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From Finfluencers to Kidfluencers: CMCF Seeks Public Views on New Influencer Standards

Draft Guidelines tackle AI-generated influencers, misleading claims, child exploitation, fake engagement, financial promotions and other emerging risks in Malaysia's creator economy

Cyberjaya, 2 September 2026 – An AI influencer claiming to have used a skincare product. A family channel filming a child's distress for views. A finfluencer telling followers where to invest. A livestream using fake countdowns to pressure viewers into buying.

These are among the increasingly complex issues addressed in the proposed **Guidelines for Influencers and Brand Collaboration**, now open for a 45-day nationwide public consultation by the Communications and Multimedia Content Forum of Malaysia (CMCF).

Developed over several months with creators, brands, agencies, advertisers, academics, civil society organisations, child-safety advocates and other industry specialists, the draft aims to establish practical standards for a creator economy that increasingly shapes what Malaysians buy, believe and act on.

The Guidelines cover not only disclosure of paid collaborations, but also misleading and unsubstantiated claims, AI-generated and virtual influencers, children and kidfluencers, financial and health-related promotions, age-restricted products, digitally altered body images, fake followers and engagement, livestream sales tactics, contests and giveaways, citizen journalism and news-like content, and cultural and religious sensitivities.

They also make clear that responsibility does not sit with creators alone. Brands and agencies share responsibility for how campaigns are briefed, approved and monitored.

CMCF CEO, Mediha Mahmood said influencer marketing now carries influence well beyond conventional advertising.

"Influencer marketing has become too important to be governed by guesswork. At the same time, rules that look good on paper are not enough. These Guidelines must work in the real world, where a creator may be trying to understand disclosure, a parent may be worried about what their child is seeing, and a consumer may be deciding whether to trust a recommendation. That is why public feedback is so important."

She said the Guidelines are intended to help responsible creators and businesses make better judgement calls before content is published.

Among the proposals, virtual or AI-generated influencers should not claim personal experiences they could never genuinely have, while material use of AI or digital alteration that changes how a product, result or human appearance is perceived should be made clear.

The draft also introduces specific safeguards for children who appear regularly in monetised content, including a prohibition against deliberately provoking fear, distress, embarrassment or humiliation simply to generate engagement.

Influencer marketing involving body image is another area receiving closer attention. Commercial content should not exploit insecurities or promote unhealthy body ideals, while digitally altered images that materially change body shape, size or skin appearance should be disclosed.

The Guidelines also address the growing role of influencers, reminding creators that investment-related promotions, including content involving digital assets or capital market products, may trigger separate requirements under Securities Commission Malaysia rules.

CMCF Council Member Andrew Lee, who is also CEO of the Association of Accredited Advertising Agents Malaysia (4As), said the guidelines apply a familiar advertising principle to a rapidly changing media environment.

“Some of today’s most powerful advertising does not look like advertising at all. Creator-led marketing has become a serious part of the advertising economy, and clearer standards give creators, brands and agencies greater certainty about where the boundaries sit. They also help protect the trust that makes this space valuable in the first place.”

He added that clearer standards are also important because commercial content is rarely created by one party alone.

The draft also targets practices designed to manufacture credibility or pressure consumers into acting.

Fake followers, purchased comments, fabricated testimonials and other forms of deceptive amplification should not be used to create a false impression of popularity or consumer satisfaction.

Firdaus Fadzil, Malaysia Head of Public Policy at TikTok and a member of CMCF said clear and practical guidance can support responsible growth in Malaysia’s creator economy.

“We welcome CMCF’s consultative and collaborative approach to developing practical guidance for creator-brand collaborations in Malaysia. Clearer expectations around transparency and responsible content practices can help creators, brands and audiences continue to build trust locally as the creator economy evolves. It is important that guidance remains practical, accessible and grounded in the realities of how creators and brands work today, while upholding rights-respecting principles and safeguarding freedom of expression for all Malaysians.”

CMCF said the breadth of the Guidelines reflects how quickly the role of influencers has evolved.

“Influence now carries real consequences, but responsibility should not come at the expense of creativity, personality or commercial opportunity,” Mediha said. *“The purpose of this consultation is to make sure we get that balance right.”*



The guidelines have been developed within CMCF's self-regulatory mandate and are intended to operate alongside the Malaysian Communications and Multimedia Content Code (Content Code) and other applicable laws and regulatory requirements.

The nationwide public consultation will remain open for 45 days until **30 September 2026**.

CMCF invites members of the public, creators, brands, agencies, platforms, educators, consumer groups, civil society organisations and other interested parties to review the draft and provide feedback by visiting www.contentforum.my.

Interested parties who would like a more detailed walkthrough of the proposed Guidelines and consultation are also welcome to contact CMCF to arrange a dedicated townhall session.

