



**JURNAL PEMBANGUNAN SOSIAL**

<https://e-journal.uum.edu.my/index.php/jps>

How to cite this article:

Nasir, M. A., & Tahrir Adli, A. H. (2023). The relationship between family communication pattern and youth self-concept in rural Malaysia. *Jurnal Pembangunan Sosial*, 26, 49-69. <https://doi.org/10.32890/jps2023.26.3>

**THE RELATIONSHIP BETWEEN FAMILY  
COMMUNICATION PATTERN AND YOUTH SELF-  
CONCEPT IN RURAL MALAYSIA**

**<sup>1</sup>Mohd Azrin Mohd Nasir & <sup>2</sup>Ansarul Haq Tahrir Adli**

<sup>1</sup>School of Applied Psychology, Social Work and Policy,  
Universiti Utara Malaysia, Malaysia

<sup>2</sup>Bahagian Kaunseling UPM, Universiti Putra Malaysia, Malaysia

<sup>1</sup>*Corresponding author:* [mohdazrin@uum.edu.my](mailto:mohdazrin@uum.edu.my)

Received: 09/4/2023   Revised: 4/7/2023   Accepted: 23/7/2023   Published: 31/7/2023

**ABSTRACT**

This study aimed to investigate the relationship between family communication patterns and self-concept among youth in rural areas. The sample consisted of 315 participants (150 boys and 165 girls), selected using a simple random sampling technique. The Revised Family Communication Pattern (RFCP) Survey, which has two dimensions - conversational orientation and conformity orientation, was used to measure the relationship between the variables. The Tennessee Self-Concept Scale, which has six dimensions - social, moral, family, ethical, physical, and personal - was also used. Demographic factors such as gender, race, education, and religious affiliation were measured. The results showed significant relationships between family communication patterns for conversational orientation and physical, ethical, personal, family, and social self-concept, with

the exception of moral self-concept, which showed medium levels. Additionally, there were significant relationships between conformity orientation and moral and ethical self-concept, and weak relationships with physical, family, and social self-concept. These findings reaffirm the importance of family communication patterns in shaping the self-concept of youth in rural areas.

**Keywords:** Family, communication, self-concept, relationships, rural area.

## INTRODUCTION

The family unit is an essential social institution that provides individuals with socialization, emotional support, and a sense of identity (Brown, 2017). Effective communication between parents and children is a critical component of a healthy family dynamic. Family communication patterns have been found to play a significant role in shaping children's self-concept, which in turn influences their behavior and well-being in society. The functionality of a family is closely related to how communication patterns occur in a family, and research has shown that the weakness of family institutions can contribute to the failure of other institutions in society (Johnson, 2018). The family unit and effective communication within it are fundamental to individuals' socialization, emotional well-being, and identity formation. By fostering open and supportive communication patterns, families create a nurturing environment that promotes resilience, cultural heritage, conflict resolution skills, and a sense of security. The family unit serves as a cornerstone of society, and strong family communication patterns are essential for the overall health and success of individuals and the broader community.

The aim of this study is to investigate the relationship between family communication patterns and self-concept among youth in rural areas. Specifically, this study examines two forms of family communication patterns - conversational orientation and conformity orientation - and their impact on six dimensions of self-concept: social, moral, family, ethical, physical, and personal. Studying family communication and youth self-concept in rural areas is important for several reasons. First, rural areas often have a distinct culture and social structure that differs from urban areas (Gebre & Gebremedhin, 2019). This unique context

can influence family communication patterns and the development of youth self-concept. Therefore, understanding these dynamics in rural areas can contribute to a more comprehensive understanding of how family communication and self-concept are shaped by cultural and contextual factors (Smith et al., 2019).

In addition, rural areas are often characterized by limited access to resources and services, such as mental health services (Dart & Wiggings, 2019). Therefore, studying family communication and youth self-concept in rural areas can provide insights into potential challenges and strengths that rural youth may face in their personal development. This can inform the development of interventions and programs that are tailored to the specific needs of rural youth and families. The scarcity of mental health resources in rural communities can lead to barriers in accessing necessary support and treatment for mental health issues. This can have a profound impact on the self-concept of rural youth, as they may face difficulties in addressing and managing their emotional well-being. By studying family communication and youth self-concept in rural areas, researchers can gain a deeper understanding of the challenges faced by rural youth and the specific ways in which limited access to mental health services affects their self-concept and overall well-being.

