



**MAJLIS PERBANDARAN AMPANG JAYA**  
**BAHAGIAN PERHUBUNGAN AWAM DAN SEKRETARIAT**  
MENARA MPAJ, JALAN PANDAN UTAMA,  
PANDAN INDAH, SELANGOR,  
55100 KUALA LUMPUR

**KERATAN AKHBAR**  
**19 DISEMBER 2019 (KHAMIS)**

**AKHBAR**

**MUKA SURAT**

**Sinar Harian**

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**New Straits Times**

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Akhbar	<b>Sinar Harian</b>
Tajuk Berita	DBKL Arah Tarik Balik Iklan Promosi
Muka Surat	1

**KHAMIS | 19 DISEMBER 2019 | 22 RABIULAKHIR 1441H | BIL: 4841 | PP11200/02/2013 (031412) [sinarharian.com.my](http://sinarharian.com.my) [SinarOnline](#) [Sina](#)**

*SH 19/12/19 ms 1.*

- Dewan Bandaraya Kuala Lumpur (DBKL) mengarahkan paparan iklan Sugarbook, sebuah aplikasi mencari jodoh atas talian, ditarik balik serta-merta
- DBKL menegaskan, iklan LED aplikasi itu pada papan iklan di Bukit Kiara dan Bangsar tidak pernah mendapat kelulusan PBT itu mahupun Yayasan Wilayah Persekutuan (YWP) yang merupakan pemilik papan iklan tersebut

**3**

**DBKL ARAH  
TARIK BALIK  
IKLAN PROMOSI  
GEJALA DIRAGUI**



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# Iklan Sugarbook ditarik serta-merta

SINAR HARIAN 19/12/19 MS 3

**DBKL menegaskan iklan tersebut tidak mendapat kebenaran pihaknya**

NORAFIZA JAAFAR

KUALA LUMPUR

**D**ewan Bandaraya Kuala Lumpur (DBKL) telah mengarahkan struktur papan iklan luar LED Sugarbook di Bangsar dan Bukit Kiara ditarik serta-merta.

Unit Media Jabatan Perancangan Korporat DBKL dalam satu kenyataan semalam memaklumkan, paparan iklan tersebut



**Kenyataan media oleh DBKL susulan paparan iklan Sugarbook yang tular sejak semalam.**

tidak mendapat kebenaran daripada pihak DBKL dan Yayasan Wilayah Persekutuan (YWP).

Menurutnya, pihak operator telah dimaklumkan kandungan



**Papan iklan Sugarbook yang dikesan dipasang di Bangsar dan Bukit Kiara.**

iklan itu bersifat sensitif dan melanggar norma masyarakat Malaysia serta perlu ditarik segera.

"Semalam (kelmarin) DBKL telah menerima aduan yang ditu-

larkan di media sosial berkenaan paparan iklan LED berkenaan yang sensitif dan berunsur lucah.

"Hasil siasatan DBKL mendapati pelesen struktur iklan merupakan milik YWP yang telah melantik Out of Home sebagai operator," memetik kenyataan yang dikeluarkan semalam.

YWP dalam kenyataan berasingan berkata, pihaknya telah menghubungi syarikat operator berkenaan agar iklan tersebut diturunkan segera.

"Pada jam 9.45 malam (kelmarin), berdasarkan pemeriksaan oleh YWP di lokasi-lokasi yang berkenaan, mendapati paparan visual tersebut telah dihentikan dan diturunkan sebagaimana arahan yang dikeluarkan.

"YWP juga telah mengambil tindakan memanggil syarikat ope-

erator tersebut dan memberi notis amaran serta surat tunjuk sebab kepada pihak syarikat pada 18 Disember 2019," kata kenyataan itu.

Terdahulu, pemilik akaun Persatuan Pengguna Cyber Malaysia pada status Facebooknya mendedahkan aplikasi Sugarbook adalah merupakan aplikasi perkhidmatan pelacuran.

"Untuk makluman pengguna siber, aplikasi itu merupakan laman sosial khusus bagi golongan wanita yang ingin mendapatkan *sugar daddy* untuk tujuan seksual dan implikasi apps (aplikasi) ini sangat buruk buat masyarakat.

"Buat golongan isteri yang mempunyai suami dengan status kewangan yang tinggi, mungkin anda boleh cuba melihat aplikasi ini dalam telefon pintar suami anda," tulisnya.



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ONLINE DATING NST 19/12/19 ms 11

# CITY HALL: REMOVE SUGARBOOK LED ADS

**Content of billboard advertisements not approved by authorities**

AMIN RIDZUAN ISHAK  
 KUALA LUMPUR  
 news@nst.com.my

**L**ED billboard advertisements bearing the words "Hey Sugar, upgrade your love life", which belong to online dating company Sugarbook, are to be immediately removed.

Kuala Lumpur City Hall (DBKL) corporate planning department's media unit, in a statement, said investigations found that the licence for the advertisement structure was held by the Federal Territories Foundation (YWP), which appointed an outdoor advertising company as the operator.

The Sugarbook advertisements were put up in Bangsar and Bukit Kiara.

"The content of the advertisements as displayed on the LED advertisement structure did not get the approval of DBKL and YWP.

"The operator of the LED (billboard) has been notified of the sensitivity of the content with regard to the norms of Malaysian society, and has been told to remove it from the LED display immediately.

"DBKL has issued a directive to YWP and the advertising company to retract the advertisements at these two locations," the statement read.

Photos of the billboard advertisements went viral, with many voicing concerns about Sugarbook's business.

On its website, Sugarbook uses the tagline "where romance meets finance" and describes itself as a "social networking platform that helps build beneficial relationships with our society's elite".

"Unlike other dating websites, we understand that privacy is of the utmost importance therefore, we strive to provide a community for honest and transparent relationships," Sugarbook founder and CEO Darren Chan was quoted as saying on the website.

**PROVIDING A CHOICE**

**'Sugarbook built to empower women'**

**KUALA LUMPUR:** Founder and CEO of Sugarbook Darren Chan believes that calls for the app to be banned in Malaysia is unfair.

He addressed the billboard controversy through a Facebook post, and said the app was created to provide a dating platform for women to choose what they want from an ideal relationship without being judged.

"We hope you understand that we built Sugarbook to empower women by giving them a dating platform to choose freely what they want in an ideal relationship, without being scrutinised.

"Women's empowerment is about elevating women by increasing the capacity for them to be able to choose freely. The keyword here is "choice" and Sugarbook is about providing our people that precise choice," he said.

Chan maintained that sugar babies were not illegal sex workers.

"They do not trade their bodies for monetary value.

"They are real people from all walks of life — struggling single mothers, housewives, widows, and divorcees.

"While we believe the public's intentions are good, it would be unjust to have us banned.

"Ultimately, we fear that this demand would undermine the freedom and liberty of the Malaysian people," he said.

*One of Sugarbook's controversial billboard advertisements. PIC FROM SOCIAL MEDIA*