

PERCEPTION OF URBAN RENEWAL PLAN IN
MALAYSIA: A SENTIMENT ANALYSIS OF TIKTOK
COMMENTS

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BY

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DECLARATION

I hereby declare that:

- (1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) The word count of this research report is 11,282.

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LIST OF ABBREVIATION

URA	Urban Renewal Act
LA	Land Acquisition
SVM	Support Vector Machine
VADER	Valence Aware Dictionary and sEntiment Reasoner
MCO	Movement Control Order
PHP	Hypertext Preprocessor
QCA	Quantitative Content Analysis
FYP	For You Page
F	Fear
RS	Resistance
RP	Responsibility
SP	Support
SN	Sadness
RII	Relative Importance Index

PERFACE

The foundation of this research comes from my passion for understanding how people respond to real-world issues, especially those that directly affect their daily lives. Urban renewal is a significant topic in Malaysia, as it involves social, financial, and emotional impacts on communities. This study was also driven by my interest in social media, particularly platforms like TikTok, where users openly share their opinions and concerns. By exploring these online discussions, I aimed to better understand public sentiment and how it reflects people's perceptions of the Urban Renewal Plan. Through this research, I gained valuable insights into the role of social media as a platform for public feedback and its importance in supporting more effective and responsive policymaking.

ABSTRACT

The Urban Renewal Plan in Malaysia has become a highly debated issue, generating considerable controversy and widespread public attention. Much of this discussion has unfolded on social media, where people actively express their thoughts, concerns, and frustrations about how the plan may affect their homes, communities, and future living conditions. TikTok is selected as the main platform for analysis because it provides a highly active, spontaneous, and real-time space where users openly share unfiltered opinions and emotions, making it suitable for capturing authentic public sentiment on urban policy issues. In this context, the study explores public responses to the Urban Renewal Plan by focusing on TikTok discussions. Data were collected from TikTok by searching relevant keywords and hashtags such as “Urban Renewal Plan”, “Urban Renewal Act”, “URA Malaysia”, and “#urbanrenewal” to retrieve related videos and user comments for analysis. A quantitative content analysis approach is then used to examine the comments by categorising them into key narrative groups. From the analysis, five main narratives were identified, namely fear, resistance, responsibility, support, and sadness. Among these, fear is the most dominant and is closely linked with resistance, indicating that public reactions are largely shaped by uncertainty, financial pressure, and concerns about displacement, while other narratives appear less frequently and in more limited forms. The findings reveal that public sentiment on TikTok is largely negative, although there are still some voices of support that depend on conditions such as transparency and fairness. This study highlights how social media reflects the emotional and opinion-based responses of the public, and how these online discussions can provide meaningful insight for policymakers when considering urban renewal policies.

Keywords: Urban Renewal Act; Redevelopment; Policy; Online Sentiment; TikTok

Subject Area: HT170-178 Urban renewal. Urban redevelopment

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This chapter gives an overview of the study and talks about the idea of gentrification and how it applies to Malaysia. It discusses the study's background, the problem statement, the research questions, the goals of the research, and why the study is important. These sections work together to set a foundation for looking at how TikTok discussions show how people feel about Malaysia's Urban Renewal Plan.

1.1 Study Background

One of the ongoing challenges in urban areas is the displacement of residents due to urban renewal projects. The idea of “gentrification” was first introduced by Ruth Glass (1964), who used it to describe how middle-class households began moving into working-class neighbourhoods in London. Since then, this process has been observed in many cities around the world. It is usually associated with rising property prices, upgrading of older buildings, redevelopment of industrial land into residential or commercial use, and, in many cases, the gradual displacement of existing communities (Glass, 1964; Smith, 1982; Zukin, 1995; Lees et al., 2008).

While gentrification is often seen as a sign of urban improvement and economic growth, it also raises concerns about fairness and social equity. In many situations, long-term residents feel that they are not able to benefit from the changes happening around them, even though they are the ones most affected by them (Atkinson & Bridge, 2005; Doucet, 2009).

In Malaysia, discussions on gentrification often revolve around the balance between modern development and protecting community interests. Kampong Bharu in Kuala Lumpur is a well-known example. According to Ellis-Petersen (2017), the area shows clear signs of redevelopment pressure, including government-led planning efforts, increasing interest from

developers due to its location near the city centre, partial displacement of residents, and the gradual shift of housing areas into commercial use. At the same time, many long-term landowners remain unwilling to sell their land, mainly because they feel the compensation is not fair and they are concerned about losing their community identity.

Recently, the issue has been linked to the proposed Urban Renewal Act (URA), which was introduced in Parliament in 2025. The bill sets out a consent-based system for redevelopment. Under this proposal, redevelopment can take place if 80% of owners agree for buildings under 30 years old, 75% for buildings above 30 years old, and 51% for buildings classified as unsafe. While this system is intended to make redevelopment easier and more efficient, it has also raised concerns among the public about fairness and the balance of power between stakeholders.

Even when residents have not yet been physically displaced, ongoing redevelopment pressure can still create uncertainty and a feeling of insecurity. Some critics argue that the proposed thresholds may put minority landowners in a weaker position and raise questions about property rights under the Federal Constitution and the National Land Code 1965. There are also concerns that, in practice, private developers may have more influence, which could affect community stability, cultural continuity, and fair development outcomes.

Because the URA involves different groups such as landowners, developers, local authorities, policymakers, and community organisations, the responses to it have not been uniform. Some support the idea, while others strongly disagree with it. These mixed reactions show how complex urban renewal is, especially when it involves both economic development and people's everyday lives.

1.2 Problem Statement

The concern of the bill has made the public voice out their discontent, which is further amplified by the ubiquity of the internet and social media. As a result, the introduction of the proposed bill has led to widespread public concern, with many individuals expressing their dissatisfaction online. In today's digital environment, urban renewal policies tend to receive mixed reactions, ranging from support to strong criticism, and these public responses can, in turn, influence how such policies are debated and shaped (Mayan & Nor, 2020).

Social media has significantly changed the way people access information and express their opinions. Content now spreads rapidly through interactions between users, influencers, and algorithm-based recommendations. This allows opinions to be amplified within a short period of time, sometimes influencing broader public discussions and even political narratives (DiResta, 2024).

Among the various platforms, TikTok has become one of the most active spaces for public expression. Users frequently share their thoughts on current issues, making it a useful source for understanding public sentiment. Compared to traditional survey methods, TikTok comments are often more spontaneous and less structured, as users are not restricted by formal questionnaires or predefined response options (Luo & Fan, 2024). In Malaysia, TikTok has also been actively used in political and social discussions, including during the 2022 General Election, highlighting its relevance in shaping public opinion (Jalli, 2024).

However, analysing TikTok comments is not always straightforward. Users often rely on slang, emojis, and informal expressions, which can make interpretation challenging. Nevertheless, these comments remain valuable because they reflect genuine emotions and unfiltered public reactions. Examining them can therefore provide deeper insights into how the public perceives major urban development policies (Asmawi et al., 2025; Cho, 2024).

1.3 Research Questions

This study focuses on exploring public sentiment expressed on TikTok in relation to Malaysia's Urban Renewal Plan. The following question has to be answered:

1. What kind of sentiment do TikTok users mostly show toward Malaysia's Urban Renewal Plan (positive, negative, or neutral)?
2. What are the main issues, concerns, or topics that TikTok users often talk about when discussing Malaysia's Urban Renewal Plan?

1.4 Research Objectives

The research objectives are as below:

1. To identify the sentiment expressed by TikTok users (positive, negative, or neutral) in comments related to Malaysia's Urban Renewal Plan.
2. To examine the main narratives expressed in the comment sections of TikTok videos discussing Malaysia's Urban Renewal Plan.

1.5 Significance of Study

The significance of this study is that it helps policymakers and relevant authorities better understand how the public feels about the proposed bill, so that it can be reviewed and improved in a way that is more acceptable to the public while still protecting the welfare of affected communities. In many cases, public concern is not only about the policy itself, but also about whether it feels fair and how it may affect people's daily lives. By paying attention to these reactions, policymakers can get a clearer sense of what needs to be improved or clarified in the proposal.

In this sense, comments and sentiments shared online can act as a useful source of feedback for improving communication between different stakeholders, including the public, developers, and government authorities. These comments often reflect real-time reactions from people, which can help identify what is causing confusion, concern, or disagreement. This makes it easier for authorities to explain policies more clearly and address public concerns in a more direct and transparent way.

Overall, this study can help improve urban renewal planning by providing a better understanding of how people think and feel about these developments. With this understanding, communication between authorities and the public can be improved, leading to decisions that are more in line with community needs and more likely to gain public acceptance.

CHAPTER 2: LITERATURE REVIEW

2.1 Urban Renewal Plan

A proposed law in Malaysia called the Urban Renewal Act (URA) seeks to revitalize dilapidated neighborhoods and buildings. (therakyatpost, 2025) Since the 19th century in England, urban redevelopment has been practiced. In 2015, Malaysia began investigating urban regeneration, and in 2020, the government declared a plan to renovate public housing that was older than thirty years.