Moreover, studying family communication and youth self-concept in rural areas can shed light on the strengths and resilience that exist within these communities. Rural communities often rely on informal support networks and community connections to meet the needs of their members (Li et al., 2019). The close-knit nature of rural areas can foster a sense of belonging and mutual support among families and individuals. Understanding how these networks operate and contribute to the development of youth self-concept can help identify protective factors and promote positive outcomes for rural youth.

By uncovering the challenges and strengths in family communication and youth self-concept within rural areas, researchers and practitioners can develop targeted interventions and programs. These initiatives can address the specific needs and circumstances of rural youth and families, taking into account the unique challenges they face, such as limited access to resources and services. For example, interventions could focus on improving mental health literacy, providing telehealth services, or implementing community-based programs that enhance

family communication and support positive self-concept development (Nutbeam & Lloyd, 2021).

Furthermore, studying family communication and youth self-concept in rural areas can contribute to broader efforts aimed at reducing disparities between rural and urban areas (Leon-Moreno & Musitu-Ferrer, 2019). By understanding the unique dynamics and needs of rural communities, policymakers and stakeholders can develop strategies to enhance resource allocation and improve access to essential services, including mental health care. This can help level the playing field for rural youth, ensuring that they have equal opportunities to develop a positive self-concept and reach their full potential.

Third, research has shown that family communication and self-concept are important predictors of various outcomes, such as mental health, academic achievement, and social functioning (Liu et al., 2019). Understanding how these factors operate in rural areas can inform efforts to improve outcomes for rural youth and families. This is especially important given the significant disparities in health and well-being that exist between rural and urban populations.

As a matter of fact, studying family communication and youth self-concept in rural areas can provide important insights into the unique dynamics of rural communities, inform the development of interventions and programs, and contribute to efforts to improve outcomes for rural youth and families (Ogunlade & Adebowale, 2019). Research examining family communication and youth self-concept in rural areas has the potential to shed light on the distinctive characteristics of rural communities and their impact on the development of young individuals. Rural areas often possess distinct social, economic, and cultural contexts that differ from urban or suburban environments. These contextual factors can influence family dynamics, communication patterns, and ultimately shape the self-concept of youth growing up in rural communities.

One significant aspect to consider is the role of strong social ties and community interconnectedness in rural areas. The tight-knit nature of rural communities often fosters a sense of belonging and support among individuals. Consequently, family communication patterns within rural settings may be influenced by these close community bonds. Examining how these interactions occur and understanding

their implications for youth self-concept can help identify the factors that contribute to positive development and well-being in rural contexts.

Moreover, rural areas often face unique challenges such as limited access to resources, including healthcare, education, and extracurricular opportunities. These challenges can impact the self-concept of young individuals and their families. For instance, limited access to educational opportunities or career guidance may shape the aspirations and goals of rural youth. Understanding the specific barriers and opportunities within rural contexts is crucial for designing effective interventions and programs that can empower youth and support their self-concept development.

By studying family communication and youth self-concept in rural areas, researchers can identify the strengths and resilience present within these communities. It can help uncover the strategies and coping mechanisms employed by families to navigate the challenges they face. This knowledge can inform the development of tailored interventions and programs that take into account the unique needs and strengths of rural youth and families.

Numerous studies have found that effective communication between parents and adolescents is associated with high levels of self-confidence, increased achievement, and good mental health in adolescents (Hou et al., 2014; McElhaney et al., 2008; Steinberg, 2001). Furthermore, good communication is also linked to positive relationships between parents and adolescents. The two forms of family communication patterns - conversational orientation and conformity orientation - are essential components of the communication process in families (Dollahite & Marks, 2018). Conversation orientation occurs when the family emphasizes two-way communication, while conformity orientation refers to situations when the family emphasizes one-way communication (Koerner & Fitzpatrick, 2002).

