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Young Malaysians Step into Policymakers' Shoes in New CMCF Digital Safety Programme

MyContent Buddies pilot equips students to navigate online risks, debate digital policy and contribute to safer online communities

Cyberjaya, 10 August 2026 – Malaysian students were challenged to become digital policymakers, content regulators and industry representatives as part of **MyContent Buddies**, a new youth digital literacy initiative launched by the Communications and Multimedia Content Forum of Malaysia (CMCF).

The initiative was introduced through the **MyContent Buddies X Permata Pintar** pilot programme, held on 6 and 7 August 2026 at Permata Pintar Bangi and Permata Pintar Seremban.

Moving beyond a conventional internet safety talk, the programme placed students at the centre of real-world questions about online content, platform responsibility and digital safety. Participants learned how to respond to inappropriate content and harmful behaviour online, including when and how to use reporting, blocking and other platform safety tools.

A key feature was the **Bicara Dasar simulation**, where students assumed the roles of different stakeholders in the digital ecosystem and debated policy motions relating to online safety. They were required to consider competing interests, defend their assigned positions and propose practical solutions.

Nor Azim bin Abdullah, a 16 year old MyContent Buddies participants said that his experience taking part in the Bicara Dasar simulation gave him new perspectives on the various issues that need to be discussed and addressed, while also helping him develop his debating skills.

"Bicara Dasar gave me the opportunity to experience debating for the first time. The activity gave me a broader perspective on the issues that need to be discussed and addressed, while also expanding my knowledge and helping me develop my debating skills. Honestly, I really enjoyed taking part in this activity."

The exercise was designed to help students understand that digital safety involves more than avoiding online risks. It also requires critical thinking, ethical judgment and the confidence to take responsible action when harm occurs.

CMCF Chief Executive Officer, Puan Mediha Mahmood said young people should be treated as active participants in shaping the digital environment, rather than merely recipients of safety advice.

"Young people are already making decisions every day about what they watch, share, believe and respond to online. MyContent Buddies gives them the opportunity to examine those decisions more critically and understand how their individual actions contribute to the wider digital community."

“The programme also introduces them to the realities of policymaking. Online safety issues rarely have simple answers, and students must learn to consider rights, responsibilities, risks and different stakeholder perspectives before reaching a position,” she said.

MyContent Buddies supports CMCF’s broader efforts to strengthen content literacy and user responsibility as Malaysia continues to develop its online safety framework, including through the implementation of the Online Safety Act (ONSA) and advocacy efforts through MCMC’s Kempen Internet Selamat.

As the industry forum responsible for the Malaysian Communications and Multimedia Content Code, CMCF promotes a shared-responsibility model in which industry, platforms, institutions and users each play a role in creating a safer and more trusted digital environment.

Permata Pintar Director, Associate Professor Dr. Yazrina Yahya said the programme provided valuable exposure to both cyber literacy and the policymaking process.

“The organisation of MyContent Buddies at Permata Pintar adds value to our students’ learning by combining digital safety education with an interactive introduction to policymaking.

“This experiential approach enables students to apply their knowledge to situations that reflect the realities of the online environment, while developing the critical thinking and communication skills needed to become responsible digital citizens,” she said.

Insights from the Permata Pintar pilot will be used to refine the programme before its proposed expansion to other educational institutions across Malaysia.

CMCF intends for MyContent Buddies to develop a network of young people who are better equipped to make informed content choices, support their peers and contribute constructively to safer online communities.

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UNTUK SIARAN SEGERA

Belia Malaysia Menggalas Peranan Penggubal Dasar Menerusi Program Keselamatan Digital Baharu CMCF

Program perintis MyContent Buddies melengkapi pelajar dengan kemahiran untuk menangani risiko dalam talian, membahaskan dasar digital dan menyumbang kepada komuniti dalam talian yang lebih selamat

Cyberjaya, 10 Ogos 2026 – Para pelajar Malaysia diberi peluang untuk menggalas peranan sebagai penggubal dasar digital, pengawal selia kandungan dan wakil industri menerusi **MyContent Buddies** iaitu sebuah inisiatif baharu literasi digital belia yang diperkenalkan oleh Forum Kandungan Komunikasi dan Multimedia Malaysia (CMCF).

Inisiatif ini diperkenalkan menerusi program perintis **MyContent Buddies X Permata Pintar** yang berlangsung pada 6 dan 7 Ogos 2026 di Permata Pintar Bangi dan Permata Pintar Seremban.

Melangkaui ceramah keselamatan Internet secara konvensional, program ini menengahkan pelajar sebagai peneraju dalam membincangkan persoalan berkaitan kandungan dalam talian, tanggungjawab platform dan keselamatan digital. Para peserta mempelajari cara menangani kandungan tidak sesuai serta tingkah laku berbahaya dalam talian, termasuk bila dan bagaimana untuk menggunakan fungsi pelaporan, penyekatan serta ciri keselamatan platform yang lain.

Salah satu ciri utama program ini ialah **simulasi Bicara Dasar**, yang menyaksikan para pelajar memainkan peranan sebagai pelbagai pihak berkepentingan dalam ekosistem digital serta membahaskan usul berkaitan keselamatan dalam talian. Mereka dikehendaki mempertimbangkan kepentingan yang berbeza, mempertahankan pendirian yang diberikan serta mengemukakan penyelesaian yang praktikal.

Nor Azim bin Abdullah, peserta MyContent Buddies berusia 16 tahun berkata pengalaman menyertai simulasi Bicara Dasar memberinya pendedahan baharu tentang pelbagai isu yang perlu dibincangkan dan diselesaikan, di samping melatih kemahiran berdebat.