Currently, a retable of the Urban Renewal Act is scheduled for Parliament (Hartamas, 2025). Redevelopment, regeneration, and revitalization are the three urban renewal strategies that the Bill aims to promote national urban development goals. The goal of these systems is to facilitate more effective planning, execution, and administration of urban redevelopment projects in both federal and state domains. (Y Kong, Wong & Partners, 2025)

By revitalizing run-down regions, promoting redevelopment, improving living conditions, expanding public facilities, striking a balance between development and property rights, and protecting national heritage, the URA seeks to modernize Malaysian cities. (Hartamas 2025) Urban Renewal Bill 2025 defines "urban redevelopment" as any development intended to alter the physical state of existing properties, including building demolition, site clearance, building construction, and utility and infrastructure upgrades. "Urban revitalization" refers to improving an area or building by upgrading, beautifying, landscaping, or changing the functions of the area or building; "urban regeneration" refers to regenerating an area or building, including a building that is neglected, dilapidated, or abandoned, by fixing the existing building, upgrading the infrastructure or utility facilities, and landscaping (Urban Renewal Bill, 2025)

Concerns arose following the announcement of the URA, as some feared it might compel minority property owners to sell against their will, leading to forced evictions and displacing lower-income residents. Currently, Section 57 of the Strata Titles Act 1985 mandates 100 percent agreement from unit owners for strata sales. The proposed URA plans to reduce this threshold, contingent on the building's age and condition, to facilitate redevelopment if passed by Parliament (The Rakyat Post, 2025). The Bill replaces the former statutes' need of unanimous consent with a new consent threshold. 80% owner permission is needed for properties under thirty years old. 75% permission is needed for properties older than 30 years. 51% consent is needed for unsafe or abandoned buildings.

The State Authority is given the power to facilitate redevelopment once the mandatory consent threshold is met by acquiring the remaining land from non-consenting owners through forced acquisition under the Land Acquisition Act 1960. Consequently, the authority in charge of urban redevelopment is legally obligated to acquire all alienated land within the proclaimed region following such a declaration, whether through purchase, court order, or compulsory acquisition. This authority is justified under Section 3(1) of the Land Acquisition Act, which permits the State Authority may acquire any land which is needed (a) for any public purpose, (b) for purposes that are beneficial to the economic development of Malaysia or to the public generally, or (c) for residential, commercial, industrial, agricultural, recreational, or other purposes as deemed necessary.

The existing legal framework, including the Strata Titles Act and the Land Acquisition Act, serves different purposes and caters to different stakeholders, but they are built on a broadly similar principle. In general, both systems rely on owner consent as a starting point, but this may be overridden when matters of public interest are involved. In the same way, the Urban Renewal Act follows a similar direction by introducing a consent-based approach to redevelopment, while still allowing intervention where redevelopment is considered to serve wider urban or public needs.

Table 2.1 Comparison of Urban Renewal Act, Strata Titles Act, and Land Acquisition Act

Aspect	Urban Renewal Act (URA)	Strata Titles Act 1985	Land Acquisition Act 1960 (LA)
Purpose	Redevelopment, revitalization, regeneration of urban areas; improve living conditions and public facilities.	Regulates management and sale of strata properties; protects owners' rights.	Government acquisition of private land for public projects (roads, utilities, infrastructure).
Consent Requirement	80% (<30 yrs), 75% (>30 yrs), 51% (unsafe/abandoned).	100% agreement of all unit owners.	Not required; acquisition compulsory if for public interest.
Stakeholder Controversy	Concerns over forced sales and displacement of residents.	Owners may resist decisions; generally protects owners.	Controversy over compulsory acquisition and compensation adequacy.
Applicability	Urban areas with aging, abandoned, or dilapidated buildings.	Residential strata properties.	Any land needed for public projects.

Source: Developed for the study

2.2 Content Analysis

Content analysis is a systematic research technique used to produce replicable and valid inferences from texts or other meaningful materials, functioning as a scientific tool grounded in reliability and validity (Krippendorff, 2013). Earlier definitions, such as Berelson's (1952) focus on describing only the "manifest" content of messages, have been critiqued for oversimplifying the complexity of meaning. Later scholars broadened this view, suggesting that content may reveal characteristics of the message source (Holsti, 1969) or emerge through the researcher's interpretive engagement with the material, as seen in ethnographic content analysis (Altheide, 1987).

A key premise shared across these perspectives is that texts can carry different meanings depending on the contexts, discourses, or purposes in which they are situated. By identifying a specific analytical context, content analysts narrow these potential interpretations into manageable and replicable insights (Krippendorff, 2013). Since texts never "speak for themselves," researchers must systematically draw inferences from data to answer defined research questions, ensuring that interpretations remain explicit, context-dependent, and analytically justified.

Beyond these foundational principles, content analysis is also described as a flexible research approach that encompasses various techniques for examining textual and symbolic data. Schwandt (1997) describes the method as involving comparison, contrast, and categorisation, reflecting both numerical and interpretive modes of analysis. Kolbe and Burnett (1991) similarly define it as an observational technique for systematically evaluating the symbolic content of recorded communication. This flexibility enables researchers to analyse material at multiple levels such as words, images, meanings, or roles offering extensive opportunities for inquiry.

The versatility of content analysis also extends to its diverse range of data sources. In addition to written text, researchers can analyse visual and audio materials such as photographs, videos, and recorded speech, allowing them to explore meaning across different forms of communication (Stemler, 2015)

2.3 Online Sentiment

Online sentiment refers to the feelings, opinions, and attitudes expressed by people through digital texts such as social media comments. Understanding these sentiments is not always straightforward, as people often express themselves indirect or informal ways. As a result, analysing sentiment usually requires specific techniques that can help interpret both the explicit and implicit meanings behind the words used.

Sentiment analysis is one such approach, where text is examined to identify underlying emotions, opinions, and behavioural cues. It is commonly used in areas such as politics, elections, and media studies to understand how the public reacts to certain issues or events. In online environments like social media and news comments, certain words and phrases play an important role in shaping meaning. Adjectives often signal emotional tone, while adverbs, verbs, nouns, and even informal expressions such as slang or emojis can also contribute to how sentiment is interpreted (Wang et al., 2017; Liu & Zhang, 2012).

Through these features, text can be categorised into different emotional directions, such as positive feelings like optimism and satisfaction, or negative feelings such as fear, dissatisfaction, or concern. This makes sentiment analysis a useful tool for understanding how people feel about specific topics, especially in large-scale online discussions where manual interpretation would be difficult.

In social media research, sentiment analysis has become especially important. There are varies user engagement by type of content, according to analyses of platforms such as YouTube. Some users react favorably to videos that are entertaining or action-packed. Others exhibit more negative sentiments and concentrate on technical issues or criticisms (Sbragaglia et al., 2022). Research on online forums indicates that contextual factors have an impact on user sentiment. It consist of platform norms, discussion topics, and community size (Vacura et al., 2023). Research on sentiment and engagement on TikTok reveals conflicting findings. Shares can rise with positive titles (Chen et al., 2021). Alarming COVID-19 videos and other negative content may draw more comments (Li et al., 2021; Meng et al., 2018).

Sentiment classifiers are a popular method for sentiment analysis. This forecasts a text sentiment score, which typically ranges from -1 (negative) to 1 (positive), with 0 denoting neutral. A crucial component of the analysis is sentiment classification. It necessitates the detection of sarcasm and the careful handling of conflicting emotions (Aue & Gamon, 2005). Lexicon-based approaches, deep learning models, machine learning algorithms like Support Vector Machine (SVM), and hybrid strategies that integrate these approaches are examples of analytical methods (Hutto & Gilbert, 2014). All things considered, sentiment analysis offers a useful method to comprehend how emotional content influences online news or social media dynamics, user engagement, and information diffusion.

2.4 TikTok

TikTok is a leading video-centric social media platform with about 1.99 billion active users globally (Shopify Staff, 2025). Developed by Beijing-based technology startup ByteDance, the platform first appeared in China under the name Douyin before making its global debut in 2016. Since then, TikTok has transformed how people around the world produce and consume digital content (LaFleur & Streets, 2025). As a short-form video application, it allows users to create, share, and discover dynamic videos, contributing to its rapid international rise.

In terms of content creation, with a variety of filters, music, and lip-syncing templates, users may watch and make short movies on TikTok that are between 15 and 60 seconds long. These videos are often enhanced with music, special effects, and other creative features drawn from the platform's extensive audio library. This ease of production encourages high levels of user participation and contributes to the platform's content diversity, which spans comedy, dance, education, and more (LaFleur & Streets, 2025). Notably, the content that is shown to a user is algorithm-driven and customized based on their specified tastes and previously liked content, which is TikTok's unique selling proposition (Anderson, 2020).