Family communication patterns are influenced by the family's philosophy, beliefs, and views on life, and as a result, each family has its unique created communication patterns. Therefore, research on family communication patterns has become increasingly important for researchers from various fields and perspectives. This study focuses on contributing to the growing body of literature on family

communication patterns and their impact on self-concept among youth in rural areas. By examining the relationship between conversational and conformity orientation and self-concept dimensions, this study seeks to provide insights into the role of family communication patterns in shaping the self-concept of youth in rural areas. Studying family communication and youth self-concept in rural areas offers valuable insights into the dynamics of rural communities. It enables researchers to identify the specific challenges and strengths present in these contexts, design interventions that address the needs of rural youth and families, and ultimately contribute to improving outcomes for individuals growing up in rural areas. By understanding the unique factors that shape self-concept in rural settings, people can better support the positive development and well-being of rural youth and empower them to reach their full potential.

### **Problem Statement**

Teenagers play a critical role in shaping the future of a country, and their self-concept is a key component of their personality and identity. The self-concept of an individual is based on their life experiences, which are shaped by their environment and interactions with it (Leigh & Milkie, 2017). The family environment, including communication within the family, is an essential element in shaping a teenager's identity and self-concept. Positive communication in a happy and harmonious family can lead to a positive self-concept, while negative communication can result in a negative self-concept and various problems in interpersonal relationships (Lee & Kim, 2019). Negative self-concept can also lead to inappropriate behaviors and risks (Noviandari & Mursidi, 2019).

Research shows that adolescent misconduct is related to negative effects in family relationships, such as poor communication, parental severity, and low social levels (Liu et al., 2005). According to the Ministry of Education's statistical report for 2017, there were 134,108 cases of disciplinary misconduct among school youth nationwide, with school skipping being the most common problem (Harits Asyraf Hasnan, 2018). It is clear that problems among students are on the rise, highlighting the urgency of addressing the formation of students' self-concept.

There are several issues in rural areas that make it important to study the relationship between family communication patterns and youth

self-concept. One of the main issues is the lack of resources and support systems for youth in rural areas, which can lead to feelings of isolation and low self-esteem (Cauce et al., 2002). Additionally, the cultural and societal norms in rural areas may differ from those in urban areas, which can impact family communication patterns and the development of youth self-concept in rural area (Dyk, Radunovich & Sano, 2018).

Another issue in rural areas is the prevalence of poverty, which can lead to stress and family conflict (Chen & Guo, 2017). This can in turn impact family communication patterns and the development of youth self-concept. In addition, the lack of access to mental health services in rural areas can make it difficult for youth to receive the support they need to develop a positive self-concept and effective communication skills (Hassan et al., 2018).

Understanding the relationship between family communication patterns and youth self-concept in rural areas can help identify areas where support and intervention may be needed. By studying these variables, researchers can provide recommendations for improving family communication patterns and promoting positive youth development in rural areas. This can ultimately lead to better mental health outcomes, improved relationships, and increased resilience for youth and their families in rural areas

The researchers highlighted the role and importance of family communication in shaping the student's self-concept. The study draws from Baldwin's (1990) research comparing families with democratic interactions and those with strict control, which found that democratic interactions can create positive characteristics in children, such as initiative, courage, and goal orientation. In contrast, strict supervision can lead to less resilience, cowardice, and lack of initiative. The study emphasizes the importance of good communication between parents and children in shaping the student's self-concept, as well as the role of parents in providing friendly bonds, upbringing, and discipline.

However, some parents neglect the basics of educating their children, and the findings will provide a guidance and information to parents on the importance of their role in shaping the youth's self-concept. The researchers hope to create awareness among parents, especially those who are working, of their responsibilities towards their

children, emphasizing the importance of building their personality and self-concept. A close family relationship with comprehensive attention from parents can help build the youth self-concept well and comprehensively (Grolnick et al., 2014). Overall, the findings may provide the understanding about individuals with excellent personalities and high skills by emphasizing the role of family communication in shaping the self-concept of youth.

