

ABSTRACT BOOK

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**THE 8TH
INTERNATIONAL CONFERENCE IN SOCIAL
SCIENCES AND HUMANITIES**

16 & 17 MAY 2023

**‘SOCIAL
SCIENCES AND
HUMANITIES
DURING
CRISIS:
LESSONS FROM
THE PAST AND
PATHS FOR
THE FUTURE’**



ORGANIZED BY

**FACULTY OF SOCIAL SCIENCES AND HUMANITIES
UNIVERSITI KEBANGSAAN MALAYSIA**

ABOUT THE CONFERENCE

The 8th International Conference on Social Sciences and Humanities (ICOSH 2023) is organised to provide an international platform for the presentation of current research on Social Sciences and Humanities.

The theme of ICOSH 2023 is ‘Social Sciences and Humanities During Crisis: Lessons from the Past and Paths for the Future.’ The world has changed and is facing multiple challenges. After about two years of the COVID-19 pandemic, the world is coping with the health, societal, and economic consequences. Additionally, many countries are now facing the greatest risks from climate change, disasters, and geopolitical disruptions. Today, we must learn and develop new ways, or coping strategies, to endure current and future challenges.

ICOSH 2023 is keen to create a platform for scholars, academics, practitioners, professionals, and students to discuss these challenges. ICOSH 2023 received abstracts from a wide variety of interdisciplinary, empirical and theoretical perspectives, and submissions are organised into the specific themes. This provides discussion of critical issues that affect our society, economy, and environment that are complex and multifaceted, and require a collaborative and interdisciplinary approach to find effective solutions

Through the presentations, panel discussions, and networking opportunities, attendees will have the chance to gain new knowledge and insights, and to build relationships with like-minded individuals. ICOSH 2023 will facilitate the exchange of ideas and best practices, and will provide a forum for attendees to share their research, experiences, and challenges.

The importance of this conference is underscored by the fact that the issues we will be exploring have significant implications for our present and future. By bringing together experts from various fields, we can better understand these issues and develop strategies to address them.

THE SUB-THEMES

INTERNATIONAL RELATIONS AND SECURITY

DEVELOPMENT AND ENVIRONMENT

PSCYHOLOGY AND HUMAN DEVELOPMENT

MEDIA AND COMMUNICATION

HISTORY, POLITICS AND LAW

ART, CULTURE, LANGUAGE AND LINGUISTICS

PHILOSOPHY, RELIGION AND ETHICS

SOCIOLOGY AND ANTHROPOLOGY

E-COMMUNITY AND ICT

SOCIAL WORK AND SOCIAL POLICY

A FOREWORD FROM THE DIRECTOR

Greetings, esteemed colleagues and distinguished guests. It is my great pleasure to introduce the abstract book for the 8th International Conference on Social Sciences and Humanities 2023. We have strived to cover the conference themes of International Relations and Security, Development and Environment, Psychology and Human Development, Media and Communication, History, Politics and Law, Art, Culture, Language and Linguistics, Philosophy, Religion and Ethics, Sociology and Anthropology, E-Community and ICT, Economy, Management and Business, and Social Work and Policy as best as possible in this book.

The quality of the abstracts submitted to the conference was exceptional, and it is a testament to the dedication and expertise of the scholars and researchers who contributed. The abstracts reflect a deep understanding of the complex issues facing our world today, and a commitment to finding innovative solutions to these challenges.

As you read through the abstracts in this book, I encourage you to engage with the ideas presented, ask questions, and consider how they might inform your own research and practice. The abstracts offer a glimpse into the cutting-edge research being conducted in the social sciences and humanities, and I am confident that they will inspire and challenge you.

I would like to extend my sincere thanks to all the scholars and researchers who contributed to this book, as well as to the hard-working conference organizers who made this event possible. I hope that this book will serve as a valuable resource for all those interested in the social sciences and humanities, and that it will contribute to the ongoing dialogue and collaboration in these fields.

Once again, welcome to ICOSH-UKM2023, and I wish you all a productive and enjoyable experience.

Sincerely,

Assoc. Prof. Dr. Afendi Hamat

DAY 1 – 16 MAY 2023

PARALLEL SESSION 1A

MEMAHAMI RUMUS BAHARU BAHASA MELAYU MELALUI BAHASA TULISAN DI MEDIA SOSIAL

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Kertas ini bertujuan untuk membincangkan bahasa tulisan yang digunakan dalam perbualan di media sosial. Apabila bercakap mengenai tulisan, kita akan membayangkan tentang buku, surat khabar, majalah dan artikel akademik. Bahasa bertulis juga dikatakan sebagai amat mementingkan struktur dan terancang. Kini, dalam kalangan masyarakat kini, internet dan peranti mudah alih telah mewujudkan suatu ledakan dalam penulisan yang menjadi bahagian penting dalam perbualan kita. Tulisan yang dahulunya dianggap sebagai bentuk formal namun kini telah muncul versi yang tidak formal bagi bahasa tulisan. Kita menulis sepanjang masa sekarang, dan kebanyakan daripada apa yang kita tulis adalah tidak formal: teks dan sembang dan hantaran mesej adalah pantas dan perbualan dalam bentuk tulisan ini, tidak disunting oleh editor. Justeru untuk melihat versi bahasa tulisan di media sosial, kajian ini akan menggunakan *Teknik Web Scrapping* iaitu berasaskan penyedutan data di laman media sosial tertentu. Dalam konteks kajian ini laman media sosial yang dipilih ialah *Twitter*. Kajian ini cuba meneliti bentuk-bentuk bahasa tulisan internet yang muncul sehingga menjadi trend dalam komuniti media sosial.

Kata kunci: *Tulisan, media sosial, bahasa, Internet, trend.*

MAKAN TAHUN MASYARAKAT KADAYAN DI LIMBANG, SARAWAK

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Makan Tahun atau kenduri kesyukuran adalah satu tradisi amalan tahunan kaum Kadayan di Limbang, Sarawak. Walaupun ia adalah sebuah amalan bersifat ritual, kaum lain turut terlibat dalam penganjurannya. Sehubungan itu, makalah ini bertujuan meneliti penganjuran acara Makan Tahun dan peranan yang dimainkan oleh masyarakat Kedayan dan bukan Kedayan dalam proses penganjurannya. Bagi tujuan tersebut, penganjuran Makan Tahun pada tahun 2018 dan 2022 dipilih sebagai kajian kes. Rekabentuk kajian fundamental dirangka dengan mengaplikasi kaedah kualitatif untuk mencapai objektif kajian ini. Informen kajian ini terdiri daripada ahli jawatankuasa tertinggi penganjuran program Makan Tahun pada tahun 2018 dan 2022. Informen terdiri daripada ketua-ketua kaum dan ketua-ketua kampung di Limbang. Konsep mode produksi dan 'the nest' yang dikemukakan oleh Richard Schechener dalam 'teori persembahan' (1988) diaplikasi sebagai kerangka analisis bagi mengenalpasti peranan dan kerjasama masyarakat pelbagai kaum dalam penganjuran amalan Makan Tahun. Dapatan kajian ini adalah, keterlibatan dalam penganjuran acara

Makan Tahun merentas kaum, gender, hiraki sosial, dan usia masyarakat di Limbang. Kaum Kadayan bertindak sebagai tonggak utama penganjurnya manakala kaum-kaum lain bertindak sebagai tenaga produksi bagi menyokong kejayaan acara ini. Kaum Kadayan terlibat dalam sepanjang proses pra persembahan dan berkumpul Makan Tahun, sementara kaum-kaum lain memainkan peranan sampingan bagi menjayakan acara ini.

Kata kunci: Kadayan, makan tahun, production mode, ritual, Sarawak, the nest

MODEL KAJIAN PEMBALIKAN BAHASA MINORITI ORANG ASLI LANOH DI PERAK

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Istilah "pembalikan peralihan bahasa" (*Reversing language Shift*) dikenalkan oleh Fishman bagi memastikan bahasa minoriti yang terancam dapat memperlahankan atau membalikkan proses peralihan Bahasa yang berlaku. Namun begitu, masyarakat bahasa tersebut perlu memainkan peranan penting agar pembalikan peralihan bahasa dalam masyarakat bahasa mereka dapat dilaksanakan. Sehubungan dengan ini, masyarakat bahasa Orang Asli Lanoh di Perak menjadi tumpuan kajian untuk mengatasi masalah peralihan dan seterusnya kehilangan bahasa. Dalam hal ini, masyarakat bahasa itu sendiri mesti terlebih dahulu berusaha mengatasi halangan untuk mengintegrasikan semula bahasa minoriti ke dalam domain rumah sebagai domain yang utama iaitu dalam kalangan keluarga khususnya. Kajian ini akan mengaplikasikan tipologi "Richter Scale", yang dikenali sebagai *Fishman's GIDS (Graded Intergenerational Disruption Scale)*. Penggunaan "Richter Scale" ini dapat membantu mengenalpasti tahap peralihan dan proses pemulihan bahasa yang pastinya berguna dalam banyak situasi. Dalam hal ini kajian ini akan membina model pembalikan peralihan bahasa masyarakat Orang Asli Lanoh. Rangka kerja kajian ini mengaitkan hubungan antara bahasa dan masyarakat dalam konteks Orang Asli Lanoh, model yang dibina adalah untuk membantu masyarakat Orang Asli Lanoh memahami apa yang boleh dibuat untuk "membalikkan peralihan bahasa" yang berlaku dan menggalakkan pembangunan dan pemulihan bahasa mereka. Selain itu, diharapkan agar model yang dibina dapat dikembangkan supaya ia boleh digunakan untuk membantu usaha pemulihan bahasa dalam masyarakat bahasa minoriti yang lain.