According to TikTok (2020), the majority of users spend their time on the For You Page (FYP), a personalized feed they see upon opening the app. Unlike platforms such as Instagram and Twitter, where feeds display content from followed accounts, TikTok curates a scrollable stream of videos tailored to user interests. Specifically, three elements are used by TikTok's recommendation algorithm to rank the videos: device and account settings (the videos they like,

share, comment, and create), video information (sounds, captions, hashtags), and user interaction and engagement activities (e.g., language, country, device type). Consequently, users can interact with videos on TikTok, just like on any other video-sharing social media site, by leaving “hearts” (likes), comments, and shares, all of which are crucial measures of a video's popularity (Cheng & Li, 2023).

TikTok is particularly popular among younger audiences. In the United States, 32.5% of users are aged 10–19, and 29.5% are aged 20–29 (Clement, 2020), making it one of the most effective platforms for reaching the traditionally hard-to-engage 13–29 age group. Consequently, TikTok has emerged as an important space for young people to obtain political news and information (Newman et al., 2021; Newman, 2022), discuss political topics (Medina Serrano et al., 2020), and participate in social activism.

In addition to its demographic advantages, TikTok serves as a "discovery machine," which adds to its broad appeal. Before making their way to other platforms and popular culture, trends frequently start on TikTok. Another important aspect of the platform's attraction is community interaction; even a simple "like" in response to a comment can affect viewer retention. In order to promote highly engaging interactions with their community, creators can also create new videos in reaction to comments. TikTok Promote provides methods to expand content reach for users looking for greater visibility.

TikTok's discovery-driven algorithm enables creators regardless of follower count to achieve viral visibility if their content resonates with viewers. Its For You Page gives small accounts significant opportunities for organic reach by showcasing content based on engagement potential rather than existing social networks (StackInfluence, 2025). In contrast, Instagram follows a more social graph-driven approach, where reach is closely tied to follower count and previous interactions. Instagram prioritizes relationships, while TikTok prioritizes content. This difference may explain why TikTok often demonstrates higher engagement rates. For example, in certain U.S. markets, accounts with 100,000 to 500,000 followers show an average interaction rate of 6.59% on Instagram Reels compared with 9.74% on TikTok. For accounts with more than 10 million followers, engagement rates remain higher on TikTok (10.52%) than on Instagram (8.77%). Higher engagement on TikTok is typical because the platform prioritizes content performance and visibility (Billo, 2024).

2.5 Theoretical Framework

This study builds its theoretical framework by integrating the works of Mohamad (2020), Zhan, Tu, and Yu (2018), and H. L. Goh et al. (2022), as each provides important insights into sentiment and content analysis within social media contexts. In addition, the framework also draws on the negative dominance theory, which suggests that negative expressions are often more dominant than positive ones, particularly in discussions involving public or social issues. This is especially common in online environments, where users tend to express dissatisfaction or concern more openly than positive views. As such, it is normal to observe a higher proportion of negative sentiment compared to positive sentiment in social media data, especially when the topic involves policy changes or issues that directly affect the public.

Mohamad (2020) highlights the importance of selecting data that reflects real public discussions. By analysing Twitter and Instagram accounts related to COVID-19 and social distancing in Brunei, the study shows that sentiment analysis can capture individuals' experiences, opinions, and concerns. This supports the present study in ensuring that the collected data is relevant and meaningful to the research topic. Mohamad (2020) proposed several key categories, namely narrative of fear, narrative of responsibility, narrative of annoyance, narrative of fun, and narrative of resistance.

Zhan, Tu, and Yu (2018) focus on conducting sentiment analysis on Instagram captions to classify textual data into sentiment categories. Their study applies tools such as Valence Aware Dictionary and sEntiment Reasoner (VADER) and TextBlob to identify sentiment polarity, followed by the use of a Random Forest algorithm to improve classification accuracy. In addition, their framework incorporates six basic human emotions based on established psychological theories, allowing for a clearer understanding of emotional expressions in text. These emotions are identified as joy, love, sadness, fear, anger, and surprise.

Goh et al. (2022) further contribute by adapting existing frameworks to better suit Instagram content in their study on what people post during the Movement Control Order (MCO) through a content analysis of Instagram's top posts. Their study refines content categories by including video as a content type and adjusting sentiment classifications to better reflect the emotions

observed in user posts. For instance, the categories of annoyance and resistance are replaced with sadness, while encouragement is added to capture more positive and supportive expressions in captions. As a result, Goh et al. (2022) proposed categories such as narratives of fear, sadness, encouragement, and responsibility.

2.6 Conceptual Framework

The following section will illustrate the development of comment categories and showcase examples extracted from Tiktok account. The conceptual framework for this study is mainly adapted from Goh et al. (2022) and Mohamad (2020), which provide narrative-based approaches for analysing online comments on TikTok and emotional framing. These studies inform the inclusion of narratives of fear, resistance, responsibility, and sadness.

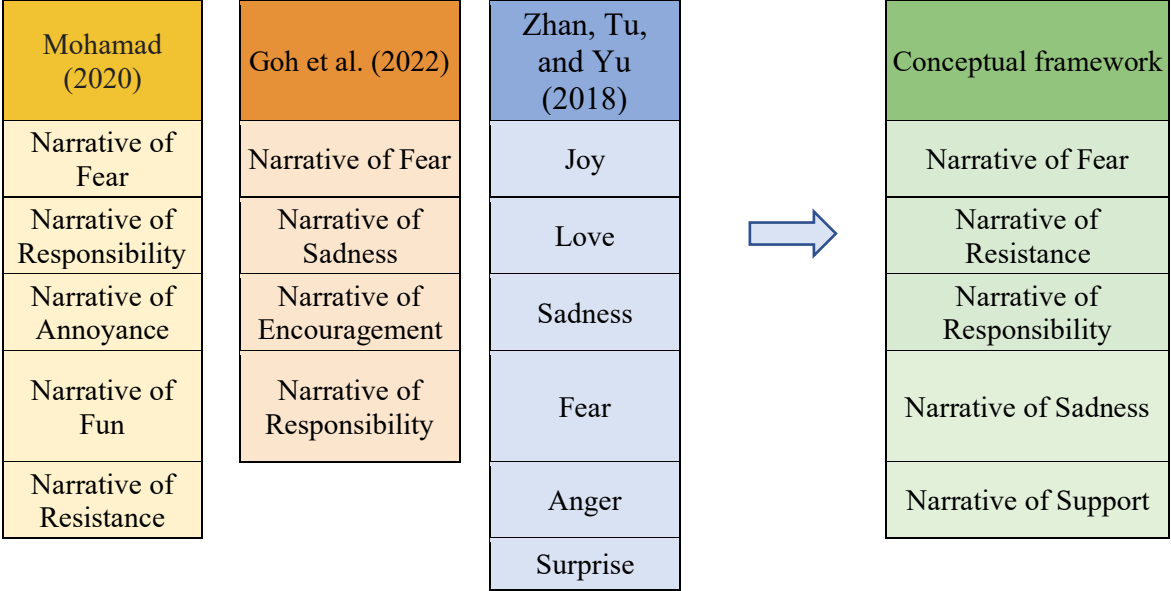
To better match the context of this study, additional narrative categories are added to capture aspects that are not fully covered in previous research. Narratives of support are included to capture expressions of encouragement, empathy, or assistance in response to others' experiences over decision-making related to the Urban Renewal Act proposal.

Among the 15 categories, this study has selected five narrative categories that are relevant and interconnected with the comments. In the discussion of urban renewal plans, the public often expresses fear towards the plan and shows resistance to such actions. Therefore, these two categories are selected.

The narrative of responsibility reflects the role of stakeholders, where different parties hold responsibility in managing the public or government-related matters. In addition, some individuals support the plan and express their views on social media, which is reflected in the narrative of support. On the other hand, some people feel a sense of loss when their area is being taken for redevelopment, leading them to express sadness.

Therefore, the final conceptual framework consists of five narrative categories: Narrative of Fear, Narrative of Resistance, Narrative of Responsibility, Narrative of Sadness, and Narrative of Support. Figure 2.1 shows the development of this conceptual framework.

Figure 2.1: The Development of Comment Categories Conceptual Framework



Source: Developed for the study

2.6.1 Comment Categories

Table 2.2 Categories for Comments

Categories	Description	Source
Narrative of Fear	Comment that expresses worry, anxiety, or concern about potential loss, danger, or negative outcomes.	Mohamad (2020) Goh et al. (2022)
Narrative of Resistance	Comment that expresses opposition, disagreement, or challenge toward policies, authorities, or actions perceived as unfair or unjust.	Mohamad (2020)
Narrative of Responsibility	Comment that expresses duty, accountability, or the need for fair and ethical actions by authorities or stakeholders.	Mohamad (2020) Goh et al. (2022)
Narrative of Sadness	Comments that express sadness or emotional distress related to loss, displacement, or attachment to place	Goh et al. (2022) Zhan, Tu, and Yu (2018)
Narrative of Support	Comments that express encouragement, empathy, or assistance in response to others' experiences	Goh et al. (2022)

Source: Developed for the study

2.7 Previous Studies

Several previous studies have explored sentiment analysis and social media content in contexts relevant to this research, particularly in understanding how emotions and narratives are expressed through online platforms. In particular, Zhan, Tu, and Yu (2018) conducted a large-scale sentiment analysis of approximately two million Instagram captions related to public libraries to examine users' emotional expressions on social media. Using supervised machine learning techniques, the researchers collected data through Hypertext Preprocessor (PHP) by targeting posts containing the hashtags “#read” and “#reading,” and subsequently applied Python 3.0 to pre-process and clean the captions.