## **METHODOLOGY**

### **Procedure**

The study took place in the Northern Region of Peninsular Malaysia and involved adolescents aged between 15 and 25 years old. Participants were randomly selected using a sampling technique that ensures an unbiased representation of the population. The sample included individuals from various genders, races, and religions, and data were obtained from youth groups, institutions, and associations through their leaders in Malaysia. For example, there were from Kementerian Belia dan Sukan (KBS), Kementerian Pembangunan Luar Bandar, Kementerian Kesihatan Malaysia (KKM), Kementerian Pembangunan Wanita Keluarga dan Masyarakat (KPWK), Kementerian Pendidikan Malaysia (KPM) juga badan bukan kerajaan (NGO) seperti Majlis Belia Malaysia (MBM), Majlis Belia Felda Malaysia, Pengasih Malaysia, Pertubuhan Kebajikan Ihsan Muda, Pertubuhan Anak-Anak Melayu Malaysia, Pertubuhan Belia Warisan dan Integrasi Rakyat, Pertubuhan Belia Kerapatan Graduan Muda (KAGUM), Persatuan Kebajikan Pelajar Islam, Mental Illness Awareness and Support Association (MIASA), and Malaysia Mental Health Association (MMHA). The population was selected into several groups based on their residential areas, including suburban, rural, and areas outside the North Zone FELDA planned land town. The North Zone encompasses states such as Perak, Perlis, and Kedah.

### **Research Design**

This study used a quantitative research design because it aimed to identify the family pattern of communication and youth self-concept. The data was collected using a survey methodology, which involved distributing questionnaires to the participants. The survey



methodology was chosen because it enabled data to be gathered from a large number of respondents within a relatively short period of time. The questionnaires were used to gather information on types of family communication, which impact on youth self-concept such as personal, ethics, family, social, moral and physical. Statistical methods were used to analyse the data collected, providing insights into the factors that influence mental wellbeing among young people in the study population.

### **Instrumentation**

The study tool used in this study is a questionnaire, which is an effective way to obtain information from respondents. The questionnaire used in this study has three sections, which include questions related to family communication and self-concept. The section on family communication is based on the Revised Family Communication Pattern (RFCP) instrument developed by Ritchie and Fitzpatrick (1990). The RFCP instrument has 26 items, with 15 items related to conversation orientation and 11 items related to conformity orientation. The questions in this section are in the form of a Likert scale ranging from a scale of 1 “strongly disagree” to a scale of 5 for the “strongly agreeable” option. For this scale, two types of communication patterns: conversation and conformity were measured. Firstly, it is a conversation pattern, when parents listen to their children and make decisions together. They are friendly, supportive and let their children have a say in family matters. Secondly, conformity pattern defined when parents make all the rules and children must follow them. They are strict and less willing to cooperate.

The section on self-concept is a modified version of the Tennessee Self-Concept Scale (TSCS) introduced by Fitts (1965). The modified version contains 62 questions divided into six dimensions. The reliability value of the modified TSCS questionnaire used in this study is 0.8657, based on a previous study by Nurul Ezzati (2008), and 0.744, based on a previous study by Hamsiah Yangkok (2010). Six Dimension are (i) Personal: This dimension refers to an individual's sense of self-worth and personal identity. It reflects how a person feels about themselves as a unique individual with their own strengths and weaknesses. (ii) Family: This dimension reflects an individual's sense of belongingness within their family unit. It includes feelings of acceptance, love, and support from family members, (iii) Social:

This dimension measures an individual's sense of belongingness in society and their relationships with others. It includes aspects such as social skills, confidence in social situations, and feelings of acceptance by peers. (iv) Ethics: This dimension measures an individual's values and beliefs about right and wrong. It reflects their sense of moral responsibility and their adherence to ethical principles. (v) Moral: This dimension reflects an individual's sense of integrity and their ability to make moral judgments. It includes their ability to differentiate between right and wrong and their willingness to act accordingly. (vi) Physical: This dimension refers to an individual's physical self-concept, including their feelings about their body image and physical abilities. It reflects their sense of physical competence and overall health. From the studies above, the scale have reported good internal consistency reliability coefficients for the overall scale, ranging from .70 to .93, indicating that the scale is a reliable measure of self-concept.

### **Data Collection and Data Analysis**

To gather data for this study, a questionnaire was utilized as the primary data collection instrument. The questionnaire included a series of items designed to assess family communication patterns and youth self-concept in rural areas. The questionnaire was designed to capture relevant dimensions of family communication, such as levels of openness, supportiveness, and conflict resolution strategies, as well as aspects of youth self-concept, such as self-esteem, self-identity, and perceived family connectedness.