Kata kunci: Pembalikan peralihan bahasa, Orang Asli Lanoh, *Fishman's GIDS (Graded Intergenerational Disruption Scale)*, domain keluarga, pengekaln bahasa.

PERTENTANGAN PARTI-PARTI POLITIK DALAM NOVEL MELAYU

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Kesusasteraan dan politik mempunyai hubungan yang rapat kerana kedua-duanya bertolak daripada perlakuan manusia. Apa yang berlaku dalam politik akan menyediakan bahan untuk diolah oleh pengarang dengan kreativiti, imaginasi dan wawasan mereka. Kajian ini melihat pertentangan politik antara parti-parti politik yang diolah oleh pengarang novel Melayu. Kajian ini akan menganalisis beberapa buah novel yang mengangkat persoalan politik. Antara novel-novel itu termasuklah Kawin-kawin karya Azizi Haji Abdullah, Jalur-jalur Pertentangan karya Mohd Kasim Mahmud, Nenek karya Razali Endun, Halusinasi karya Azmah Nordin, Ikarus karya S.M Zakir. Hasil penelitian mendapati novel-novel tersebut mengangkat pertentangan antara parti politik di Malaysia, khususnya pertentangan antara parti UMNO dengan PAS. Kajian turut mendapati pengarang telah mengangkat pelbagai permasalahan politik yang menyebabkan berlakunya pertentangan seperti perebutan tampuk pemerintahan, penyelewengan kuasa pemimpin, pertentangan ideologi serta pilihanraya. Pengarang turut menggambarkan kesan daripada pertentangan tersebut yang menyebabkan perpecahan institusi keluarga dan masyarakat, permusuhan, penentangan dan kekejaman. Pengarang telah menggunakan karya sastera untuk melahirkan rasa marah, bimbang dan harapan beliau terhadap politik Negara.

Kata kunci: Ideologi, masyarakat, pemimpin, pengarang, pertentangan, politik.

PARALLEL SESSION 1B

CULTURAL IDENTITY IN ENGLISH LANGUAGE LEARNING: A SYSTEMATIC REVIEW

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English is a common lingua franca across the globe and the globalization of English has affected the cultural identity of the given group. The relationship between cultural identity and English language learning has been debated by educators for many years, particularly the construction and maintenance of learners' cultural identity during the learning process. Few studies have examined the intricate and complex correlation between cultural identity and English learning, especially how these two factors interact in diverse linguistic and social situations; therefore, the purpose of this paper is to explore the current state of literature in academic journals on this topic and to provide an overview of how cultural identity and English learning interplay in different contexts. A total of 24 papers from 313 papers published from the year 2017 to 2022 in the two major databases namely the Web of Science and Scopus, were finally summarized and analyzed. Through a systematic review and

analysis with ATLAS. ti 22, it revealed that 1) the construction and variation of an individual's cultural identity could be influenced by various variables in language learning, such as learning motivation, learning investment, and learning strategies; 2) it was proved that the impact of cultural identity on English learning could be positive or negative; 3) conflicts between learners' native cultural identity and western cultural identity were critical challenges in English learning. The findings imply that both English learners and educators should have a proper attitude towards learners' cultural identity for the integration of language and culture in the process of learning.

Keywords: cultural identity; English learning; language learning; systematic review; identity research.

THE IDENTITY OF THE KELANTAN MALAY DIALECT IN PASIR MAS: A GEOLINGUISTICS ANALYSIS

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The study of geographical dialects is seen to begin to develop with the application of innovation that demands a new dimension in this study. The application of innovations that apply technological software such as Geographic Information System (GIS), began to attract the attention of local researchers to generate a map of the dissemination of dialects to improve previous dialect studies that are more conventional. Therefore, this paper will discuss the geolinguistic approach through the lexical variants of 'baling' and 'kamu' regarding the integrity of community identity in Pasir Mas in speaking the Malay dialect of Kelantan. A field study in ten villages in Pasir Mas has carried out to obtain research data using questionnaires, interviews and recordings. The data that has been obtained, filtered and transcribed is then entered into ArcGIS software for analysis. The results of the study found as many as five variants for the lexical /baling/ and as many as four variants for the lexical 'kamu'. The variants of these two lexical items have the characteristics of the Kelantan Malay dialect which is still intact and clearly shows that the use of this dialect in Pasir Mas is still strongly used until today. The integrity of the Kelantan Malay dialect in Pasir Mas is due to strong internal influences such as aspects of belonging in the community, in addition to social aspects such as education, marriage and culture that demand the integrity of this dialect's identity. In fact, with the application of Geographic Information System (GIS) software in this study, a systematic new dialect map has been generated thus integrating innovation in the development of dialect studies, especially in Pasir Mas, Kelantan.

Keywords: Kelantan Malay dialect, dialect identity, geolinguistics, distribution of dialect, GIS.

JAPANESE IN THE SOUTH SEAS UNTIL 1930s

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This study aims to connect the research on Japanese immigrants in NANYO (the South Seas) from the end of the Meiji period to just before WW II, especially in Singapore and Malaysia. The study in the area has not been conducted in Japan for nearly 40 years since the 1980s until today. The concept of 'Long Stay' in tourism studies is applied to the research on Japanese towns in NANYO before that period. Then, the theory of 'southward expansion' is applied as the Japanese children of the early 20th century Japanese in NANYO are entering their senior years. This study also recognizes the urgency of the issue and how it needs to be addressed by Japanese in Malaysia currently. The Japanese immigrant community did not establish in Malaya and Malaysia for the last 60 years after WW II. Through this study, I would like to clarify various points such as why this gap occurred, what happened before that time, and what would have happened if the pre-war Japanese community had been established.

Keywords: Japanese immigrant; tourism studies.

THE HISTORY OF INDIAN COMMUNITY'S INVOLVEMENT IN THE ECONOMIC SECTOR AT SELANGOR (1884-1941)

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The Indian community is among the closest ethnic groups in this country and has quite an interesting history in terms of economics, socio-culture and politics. Among this, the economic aspect is felt to be very significant. Thus, their presence is related to their position as traders. The presence of the British in Malaya has changed the roles of Indians. British economic policy has intensified the entry of Indians into Malaya and they are found to be involved in various economic sectors. This era also witnessed the state of Selangor becoming an important employment opportunity hub for Indians. The main question in this paper is what are the factors that cause Indians to focus on Selangor and are they only focused in the plantation sector? Therefore, this article will discuss the involvement of the Indian community in the economic activities of the state of Selangor from 1884 to 1941. The main objective of this article will be to explain the types of economic activities that show the increased involvement of Indian labours. The writing of this article is done by referring to two sources, the primary and secondary sources. The primary sources such as the Colonial Office files, Selangor State Secretary files, Annual Report of The Labour Department whereas, the secondary sources are books, field reports and paperwork. This paper is very significant to fill the void in the history of the Indian community in Selangor from the economical aspect. The results of this writing will provide a clear picture of the role of the

Indian community according to economic activities that contribute to the development of the state of Selangor.

Keywords: Indian community, economic sector, British, Malaya.

PARALLEL SESSION 1C

GREEN NEWSPAPER-BASED BROCHURE PAPER INNOVATIONS AS A WASTE REDUCTION EFFORT AND TO SUPPORT SDGs

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Waste management in Indonesia is becoming a serious problem along with population growth which has an impact on increasing waste piles. The waste that is the problem of course comes from various types, one of which is paper waste. One of the human activities that causes the generation of paper waste is company promotion or advertising activities such as the use of brochures. Brochures are paper-based media that contain advertisements or promotional information about something. Brochure paper itself is the type of paper that quickly turns into waste. This is because the shelf life of the brochure paper itself is very short, brochure paper is usually read only once or it can be said that it is important that people already know the purpose of the contents of the brochure and then immediately throw it away after that. Based on these conditions, one of the innovations proposed by the authors to help overcome these problems is the use of the Green Newspaper concept in designing the basic materials for brochure paper production. Green Newspaper-based brochure paper innovation is a form of brochure paper that becomes a plant when placed on the ground or planted. This Green Newspaper contains plant seeds that will make it grow when planted. In fact, the ink used by the Mainichi newspaper is made from plants, so when the paper is planted, the ink acts as fertilizer. Replacing it is also very simple, namely by tearing the paper into small pieces then planting it in the ground and watering it with water. The concept of this brochure paper can help realize one of the points of the Sustainable Development Goals (SDGs), namely responsible consumption and production, where brochure paper can be used to minimize waste or waste from business processes.

Keywords: Paper Waste; Brochure Paper; Green Newspapers; SDGs

VALIDITY AND RELIABILITY OF THE RESEARCH INSTRUMENT TO MEASURE AESTHETIC VALUES INTO THE PRODUCT DESIGN SKILL FRAMEWORK BASED ON COMPUTER AIDED DESIGN COURSE MODULE

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This study explores aesthetic content and measures the framework skills in CAD modules; and aims to recommend it to the teaching of Industrial Machining Technology conducted under the TVET program. Computer-Aided Design (CAD) is an important module in the Technical and Vocational Education and Training (TVET) program especially for product design. The constructs for aesthetic values into the product design skill framework based on literature are relevant to the Product Design Requirements (PDR), Product Design Concept (PDC), Product Design Detailing (PDD) and Product Design Evaluation (PDE). Face and content validity and reliability analysis (pilot study) on research instrument were conducted. The results of the interrater analysis are $K = .629$ (95% CI, -0.02, 1.00), $p < .015$. It will show that the experts agree with the research instruments. Meanwhile, reliability analysis shows Cronbach Alpha for Product Design Requirement (PDR) .765, Product Design Concept (PDC) .880, Product Design Detailing (PDD) .733 and Product Design Evaluation (PDE) .793. Overall, the research instruments can be applied to explore and develop the framework.