The captions were divided into three groups based on their sentiment such as positive, neutral, and negative, and six groups based on their emotions six categories, love, joy, sadness, fear, anger, and surprise. According to the statistics, 50.5% of the posts have a positive attitude, 44.5% have a neutral feeling, and only 4.9% have a negative sentiment. Joy was the most common emotion in the positive captions while sadness was the most common emotion in the negative ones. Additionally, it was found that popular hashtags like #happy, #read, and #reading highlighted key themes, suggesting that social media may be strategically used to promote positive engagement and communication. This quantitative approach demonstrates how sentiment analysis may be applied to find dominant emotional trends in social media posts.

In contrast to the large-scale and machine learning-based approach adopted by Zhan et al. (2018), Mohamad (2020) employed a qualitative perspective to explore how social distancing messages were creatively expressed and adapted to local contexts in Brunei. The study focused on how young people used social media to communicate the importance of social distancing by analyzing captions from 30 independent Instagram and Twitter accounts using qualitative content analysis. Five main types of narratives were identified, including fear, fun, responsibility, annoyance, and resistance. As the study was qualitative in nature, detailed numerical distributions were not provided; however, the findings indicated that resistance-related narratives appeared less frequently than the other narrative types. The study further linked these narrative patterns to broader issues such as public participation in risk communication, youth leadership, and changing forms of social interaction and engagement.

Compared to Zhan et al. (2018), this study provides deeper contextual understanding of narrative meanings but does not offer large-scale quantitative sentiment distributions.

Similarly, Goh et al. (2022) combined qualitative content analysis with sentiment analysis to investigate both visual and textual elements of popular Instagram posts shared during the early phase of the Movement Control Order (MCO) in Malaysia. The researchers classified images into ten visual categories and grouped caption sentiments into five sentiment types. The findings revealed that portrait images were the most commonly shared, supporting earlier research that highlights the popularity of visually well-designed content on Instagram. With regard to caption content, fun-oriented narratives were the most frequently observed, indicating that Malaysian users generally expressed positive emotions and maintained an optimistic tone on social media despite the restrictions imposed during the pandemic. When compared with Mohamad (2020), both studies emphasize the importance of narrative and emotional expression during crisis situations, while Goh et al. (2022) further integrates visual content analysis, highlighting the role of images alongside captions in shaping online engagement.

Overall, these previous studies demonstrate that sentiment analysis and narrative-based approaches are effective in examining emotional expression and communication patterns on social media.

CHAPTER 3: METHODOLOGY

3.1 Introduction

This chapter discusses the method used in this research in order to solve the problem defined in Chapter 1. This research has employed a descriptive approach and Tiktok is the sole social media platform used for obtaining the data needed for analyzing. The collection and classification of data was conducted manually based on guidelines and definitions that were set beforehand. Besides, an intercoder reliability test was implemented to ensure the data classification is to minimize subjectivity in the coding process.

3.2 Research Design

Berelson (1952) defined quantitative content analysis (QCA) as “a research technique for the systematic, objective, and quantitative description of the manifest content of communication”. In this context, description involves segmenting communication content into units, assigning each unit to a category, and providing numerical counts for each category. This method is suitable for the present study as it allows for a structured and measurable analysis of social media content.

A new TikTok account was created to minimise the influence of the platform’s recommendation algorithm on the data collection process. This is important because TikTok’s algorithm typically personalises content based on user behaviour, which may introduce bias into the sample. By using a new account with no prior activity, the study ensures that the content retrieved is less influenced by personalised recommendations and is more neutral and consistent.

This study focuses exclusively on TikTok and employs QCA due to the platform’s straightforward and visually driven content presentation, which allows for easier categorisation and analysis. A total of seven TikTok videos were selected, consisting of the most popular

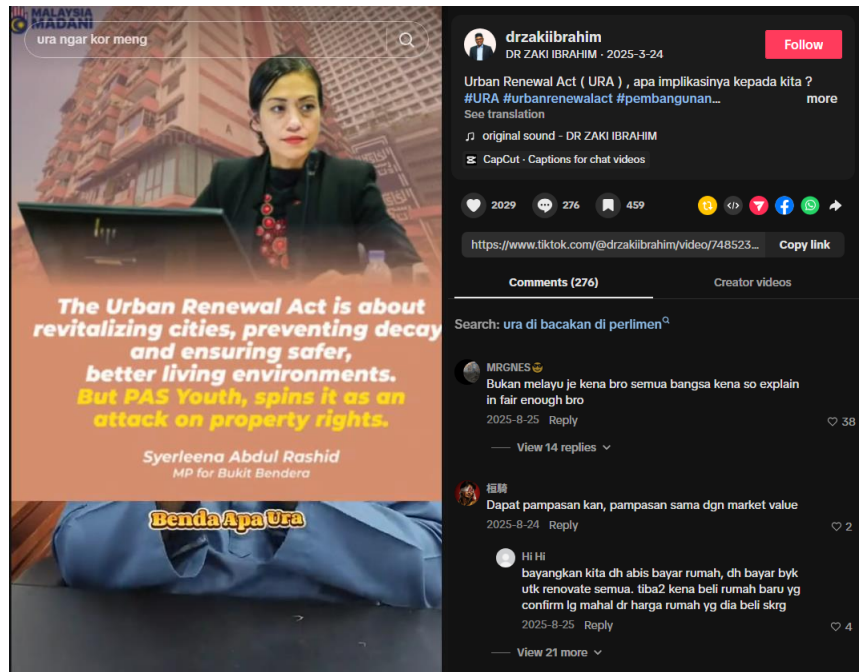
urban redevelopment Urban Renewal Plan related videos in Malaysia between 2024 and 2025. The selection criteria required each video to have at least 1,000 likes, as engagement metrics such as likes are commonly used as indicators of public attention and relevance in social media research. Selecting highly engaged content ensures that the data reflects issues that have attracted significant public interest and interaction.

The sampling method adopted for this study is purposive sampling. This method is appropriate because it allows the researcher to deliberately select content that meets specific criteria relevant to the research objectives, rather than relying on random selection. By focusing on URA-related content with high engagement within a defined time frame, the study ensures that the data is both relevant and meaningful for analysing public sentiment and narratives.

TikTok offers five main features for browsing short videos of interest. Users can search for content using the search bar (keywords or hashtags), explore trending content on the For You Page (FYP), visit specific user accounts, browse videos by sounds or trends, or filter results through hashtags. For example, to search videos related to URA in Malaysia, the keyword “Urban Renewal Act in Malaysia” or hashtags like #URA #Malaysia #fyp and #urbanrenewal can be entered in the search bar to retrieve relevant content.

The top seven short videos of each of the hashtags have been extracted and organized into an Excel sheet for checking purposes. Figure 3.1 has shown an example of short videos that have hashtag “#Malaysia” explaining about the Urban Renewal Act (URA). Although the hashtag #URA might have multiple interpretations in other contexts, in this study, it specifically refers to the Urban Renewal Act.

Figure 3.1: Example of Short videos related to URA Malaysia

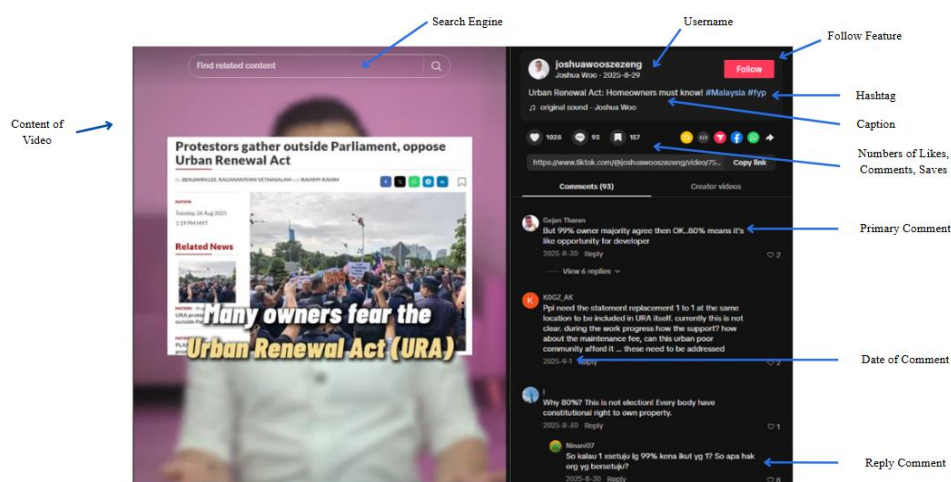


3.2 Data Classification

Figure 3.2 illustrates the elements of TikTok short videos that will be examined in this research. These elements include the video content, username, follow feature, hashtags, caption, number of likes, number of comments, number of saves, and number of views. All relevant data are recorded in Microsoft Excel for documentation and tracking purposes. The video content and caption provide contextual information regarding the message conveyed in each video, while the username and follow feature help identify the source and credibility of the account. The number of likes, comments, saves, and views reflects the level of audience engagement and the frequency of interaction with the video.