In this study, the researchers took several steps to ensure the administration of the questionnaire to the selected sample in a reliable and valid manner. The mode of questionnaire administration was thoroughly described to promote transparency and replicability. Specifically, the study utilized a self-administered approach, where participants independently completed the questionnaire.

This research report was completed within a study period of 3 months. To ensure ease of future replication or comparison with other studies, the researchers deemed it essential to furnish comprehensive details concerning the data collection timeframe. This entailed specifying both the precise start and end dates of the data collection period. By providing such temporal context, other researchers can

comprehensively grasp the data's temporal context and evaluate any potential changes or trends that may have emerged during that specific duration.

Furthermore, the researchers implemented follow-up procedures as part of their strategies to encourage participation and clarify questionnaire items. The questionnaire used in this study focused on measuring family communication patterns and youth self-concept in rural areas. It is important for researchers to specify whether the questionnaire was self-administered or administered by an interviewer, as this can have an impact on the response quality and data collection process. By providing these essential details about the mode of questionnaire administration and the period of data collection, researchers enhance the transparency and rigor of their study. This facilitates future research efforts and contributes to the advancement of knowledge in the field.

In this research study, the data analysis was conducted using the Statistical Package for the Social Sciences (SPSS) software. The initial step in the data analysis process involved generating descriptive statistics. After obtaining the descriptive statistics, the researchers proceeded to examine the relationships between variables.

## **RESULTS AND DISCUSSION**

### **Sample of Characteristic**

Based on the data collection, a total of 315 participants were 150 boys (47.6 %) and 165 girls (52.4 %). In this demographic finding, there were 250 participants with the age of 15 to 18 years old (79.4%), and 35 participants (11.1%) aged in the range of 19 to 22 years. Participants aged 22 to 25 showed a relatively small number of 30 people (9.5%). Out of the total sample size, there were 291 individuals belonging to Malay (92.4%), while only 21 were Chinese (6.7%) and 3 were of Indian ethnicity (0.9%). The majority of the participants were Malay. In addition, the study data found that Muslim youth were the majority involved in the study, 291 people (92.4%), compared to Christians 14 (4.5%), Buddhists 7 (2.2%) and Hindus only 3 (0.9%). As for the level of education of the participants, the majority were still in secondary school, while the rest were SPM holders (Malaysian Certificate of

Education) which was 52 and Diploma/Matriculation and Foundation holders which was only 25. The profile information of the participants involved with the study is illustrated in the Table 1.

**Table 1**

*Sampel of Characteristic*

Characteristic	Frequency	Percentage (%)
Gender		
Boys	150	47.6
Girls	165	52.4
Age		
15-18 year old	250	79.4
19-22 year old	35	11.1
22-25 year old	30	9.5
Race		
Malay	291	92.4
Chinese	21	6.7
India	3	0.9
Religion		
Islam	291	92.4
Buddha	7	2.2
Hindu	3	0.9
Kristian	14	4.5
Level of Education		
At School	238	75.6
National Certificate (SPM)	52	16.5
Diploma/ Matriculation	25	7.9

**Family Communication Patterns and Youth Self-Concept**

The results of this study indicate that youth are more likely to use conversational orientation in family communication than conformity orientation. The mean value of conversation orientation was found to be higher at 49.52 compared to the mean value of conformity orientation, which was 33.94. These findings suggest that communication patterns in families play a significant role in shaping youth's communication styles and preferences.

In terms of self-concept levels based on six domains, the results show that social self-concept had the highest mean value of 31.68,

indicating that youth have a strong sense of identity and confidence in their social skills. Moral attributes were ranked second with a mean value of 15.08, indicating that youth place a high value on morality and ethical values. Family self-control had a mean value of 5.55, while ethical and moral self-concept had a mean value of 5.26. Physical self-concept had the second lowest mean value of 4.55, while personal self-concept had the lowest mean value of 4.49.

Overall, these results suggest that communication patterns used in families have a significant impact on the way youth socialize and develop their personalities. Specifically, the study found that youth who experience more conversational orientation in family communication tend to have a stronger sense of self in terms of social and moral domains. These findings highlight the importance of promoting open communication and encouraging youth to express their thoughts and feelings in family discussions to foster positive self-concept and social skills.