Keywords: CAD, aesthetic, TVET, validity, reliability

TRANSLATING EMOTION WORDS IN MURAKAMI HARUKI'S COLORLESS TSUKURU TAZAKI FROM JAPANESE TO MALAY

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Emotion was first studied as something universal. However, eventually scholars tend to argue that emotion is cultural instead of universal. Literature shows that the concept of emotion words in Japanese have no connection with cognitive whereas for Malay the meaning of emotion is intertwined between cognitive and emotions. As shown in translation studies, cultural aspects are among the most problematic issues in doing translation. Therefore, the aim of this study is to explore how the different concept of emotion words in Japanese and Malay language affects the translation strategies. The novel Colorless Tsukuru Tazaki by Haruki Murakami was chosen because studies have shown that Murakami's novels tend to focus on feelings and emotions and the novel is the only Murakami's book that has

been translated into Malay. Emotion words are analyzed using categorization of emotion words by Johnson-Laird and Oatley (1989) and the translation strategies are analyzed using taxonomy by Pederson and Newmark (2005). Emotions in Malay are often expressed with the word *hati* and *hati* represents attitude, feeling and cognition. Hence, the findings shows that the translation of emotion words in Japanese to Malays applied the cultural substitution strategy the most with the word "hati" were seen to appear throughout the novel in target language which is Malay.

Keywords: emotion words; translation

PARALLEL SESSION 1D

THE REPRESENTATION OF WOMEN IN IRAQI PRINT MEDIA FOLLOWING THE 2003 US-LED INVASION OF IRAQ: A CRITICAL DISCOURSE ANALYSIS

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Following the US-led invasion of Iraq in 2003, the living conditions of Iraqi women have worsened on various levels, especially because of the violence which left many women unemployed, displaced and/or widowed. The situation in Iraq has brought obstacles to education among young girls thus resulting to a huge gender gap in educational achievement among the men and women in Iraq. More seriously, the participation of some Islamist parties in government has made it more difficult for women to get their full social and political rights. Despite this, the representation of Iraqi women in the media has been given little attention. Therefore, this study investigates how Iraqi women are represented in the local newspapers following the US occupation in 2003. It also examines how gender ideologies are reproduced or reflected in the news discourses of the Iraqi local newspapers regarding women. It adopts the Critical Analysis Discourse to uncover the representation and ideology behind the discourse of news regarding women. In particular, the Three-dimensional Approach of Discourse Analysis (Fairclough, 1989) as well as the Categories for Ideological Analysis (Van Dijk 2004) are selected as a theoretical framework for data analysis. The corpus of the study includes the news articles related to Iraqi women which were written in three selected newspapers, namely, Al-Sabaah, Al-Mada and Al-Zaman. The data were coded and analysed qualitatively based on the adopted theoretical framework. The findings revealed that women are marginalized in selected newspapers and that they are represented negatively as passive women. For instance, a woman is just represented as a man's sister, mother, daughter and grandmother. Women are also not valued independently for their greatness and achievement. Therefore, the present study recommends that women should be represented in the Iraqi print media as human beings other than men, and that such women have fields of their greatness and supremacy as well. Findings of the present study could be valuable for academics, government and community bodies who are concerned with the representation of women identities, roles and values in the media. This study also

helps readers to understand the cultural stereotypes of Arab women images in the Iraqi print media.

Keywords: women, Iraq, print media, US-Led invasion, discourse analysis.

REALISM IN NOVEL "LAIN ÉTA" BY MOH. AMBRI: THE AESTHETIC DISCOURSE OF A REALISTIC NOVEL IN THE DUCTH INDIES COLONIAL PERIOD

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This paper discusses the Sundanese novel *Lain Éta* by Moh. Ambri. That novel was first published during the Dutch East Indies colonial period in the early 20th century. The issue raised in this paper is the influence of Western realism on Ambri aesthetic awareness in his work. This paper aims to identify the workings of the realism concept in his work is based on aesthetic discourse under the influence of colonialism. Realism and literary aesthetics theories are used in a postcolonial approach. The roots of realism theory characterize the articulation of the will to create and control discourses of meaning, especially about historical and political potential discourse to expose grand narratives, including modernity. The aesthetic theory is used to see the operation of imaginative instruments in realist novels in articulating reality. Postcolonial studies are an approach to texts and a focus on disclosing the power practices exercised by the colonials against their colonists with various relationships within them. The method used in this paper is the explorative method. The discussion results shown that *Lain Éta* represented a social reality that is deeply rooted in the lives of middle-class natives during the Dutch East Indies colonial period in the early 20th century. The realism concept by Ambri is realized through irony as a style of his work and shown the influence of colonial hegemony over the middle-class natives.

Keywords: realism; aesthetic; Sundanese novel; colonialism

FEMININE NARRATION IN MEN'S WRITING: AN EXPLORATION OF PUTU WIJAYA'S SUBVERSIVE TEXTS

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From the perspective of *Écriture Féminine* or Feminine Writing, Putu Wijaya as a male writer can be seen as attempting to leave the patriarchal construction through his short stories and novels. By narrating social phenomena through text, men can free themselves from the confines, and even the textual patronage, of the patriarchal construction. The textual narration of women in short stories and novels can be utilized as weapons of anger by the writer. Putu Wijaya writes his ideas and experiences in fiction by merging them both into one discourse, hence creating his text as multi-meaning. He avoids speculations that would

lead him to simplistic conclusions. His views are branched out and vast, producing diversity in his texts. *Écriture Féminine*, *Feminine Writing*, *Women's Writing*, or *Feminine Writing* is a concept offered by feminists that emphasises differences between texts written in the female language and in the male language, where the male sexuality is centred in the phallus while the female is not centred in one part of her body but instead encompasses her whole. Hence, feminine writing, instead being in the form of linear texts like conventional texts, is projected in the form of non-linear text, which is fragmented. This concept will be used to analyse Putu Wijaya's short stories and novels, for he has shown capability in breaking down established barriers through.

Keywords: Feminine narration, patriarchal construction, subversive text

THE 15TH MALAYSIAN GENERAL ELECTION: SUPPORT FACTORS AND VOTING PATTERNS

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The 15th Malaysian General Election (GE), 2022 took place rather hastily but succeeded well. This GE is seen as an attempt to create a stable political atmosphere in order to produce a strong government dominated by one party. A total of 73 percent turned out to see for the first time the 18 to 20 votes being implemented and the Party Jumping Bill being implemented. As a result, no party managed to get a simple majority of 112 parliamentary seats to control Putrajaya. Finally, on the advice of the Yang DiPertuan Agong, the Unity Government had to be formed. This GE-15 also produced a variety of support factors for political parties that are competing with race-based voting patterns that are increasingly skewed. Therefore, this writing aims to support factors and voting patterns in GE-15 in Malaysia. The method used by the author is descriptive qualitative method. This study found that current issue factors and leadership are influential in determining voter support. The race-based voting pattern is also getting thicker and this plunges the country's politics towards instability with endless drama and politic conflict leading up to the next general election.

Keywords: General Election; politics; stable; government; Parliament

PARALLEL SESSION 1E

COMPARISON OF THE RHETORICAL FUNCTION OF MALAY SCIENTIFIC ABSTRACTS WITH GENERATED BY CHATGPT

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The rapidity of new digital technology has shown significant growth in the development of human civilization through the creation of Artificial Intelligence (AI). However, the evolution of AI through language model technology called Generative Pre-trained Transformer-3 (GPT-3) such as ChatGPT can challenge the integrity of academic institutions when the application is able to produce reliable text including components in scientific articles. For example, abstracts of the article that have general standard linguistic features. This study aims to compare the rhetorical functions found in both the abstracts generated by ChatGPT and the original as one of the mechanisms to validate the content of the article. This study utilised a qualitative method through content analysis on a collection of original Malay scientific abstracts with ChatGPT generations. The findings show that the abstracts generated by ChatGPT have a clear macrostructure. However, the validity and reliability of the content and information in terms of rhetorical function in the abstract generated by ChatGPT can still be disputed.

Keywords: academic writing; ChatGPT, artificial intelligence, rhetorical function

CHINA - PAKISTAN ECONOMIC CORRIDOR (CPEC): A THREAT TO INDIA'S BORDER SECURITY

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India has been averse to the Belt and Road Initiative (BRI) since its initial launch in 2013 because one of the core components of the initiative, the China-Pakistan Economic Corridor (CPEC), is perceived as violating the country's sovereignty and territorial integrity. This article discusses the geostrategic execution of the China-Pakistan Economic Corridor, which is viewed as a threat and constraint to India's security. The article further analyses the perception of the Indian government towards the forged alliance between China and Pakistan. Along these lines, this disquisition explains the knowledge of how infrastructural techno-political regimes shape the threat towards Indian security. It does so by building on an analysis of India's security strategy on China-Pakistan relations through the initiative of CPEC. The infrastructural techno-political regime of CPEC is discerned as a securitised threat by the Indian government. Infrastructure technology produced by CPEC promotes a securitised discourse of connectivity, flow, and territorial control as a cause of regional

tension, national rivalries, unnecessary competitiveness, terrorism, and sovereignty issues. Simultaneously, other political entities might view the same regime as a border security threat.

Keywords: China – Pakistan Economic Corridor (CPEC), India’s border security, economic integration, regional stability, geostrategic security.