Furthermore, primary comments serve as the main component for analyzing audience sentiment and interaction. In this study, only primary comments are extracted during the data collection process, while comments made by the author and secondary or reply comments are excluded. Emojis and hashtags are also recorded as supporting references to enhance the accuracy of the sentiment analysis. The date of each comment is documented to examine the timing and trends of user engagement throughout the data collection period. In addition, comments written in the Malay language are translated into English to ensure consistency and facilitate the sentiment analysis process.

Figure 3.2: Post Dissection



Source: Developed for the study

Table 3.1: Example of Review Classification based on Categories

No	Example Reviews Sentiment	Dimension	Sentiment
1	Ppl need the statement replacement 1 to 1 at the same location to be included in URA itself. currently this is not clear. during the work progress how the support? how about the maintenance fee, can this urban poor community afford it ... these need to be addressed	RS RP F	-1 -2 -1
2	TQ fr the video, 👍 appreciate if govern be able to share more information thru news (eg. what type of property involve, the property condition to qualify fr the URA application, the same number of units to be rebuild or will rebuild with extra units. who is reponsible fr the whole URA project? who will come out with the cost of the re-rebuild project? if the rebuild project uncompleted, what will be the next resolution? the question is what the property management doing? until it become so serious. ppl is worry about their future, (if abuse of power take place by new incharge person in the future (it needs clear explanation or any condition to protect the property owners). this is the unique thing done by the current govern - professional and showing care 👍👏👏👏	F RP SP	-2 -3 -1
3	When ur building is upgraded to condo you have to pay much higher JMB fees. Poor ori residents get new unit but then get forced out becoz of financial problems	SN F	-1 -2

Source: Developed for the Study

The captured reviews are then categorized into five categories, based on its context. The categories identified are further analyzed into positive or negative sentiment. However, some reviews contain both positive and negative sentiments. Therefore, for simplicity, each review will point out the number of positive and negative sentiments.

CHAPTER 4: ANALYSIS

4.1 General Online Sentiments

A total of 100 TikTok comments was selected after the data collection and cleaning process, as only readable and meaningful comments were retained, while spam comments, duplicated responses, and irrelevant content were excluded. Emojis were also removed to ensure consistency in textual analysis and to focus on clearly expressed narratives. For example, comments such as “👍👏👏” and “well explained” were excluded during the cleaning process.

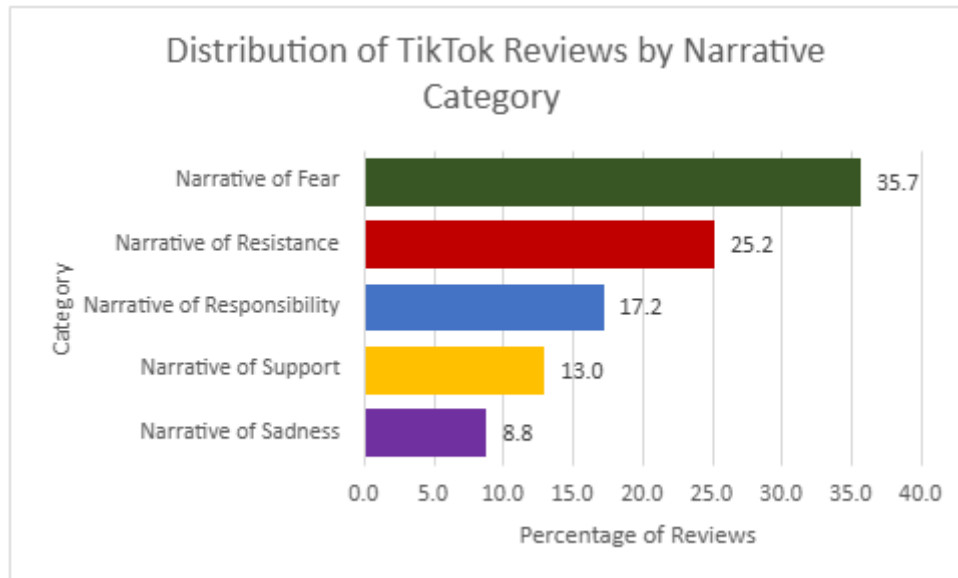
From the 100 selected comments, each comment was first analysed and categorised into specific narrative types, and then further grouped into positive (+) or negative (–) sentiment. For example, a comment such as “*People need a one-to-one replacement at the same location to be included in URA itself. Currently, this is not clear. During the work progress, how will support be provided? How about the maintenance fee, can this urban poor community afford it? These issues need to be addressed*” reflects multiple concerns. This comment can be coded as Resistance (RS -1) due to opposition or doubt, Responsibility (RP -2) due to expectations placed on stakeholders, and Fear (F -1) due to uncertainty about future outcomes.

This coding process allows each comment to reflect more than one narrative where applicable, providing a more accurate representation of public opinion. Overall, the analysis of these 100 comments supports the research objectives by identifying key public narratives and sentiments towards urban renewal discussions. The comments were successfully categorised into five main narrative categories: fear, resistance, responsibility, support, and sadness, enabling a clearer understanding of how the public perceives and reacts to the issue.

Among these, the Narrative of Fear (F) had the highest number of reviews, with 85 (35.7%), followed by Narrative of Resistance (RS) with 60 reviews (25.2%) and Narrative of Responsibility (RP) with 41 reviews (17.2%). Narrative of Support (SP) accounted for 31

reviews (13%), while Narrative of Sadness (SN) had the fewest, with 21 reviews (8.8%), as illustrated in Figures 4.1.

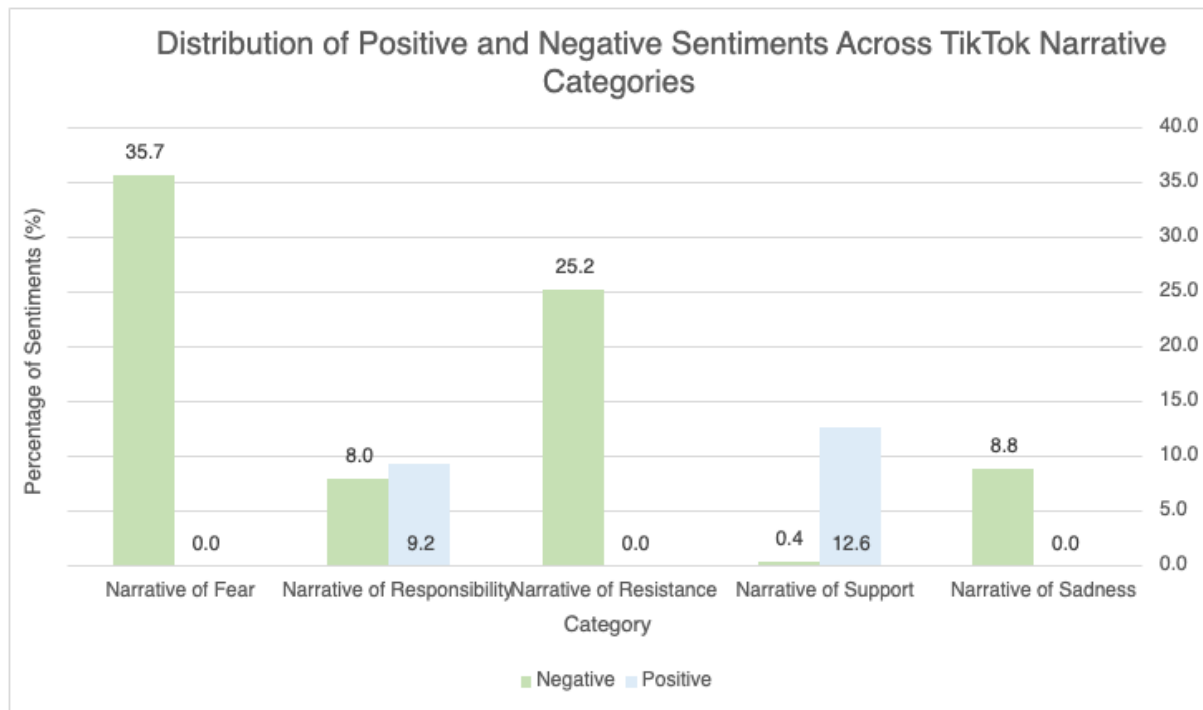
Figure 4.1: Distribution of TikTok Reviews by Narrative Category



Source: Developed for the study

4.2 Online Sentiments for 5 Categories

Figure 4.2: Distribution of Positive and Negative Sentiments
Across TikTok Narrative Categories



Source: Developed for the study

Based on the five categories, 100 TikTok reviews were identified with multiple sentiments, resulting in a total of 238 sentiments, of which 52 were positive and 186 were negative. As shown in Figure 4.2, of the 238 sentiments, the Narrative of Fear (F) accounted for the highest number of negative sentiments, with 85 (35.7%), and no positive sentiments were recorded for this category. The Narrative of Resistance (RS) included 19 negative sentiments (8%) and 22 positive sentiments (9%). The Narrative of Responsibility (RP) had 60 negative sentiments (25.2%), with no positive sentiments recorded. In contrast, the Narrative of Support (SP) included 1 negative sentiment (0.4%) and 30 positive sentiments (12.6%). The Narrative of Sadness (SN) had the fewest, with 21 negative sentiments (8.8%) and no positive sentiments.