### **The Correlation of Family Communication Pattern with Youth Self-Concept (Each Dimension)**

The bivariate correlation between the RFCP and the TSCS scale scores was illustrated in Table 2. All sub-scales were mostly significant correlations (90% of the possible pairs) between the scales of both instruments. Based on the  $r$  values, this study indicated that confirmatory orientation in the family pattern dimension shows the highest significant correlation with Moral,  $r(315)=0.88$ ,  $p<0.01$ , followed by Ethics,  $r(315)=0.77$ ,  $p<0.05$  and Family  $r(315)=0.77$ ,  $p<0.05$  of the subscale of the TSCS. Interestingly, the Conversation Orientation Subscale of RFCP was correlated significantly with some TSCS Subscale; Physical  $r(315)=0.87$ ,  $p<0.05$ , Personal  $r(315)=0.81$ ,  $p<0.05$  and Social  $r(383)=0.79$ ,  $P<0.05$ . On the other hand, Moral was the only subscale that showed a significant relationship with both family communication pattern, conformity and conversation orientations. The result also revealed that Conformity Orientation has a moderate relationship with some TSCS sub-scale; Physical, Personal and Social Subscales, while Conversation Orientation has a moderate power to link with ethical and family of the youth self-concept. Overall, the total score showed that there was a highly significant relationship between family communication patterns of conversation orientation and youth self-concept measured by TSCS.

**Table 2**

*The Revised Family Communication Pattern (RFCP) related to the scores of the Tennessee Self-Concept Scale (TSCS)*

	TSCS	Physical	Ethical	Personal	Family	Social	Moral	Overall score
RFCP								
Overall Score		.70	.79*	.65	.77	.69	.85*	.86**
Conformity Orientation		.45	.67*	.43	.77*	.38	.88**	.77
Conversation Orientation		.87*	.55	.81*	.40	.79*	.81*	.74

\*\*p<.01, 2-tailed, \*p<.05, 2-tailed.

The results of this study have important implications for families living in rural areas. In these communities, family communication patterns may play an even more crucial role in shaping the self-concept of young people due to the limited exposure they have to outside influences. Therefore, parents and caregivers should be aware of the impact their communication style has on their child's self-concept and make an effort to foster positive and open communication. The findings of the study hold significant implications for families residing in rural areas. In these communities, young people may have limited exposure to diverse social environments and external influences compared to their urban counterparts. As a result, family communication patterns assume even greater importance in shaping their self-concept. The family unit serves as a primary source of socialization, support, and identity development for rural youth.

Given the potential impact of family communication on self-concept in rural areas, parents and caregivers should be mindful of their communication style and its effects on their child's development. Creating a positive and open communication environment within the family can foster healthy self-concept and overall well-being in young individuals. It involves actively listening to children's thoughts and feelings, validating their experiences, and providing guidance and support. Parents and caregivers in rural areas should be aware of the power of their words and actions in shaping their child's self-concept. Negative communication patterns, such as criticism, belittlement, or lack of emotional support, can have detrimental effects on a young person's self-esteem and self-perception. Conversely, positive and

affirming communication can enhance their self-worth, confidence, and resilience.

It is also worth noting that the effects of family communication patterns on youth self-concept may vary depending on the cultural context. Cultural factors, such as individualistic or collectivistic orientations, can influence the significance and impact of family communication in shaping self-concept. For instance, in collectivistic cultures, where the emphasis is on group harmony and interdependence, family communication patterns may have a more profound influence on a young person's self-concept than in individualistic cultures (Chen & French, 2008). The cultural values and norms surrounding family interactions and intergenerational dynamics can shape the way young individuals perceive themselves within the broader social context. Therefore, when considering the relationship between family communication patterns and youth self-concept, it is essential to take into account the cultural factors that shape communication practices and values within a specific cultural group. Understanding these cultural nuances provides a more comprehensive perspective on how family communication influences self-concept development in youth from diverse cultural backgrounds.