BRITAIN WANTED TURKEY IN THE MIDDLE EAST COMMAND FOR NATO’S POLITICAL STABILIZATION, 1949-1950

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On the 4th April 1949, NATO was founded with the ultimate objective to combat the Soviet Union’s aggression. Turkey and Greece were among the early victims that suffered from the Soviet Union’s aggression, but they still were not considered appropriate NATO members. Previous scholars argue that the reason why Britain refused to have Turkey in NATO was due to their plan to include Turkey in a forthcoming Middle East Command (MEC) plan. This study however will prove otherwise. This study aims to prove that the decision to put Turkey in the MEC was not a reason but the MEC was merely used as a means to keep Turkey and its security partner, Greece, outside NATO. The method used in this study is a qualitative method that scrutinizes and analyses British primary historical resources. This study found that British Foreign Secretary Ernest Bevin used the MEC as a means to prevent Turkish and thus Greek membership of NATO, while tensions between these countries over Cyprus were the underlying cause of both exclusions from NATO. In Bevin’s justification, the ill relationship between Turkey and Greece because of Cyprus would disturb the organization which was just beginning to find its feet. Therefore, Bevin’s decision to put Turkey in the MEC instead of NATO was due to NATO’s political stabilization.

Keywords: Bevin, the Middle East Command plan, NATO, Turkish and Greek membership, Cyprus.

MALAYSIA FOREIGN POLICY TOWARDS CHINA: BUILDING MUTUAL TRUST IN GEOPOLITICAL CHANGE

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The competition between the United States and China in this era is more complex compared to the era of the Cold War. This can be seen with the Trade War, the issue of 5G technology, megaproject initiatives, the South China Sea issue and most recently the Covid-19 issue.

Malaysia has taken a pragmatic approach and has been careful not to get caught up in the competition between the two powers. During the Pakatan Harapan (PH) era, Malaysia decided to cancel the Kuala Lumpur-Singapore high-speed rail (HSR) mega project, renegotiate the construction cost of the East Coast Rail Link (ECRL) as well as the gray zone issue in the South China Sea. These decisions have created tension in the Kuala Lumpur-Beijing bilateral relations. In response, China moved to delay any form of cooperation to re-evaluate Kuala Lumpur's foreign policy towards Beijing under the new Pakatan Harapan government. However, Mahathir successfully renegotiated with China to proceed with the projects. This event is expected to leave a significant impact on why Malaysia is increasing confidence and cooperation with China despite facing national security threats. BY utilizing literature review and interviews this study analyzes the factors influencing the improvement of bilateral diplomatic relations between Malaysia and China from 1971 until 2018. The study argues that argues Malaysia's response and stance towards China is based on threat, risk, and opportunity factors, and it applies the theory of neoclassical realism and the concept of threat balance in its analysis. The study finds that the trend in Malaysia-China bilateral cooperation is influenced by the perception of trust. Second, the factor of leadership in identifying threats and opportunities also influences bilateral relations. Third, economic, political, and diplomatic harmony requires a relationship of mutual trust and interdependence in line with the international order.

Keywords: China, Foreign Policy, Geopolitics, Malaysia, Reliability

PARALLEL SESSION 2A

IS MADANI SOCIETY A CIVIL SOCIETY ?

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The idea of creating madani society was championed by Dato Seri Anwar Ibrahim in his political career for a long time. When he became the 10th Prime Minister of Malaysia, the idea of Madani Malaysia was made the new policy framework of the Unity Government to be understood and appreciated by all communities. People's perceptions are very important. In an election, the victory of a government depends on how far it can win the war of perception. The failure of Islam Hadhari and Wasatiyyah concept during the era of the previous government especially in terms of understanding of the people should be taught. Since the Unity Government is still new, the people are still taking the wait-and-see step. People's perceptions are still mixed. Some see civil society as another political rhetoric and a backdrop in Western civil society. This perception if not handled well will creating confusion in the Melayu-Islam society understand the concept of civil society. This study

discovers the concept of madani society from the context of Dato' Seri Anwar Ibrahim's thinking.

Keywords: Madani society; civil society; perception

AN INVESTIGATION ON ENGLISH LANGUAGE APPLICATION AND WRITING STRATEGIES FOR ONLINE BUSINESS AMONG UNIVERSITI POLY-TECH MALAYSIA UNDERGRADUATES

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Writing online is an important skill to attract viewers and potential customers. Apart from the visual content, the language used in online business conveys specific messages to influence consumers to buy the products or services. Therefore, this paper proposes to investigate English language application and strategies in online business among Universiti Poly-Tech Malaysia (UPTM) undergraduates. The aim is to equip undergraduates with effective online writing strategies for business purposes. This is to ensure that they have lesser dependence on formal employment and they are ready to earn income independently before graduating. Drawing upon quantitative analysis of survey from 284 UPTM undergraduates using SPSS data analysis software, the results highlighted a moderate correlation between English language writing skills. The findings indicated that UPTM undergraduates have moderate to high skills in using technology for business. However, they have the low ability in using English language writing skills for marketing purposes. This paper reflects that UPTM undergraduates are ready to venture into an online business. Hence, an effective writing strategy in the English language course for marketing purpose will be beneficial for their writing skills development. The readiness to use English language writing strategies in online business may also be used as empirical data for language content recommendations concerning the development of English language syllabus at university level.

Keywords: English language writing strategies, language needs, writing skills, online business writing, effective online marketing.

DEATH ANXIETY IN "PARIKSIT" POEM BY GOENAWAN MOHAMAD

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"Pariksit" is a poem by Goenawan Mohamad, a writer from Indonesia. The poem tells the story of an anxious king that has discovered how he will die. This poem is a reinterpretation of the wayang, an Indonesian traditional puppet theatre play, entitled Mahabharata, more

specifically the part where Pariksit, the last king descended from Pandawa, falls. By using a semiotic reading and the perspective of psychology, we intend to explain how Pariksit's anxiety over knowing the way, but not the time and place, he will die is articulated through a compact, poetic, and aesthetic use of language that is so powerful that it can invoke a sense of anxiety in the reader's own imagination. Pariksit is portrayed as incredibly anxious in solitude, and he is hidden away in a safe room, in a high tower protected by his subjects. He delivers a sincere monolog pertaining his fear, loneliness, anger, longing, and vulnerability while waiting for the arrival of the Naga Taksaka (Taksaka Dragon), the reason for his death. These depictions are articulated in a beautiful, metaphoric language which produces tones and atmospheres that are true to the structure built by the poem. This poem demonstrates that knowing the cause of death will lead to baseless suspicions on those nearest, to the loss of joy in life, to limitations that imprison every movement of life, and to caution and vigilance. All of these are attempts at avoiding the prophesied death.

Keywords: Death, anxiety, semiotics, aesthetics, structure of poetry.

SEMANTIC ANALYSIS ON ENGLISH TRANSLATION OF THE VERBS IN THE FOUR-CHARACTER TERMS OF TRADITIONAL CHINESE MEDICINE

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The translation of traditional Chinese medicine (TCM) terminology is essential for non-Chinese speakers to access TCM knowledge. However, inconsistency in translated TCM terminology due to different standards and translation principles has caused confusion. While previous research has focused on standardizing TCM terminology translation, little literature exists on translating the four-character terms (FCTs) in TCM. Moreover, the systematic examination of verbs in FCT translation has received little attention, despite their crucial role in providing information about treatment action, direction, and purpose. This study aims to fill this gap by analyzing the structures of TCM nominal terms and systematically translating verbs in FCTs selected from 240 four-character terms out of 539 terminologies included in TCM fundamentals compiled in the WHO International Standard Terminologies on Traditional Chinese Medicine (2022). This qualitative study employs cognitive linguistics to explore FCT verb meanings and their translation. The research concludes that the translation of verbs is a key factor in accurately and effectively translating TCM terms. Additionally, the study highlights the importance of considering both the syntactic and semantic aspects of FCTs when translating TCM terminology.

Keywords: Traditional Chinese Medicine (TCM); Terminology; Translation; Four-Character Terms (FCTs), Cognitive Linguistics.

LANGUAGE USED IN FAST-FOOD SLOGAN ADVERTISEMENTS

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Slogans are short, memorable catchphrases used in advertising. A slogan must be brief and succinct to be effective, so that consumers may remember it well and be able to associate it with the company that advertised it. This study aimed to identify the linguistic features of fast-food advertising slogans and analyze the different ways in which figurative language slogans can be interpreted. The study describes and analyzes data gathered through qualitative research from interviews and document analysis. Five English slogans were used in the study. Both groups (English majors and non-English majors) interviewed agreed that figurative language is important in fast food slogans as it deviates from the conventional order, makes writing colorful and thus, attract the consumers' attention. However, advertisers must be careful when creating slogans in advertisements because consumers may misinterpret them.

Keywords: linguistic features, figurative language, fast-food slogans, advertising, misinterpretation

PARALLEL SESSION 2B

THE PERCEPTION OF PUBLIC RELATIONS UNDERGRADUATES, EDUCATORS AND PRACTITIONERS TOWARDS MALAYSIAN PUBLIC AND PRIVATE UNIVERSITIES' PUBLIC RELATIONS CURRICULUM

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As we work towards learning recovery post-Covid-19, it is important for public relations (PR) undergraduates, educators and professionals to reflect upon the pedagogy of teaching and learning process as well as practices in the future of public relations. This paper aims to explore the perceptions of PR undergraduates, educators and professionals towards PR curriculums, and its adequacy in preparing undergraduates with the necessary skills and knowledge to excel in the field of public relations. A qualitative approach was adopted through conducting 36 semi-structured interviews with undergraduates, educators and practitioners. Findings show that although PR curriculums are adequate in preparing undergraduates for the industry, curriculum enhancement in terms of digital and communication skills are needed in line with the rapid evolvement of the PR industry. This research contributes towards the literature on Malaysian PR curriculums and serves as a

valued insight for educators and higher education institutions towards curriculum enhancement.

Keywords: public relations, pedagogy, curriculum, university, Malaysia.

