KEMENTERIAN PEMBANGUNAN WANITA,
KELUARGA DAN MASYARAKAT

# LAPORAN HARIAN PEMANTAUAN MEDIA KPWKM

**6 Ogos 2026**



# LAPORAN HARIAN PEMANTAUAN MEDIA KPWKM

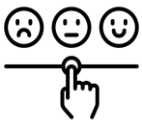


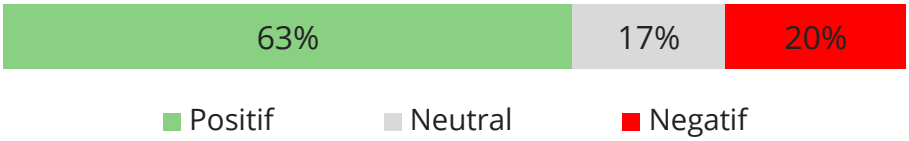
## MEDIA ARUS PERDANA

**JUMLAH SEBUTAN**
**100**

**JUMLAH NILAI PR**
**RM1,419,226**

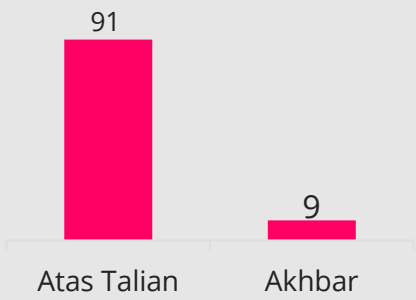
### Pecahan Sentimen



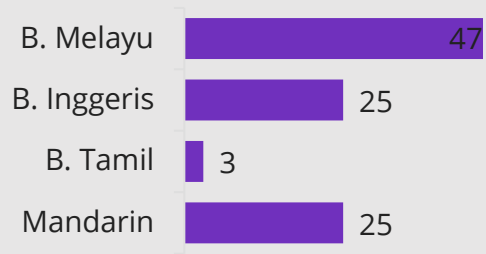



** Penafian: Data agensi dijana secara automatik daripada sistem.*

### Pecahan Media Arus Perdana Mengikut Jenis




### Pecahan Media Arus Perdana Mengikut Bahasa




| AGENSI | JUMLAH SEBUTAN | JUMLAH NILAI PR |
|---|---|---|
| KPWKM | 52 | 669,189 |
| JKM | 39 | 668,437 |
| LPPKN | 1 | 19,200 |
| JPW | 0 | 0 |
| TAGS | 1 | 15,000 |
| ISM | 3 | 9,000 |
| YKN | 0 | 0 |
| LKM | 4 | 38,400 |