Following the consultation, CMCF will review and consolidate the submissions received before finalising the guidelines.

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UNTUK SIARAN SEGERA

Daripada ‘Finfluencer’ kepada ‘Kidfluencer’: CMCF Dapatkan Pandangan Awam berhubung Standard Baharu Pempengaruh

Draf Garis Panduan menangani isu pempengaruh yang dijana AI, dakwaan mengelirukan, eksploitasi kanak-kanak, keterlibatan palsu, promosi kewangan serta pelbagai risiko baharu dalam ekonomi pencipta kandungan di Malaysia

Cyberjaya, 2 September 2026 – Pempengaruh AI yang mendakwa pernah menggunakan produk penjagaan kulit. Sebuah saluran keluarga yang merakam penderitaan kanak-kanak demi meraih tontonan. Pempengaruh kewangan (finfluencer) yang berkongsi tentang pelaburan kepada pengikut. Siaran langsung yang menggunakan kiraan detik palsu untuk mendesak penonton membuat pembelian.

Situasi ini merupakan antara isu yang semakin kompleks dan diberi perhatian dalam cadangan **Garis Panduan untuk Pempengaruh dan Kerjasama Jenama** yang kini dibuka untuk perundingan awam di seluruh negara selama 45 hari oleh Forum Kandungan Komunikasi dan Multimedia Malaysia (CMCF).

Draf ini dibangunkan selama beberapa bulan bersama pencipta kandungan, jenama, agensi, pengiklan, ahli akademik, pertubuhan masyarakat sivil, pendukung keselamatan kanak-kanak serta pakar industri yang lain. Ia bertujuan menetapkan piawaian praktikal bagi ekosistem ekonomi pencipta yang semakin mempengaruhi apa yang dibeli, dipercayai dan menjadi pilihan rakyat Malaysia.

Garis Panduan ini bukan sahaja meliputi pendedahan mengenai kerjasama berbayar, tetapi turut merangkumi dakwaan yang mengelirukan dan tidak berasas, pempengaruh janaan AI dan pempengaruh maya, kanak-kanak termasuk pempengaruh kanak-kanak (kidfluencers), promosi berkaitan kewangan dan kesihatan, produk yang tertakluk kepada had umur, imej tubuh yang diubah secara digital, pengikut dan keterlibatan palsu, taktik jualan melalui penstriman langsung, peraduan dan pemberian hadiah, kewartawanan awam serta kandungan yang menyerupai berita, selain sensitiviti budaya dan agama.

Ia juga menjelaskan bahawa tanggungjawab tidak terletak pada pencipta kandungan semata-mata. Jenama dan agensi turut memikul tanggungjawab terhadap cara sesuatu kempen dirancang, diluluskan dan dipantau.

Ketua Pegawai Eksekutif CMCF, Mediha Mahmood berkata pemasaran pempengaruh kini membawa impak yang jauh melangkaui pengiklanan konvensional.

“Pemasaran pempengaruh kini terlalu penting untuk ditadbir berdasarkan andaian. Pada masa yang sama, peraturan di atas kertas sahaja tidak mencukupi. Garis Panduan ini perlu berfungsi secara praktikal dalam situasi sebenar, apabila pencipta kandungan cuba memahami keperluan pendedahan, ibu bapa bimbang tentang tontonan anak mereka, dan pengguna pula perlu menentukan sama ada sesuatu cadangan itu boleh dipercayai. Sebab itulah maklum balas daripada orang ramai amat penting.”

Beliau menjelaskan bahawa Garis Panduan ini bertujuan membantu pencipta kandungan dan perniagaan yang bertanggungjawab membuat pertimbangan yang lebih baik sebelum sesuatu kandungan diterbitkan.

Antara cadangan yang dikemukakan ialah pempengaruh maya atau janaan AI tidak seharusnya mendakwa mempunyai pengalaman peribadi yang tidak mungkin mereka alami sendiri. Selain itu, sebarang penggunaan AI atau pengubahan digital yang secara ketara mengubah persepsi terhadap sesuatu produk, hasil atau penampilan manusia perlu didedahkan dengan jelas.

Draf ini turut memperkenalkan perlindungan khusus untuk kanak-kanak yang kerap muncul dalam kandungan yang menjana pendapatan. Ini termasuk larangan terhadap sebarang perbuatan yang sengaja menimbulkan ketakutan, tekanan emosi, rasa malu atau penghinaan semata-mata untuk meraih keterlibatan.

Pemasaran pempengaruh yang melibatkan imej tubuh turut diberi perhatian khusus. Kandungan komersial tidak seharusnya mengeksploitasi rasa kurang keyakinan diri atau mempromosikan bentuk tubuh ideal yang tidak sihat. Di samping itu, imej yang diubah secara digital sehingga mengubah bentuk atau saiz tubuh, atau penampilan kulit secara ketara perlulah dinyatakan dengan jelas.

