1111 Design No. 718

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Johor Bahru

APPENDIX 14

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### FACILITIES AVAILABLE

- 24 hours Coffee House
- Lobby Bar
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- Health Centre
- Hair Saloon
- Mini-Bar
- Skyview Lounge
- Grill Room
- Conference Rooms
- Ample free parking space.



GROUP AND LONG TERM RATES AVAILABLE ON REQUEST

For reservations contact:

Tropical Inn Reservations Office  
15, Jalan Greja, Johor Bahru, Malaysia.  
Tel: 21888 (10 lines) Telex: LONACO MA 60726  
or your Travel Agent.



30% DISCOUNT  
FOR ROOMS ONLY

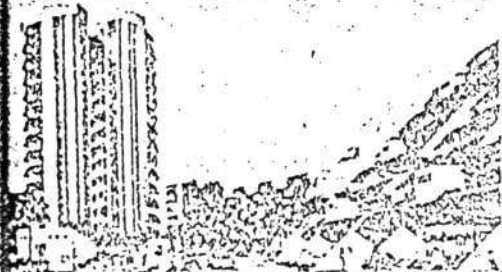


## How to enjoy the great outdoors – indoors.

The unique, stepped-design of Tulip Garden's maisonettes allow more sunlight onto the spacious patios – enabling you to take in the sun and fresh air, cultivate a garden, even aerobicise – without ever leaving your apartment.

High-rise apartments also available.

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