KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN KOS SARA HIDUP

24 JAM BERITA KPDN

KERATAN AKHBAR & BERITA ONLINE

Untuk makluman:

- *YB Menteri*
- *YB Timbalan Menteri*
- *YBhg. KSU*
- *YBhg. TKSU (PPDN)*
- *YBhg. TKSU (PPP)*
- *Setiausaha Akhbar*

Tarikh: **18 Oktober 2025**

UNIT KOMUNIKASI KORPORAT

KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN KOS SARA HIDUP

KERATAN AKHBAR

UMUM

UNIT KOMUNIKASI KORPORAT

Daily Express
INDEPENDENT NATIONAL NEWSPAPER OF EAST MALAYSIA
Established since 1963

HARI: SELASA
TARIKH: 18/11/2025
M/SURAT: 3

Mengapa tiada pempengaruh media sosial pernah disabitkan?

PEMASARAN oleh pempengaruh media sosial (social media influencers) semakin memberi kesan besar terhadap cara pengguna menilai dan berinteraksi dengan jenama.

Dengan memanfaatkan hubungan peribadi dan elemen 'keaslian' para influencer mampu membentuk pandangan, mencetuskan trend serta mempengaruhi keputusan pembelian dengan lebih berkesan berbanding pengiklanan tradisional.

Model pemasaran ini membolehkan perniagaan terutamanya jenama kecil mencapai sasaran audiens dengan kos rendah.

Namun begitu pertumbuhan pesat pemasaran pempengaruh juga mengaburkan garis antara pandangan peribadi dan promosi berbayar sekali gus menimbulkan persoalan tentang ketelusan, etika dan manipulasi pengguna.

Kebelakangan ini peningkatan penipuan, skim palsu, promosi tawaran tidak berlesen atau haram, penggunaan deepfake serta penyalahgunaan identiti dalam iklan melibatkan influencer telah menyebabkan kerugian kewangan besar kepada pengguna, menjejaskan reputasi jenama dan meruntuhkan kepercayaan masyarakat terhadap platform media sosial.

Walaupun tiada peraturan khusus yang mengawal selia pempengaruh isu seperti perbuatan mengelirukan, representasi palsu dan amalan tidak adil sebenarnya sudah pun diperuntukan di bawah Akta Perlindungan Pengguna 1999.

Antara seksyen yang terpakai termasuk:

Seksyen 9 – Kelakuan mengelirukan.

Seksyen 10 – Representasi palsu atau mengelirukan.

Seksyen 12 – Harga mengelirukan.

Seksyen 13 – Iklan umpan (bait advertising).

Seksyen 14 – Hadiah, hadiah percuma dan tawaran percuma.

Seksyen 15 – Dakwaan kuantiti terhad.

Seksyen 16 – Menerima bayaran tanpa niat membekal.

Seksyen 17 – Kontrak perkhidmatan masa hadapan.

Di bawah Seksyen 18 sebarang representasi dalam iklan dianggap dibuat oleh pihak yang membekal barang atau perkhidmatan atau pihak bagi pihak iklan itu dibuat termasuk influencer dan jenama.

Melakukan mana-mana perbuatan ini merupakan kesalahan di bawah Seksyen 25 Akta yang sama. Hukuman termasuk:

Badan korporat - Denda sehingga RM250,000 (kesalahan pertama) dan sehingga RM500,000 (ulangan).

Individu - Denda sehingga RM100,000 atau penjara sehingga 3 tahun untuk ulangan, denda sehingga RM250,000 atau penjara sehingga 6 tahun.

Walaupun undang-undang jelas meliputi aktiviti pemasaran pempengaruh penguatkuasaan oleh Kementerian Perdagangan Dalam Negeri dan Kos Sara Hidup (KPDN) dilihat lemah. Ini mengakibatkan kawal selia yang minimum, tiada kesan cegah yang tegas serta peningkatan penyalahgunaan platform influencer untuk promosi mengelirukan.