A CASE STUDY ON THE ROLE OF FILM-VIEWING GROUPS IN PROMOTING CHINESE ARTHOUSE FILMS

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In recent years, with the rapid development of China's film market and the increasing enrichment of cultural life, film-viewing groups have emerged under different names and of varying quality. Film-viewing groups are generally initiated by professional film critics, film industry practitioners, or university teachers majoring in film, etc. It is a model for organising film fandoms to watch different genre films together in cinemas. Some of these groups have a high professional standard and a good reputation, but in most cases, they still have commercial and promotional purposes. The accumulation of word-of-mouth and promotional support for the film is their truest desire to organise viewings in long-term partnership with film distributors and publicity companies. This has led to the viewing groups being limited in their choice of films and time freedom of events. In contrast, a number of non-profit, spontaneous film-viewing groups are gradually attracting the public's attention. These groups start to share the feeling of the arthouse film.

Keywords: Arthouse films; fandom; film-viewing groups; cultural atmosphere

FACING DIGITAL CHALLENGES: RANCAGE AWARDS FOR LITERATURE IN INDONESIAN LOCAL LANGUAGES

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For the past 35 years Rancage Literary Foundation in West Java, Indonesia has been giving awards for notable literary works written in Indonesian local languages. Initially, it was awarded only to Sundanese literary works but after a few years the awards were also given to literary works in the Javanese, Balinese, Batak Madurese, Lampung and Banjar languages. The 35 years' experience of organizing and giving awards has led to some observations that local literatures thrive despite the obvious decrease of interest in using and learning local languages among the younger generations. In case of Rancage, it is considered to have sparked the interest in writing in each respective local language. While this sheds a promising light to the effort of sustaining the local language, this has led to the realization that judges of the respective language are needed. Yet another challenge to work on in the future. However, despite the challenges of the award giving, it was noted also that any

writers write consistently in various media out of passion for their respective language. Departing from the positive findings, the article will share the practices of building the tradition of literary-award giving, its impact on the society, and the challenges encountered and forthcoming in a new digital era.

Keywords: local literature, literary awards, tradition, digital era

PARALLEL SESSION 2C

THE DEVELOPMENT OF POSITIVE YOUTH CHARACTER THROUGH LIFELONG EDUCATION

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The aim of this research is to explore the development of positive character traits among youth pursuing a bachelor's degree at public higher education institutions (IPTA) in later age. Accomplishing the education phase at a later age is not simple. Generally, the level of motivation and resilience of these late-blooming youth will determine their ability to continue in the academic environment. Therefore, this study also focuses on enhancing the educational success of adult youth through resilience and the the development of positive character traits. In this study, a phenomenological typology methodology was established with the participation of 12 informants from several career background while they were a student at Universiti Kebangsaan Malaysia (UKM). Within that research, both snowball sampling and purposeful sampling were applied. Thematic analysis was conducted, which involved three coding stages: open coding, axial coding, and selective coding. 18 nodes, 11 sub-themes, and 4 main themes were found in the study's findings. Increasing levels of self-confidence, self-motivation, discovering one's potential and self- discipline are the major themes that drive the building of positive youth character. These four themes are also supported by 14 sub-themes, including spiritual support, self-reflection, leading by example, maintaining a positive mindset, healthy social relationships, having clear career goals, achieving a basic education, and overcoming one's own limitations. Other sub-themes include spending more time studying in residence halls, allocating more time for learning, and forgoing time with family and friends. All parts of positive character development identified in this study are capable of giving late bloomers with assistance and a clear comprehension of the idea pertaining to strategies for maintaining focus to achieve success through lifelong education. Lifelong education should be viewed as an asset to the building of a younger generation that is more knowledgeable and inclusive through the promotion of positive youth traits.

Keywords: Education, institutions of higher learning, late bloomer, positive development, youth

HUBUNGKAIT MOTIVASI DIRI DAN DORONGAN IBU BAPA TERHADAP MINAT AKADEMIK DALAM KALANGAN MURID ORANG ASLI

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Kadar keciciran murid Orang Asli yang lebih tinggi berbanding kadar keciciran nasional telah membuktikan penglibatan murid Orang Asli dalam bidang pendidikan perlu diberi perhatian dengan lebih terperinci. Penglibatan secara aktif dan progresif dalam akademik adalah penting bagi membangunkan generasi berilmu bagi menjamin pembentukan masa depan mereka. Oleh itu, artikel ini membincangkan secara konseptual tentang motivasi diri dan dorongan ibu bapa terhadap minat akademik dalam kalangan murid Orang Asli. Kajian ini menggunakan pendekatan semakan literatur secara kritikal bagi membincangkan hubungkait antara motivasi diri dan dorongan ibu bapa terhadap minat akademik murid Orang Asli. Teori Determinasi Diri oleh Deci dan Ryan, serta Teori Pembelajaran Sosial oleh Bandura digunakan dalam artikel ini. Melalui kajian literatur yang dilakukan, kebanyakan kajian terdahulu lebih tertumpu kepada penyelidikan hubungan antara faktor keciciran dan ketidakhadiran murid Orang Asli ke sekolah terhadap pencapaian mereka dalam bidang akademik. Namun penyelidik merasakan faktor tersebut membuktikan pengaruh pada kecenderungan dan minat murid Orang Asli dalam bidang akademik menerusi penglibatan dalam aktiviti pembelajaran. Maka, kertas konsep ini menghuraikan kepentingan motivasi diri dan dorongan ibu bapa sebagai pendorong minat dan perubahan sikap murid untuk memberi komitmen dalam bidang pendidikan.

Kata kunci: Motivasi, dorongan ibu bapa, minat akademik, Orang Asli

CREATIVE VIDEO GAMING DURING MOVEMENT CONTROL ORDER (MCO) IN MALAYSIA

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In 2020, the rapid spread of COVID-19 forced many Malaysians to live under the lockdown of Movement Control Order (MCO), resulting an increase of video game consumption. This prompted national concerns of harmful gaming addiction and negative behavioural issues. In this study, the researcher aims to explore the creative ways of video gaming that could mitigate these concerns. The method used by the researcher is qualitative content analysis of social media posts in a local gaming group that were published during the MCO period. The researcher found that COVID-19 and the resultant MCO is considered an 'affordance' that shapes creative actions of Malaysian video gamers. Evidently, these gamers responded to the lockdown measures in several ways: creative adaptations of daily routines, creative adaptations of cultural meanings, creative fan art as upskilling activity, and creative fan art as income generation.

Keywords: Creativity; video game culture; COVID-19; Movement Control Order; Malaysia

PARALLEL SESSION 2D

ENTREPRENEURIAL CAREER TRENDS IN THE COVID-19 ERA

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This research focuses on entrepreneurial career trends in the COVID-19 pandemic. Entrepreneurship plays a vital part in the global and local economic development. For developing nations such as Malaysia, the problem of community unemployment and poverty remains a key concern, and it has become more problematic due to COVID-19. To solve this issue, the sector of entrepreneurship is viewed as an alternative for developing job opportunities and expanding the community's source of revenue. Therefore, the objective of this study is to determine the extent to which the level of interest and skill level impact the level of digital entrepreneurial literacy, which in turn contributes to society's proclivity to pursue entrepreneurial careers in the COVID-19 period. A quantitative approach was adopted, with surveys and Google Forms serving as the primary tools. This research gathered information from 188 SSM-registered company owners from around the country. Simple random selection was used to determine the sample for this study. The study's findings revealed that the community proclivity to embark into entrepreneurship was strong during the COVID-19 era. The study findings revealed that the community proclivity to embark into entrepreneurship was strong during the COVID-19 era. The degree of digital entrepreneurship literacy is strongly influenced by interest and skill levels. As a result, this research can make a substantial contribution to the better understanding about community development of entrepreneurship, allowing Malaysia to become a low-unemployment, and high-income country.

Keywords: entrepreneurship, community development, interest, skill, digital entrepreneurial literacy.

PERFORMANCE STRUCTURE IN THE TRADITIONAL RITUAL KEOMBOK'AN MAGBUAYA OF BAJAU IN PULAU BUM-BUM, SEMPORNA, SABAH

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The traditional ritual of *keombok'an* is a practice carried out by the Bajau ethnic group on the east coast of the state of Sabah, especially in Kampung Seloka Empat, Pulau Bum-bum Semporna, Sabah. The term *keombok'an* refers to the ancestors who are believed to be able to help the smooth life of the ethnic if practiced and carried out according to what was inherited through generations. The *keombok'an magbuaya* ritual uses the spirit of the crocodile for medicine, reminder, and repulsion, as well as an annual ceremony that must be performed by members of the practitioner's family. Through this study, the researcher

will identify, studying and summarizing the performance structure found in the *keombok'an magbuaya* ritual using a qualitative approach from observation, interview, documentation methods and "The Nest" performance theory by Richard Schechner (1977).

Keywords: traditional ritual, keombok'an, magbuaya keombok'an, performance structure.

ASSESSMENT ON LANGUAGE RIGHTS IN EDUCATION DOMAIN IN MALAYSIA: SHIFT-ORIENTED, MAINTENANCE-ORIENTED OR SOMETHING ELSE?

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There is a trend towards the shift of the English as the language of instruction in schools in Malaysia in higher education system, as well as other multilingual countries, such as Singapore, Thailand and India, especially in the British Colonial Countries. This article presents several examples of such a shift first and then it reviews the concept of language rights (LR) and applies them to the current situation of the English language in education domain. The study aims to explore the effective approaches to protect local language and to address a pressing concern of the LRs in Malaysia in accordance with domestic conventions as well as with some international conventions. The method used by author is descriptive qualitative method. In the end, the study found the concept of language ecology on the basis of legally binding LRs as an ideal outlet for the native language in Malaysia.

Keywords: Shift, education domain, language rights.