In order to understand the importance of the categories, the Relative Importance Index (RII) was used to analyse their relative ranking. RII is a statistical method commonly applied to determine the significance of different factors based on their assigned weights. According to Aibinu and Jagboro (2002), the method evaluates the importance of specific variables by

considering their frequency or weighting, often derived from a Likert scale. Similarly, Hossen et al. (2015) noted that RII is useful for ranking variables according to their level of importance within a dataset, making it suitable for identifying which categories are more dominant in the analysis.

The RII is calculated using the following formula:

$$RII = \frac{\sum W}{(A*N)}$$

Where:

- RII = Relative Importance Index
- W = weight assigned to each factor (ranging from 1 to 5, representing very low to very high)
- A = highest weight
- N= total number of respondents or observations

In this study, the weights are based on the frequency and intensity of sentiments identified within each narrative category. A higher RII value indicates a more significant or dominant narrative expressed by users.

Table 4.1: Summary of Online Sentiment from TikTok

Category	Positive Sentiment (s)		Negative Sentiment (s)		Total		Relative Ranking
	N	%	N	%	N	%	
Narrative of Fear (F)	0	0.00	85	35.71	85	36	1
Narrative of Responsibility (RP)	22	9.24	19	7.98	41	17	3
Narrative of Resistance (RS)	0	0.00	60	25.21	60	25	2
Narrative of Support (SP)	30	12.61	1	0.42	31	13	4
Narrative of Sadness (SN)	0	0.00	21	8.82	21	9	5
Total	52	21.85	186	78.15	238	100	

Source: Developed for the study

Based on the calculated RII values, the ranking of narratives is as follows: F > RS > RP > SP > SN. As shown in Table 4.1, the Narrative of Fear records the highest number of comments, with 85 instances (35.71%), and all of them are negative. This suggests that many users are mainly feeling worried or uncertain about the urban renewal plan. The absence of positive sentiment in this category indicates that these concerns are quite strong and one-sided. The Narrative of Resistance follows the second most dominant category, with 60 comments (25.21%), which are also entirely negative. This shows that the users are not only worried but are also expressing disagreement or opposition towards the proposal. Together, fear and resistance account for more than half of the total responses which explains why the overall tone of the discussion is quite critical.

The Narrative of Responsibility ranks third, with 41 comments (17%), consisting of both positive (22 comments, 9.24%) and negative (19 comments, 7.98%) sentiments. This suggests that some users are moving beyond emotional reactions and are starting to discuss issues like

accountability and the role of authorities or developers. So, the responses here are more mixed and a bit more thoughtful. In contrast, the Narrative of Support shows 31 comments (13%), with the majority being positive (30 comments, 12.61%) and only 1 negative comment (0.42%). This shows that there are still some users who support the plan, but the number is relatively small compared to the more negative categories. Similarly, the Narrative of Sadness records the lowest frequency, with 21 comments (8.82%), all negative. This means that while some users do feel disappointed or upset, this type of reaction is not as common as fear or resistance. Overall, the data shows that negative sentiment dominates the discussion (78.15%), compared to only 21.85% positive sentiment. This shows that public responses towards the urban renewal plan are mainly driven by concern and disagreement, with fewer people expressing support.

4.3 Co-occurrence of Two Narrative Categories in TikTok Reviews

Due to some reviews containing multiple sentiments across different categories, 94 instances involving combinations of two or more categories were identified within the 100 reviews collected. This approach was necessary because many of the comments, especially the longer ones, do not express a single, clear-cut reaction. Instead, users often combine different thoughts and emotions within the same comment. For example, a user may express fear about displacement while at the same time show resistance towards the policy or question the responsibility of the authorities. By allowing multiple categories to be assigned to a single comment, the analysis is able to better capture the actual nature of online responses. Restricting each comment to only one category would oversimplify the data and may overlook important details in how people express their views.

Identifying these combinations also helps to reveal how different narratives interact with one another. Rather than viewing each category in isolation, this approach highlights the dynamics between sentiments, such as how fear is often linked with resistance, or how responsibility is discussed alongside both positive and negative views. This provides a more complete picture of public opinion. Analysing these overlapping categories is important for understanding the multi-dimensional concerns surrounding the URA bill. It shows that public responses are not

straightforward, but are instead shaped by a mix of emotions, opinions, and expectations that occur together within the same discussion.

Table 4.2: Frequencies for the Combination of 2 Categories

	Narrative of Fear	Narrative of Responsibility	Narrative of Resistance	Narrative of Support	Narrative of Sadness
Narrative of Fear		8	31	6	9
Narrative of Responsibility			11	9	2
Narrative of Resistance				6	9
Narrative of Support					3
Narrative of Sadness					
Total					94

Source: Developed for the study

The analysis of 94 combinations involving two narrative categories shows that the most frequently occurring pairing is Narrative of Fear and Narrative of Resistance ($F \times RS$), with 31 instances (32.98%), making it the most dominant combination. This suggests a strong overlap between fear-related and resistance-related sentiments in TikTok reviews.

For example, a comment such as “*The only threat to home ownership is if the area become prime area, then we have to worry. The sell their units for quick money. As a result, unit is then taken over by those who have money. But that is not URA fault, your fault*” reflects Narrative of Fear (F) followed by Narrative of Resistance (RS).

The second highest combination is Narrative of Responsibility and Narrative of Resistance ($RP \times RS$), with 11 instances (11.70%). For example “*I think majority those old building owners are uninformed or misinformed by political parties. The solution is to reach out to these communities to explain to them.*” reflects Narrative of Narrative of Resistance (RS) followed by Narrative of Responsibility (RP).

This is followed by three combinations with similar proportions: $F \times SN$, $RP \times SP$, and $RS \times SN$, each contributing 9 instances (9.57%), indicating moderate co-occurrence between these narrative pairs.

For example, $F \times SN$ is reflected in a comment such as “*When ur building is upgraded to condo you have to pay much higher JMB fees. Poor ori residents get new unit but then get forced out becoz of financial problems*””, which reflects Narrative of Fear (F) followed by Narrative of Sadness (SN).

The $RP \times SP$ combination is reflected in “*How to resolve this is, let them redevelop and charge the owners or let them serve some amount of loan like each household around Rm20,000 > Rm50,000. It is for their betterment*”, which reflects Narrative of Responsibility (RP) followed by Narrative of Support (SP).

Meanwhile, $RS \times SN$ is reflected in “*Previous case was forced but that time people dont have the power to fight back. And if 100% this re-development never going to happen, as every place got at least 10% people who will go against majority view/decision.*”, which reflects Narrative of Resistance (RS) followed by Narrative of Sadness (SN).

Furthermore, $F \times RP$ accounts for 8 instances (8.51%). For example, “*what u are saying is just the positive side of the URA, explain the power vested in the Ministry under this act and how dangerous it can be to the community should it be abused for political/personal gain.*” reflects Narrative of Fear (F) followed by Narrative of Responsibility (RP).

Both $F \times SP$ and $RS \times SP$ each record 6 instances (6.38%), reflecting relatively lower but still notable overlaps. For example, $F \times SP$ is reflected in ““*Sir... the problem is (1) where all that's peoples will stay for temporary . (2) value of old house and new house totally different so balance who will pay...(3) if go for new loan do u think bank can give 100% approval...(4) new commitment for long term...(4) most of the rakyat at there old flat is B40 ...if developers can give free new house for whoever's stay there... maybe can accept ...*”, which reflects Narrative of Fear (F) followed by Narrative of Support (SP).

The RS × SP combination is reflected in “*Why should the majority follow the minority. More than 75% giving consent, wrong? 75% agree must follow the 25% who disagree. 🤔*”, which reflects Narrative of Resistance (RS) followed by Narrative of Support (SP).