Meskipun KPDN menerima 2,608 aduan pada 2023 dan 1,281 aduan pada 2022 berkaitan iklan mengelirukan, tiada satu pun sabitan dibuat di bawah seksyen-seksyen ini.

Sementara Polis Diraja Malaysia (PDRM) dan Suruhanjaya Komunikasi dan Multimedia Malaysia (SKMM) menghadapi kekangan siasatan dalam talian, penguatkuasaan bersepadu yang dipimpin KPDN amat perlu bagi melindungi pengguna.

Dr Ong Tze Chin
Pensyarah Kanan
Fakulti Undang-Undang
Universiti Malaya

UNIT KOMUNIKASI KORPORAT

TheStar

HARI: SELASA
TARIKH: 18/11/2025
M/SURAT: 13

Simply cutting subsidies will not solve sugar crisis

I REFER to your front page headline "Confronting a sugar-coated crisis" and the associated reports (*The Star*, Nov 13), which bring to mind calls by some quarters for the government to abolish the RM500mil support given to local sugar refiners.

I spent 23 years working in the sugar industry before retiring, and from my experience, these two issues need to be looked at together.

On the surface, cutting subsidies may sound like the right thing to do if we want Malaysians to consume less sugar, but the situation is not that simple.

The reality is that the price of sugar has been kept at RM2.85 per kilogram for coarse sugar and RM2.95 for refined sugar since 2018. This fixed ceiling does not reflect today's costs.

Local refiners have had to deal with rising raw sugar prices, higher freight charges and global market swings.

For years, they supplied Malaysians at below cost because the price was capped.

Without the government's support, many would not have been able to keep operations going.

This is why the RM500mil incentive exists.

It is not a reward; it is a temporary measure that prevents disruptions to the local supply and keeps sugar affordable for households and businesses.

Before the incentive was introduced, refiners were already taking losses while still ensuring Malaysians had steady access to safe and high quality sugar.

Malaysia cannot depend on imports as a replacement.

Imported sugar follows global price trends, which rise and fall sharply. Relying too much on imported sugar exposes us to sudden cost shocks.

There are also valid concerns about halal verification. Our local refiners follow strict standards, whereas imported sugar does not always offer the same assurance. For a country where food manufacturers depend heavily on halal compliance, this is not something to take lightly.

If anything, the recent spotlight on sugar consumption makes it more important for the government to review the current ceiling price. Allowing refiners to sell closer to actual costs, whether through an increase or a price float, will remove the need for large incentives. It would also naturally encourage Malaysians to use sugar more sparingly, aligning with public health goals.

There is also no need to be overly worried about letting sugar prices float. Malaysia has done this before with other essentials. Prices of eggs were floated in May this year and chicken in late 2023. Despite initial concerns, supply stabilised and the market adjusted without causing major disruptions to consumers. These examples show that when the government manages the transition properly, a floated price can work smoothly while keeping essential goods available and fairly priced.

Correcting the price mechanism is not about burdening the rakyat. It is about long-term food security.

If our local industry collapses because refiners cannot survive, the public will feel the impact far more when supply becomes unstable and we are forced to rely on expensive imports.

If we are serious about protecting consumers and keeping Malaysia's sugar supply secure, the government must act with clarity. Removing incentives without addressing the outdated price ceiling will do more harm than good. Retaining support while fixing the root problem is the better path to a stable industry and a healthier Malaysia.