# LAPORAN HARIAN PEMANTAUAN MEDIA KPWKM

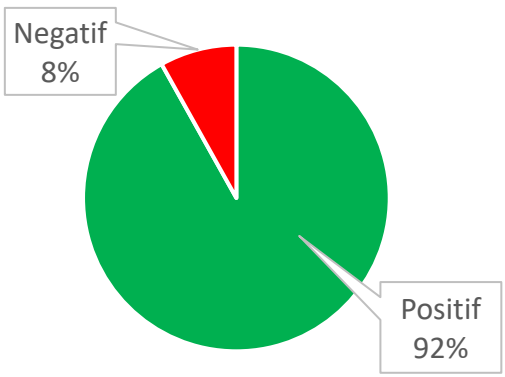


## MEDIA SOSIAL

### JUMLAH SEBUTAN
**274**

### *ENGAGEMENT*
**2227**

### SENTIMEN

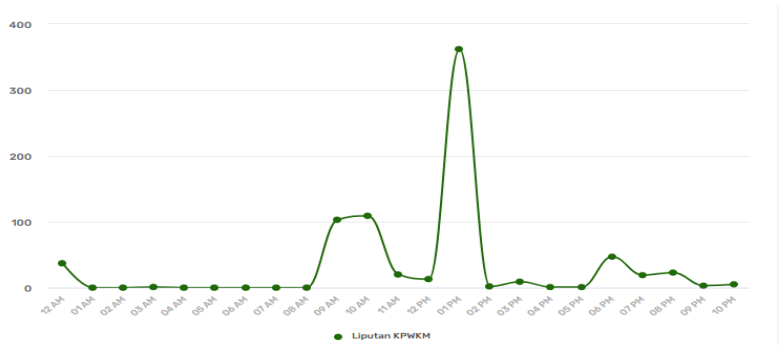



### SALURAN MEDIA SOSIAL




** Penafian: Data agensi dijana secara automatik daripada sistem.*

### GARIS MASA

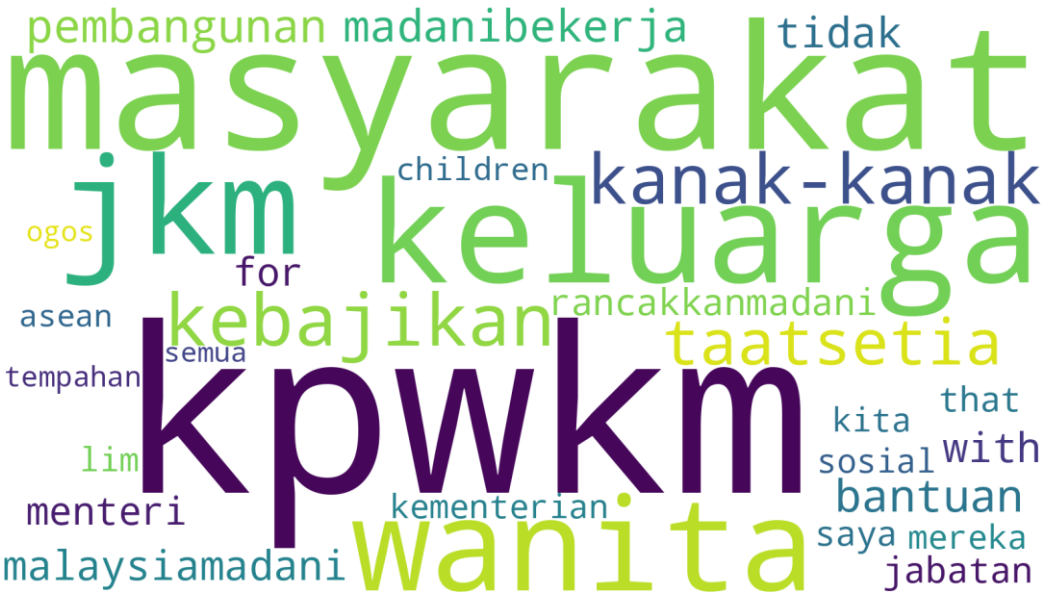



### JUMLAH *ENGAGEMENT*

| Agensi | Forum | Facebook | Instagram | TikTok | Twitter | YouTube |
|---|---|---|---|---|---|---|
| KPWKM | 0 | 298 | 38 | 0 | 16 | 0 |
| JKM | 0 | 122 | 0 | 0 | 23 | 0 |
| LPPKN | 0 | 6 | 0 | 0 | 0 | 0 |
| JPW | 0 | 8 | 0 | 0 | 0 | 0 |
| TAGS | 0 | 0 | 0 | 0 | 0 | 0 |
| ISM | 0 | 383 | 239 | 0 | 715 | 9 |
| YKN | 0 | 1 | 0 | 0 | 0 | 0 |
| LKM | 0 | 0 | 369 | 0 | 0 | 0 |



## *WORD CLOUD*
## (MEDIA ARUS PERDANA & MEDIA SOSIAL)



# LAPORAN HARIAN PEMANTAUAN MEDIA KPWKM



## 3 TOPIK UTAMA

Ringkasan Berita (1) :

- KPWKM menegaskan semua urusan perolehan kementerian hanya dilaksanakan melalui Sistem ePerolehan dan tidak pernah meminta pembekal membuat sebarang bayaran bagi mendapatkan kontrak atau mengesahkan tempahan.
- KPWKM menggesa pembekal supaya menyemak kesahihan pesanan kerajaan melalui saluran rasmi serta segera melaporkan sebarang cubaan penipuan yang menggunakan nama kementerian kepada pihak berkuasa.
- Media : **Harian Metro**

URL : KPWKM beri amaran penipuan guna nama kementerian

Ringkasan Berita (2) :

- Women, Family and Community Development Minister Datuk Seri Nancy Shukri said KPWKM will support Malaysia's efforts to advance the silver economy** through the Silver Economy Forum 2026 (SEF26), promoting healthy ageing as a driver of inclusive and sustainable economic growth.
- Nancy said SEF26 complements the Malaysia Care Strategic Framework and Action Plan 2026–2030, with KPWKM committed to positioning Malaysia as a regional model for healthy ageing by strengthening long-term care, workforce participation and innovation.
- Media : **The Star**

URL : Exploring the silver economy's potential

Ringkasan Berita (3) :

- Women, Family and Community Development Minister Datuk Seri Nancy Shukri urged parents to safeguard their own and their children's privacy by avoiding excessive sharing of photos and personal information online, warning that such content could be exploited by ill-intentioned individuals.
- Nancy stressed that protecting children's online privacy is an important step in preventing potential exploitation and ensuring their safety in the digital environment.
- Media: 光华日报 **Kwong Wah Yit Poh**

URL : Minister Urges Parents to Stop "Sharenting" as Oversharing Children's Photos Poses Risks

**1**



KPWKM beri amaran penipuan guna nama kementerian

Putrajaya: Kementerian Pembangunan Wanita, Keluarga dan Masyarakat (KPWKM) mengingatkan semua urusan perolehan kementerian hanya dilaksanakan melalui Sistem ePerolehan dan tidak pernah meminta pembekal membuat sebarang bayaran bagi mendapatkan kontrak atau mengesahkan tempahan.

Tindakan tegas kementerian ini diambil selepas pihak berkuasa menerima beberapa laporan berhubung penipuan yang menggunakan nama kementerian itu.

Sehubungan itu, KPWKM menyeru semua pihak supaya lebih berhati-hati dan tidak mudah terpedaya dengan taktik penipu yang menggunakan nama kementerian.

**2**



Exploring the silver economy's potential

Malaysia eyes growth through healthy ageing

Don't miss out tomorrow!

"We are committed to making Malaysia a model for healthy ageing across Asean and beyond."

**3**



KEMENTERIAN PEMBANGUNAN WANITA,
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# TERIMA KASIH