LITERATURE REVIEW ON IBAN LANGUAGE RESEARCH AS A CATALYST OF LATEST STUDY

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The Iban language is widely spoken in Sarawak. Past highlights on the study of the Iban language are the catalyst for the latest research since past studies that focus on the Iban language can be utilised as an alternative to further expand the field of the Iban language, particularly from an educational aspect. However, despite searching for information from various sources, this aspect of Iban language research remains insufficient. Previous research indicates that the Iban language has received more attention in terms of literature and cultural aspects; teacher shortages; teacher pedagogical knowledge; the Iban writing system; the Iban vocabulary; and the basis of sentence formation in the Iban language. Therefore, this paper aims to present the analysis of the latest studies of the Iban language

by analyzing the data from the previous studies. According to the research findings, the Iban language has been analyzed from a variety of perspectives, including theoretical frameworks and various data sources. The approach used in this study is a literature review as a platform for obtaining research results. Previous research has shown that the Iban language needs to be studied continuously and in depth, particularly in the field of education, as it evolves over time. The findings of this study demonstrate that previous research can serve as a catalyst for new research on the Iban language. For example, a study of the adjective aspect of the Iban language in secondary school students' writing was examined using the morphosyntax framework. Thus, this paper can preserve a study of the Iban language based on linguistics. It is hoped that the most recent research will be expanded upon so that the Iban language can continue to evolve in various ways.

Keywords: literature review, latest research catalyst, education, linguistic

PARALLEL SESSION 2E

EARLY ASSESSMENT OF SUICIDAL BEHAVIOUR AMONG ADULTS

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The psychological assessment aims to better comprehend a person's strengths and limitations, detect possible cognitive and emotional response issues, and provide treatment or rehabilitation suggestions. Thus, act as essential tool to overcome adult suicide, which has recently increased dramatically due to the mental health impact of the COVID-19 pandemic. Previously, several past suicidal behaviour instruments focused only on internal factors, but external factors such as family relationships, financial problems, and social life also affected suicidal behaviour. Therefore, this study aims to enhance and improve the existing instruments in assessing suicidal behaviours among adults. The goals were to develop a valid and reliable new suicidal behaviour instrument and to determine the factors and level of adult suicidal behaviour. The instrument was developed based on internal and external factors consisting of five constructs and 40 items. Content validity were achieved utilizing the feedback of two experts. While the face validity accomplished by using focus group of six respondents. Cronbach Alpha and Exploratory Factor Analysis were conducted on 405 respondents to attain the instrument's reliability. Cronbach Alpha value of 0.950 indicated strong internal consistency. Exploratory Factor Analysis findings revealed that six factors contributed to suicidal behaviour: mental wellbeing; frustration with feeling; ideation, planning, and action of suicidal behaviour; financial problems; relationship with family; and relationship with friends. The findings also indicated that the overall level of suicidal behaviour is at a low risk level with the average score of 82.73. However, there were four middle age respondents with high risk level scores (200 and above) of suicidal behaviours. This study successfully has accomplished developing valid and reliable adult suicidal

behaviours instrument that assists in the early identification of potential adults committing suicide and preventing them from continuing to do so.

Keywords: Adult suicidal behaviour instrument; content validity; face validity; reliability; exploratory factor analysis.

NATIONAL EPIC FILM THROUGH MAT KILAU: KEBANGKITAN PAHLAWAN (2022)

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The national epic theme is among the five themes outlined by Hatta Azad Khan in 1997 within the framework of his Malay cinema (1948 - 1989). The theme of the national epic is briefly about telling the story of a historical tragedy that happened a long time ago and was filmed. However, films with the theme of a national epic are still less made and less discussed in the academic world. Meanwhile, Hatta has also framed his national themes that can be applied to Malaysian national films. This paper aims to research and analyze the national epic film namely Mat Kilau: Kebangkitan Pahlawan (MKKP) (2022) from the aspect of national epic themes based on the framework of Malay Cinema (1948 - 1989) by Hatta Azad Khan. This paper is a basic research study with a qualitative research design. The main source is the film MKKP (2022) which is analyzed using content analysis as the study instrument. This paper found that, the film MKKP is full of stories of the struggle of Pahang heroes. The main character is Mat Kilau. Mat Kilau's heroism and character are highlighted through visuals and also spoken dialogue. Apart from Mat Kilau, several famous historical figures are interspersed throughout the narrative, including Dato Raja Haji Muhamad, Mufti Botok Haji Uthman, Tok Gajah, Dato' Bahaman, and Haji Sulong Semantan.

Keywords: Malaysian national film, national epic, MKKP (2022), Malay cinema framework, history.

ELEMENTS OF DENOTATION AND CONNOTATION IN THE 'PERAHU' POEMS BY HAMZAH FANSURI

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Shaykh Hamzah Fansuri is a leading literary figure and is not a foreign name in the world of poetry. His prominence in several writings is always a reference for language researchers. Among the aspects of language touched by researchers are morphological, sociolinguistic and other aspects. The same is the case with his work entitled Syair Perahu which was written in the 17th century. Therefore, this study aims to identify the elements of denotation and

connotation found in Syair Perahu. Therefore, the method used in this study is the content analysis of the text, which is the text of the Song of the Boat. This study is based on Theory of Meaning by Leech (1974). The results of this study found that there are several elements of denotation and connotation in this Poem of the Boat. Interestingly, the words that have negative connotations in the poem but interpret a positive meaning. And, the denotative words show the selection of words that give direct meaning in the words chosen in the poem. This study suggests that this Poem of Perahu can be expanded into a field of study that includes other linguistic aspects because the words contained in this poem actually have a great contribution to the socio-cultural and religious values of the community.

Kata Kunci: Hamzah Fansuri, syair Perahu, denotasi, konotasi

LITERARY WORKS IN THE DEVELOPMENT OF MALAYSIAN FILM

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Literary material is one of the sources that has been taken up as the subject of Malay films since the Jalan Ampas Studio era in Singapore. Among the literary works adapted to the film are Hikayat Hang Tuah, Hikayat Merong Mahawangsa, and the novel Ranjau Sepanjang Jalan. Although various writings document the development of Malay cinema, there is a gap in knowledge about the adaptation of Malay literary works as film subjects. Thus, this paper aims to answer the question, "when and what genres of literary works have been adapted in the development of Malay/Malaysian film so far?" Therefore, the fundamental research study is designed with a qualitative research design. Based on a literature review, the study material in printed and digital form was researched to obtain data. This study found that literary material began to be raised as a Malay film narrative as early as 1956 through the film Hang Tuah. After 1956, there were several other films including Selendang Delima (1958), Hang Jebat (1961), and Tun Fatimah (1962). In the Malaysian film era, more Malay novels were adapted as local film subjects, including Ranjau Sepanjang Jalan (1983), Jogho (1997), Ombak Rindu (2011), and Imam (2023). This paper concluded that Malay literary materials have been adapted as film subjects since the early development of the film industry in Singapore. Among the literary genres that have been adapted to film form are hikayat and novels which have gained recognition at the national and international levels. Then several film adaptations of Malay literary materials have also achieved recognition at the national and international levels, and recorded essential achievements in local film history.

Keywords: Literary, Malay film, Malaysia film, hikayat, novel.

THE DIFFERENT FUNCTIONS OF PICTURES IN L1 AND L2 MULTIMODAL LEARNING

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Pictures in multimodal texts are used to decorate, represent, organise, interpret or transform text content. Many pictures serve pedagogical functions, adding to and supporting learning of the text content. Given the importance of pictures for comprehension and learning, several design principles, such as the modality and redundancy principles, have been proposed to facilitate strategic intake and processing of both text and pictures in multimodal materials. These design principles, however, are more commonly associated with multimodal learning in the first language (L1) and neglect the vast number of people acquiring knowledge in their non-native language. Indeed, research in the second language (L2) learning environment has revealed null and reversed effects of these principles, suggesting that L1 and L2 multimodal learning may not be identical. This presentation will outline reasons behind these differences by integrating theories derived from the fields of multimodality and language learning. The discussion has several implications, especially on the teaching and learning of a classroom of learners from a variety of L1 backgrounds.

Keywords: Multimodal; multiple representations; pictures; second language; multimedia principles

PARALLEL SESSION 3A

PATRIARCHAL TRADITIONS IN AYU UTAMI'S SAMAN AND RAJAA AL-SANEA'S BANĀT AL RIYĀD: A COMPARATIVE LITERATURE ANALYSIS

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This research aims to describe the patriarchal traditions in the novels entitled *Saman* and *Banāt Al-Riyād*. The two contemporary novels come from Indonesian literature and Saudi Arabia literature, respectively. *Saman* is an Indonesian novel written by Ayu Utami and published in 1998, and later translated into nine languages. *Saman* tells the story of four best friends, Laila, Shakuntala, Cokorda, and Yasmin Moningka, and *Saman* who is also a central character in the novel. *Banāt Al-Riyād* is a Saudi Arabian novel written by Rajaa Al-Sanea and published in 2005, and later translated into 25 languages. *Banāt Al-Riyād* tells the life story of four girls named Qamrah, Michelle, Shedim, and Lumais. The four of them are friends, and they enroll in the same university together. This research uses French school of

comparative literature theories by Paul Van Tieghem (1951), Thaha Nada (1980), and Muhammad Ghunaimi Hilal (1962) that view comparative literature as a literary study that transcends national and language boundaries, namely a comparison between one national literary work of a country with the national literary work of another country. The patriarchal traditions shown in the two novels will be analyzed with Fludernik's (2006) narratology and Goldmann's (1980) sociology of literature.

Keywords: Saman, Banāt Al-Riyād, comparative literature, patriarchal traditions.