The least common combination is RP × SN, with only 2 instances (2.13%), indicating minimal interaction between responsibility and sadness narratives. For example, *need to be debated. Singapore has done the same to accommodate its population and revitalise. sooner or later, we need to do the same. imagine, the property is so bad and you need only one against or missing owner, the other owners will suffer. valid issues are - compensation, temporary residence, right to reacquire, etc. Govt has to safeguard them. we have to learn to change and move. as for claim for profits, who in the right mind will do a project at a lose, will you? 😊. Discuss and debate. 😊*” reflects Narrative of Responsibility (RP) followed by Narrative of Sadness (SN).

Overall, the results demonstrate that Fear is highly associated with Resistance, showing that concerns about urban redevelopment are often directly linked with opposition toward the policy. In contrast, Sadness is less associated with Responsibility and other narratives, suggesting weaker emotional linkage in these combinations. This indicates that public reactions are mainly driven by concern and opposition, while reflective or emotional narratives such as sadness appear less frequently and are less connected to other categories.

CHAPTER 5: DISCUSSION, IMPLICATION AND CONCLUSION

5.1 Discussions on Major Findings

Narrative of Fear

The Narrative of Fear was the most prevalent of the five categories identified in the analysis. Often expressed independently or in conjunction with other narratives, fear was a predominant emotion that emerged in responses to the urban renewal plan. Similar findings have been observed in previous urban redevelopment studies, in which uncertainty and financial insecurity contributed to public fear (Ren et al. 2020; Shigemura et al. 2020). However, this study differs from previous studies in that the fear expressed by participants was largely related to concerns about housing affordability and potential displacement, rather than health-related issues. Human nature is wary of change, and uncertainly induces worry (Shigemura et al., 2020). A lot of the commenters wonder if sufficient explanations have been given and if local residents actually know what will be happening in their areas.

Fear of financial implications is also a prevalent source of stress among potential homebuyers, particularly low income households. The fear of being unable to afford the changes and inability to support family members and their dependent may escalate to deeper fears such as financial crisis. Concerns pertaining to loan repayments and the future affordability of housing are frequently expressed. Moreover, home owners may fear temporary relocation for the redevelopment period and the type of accommodation they would be moved into. Lack of information can further intensify these feelings of fear (Cherutich et al., 2012).

However, most of the concerns revolve around the anxiety for people who own or lease the existing properties within the planned redevelopment sites. People worry whether they are allowed to stay in the current house and whether they can get a reasonable price when selling the house within a certain period of time. Concerns like these reflect deep-seated fears of uncertainty and prospect for long-term consequences. Yet, based on previous experience, the

fears and anxieties could be mitigated through providing adequate information and raising the public awareness, which will in turn facilitate the authorities to win the trust from the public in implementing the urban renewal work.

Narrative of Resistance

The Narrative of Resistance was the second most common category and was also the most common narrative that co-occurred with fear. This finding aligns with expectations regarding concerns and uncertainty in relation to the urban renewal plan. In line with psychological reactance research (Brehm & Brehm, 1981), participants articulated a strong sense of resistance to the plans. However, unlike the media persuasion context in which autonomy is threatened by persuasive attempts or messages, the sense of resistance in this study was related to the policy implementation and issues of land ownership.

Resistance occurs when people tend to maintain the current state. People are resistant to the changes that the plan requires, and have numerous reasons why it will not be effective. Some people have expressed concern with the percent based consent of the plan, stating that the 80% approval rate should not override the objections of the minority. Many are counterarguing, the process of forming the opposite argument when faced with a persuasive message or new plan (Slater & Rouner, 2002).

Many stakeholders also feel that resistance arises for reasons such as fears of unfair bias in the decision making process. Indeed, research into the topics of resistance and persuasive messages has shown that when individuals perceive a message as overly controlling or unfair, this generates resistance and can lead to the rejection of the message or the policy (Dillard & Shen, 2005). Fear of being forced to sell their property or of bulldozing their homes, for example, could all generate strong negative reactions to the plan. Some participants simply rejected the idea of redevelopment on the grounds that 'the minority shouldn't be dictated to by the majority', whilst others reacted to specific policy conditions such as the decision to set a 30 year cap on new building. Participants tended to like the status quo and many felt that they were being forced into a situation that was worse than their current circumstances. Resistance to change is often rooted in emotional responses of fear and anger (Brehm & Brehm, 1981).

Narrative of Responsibility

Responsibility was the third most discussed in the narratives. This focused on the issue of roles and responsibilities of the government, developers, and stakeholders involved in the urban renewal initiative. Responsibility also entailed shared and collective responsibility, which implies shared accountability between authorities and the public in communicating and understanding each other's concerns and needs through transparency and dialogue (Pedwell, 2017). Different from previous studies that focus on institutional accountability, this study explored how responsibility extended to the public's expectation for transparency in communication during urban redevelopment initiatives. The findings further revealed how social media platforms disseminated and reinforced these, creating more awareness of social issues and shifting how people conceptualise and negotiate these concerns.

All parties involved in the implementation of the plan bear great responsibility in making proper decisions and exercising their authority. We hope all parties can do a good job at explaining the plan to the public, telling them what kind of redevelopment is going to happen and how it will affect them. Some have expressed dissatisfaction that there has not had enough publicity and inadequate communication channels have been established. Others are worried whether they will receive proper compensation, and whether their rights and interests will be protected.

There is also an expectation that those who have a stake in shaping future development will actually pay heed to public concerns and listening to the thoughts and ideas of local residents rather than simply imposing their views in the absence of public input. It is therefore essential that those involved with this urban renewal initiative act responsibly and are answerable, honest and able to explain the plan to local residents in order to garner their respect and support.

Narrative of Sadness

Narrative of Sadness is the least discussed category within the narratives and is often expressed together with feelings of fear and uncertainty. This category centres on emotional responses related to loss, displacement, and attachment to familiar living environments. Sadness also reflects a form of collective emotional experience, where individuals not only express personal distress but also empathise with the struggles of others facing similar circumstances. As suggested by Robyn Fivush et al. (2003), sadness is commonly associated with narratives of loss and reflection. However, in the context of urban renewal, this study highlights how sadness is more strongly linked to concerns over housing insecurity and the potential disruption of long-established communities.

Some stakeholders express sadness over the possibility of losing their homes and the memories associated with their living spaces. There are also references to deteriorating housing conditions, which contribute to a broader sense of decline and emotional distress within the community. In addition, sadness is reflected in concerns for vulnerable groups who may be more severely affected by redevelopment. This aligns with research suggesting that sadness can encourage empathy and deeper emotional reflection, allowing individuals to better understand the experiences of others (Lench, Tibbett, & Bench, 2016). Overall, while sadness is not a dominant narrative, it still highlights the emotional impact of urban renewal on individuals and communities, especially in terms of displacement and changes to familiar living environments.

Narrative of Support

Support is another category identified within the narratives, although it is less frequently expressed compared to negative responses. This category focuses on positive perceptions of the urban renewal plan, particularly in terms of its potential to improve living conditions and promote development. Support also reflects a forward-looking perspective, where stakeholders recognise the benefits of redevelopment in enhancing infrastructure, housing quality, and overall standards of living.

Some stakeholders express support for the plan as it provides opportunities for modernisation and progress, especially in areas with ageing or inadequate housing conditions. There is also a belief that redevelopment can help residents transition to better living environments and achieve an improved quality of life. In addition, support is sometimes linked to broader expectations of economic growth and community development, where the plan is viewed as a step towards a more sustainable and well-planned urban future.

However, supportive views remain limited in comparison to negative sentiments, reflecting the influence of negative dominance in shaping public discourse. As discussed by Roy Baumeister et al. (2001), negative information tends to have a stronger impact on individuals' perceptions and decision-making processes. Overall, the Narrative of Support highlights that, while less dominant, there are still positive attitudes towards redevelopment that can contribute to its acceptance and success.

5.2 Discussions on Cooccurrence Categories

The analysis of TikTok comments shows that the combination of Narrative of Fear and Narrative of Resistance is the highest, with 31.98% of the reviews. This means that most users are really worried about things like losing their homes, financial burden, and also being forced to leave their communities. Because of these fears, many people directly show resistance, such as by criticizing the URA Act, questioning whether the process is fair, and not trusting the authorities or developers. When people feel more threatened, their opposition also becomes stronger.

This finding is supported by Aue and Gamon (2005), which mention that sentiment analysis needs to consider overlapping emotions. In this case, fear and resistance are not separate but actually connected and strengthen each other. When users feel more uncertain and at risk, their emotions turn into stronger criticism and rejection. This analysis also shows that if the government does not handle both the practical issues and emotional concerns properly, it may lead to more public dissatisfaction and distrust.

Besides that, the combination of Narrative of Responsibility and Narrative of Resistance is also quite high. This shows that people are not only reacting emotionally, but also based on their sense of responsibility and fairness. Many users talk about the need for authorities and developers to act properly, give fair compensation, and protect the original communities. At the same time, they also feel it is their responsibility to protect their homes and neighbourhoods.