In addition to moral and ethical domains, family communication patterns may also influence other aspects of youth self-concept, such as academic self-concept and self-esteem. For example, if parents provide positive feedback and encouragement during academic pursuits, it may enhance a child's academic self-concept and overall self-esteem (Shin & Ryan, 2022). On the other hand, overly critical or negative feedback may have the opposite effect. It is also worth mentioning that effective communication is not just about the content of the message but also about the quality of the communication process (Santos et al., 2020). For example, the way in which parents communicate with their children, such as using an open and non-judgmental approach, can have a significant impact on the child's self-concept (Pavela Goggins et al., 2022).

Therefore, parents should be mindful of how they communicate with their children and make an effort to improve their communication skills if necessary. Finally, it is important to note that family communication patterns are not the only factors that contribute to youth self-concept. Other factors, such as peer relationships, school experiences, and

personal interests, also play a role (Bhanot et al., 2021). However, the findings of this study suggest that family communication patterns are an essential factor that should not be overlooked in promoting healthy self-concept in young people. Given the importance of family communication in shaping youth self-concept, parents in rural areas should be mindful of how they communicate with their children. Effective communication involves actively listening to children, expressing empathy, and providing support and guidance. It is crucial for parents to create an open and non-judgmental environment where children feel comfortable expressing their thoughts and emotions. By fostering positive communication within the family, parents can help strengthen their children's self-concept and overall well-being.

In some cases, parents may need to improve their communication skills to better support their children's self-concept development. This can involve seeking resources such as parenting workshops, counseling, or online resources that provide guidance on effective communication strategies. By investing in their own communication skills, parents can enhance their ability to connect with their children, understand their needs, and provide the necessary support for their self-concept development.

It is important to acknowledge that family communication patterns are not the sole determinants of youth self-concept. Other factors, such as peer relationships, school experiences, and personal interests, also contribute significantly to the formation of self-concept in young individuals. Peer relationships, for instance, provide opportunities for social comparison, identity exploration, and the development of a sense of belonging. School experiences, including academic achievements and extracurricular involvement, can also influence how young people perceive themselves. Personal interests and hobbies allow individuals to develop a sense of competence and identity outside of their family environment (Sritanyarat et al., 2023).

Nevertheless, the findings of studies focusing on family communication and youth self-concept highlight the importance of family dynamics in shaping a young person's self-perception. The family serves as the primary socializing agent during childhood and adolescence, influencing beliefs, values, and self-concept. Therefore, family communication patterns should not be overlooked when considering interventions and strategies to promote healthy self-concept in young people.



In conclusion, while family communication patterns are not the sole factors influencing youth self-concept, they play a crucial role in shaping how young individuals perceive themselves. Parents in rural areas should prioritize effective communication strategies that create a supportive and open environment for their children. Investing in improving communication skills can enhance parents' ability to connect with their children and support their self-concept development. By recognizing the significance of family communication patterns and addressing them within interventions and programs, we can promote healthy self-concept and overall well-being in young people growing up in rural areas.

## **CONCLUSION**

In conclusion, this study highlights the significant relationship between family communication patterns and youth self-concept, particularly in rural areas where outside influences may be limited. It emphasizes the importance of positive and open communication styles and the potential impact of cultural factors on youth self-concept. Additionally, effective communication is not just about the message content but also about the communication process, which can have a significant impact on a child's self-concept. Parents and caregivers should be aware of their communication style and make an effort to improve it, if necessary, as family communication patterns are an essential factor in promoting healthy self-concept in young people, although other factors should also be taken into account. The positive and significant relationship between family communication patterns and self-concept among secondary school youth in rural area found in this study has important implications for Malaysian culture, where collectivistic values and close family ties are highly emphasized. The study highlights that individuals who practice family communication patterns, whether conversation-oriented or conformity-oriented, are likely to contribute to a high self-concept, whether positive or negative. This emphasizes the importance of positive and open communication styles in the family unit in rural area, where family members often spend a lot of time together. Therefore, parents and caregivers should be aware of the impact their communication style has on their child's self-concept and make an effort to foster positive and open communication, particularly in a collectivistic culture such as Malaysia. The study also reinforces the idea that an individual's self-concept will be influenced by their communication with others in their

environment, highlighting the crucial role that family communication patterns play in shaping the self-concept of young people in Malaysia.

## ACKNOWLEDGMENT

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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