“Debat Bicara Dasar telah membuka peluang kepada saya untuk merasai pengalaman berdebat buat kali pertama. Aktiviti ini memberikan saya pandangan yang lebih luas tentang perkara-perkara yang perlu dibincangkan dan diselesaikan, di samping menambah pengetahuan serta melatih kemahiran berdebat. Sejajurnya, saya amat gemar menyertai aktiviti ini.” katanya.

Aktiviti ini dirancang bagi membantu para pelajar memahami bahawa keselamatan digital bukan sekadar mengelakkan risiko dalam talian. Sebaliknya, ia turut memerlukan pemikiran kritis, pertimbangan etika serta keyakinan untuk mengambil tindakan yang bertanggungjawab apabila berlaku kemudaratan.

Ketua Pegawai Eksekutif CMCF, Puan Mediha Mahmood berkata belia perlu dilihat sebagai peserta aktif dalam membentuk persekitaran digital dan bukannya sekadar penerima nasihat berkaitan keselamatan.

“Golongan belia sememangnya membuat keputusan setiap hari tentang perkara yang mereka tonton, kongsikan, yakini dan cara mereka bertindak balas dalam talian. MyContent Buddies memberi mereka peluang untuk menilai keputusan tersebut secara lebih kritis serta memahami bagaimana tindakan dapat mereka menyumbang kepada komuniti digital yang lebih luas.

“Program ini turut memperkenalkan mereka kepada realiti penggubalan dasar. Isu keselamatan dalam talian jarang mempunyai penyelesaian yang mudah dan para pelajar perlu belajar mempertimbangkan hak, tanggungjawab, risiko serta perspektif pelbagai pihak berkepentingan sebelum membuat sesuatu pendirian,” katanya.

MyContent Buddies menyokong usaha CMCF yang lebih luas dalam memperkukuh literasi kandungan dan tanggungjawab pengguna, selaras dengan usaha Malaysia untuk membangunkan kerangka keselamatan dalam talian, termasuk melalui pelaksanaan Akta Keselamatan Dalam Talian (ONSA) serta usaha advokasi menerusi Kempen Internet Selamat oleh MCMC.

Sebagai forum industri yang bertanggungjawab terhadap Kod Kandungan Komunikasi dan Multimedia Malaysia, CMCF menggalakkan model tanggungjawab bersama, iaitu industri, platform, institusi dan pengguna masing-masing memainkan peranan dalam mewujudkan persekitaran digital yang lebih selamat serta dipercayai.

Pengarah Permata Pintar, Profesor Madya Dr. Yazrina binti Yahya berkata program tersebut memberikan pendedahan yang bernilai kepada para pelajar berkaitan literasi siber dan proses penggubalan dasar.

“Penganjuran MyContent Buddies di Permata Pintar memberikan nilai tambah kepada pembelajaran para pelajar kami dengan menggabungkan pendidikan keselamatan digital bersama pengenalan secara interaktif kepada proses penggubalan dasar.

“Pendekatan berasaskan pengalaman ini membolehkan para pelajar mengaplikasikan pengetahuan mereka dalam situasi yang mencerminkan realiti persekitaran dalam talian, di samping membangunkan kemahiran pemikiran kritis dan komunikasi yang diperlukan untuk menjadi warga digital yang bertanggungjawab,” katanya.

Dapatan daripada program perintis di Permata Pintar akan digunakan untuk menambah baik program tersebut sebelum pelaksanaannya diperluas ke institusi pendidikan lain di seluruh Malaysia.

CMCF berhasrat agar MyContent Buddies dapat membangunkan rangkaian golongan muda yang lebih bersedia untuk membuat pilihan kandungan berdasarkan maklumat yang tepat, menyokong rakan sebaya serta menyumbang secara konstruktif kepada komuniti dalam talian yang lebih selamat.

- TAMAT -



ABOUT CMCF

The Communications and Multimedia Content Forum of Malaysia (CMCF), also known as the Content Forum, is an industry-led forum designated under the Communications and Multimedia Act 1998 and registered with the Malaysian Communications and Multimedia Commission (MCMC). CMCF is mandated to oversee and promote self-regulation of content disseminated over electronic networks in Malaysia.

CMCF brings together a broad cross-section of the communications and multimedia content ecosystem, including broadcasters, advertisers, advertising agencies, content creators and distributors, internet service providers, audiotext hosting service providers, technology, media and digital service providers, and civic groups. This multi-stakeholder composition ensures that content standards are developed with practical industry insight while reflecting public interest considerations.

As Malaysia's recognised industry self-regulatory body for electronic content, CMCF is responsible for the development, implementation, and enforcement of the Malaysian Communications and Multimedia Content Code. First registered with MCMC on 1 September 2004, and most recently revised in 2022, the Content Code sets out governing standards and best practices for content dissemination, providing a framework that supports creativity, innovation, and the sustainable growth of the industry.

CMCF also houses a Complaints Bureau, which receives complaints from both industry players and the public regarding content disseminated over electronic networks. The Bureau is empowered to investigate alleged breaches of the Content Code, facilitate mediation, adjudicate cases, issue published orders, and impose sanctions where appropriate. In addition, it provides advisory guidance on electronic content matters.

Through self-regulation, CMCF aims to complement the existing legal framework by promoting responsible content practices, enhancing consumer protection, and fostering a fair and trusted content ecosystem.

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