JONATHAN FERNANDEZ
Kulaijaya, Johor

UNIT KOMUNIKASI KORPORAT

KEMENTERIAN PERDAGANGAN DALAM NEGERI
DAN KOS SARA HIDUP

BERITA ONLINE

KPDN

UNIT KOMUNIKASI KORPORAT

BERITA ONLINE BERTARIKH 18 NOVEMBER 2025			
TARIKH	**TAJUK**	**PAUTAN**	**MEDIA**
18-Nov	Berkesan dan bersasar	https://www.hmetro.com.my/mutakhir/2025/11/1288698/berkesan-dan-bersasar	HARIAN METRO
18-Nov	KPDN KL rekod 546 kes, rampasan RM4.5 juta setakat Oktober	https://www.kosmo.com.my/2025/11/17/kpdn-kl-rekod-546-kes-rampasan-rm4-5-juta-setakat-oktober/	KOSMO
18-Nov	KPDN KL catat rampasan RM4.5 juta, 546 pelbagai kesalahan sehingga Oktober lalu	https://malaysiaga-zette.com/2025/11/17/kpdn-kl-catat-rampasan-rm4-5-juta-546-pelbagai-kesalahan-sehingga-oktober-lalu/	MALAYSIA GAZETTE
18-Nov	Barang tiruan, LPG bernilai RM4.5 juta dirampas hingga Oktober	https://www.sinarharian.com.my/article/757002/berita/semasa/barang-tiruan-lpg-bernilai-rm45-juta-dirampas-hingga-oktober-2025	SINAR HARIAN
18-Nov	5,765 Sarawak boats submitted for Budi95 subsidy as state boosts support for river communities	https://www.theborneopost.com/2025/11/17/5765-sarawak-boats-submitted-for-budi95-subsidy-as-state-boosts-support-for-river-communities/	THE BORNEO POST
18-Nov	Sarawak Bakal Uji "Grab Sampan"	https://siakapkeli.my/2025/11/17/sarawak-bakal-uji-grab-sampan	SIAKAP KELI
18-Nov	Grab Sampan perkukuh mobiliti sungai Kuching	https://suarasarawak.my/grab-sampan-perkukuh-mobiliti-sungai-kuching/	SUARA SARAWAK
18-Nov	KPDN KL rampas pelbagai barangan bernilai RM4.5 juta	https://berita.rtm.gov.my/jenayah/senarai-berita-jenayah/senarai-artikel/kpdn-kl-rampas-pelbagai-barangan-bernilai-rm4-5-juta	RTM
18-Nov	KPDN KL rampas pelbagai barangan bernilai RM4.5 juta sejak Januari	https://www.astroawani.com/berita-malaysia/kpdn-kl-rampas-pelbagai-barangan-bernilai-rm45-juta-sejak-januari-547980	ASTRO AWANI

UNIT KOMUNIKASI KORPORAT

18-Nov	KPDN Kuala Lumpur rekod 546 kes, nilai rampasan cecah RM4.5j	https://www.utusan.com.my/nasional/2025/11/kpdn-kuala-lumpur-rekod-546-kes-nilai-rampasan-cecah-rm4-5j/	UTUSAN
18-Nov	Barang tiruan, LPG bernilai RM4.5 juta dirampas hingga Oktober	https://www.sinarharian.com.my/article/757002/berita/semasa/barangan-tiruan-lpg-bernilai-rm45-juta-dirampas-hingga-	SINAR HARIAN
18-Nov	KPDN KL rampas pelbagai barangan bernilai RM4.5 juta sejak Januari	https://www.bernama.com/radio/news.php?id=2491777	BERNAMA
18-Nov	KPDN KL rampas pelbagai barangan bernilai RM4.5 juta sejak Januari	https://thesun.my/berita/tempatan/kpdn-kl-rampas-barangan-bernilai-rm4-5-juta-sejak-januari/	THE SUN
18-Nov	RM4.5 million in counterfeit goods and LPG seized by KPDN in KL	https://thesun.my/news/malaysia-news/crime/rm4-5-million-in-counterfeit-goods-and-lpg-seized-by-kpdn-in-kl/	THE SUN
18-Nov	DUA PREMIS DISITA GUNA LOGO HALAL TANPA PENGESAHAN	https://www.bernama.com/radio/news.php?id=2491962	BERNAMA
18-Nov	Dua premis perniagaan disita lepas guna logo halal tak sah	https://www.malaysiakini.com/news/761006	MALAYSIA KINI