PUBLIC RECOMMENDATIONS ON CLIMATE CHANGE IN MALAYSIAN CONTEXT: A CORPUS-ASSISTED DISCOURSE ANALYSIS

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Climate change is a global emergency that necessitates urgent action from policymakers and the public. Public opinion plays a crucial role in shaping climate change policy, making it essential to understand how people perceive and respond to the issue. Studies on public opinion on climate change are emerging, but are lacking in examining linguistic aspects. Therefore, the present study intends to conduct a linguistic analysis by analysing recommendation verbs and modal verbs in opinion news articles on climate change and categorising the recommendations into several themes. 135 news articles from the New Straits Times Malaysia were analysed using a corpus-assisted discourse analysis approach. This enabled us to identify the public recommendations for ameliorating climate change. The findings revealed that the dominant theme is protecting natural resources, followed by government action, education and awareness, reducing greenhouse gas emissions, transitioning to renewable energy, and encouraging sustainable lifestyle. This explains that although the public is aware of climate change issues and how to ameliorate them, they perceive the issue as one that needs to be tackled at a higher level than at the individual level, such as by practising a sustainable lifestyle. Thus, the public needs to be further exposed to what a sustainable lifestyle is and how to live one. This study provides valuable insights into Malaysian public opinion and recommendations on climate change, which can assist policymakers in developing more effective policies and communication strategies. We offer future directions for researchers interested in climate change public opinion discourse.

Keywords: Climate change; Malaysian public opinion; corpus-assisted discourse studies; thematic analysis; opinion news

QUALITATIVE STUDY OF SELF-DETERMINATION AND PERSONAL DEVELOPMENT AMONG YOUTH WITH HIGH-FUNCTIONING AUTISM SPECTRUM DISORDER (HFASD)

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Self-determination (SD) in youth with disabilities especially for High-Functioning Autism Spectrum Disorder (HFASD) is positively related to better post-secondary outcomes. Researchers has suggested the relationship between self-determination and positive educational and personal outcomes. However, self-determination of youth with HFASD are not well understood. This study aims to explore the self-determination and personal development among youth with HFASD. A qualitative method with in-depth interview technique has been used in this study. A total of five youth with HFASD has been interviewed. This study found that the employment, social relationship and participation, and self-identity are the self-determination while academic achievement and capabilities as personal development among youth with HFASD.

Keywords: HFASD, youth, self-determination, personal development, Malaysia.

MALEKKE TOJA RITUAL: AN ANTHROPOLOGICAL COMMUNICATION PERSPECTIVE

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The Mallekke Toja ritual is a tradition carried out by the bissu community in the Bone community. Malekke Toja means taking holy water from the seven wells in the Bone district, they are Bissu well (bubung Bissu), Parani well (bubung Parani), Laccokkong well (bubung Laccokkong), Tello well (bubung Tello), Toro well (bubung Toro), La Garoang well (bubung La Garoang), and Manurunge well (bubung Manurunge). This ritual is carried out by the bissu community before carrying out the Mattopang Arajang ceremony as a series ritual of Bone anniversary. This research aims to analyze this ritual from the anthropological communication perspective. This research is also expected to be empirical reading on how the communication can be examined frpm an anthropological perspective. The method used by the author is a descriptive qualitative method in the sense of understanding the ins and outs of Bone community communication from an antrhropological perspective. The data obtained from observations, deep interviews, and literature related to the ritual. This research shows that the ritual process of Mallekke Toja is very rich in communication processes. The leader of communication in this process who acts as a communicator is Puang Lolo, Bissu Pasere, Inang dan Puang Matowa as the highest leader in the bissu community. All the advice conveyed by the communicator is called memmang.

Keywords: Ritual, Malekke Toja, Communication.

PARALLEL SESSION 3B

STRUGGLE FOR RECOGNITION: THE CONFLICT BETWEEN THE RISE OF NATIONALISM AND THE LIBERAL INTERNATIONAL ORDER IN CHINA-HONG KONG RELATIONS

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The agenda of international politics is constantly and profoundly impacted by nationalism. While it appears that there are few, if any, existing studies focus on the international incentives that encourage the rise of nationalism. This paper aims to comprehend how nationalism grows under the liberal international order (LIO). The author examines it through the lens of the politics of international recognition. Nationalism has two lenses: on the one hand, it relies on distinctiveness as the foundation and national interests; on the other hand, it relentlessly seeks external recognition and uphold its national dignity. Under the recognition hierarchy that the LIO has constructed, it is, however, essentially impossible to receive absolute recognition from all international actors, and interactions between various states are inevitably accompanied by misrecognition. In this context, states always struggle to be recognised, especially those semi-peripheral authoritarian states like China. This paper takes China-Hong Kong relations as a case study. China lost its historical glories and strives to regain the great power statue, continue to feel misrecognized regarding Hong Kong-related political issues in terms of national interests, claims, and statures within the LIO. Many discourses from Western states support a variety of anti-government movements and anti-China sentiments in Hong Kong, which are perceived as a misrecognition of China's national interests by Beijing. When a state's interest and status are misrecognized, it implies that the international community, either in its entirety or in part, misrecognized the state's dignity and status. As a consequence, the humiliation and anxiety that misrecognition causes over one's dignity and status can trigger stronger backlash of nationalistic sentiment than certain interests are thwarted. Moreover, China's intention to reshape the LIO to its own advantage has reinforced.

Keywords: Nationalism, international recognition, misrecognition, the liberal international order, national interests, China-Hong Kong relation.

STIGMA AWARENESS AS A PREDICTOR FOR MENTAL HELP SEEKING INTENTION AMONG MALAYSIAN UNDERGRADUATES: THE MEDIATING ROLE OF STIGMA ENDORSEMENT

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Past studies have repeatedly demonstrated that public stigma acts as one of the barriers for

help-seeking intention. In light of these findings from studies conducted on the Western population, the present study aimed at exploring: (a) the relationship between public stigma awareness and mental-help seeking intention; (b) the relationship between public stigma endorsement and mental-help seeking intention; (c) the influence of public stigma awareness on mental help-seeking intention; and (d) the role of public stigma endorsement as a mediator between public stigma awareness and mental help-seeking intention among Malaysian university students. Methods: This study employed a cross-sectional design. A total of 398 subjects who were the undergraduate university students from all over Malaysia were involved in this study. Public stigma awareness was measured using Stigma Scale for Receiving Psychological Help (SSRPH), while public stigma endorsement was measured using Attribution Questionnaire (AQ). Help-seeking intention was measured using Mental Help Seeking Intention Scale (MHSIS). Pearson correlation and linear regression analyses were employed in this investigation. Results demonstrated a significant negative correlation between public stigma awareness and mental help-seeking intention, as well as between public stigma endorsement and mental help-seeking intention. Linear regression analysis revealed that public stigma awareness indeed acted as a significant predictor for mental help-seeking intention. Sobel test was employed to further investigate the influence of mediating variable. The finding revealed that public stigma endorsement acted as a significant mediator in the relationship between public stigma awareness and mental help-seeking intention. These findings supported the conceptualization of public stigma awareness and public stigma endorsement as two independent constructs which played significant influence on intention to seek help from mental health services/facilities. These findings implied that reducing public stigma awareness and public stigma endorsement could be amongst the important strategies in increasing mental health services utilisation among undergraduate university students, who represented young adult population.

Keywords: Public stigma awareness, self-stigma, public stigma endorsement, help-seeking intention, mental health.

INTERNET PORNOGRAPHY ADDICTION, DYSFUNCTIONAL COPING STYLE AND INTERNET PORNOGRAPHY USE EXPECTANCIES AMONG PUBLIC UNIVERSITY STUDENT

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The daily constraints that university students endure, as well as the dumping of pornographic material on the Internet, make Internet pornography addiction a serious worry. The study's goal was to determine the prevalence of Internet pornography use expectations, dysfunctional coping styles, and Internet pornography addiction among Malaysian public university student (IPTA). This quantitative study used the random sampling method which is the snowball technique to obtain 386 IPTA students comprising 164 male and 224 female students. The instrument used in this study was the Pornography Addiction Screening Tool

(PAST) to measure the level of addiction among students. Expectations of Internet pornography use were measured using the *Internet Pornography Use Expectancies* questionnaire. When students are presented with stress, the *Brief COPE* questionnaire is used to assess the type of dysfunctional coping method they utilise. Overall, the prevalence rate of Internet pornography addiction among public university students in Malaysia is 58.8%. The findings showed that there were positive correlation between positive expectancies, avoidance expectancies, dysfunctional coping style and Internet pornography addiction. Other than that, both positive and avoidance showed significant differences between gender. There was no significant difference in dysfunctional coping style between gender. Positive expectancies, avoidance expectancies and dysfunctional coping style had significant prediction towards Internet pornography addiction. To summarise, this study is important to determine the prevalence of Internet pornography addiction among university students, as well as to prevent it from spreading further.

Keywords: Internet pornography, university students, dysfunctional coping style, Internet pornography use expectancies, Pornography Addiction Screening Tool (PAST)

A REFLECTION ON SOCIAL WORKERS PROVIDING SERVICES TO PEOPLE LIVING WITH HIV IN NEW YORK CITY, USA DURING ITS EARLY DISCOVERY IN THE 1990s

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Social workers play a crucial role in empowering and advocating for full access to services and treatment for people living with HIV and their family members. This qualitative study aimed to reflect social workers' roles in working with people living with HIV in New York City during its early discovery in the 1990s. Using a qualitative narrative-inquiry method, five social workers who experienced working with people living with HIV in New York City in the 1990s were interviewed for this study. During the peak of HIV transmission in New York City, there was an urgent need to support people living with HIV who were heavily stigmatized by the community at that time. Findings revealed that since the beginning of the epidemic, social workers played crucial roles in providing range of psychosocial services for people living with HIV, including individual therapy and support groups. Furthermore, social workers acted as advocates who demanded social rights and social justice for the HIV population. Finally, social workers in the early discovery of HIV collaborated with the community of people living with HIV to establish some of the early non-profit organizations to overcome the structural barriers, including gender inequity and racism, for people living with HIV to live well.