So, their resistance is not just emotional, but also based on what they think is right and fair. This is similar to Mohamad (2020), who explained that social media can become a space where responsibility can encourage people to take action. When people feel a shared responsibility, they are more likely to speak up and respond to issues. In this study, it can be seen that when users feel something is unfair, their sense of responsibility makes them more willing to question and oppose the policy.

However, the combinations of Narrative of Fear with Support, Responsibility with Support, and Resistance with Support are at a moderate level. This shows that some users have mixed

feelings, being neither fully against nor fully supportive. From the data, these people can see the benefits of redevelopment, like improving the city or reducing traffic, but at the same time they still feel worried about how it is being done. For example, fear with support shows that people are careful, they may agree with development but still unsure about the risks. Responsibility with support means they can accept the project, but only if it is done fairly and properly. Resistance with support also shows that some people still question certain parts, but they do not completely reject it because they can see some long-term benefits.

These findings are also in line with Mohamad (2020) and Aue and Gamon (2005), where social media usually contains mixed and overlapping emotions. Not everyone is fully supportive or fully against. Some people are in between, showing conditional acceptance depending on the situation. In addition, the lower-frequency combinations like Fear with Responsibility, Fear with Support, and Resistance with Support show more complex emotions. These are less common because fear with resistance is stronger. For example, fear with responsibility shows that people are worried but also thinking about fairness and accountability.

But usually, fear leads more to resistance, so this combination is lower. Fear with support also shows confusion, where people see benefits but still feel uncertain. Resistance with support shows that even when people disagree, they can still acknowledge some positive sides. The least common is Responsibility with Sadness, which only has 2 cases. This may be because responsibility usually leads to action, like questioning or demanding fairness, while sadness is more passive. So people who feel responsible are more likely to express resistance rather than just feeling sad.

Overall, these mid and lower combinations show that although people can have mixed feelings, most of them still express their opinions in stronger and clearer ways when they feel threatened. At the same time, there are still some who are open and balanced, showing that public opinion is not fully divided, but more like a spectrum where support, concern, and resistance exist together.

5.3 Implications of the Study

Recently, the Urban Renewal Bill was withdrawn by the Cabinet and will be revised before being reintroduced in Parliament. Communications Minister Datuk Fahmi Fadzil explained that this decision was made so the Bill can be improved with amendments and additional provisions, ensuring it better addresses urban housing issues, especially those affecting the urban poor, in a fair and effective way (The Star, 2026). The withdrawal also considered feedback from Members of Parliament during Dewan Rakyat debates, as well as input from UMNO leaders and other Cabinet members. At this stage, no specific timeline has been given for the revised Bill, as further review and discussion are still needed.

This development may also reflect the strong public reaction and widespread online discussions surrounding the Urban Renewal Bill. On social media platforms, many people raised concerns about issues such as fairness, relocation, financial pressure, and housing security. These discussions show how online public opinion has become increasingly visible and influential, sometimes creating pressure for policymakers to take a step back and reconsider certain policy decisions. From the findings of this study, it is clear that users on TikTok express a mix of emotions, including fear, resistance, responsibility, sadness, and support, often at the same time. Among these, fear and resistance appear most strongly connected, suggesting that when people feel worried or uncertain, they are more likely to oppose the policy. This shows that online discussions are not just about sharing opinions, but also about expressing emotions that shape how people judge and respond to policies.

Furthermore, social media platforms act as an avenue for the public to voice their opinions and concerns on decisions that affect public interest. This allows stakeholders to better understand public sentiment and respond more effectively to community needs. Overall, the study demonstrates that social media plays an important role in bridging the gap between policymakers and the public, particularly in discussions involving urban development and renewal.

5.4 Limitations of the Study

One limitation of this study is that the data was collected from a single social media platform, namely TikTok. Although TikTok provides rich user-generated content and high engagement, it does not fully represent the diversity of public opinions across other platforms such as Facebook, Instagram, or Twitter. Different platforms often attract different user demographics, communication styles, and levels of political or policy engagement. Therefore, the findings of this study may be influenced by platform-specific user behaviour and may not be fully generalisable to the wider population.

In addition, the dataset may be affected by the presence of online “noise,” such as spam comments, irrelevant discussions, duplicated responses, and short or unclear statements. Although a data cleaning process was conducted to retain only readable and meaningful comments, some level of subjectivity may still exist in determining what is considered relevant. This may slightly influence the interpretation of sentiments and narratives, especially when comments are ambiguous or contain mixed meanings.

Furthermore, this study relies primarily on qualitative content analysis without methodological triangulation. The absence of additional data sources such as interviews, questionnaires, or focus group discussions limits the ability to cross-check or validate the findings from different perspectives. As a result, the interpretation of public sentiment is based solely on online textual data, which may not fully reflect the actual intentions or deeper reasoning behind users’ comments. Future studies could strengthen reliability by integrating multiple data collection methods to provide a more comprehensive understanding of public opinion.

5.5 Recommendations for Future Research

Based on the limitations identified in this study, several recommendations are proposed for future research to improve the depth, accuracy, and generalisability of findings. Firstly, future studies should expand data collection beyond a single platform by including multiple social media platforms such as Facebook, Instagram, and Twitter, in addition to TikTok. Different platforms attract different user demographics and communication behaviours, which may influence how opinions are expressed. By comparing across platforms, future research can provide a more comprehensive and balanced understanding of public sentiment towards urban renewal policies.

Secondly, future research should strengthen data processing and filtering techniques to reduce the influence of online “noise.” Although manual data cleaning was conducted in this study, there is still a possibility of subjective judgement when identifying relevant comments. To improve reliability, future studies may consider using more advanced text mining tools, sentiment filtering algorithms, or clearer coding guidelines to ensure consistency in data selection and classification. This would help to improve the accuracy of sentiment analysis and reduce potential bias in interpretation.

Lastly, it is recommended that future studies adopt a mixed-methods approach by combining qualitative content analysis with quantitative or primary data collection methods such as surveys, interviews, or focus group discussions. This would allow researchers to validate findings through triangulation and gain deeper insights into the reasoning behind public opinions. While social media data captures spontaneous expressions, additional methods can help explain the motivations, attitudes, and contextual factors behind those expressions. Overall, these improvements would enhance the robustness, credibility, and comprehensiveness of future research on public perceptions of urban renewal initiatives.

5.6 Conclusion

In conclusion, this study successfully achieved its research objectives by identifying and classifying the sentiments expressed by TikTok users, as well as examining the main ideas, concerns, and opinions related to Malaysia's Urban Renewal Plan. Through a systematic content analysis of 100 TikTok comments, five key narrative categories were identified, such as fear, resistance, responsibility, support, and sadness. These categories reflect the different ways the public responds to urban redevelopment issues, ranging from emotional reactions to more opinion-based and reflective comments. For Objective 1, the study successfully classified the sentiments expressed by TikTok users into their respective narrative categories. Each comment was carefully analysed and coded, allowing the research to capture a wide range of responses such as fear, opposition, support, concern, and sadness. The results show that public sentiment on social media is not simple or one-dimensional. Instead, many comments contain overlapping emotions and mixed viewpoints within the same discussion. For Objective 2, the findings show that public discussions are mainly centred on issues such as financial burden, relocation concerns, fairness in decision-making, uncertainty in implementation, and the responsibilities of government and developers. These concerns reflect a strong demand from the public for clearer communication, accountability, and protection of affected communities. The co-occurrence results also show that fear is closely linked with resistance, suggesting that emotional worries often lead to disagreement with the policy. At the same time, some users express conditional support, depending on how the policy is carried out in practice.

The findings provide clear insight into how people perceive and react to the Urban Renewal Plan through social media. Fear and resistance are the most dominant responses, showing that concerns about financial and social impacts are very strong among the public. At the same time, responsibility and support narratives suggest that there are still users who see potential benefits, especially if the redevelopment process is handled fairly and transparently. These patterns show that public opinion is layered and shaped by both emotions and practical concerns. This study offers useful insights for policymakers, urban planners, and other stakeholders. It shows that social media can act as a useful tool to understand public opinion in real time, especially for policies that directly affect people's lives. The findings can help improve communication strategies, address public concerns more effectively, and support better decision-making in future urban renewal initiatives.

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APPENDICES

APPENDIX I: EXAMPLE OF REVIEW CLASSIFICATION

No	Comments	Categories	
1	Ppl need the statement replacement 1 to 1 at the same location to be included in URA itself. currently this is not clear . during the work progress how the support? how about the maintenance fee, can this urban poor community afford it ... these need to be addressed	RS	-1
		RP	-2
		F	-1
2	what u are saying is just the positive side of the URA, explain the power vested in the Minsitry under this act and how dangerous it can be to the community should it be abused for political/personal gain.	RP	-1
		F	-1
3	The issue is the attitude of the residents of these old properties whom expect the gov to handout a free renovation to these properties. I believe even post URA upgrades, if the same set of residents is still maintaining their old habits....the same problem will resurface 20 years later 🤔	RP	-1
		F	-1