Garis Panduan ini turut menyentuh peranan *finfluencer* yang semakin berkembang. Ia mengingatkan pencipta kandungan bahawa promosi berkaitan pelaburan, termasuk kandungan yang melibatkan aset digital atau produk pasaran modal, mungkin tertakluk kepada syarat atau keperluan berasingan di bawah peraturan Suruhanjaya Sekuriti Malaysia.

Ahli Majlis CMCF, Andrew Lee, yang juga merupakan Ketua Pegawai Eksekutif Association of Accredited Advertising Agents Malaysia (4As), berkata Garis Panduan ini mengadaptasi prinsip pengiklanan sedia ada ke dalam persekitaran media yang berubah dengan pantas.

“Sebahagian daripada pengiklanan yang paling berpengaruh pada masa kini tidak kelihatan seperti sebuah iklan. Pemasaran yang diterajui pencipta kandungan telah menjadi sebahagian besar daripada ekonomi pengiklanan, dan standard yang lebih jelas dapat memberi kepastian kepada pencipta kandungan, jenama dan agensi tentang batas yang perlu dipatuhi. Pada masa yang sama, ia membantu melindungi kepercayaan yang menjadi asas kepada nilai ekosistem ini.”

Beliau menambah, standard yang lebih jelas amat penting kerana kandungan komersial jarang sekali dihasilkan oleh satu pihak sahaja.

Draf tersebut turut menyasarkan amalan yang direka khusus untuk mewujudkan kredibiliti palsu atau memberi tekanan kepada pengguna supaya bertindak segera.

Pengikut palsu, komen yang dibeli, testimoni rekaan dan pelbagai bentuk manipulasi yang mengelirukan tidak seharusnya digunakan semata-mata untuk mencipta gambaran palsu mengenai populariti atau tahap kepuasan pengguna.

Firdaus Fadzil, Ketua Dasar Awam TikTok Malaysia dan ahli CMCF berkata panduan yang jelas dan praktikal mampu menyokong perkembangan ekonomi pencipta kandungan di Malaysia secara bertanggungjawab.

“Kami menyambut baik pendekatan CMCF yang bersifat perundingan dan kolaboratif dalam membangunkan panduan praktikal bagi kerjasama antara pencipta kandungan dan jenama di Malaysia. Pemahaman yang lebih jelas mengenai ketelusan dan amalan kandungan yang bertanggungjawab dapat membantu pencipta kandungan, jenama dan khalayak terus membina kepercayaan di peringkat tempatan seiring dengan perkembangan ekonomi pencipta kandungan. Panduan ini perlu kekal praktikal, mudah difahami dan mengambil kira realiti cara pencipta kandungan serta jenama bekerjasama pada masa kini, di samping menghormati hak dan melindungi kebebasan bersuara semua rakyat Malaysia.”

CMCF menegaskan bahawa skop menyeluruh Garis Panduan ini mencerminkan perubahan pesat dalam peranan pempengaruh pada masa kini.

“Kini, setiap pengaruh membawa kesan dan impak yang nyata. Namun tanggungjawab tersebut tidak sepatutnya mengorbankan kreativiti, personaliti mahupun peluang komersial,” kata Mediha. *“Tujuan rundingan ini adalah untuk memastikan kita dapat mencapai titik keseimbangan yang paling tepat.”*

Garis Panduan ini telah dibangunkan di bawah mandat kawal selia sendiri CMCF dan bertujuan untuk beroperasi selaras dengan Kod Kandungan Komunikasi dan Multimedia Malaysia (Kod Kandungan) serta undang-undang dan keperluan kawal selia lain yang berkaitan.

Perundingan awam di seluruh negara ini akan dibuka selama 45 hari sehingga **30 September 2026**.

CMCF menjemput orang awam, pencipta kandungan, jenama, agensi, penyedia platform, warga pendidik, persatuan pengguna, pertubuhan masyarakat sivil dan pihak berkepentingan lain untuk menyemak draf tersebut serta memberikan maklum balas melalui www.contentforum.my.

Bagi pihak yang berminat dan ingin mendapatkan penerangan lebih terperinci berhubung cadangan Garis Panduan dan perundingan ini, dialu-alukan untuk menghubungi CMCF bagi mengaturkan sesi dialog awam (townhall) yang khusus.

Susulan daripada perundingan ini, CMCF akan menyemak dan meneliti setiap maklum balas yang diterima sebelum memuktamadkan Garis Panduan tersebut.

- 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.

For media enquiries, please contact:

Mawar Abdul Latiff, Senior Manager
mawar@contentforum.my / +6018 262 4822

Afiq Zulhilmi Baharudin
afiq@contentforum.my / +6010 218 8676