Keywords: AIDS; HIV; New York City; social work; qualitative

PARALLEL SESSION 3C

THE IMPACT OF MORALLY FOCUSED LEADERSHIP IN INTERNAL REPUTATION MANAGEMENT

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The concept of organizational reputation has gained prominence amidst today's increasingly competitive and turbulent business environment. Organizational leadership determines reputation through the strategic management of organizational communication. Scholars are generally in unison that the internal communication function is pivotal to safeguard a good reputation. Organizational leaders differ from each other in terms of their communication and behavior which reflect their personality, experience, and leadership philosophy. While external stakeholders continue to generate research attention of management and communication scholars, extant literature suggests that the perspectives of internal stakeholders appear to have been sidelined. Noting the paradigm shift of leadership concepts towards positive forms of leadership in recent years, this paper aims to propose a conceptual model that bridges the internal reputation concept with morally focused organizational leadership styles, namely authentic leadership, ethical leadership, and servant leadership. The internal communication function shapes organizational culture, a crucial aspect which generates interrelated organizational outcomes such as reputation. Responding to scholars' call to investigate other communication attributes and forms of positive leadership as drivers of organizational reputation, the influence of organizational culture on the relationship between morally focused leadership styles and employees' perceived internal reputation warrants further investigation. Given that organizational leadership styles lead to different internal communication approaches which generate distinct cultures, organizational culture possesses the potential to mediate the relationship between leadership styles and perceived organizational reputation. Drawing on extensive literature review, the potential implications of different leadership styles on internal reputation are discussed. The institutional perspective provides the rationale towards explaining organizational normative behavior that surpass economic gains, such as employing morally focused leadership styles. The concept of legitimacy, which forms the central tenet of institutional theory, adequately justifies the practice of moral forms of leadership in organizations and the ensuing internal reputation perceptions. The proposed framework advances the theoretical basis of perceived internal reputation from the institutional perspective and presents leadership elements that practitioners need to consider in effective internal reputation management in today's transformed organizations.

Keywords: Authentic leadership, ethical leadership, internal reputation, organizational culture, servant leadership, institutional theory.

JOB CHARACTERISTICS AND WORK ENGAGEMENT: THE MODERATING ROLE OF EMOTIONAL INTELLIGENCE

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The objective of this study is to examine the predicting role of job characteristics (i.e., skill variety, task identity, task significance, autonomy, and feedback) on work engagement. Further, this study assesses the moderating role of emotional intelligence on the job characteristics and work engagement relationship. A total of 200 nurses in public hospitals in the Northern Region of Peninsular Malaysia participated in the study. Partial Least Squares Structural Equation Modelling (PLS-SEM) technique was used via Smart PLS 2.0 was used for statistical analyses of the data. A structural equation model was used to examine the hypothesized linkages in the study. The findings indicated that skill variety, task significance, and feedback were positively associated to work engagement. Furthermore, emotional intelligence was found to moderate the relationship between task significance as well as feedback and work engagement among nurses. This study contributes to the job characteristics theory by assessing job characteristics as the predictors of work engagement. The theoretical framework of this study managed to substantiate empirical evidence in partial support of the theory. Implications and recommendations for future research are also presented.

Keywords: Work engagement, job characteristics, emotional intelligence, nurses, Malaysia.

CURRENCY EXPOSURE AND THE DETERMINANTS OF CORPORATE HEDGING PRACTICE AMONG MALAYSIAN NON-FINANCIAL FIRMS

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This paper examines currency exposure and corporate hedging practice by Malaysian non-financial firms from 1995 – 2016. The study further investigates the determinants of foreign currency derivative use in the country, incorporating both firm-specific and macroeconomic factors. Our results indicate 35.75% of the sample firms are significantly affected by the exposure. For foreign currency derivative (FCD) use, firms-specific factors (liquidity, price-earning ratio, asset growth, and foreign sale) and macroeconomic factors (current account, trade, and inflation) are found as significant determinants behind the firms' decision to use FCD. In addition, the use of FCD is also driven by specific financial events such as Asian financial crisis, peg period and global financial crisis. The novelty of this study lies on the inclusion of the macroeconomic determinants of the FCD use. The detailed analyses may guide the decision-making process of FCD use as the analysis tackles the exposure and FCD use issue in several aspects with inclusion of the economic information content.

Keywords: Currency exposure, corporate hedging, foreign currency derivative

BUSINESS VALUE CHAIN OF RURAL MICRO ENTREPRENEURS IN KEDAH: A STUDY ON TRADITIONAL FOOD PRODUCTS

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Kegagalan usahawan untuk melihat perniagaan dalam perspektif rantai nilai secara keseluruhan telah dikenalpasti dalam Dasar Keusahawanan Negara 2030 sebagai salah satu isu dan cabaran yang perlu ditangani segera. Rangkaian nilai merujuk kepada pelbagai aktiviti yang menambah nilai pada setiap peringkat dalam merekabentuk, menghasilkan dan menyampaikan produk berkualiti kepada pelanggan. Walaupun berperanan sebagai satu siri aktiviti yang menukar input kepada output yang sangat bernilai kepada pelanggan, ia kerap diambil mudah oleh pengusaha perniagaan. Isu ini adalah kritikal terutama untuk usahawan kecil luar bandar kerana ianya boleh menyebabkan mereka sukar untuk mengekalkan daya saing, melestari dan mengembangkan perniagaan ke tahap yang lebih tinggi. Kajian ini bertujuan untuk meninjau dan membandingkan rantai nilai produk makanan tradisional iaitu produk acar buah limau tradisional Kedah oleh Syarikat Ji & Bi Twin Enterprise di Pendang, Kedah dan produk bahu dan kuih tradisional oleh Syarikat Sofiah Kuih Tradisional di Karangan, Kulim Kedah. Metod penyelidikan ini merangkumi kaedah kualitatif dengan penggunaan kajian kes. Jenis data yang digunakan adalah data primer dengan teknik pengumpulan data melalui pemerhatian dan temu bual. Kajian mendapati bahawa pelaku rantai nilai untuk kedua-dua syarikat terdiri daripada pembekal, peruncit, syarikat dan pengguna. Pelaku rantai nilai untuk syarikat berskala besar iaitu pemborong tidak dilibatkan dalam rantai kedua-dua syarikat ini. Rantai nilai ringkas (*Simple Chain Value*) di dapati diamalkan sejak permulaan perniagaan. Beberapa isu dan masalah yang dikesan dan berupaya mengundang risiko kepada perniagaan yang dijalankan termasuklah kaedah perolehan bahan asas secara kecil-kecilan dan jumlah pengeluaran yang terhad mengikut permintaan. Persaingan dalam perniagaan, perolehan bahan mentah yang terhad, dengan harga yang semakin meningkat memerlukan usahawan mikro ini mengubahsuai aktiviti rantai nilai yang diamalkan andai ingin berdaya saing dan terus berkembang. Justeru itu beberapa cadangan dan garis panduan disarankan pada akhir penulisan ini agar memaksimumkan penciptaan nilai dan meminimumkan kos untuk kedua-dua syarikat. Tuntasnya, kepentingan dan peranan rantai nilai secara keseluruhan terhadap perniagaan yang dijalankan perlu diberi keutamaan oleh semua usahawan terutama usahawan mikro tanpa mengira lokasi perniagaan sama ada di bandar atau luar bandar di seluruh Malaysia.

Kata kunci: Rantai nilai, usahawan mikro luar bandar, produk makanan tradisional

PARALLEL SESSION 3D

COMMON FLU FOR THE YOUNG, COVID FOR THE ELDERLY : MISUNDERSTANDING OF COVID-19: A CHALLENGE TO PUBLIC HEALTH COMMUNICATION

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The COVID-19 pandemic in Malaysia highlighted the stark problem of health communication and health literacy among Malaysians. This is evident through their multiple interpretation of what COVID-19 is as found in this paper. This study aims to highlight how people made sense of COVID-19 based on the mass information that had been disseminated to them by the Health Ministry via conventional and social media channels. The method used by the author was semi-structured interview involving 76 informants from Kota Kinabalu and the district of Tawau where these are COVID-19 red zone area for the past two years. This study found that some of the informants believed that COVID-19 was just a common cold suggesting a more targeted public health communication is needed for the lowly-educated and lowly income group.

Keywords: Health literacy; health communication; public health, COVID-19.

PEMBANGUNAN INSTITUSI MENTAL WANITA DI NEGERI-NEGERI SELAT (NNS) DI BAWAH PENTADBIRAN BRITISH, 1875-1930

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Institusi mental wanita di Negeri-negeri Selat merupakan salah sebuah tanggungjawab sosial yang dijalankan oleh British. Golongan wanita memainkan peranan penting untuk membantu dalam pembangunan ekonomi terutamanya dalam kerja-kerja perburuhan. Masalah mental merupakan isu yang berbangkit semasa di bawah pentadbiran British kerana wanita tidak diberikan kelebihan mendapatkan rawatan. Malah, undang-undang yang ditetapkan oleh Great Britain juga menghalang wanita daripada diberikan rawatan untuk masalah mental yang dihadapi. Atas dasar tanggungjawab sosial, British membangunkan pusat-pusat rawatan untuk memfokuskan terhadap rawatan kepada golongan wanita. Ini kerana pusat-pusat ini memainkan peranan yang penting untuk memberi kemudahan rawatan kepada wanita kerana masalah mental tidak boleh dirawat dengan hanya ubat-ubatan. Kajian ini bertujuan untuk melihat sejauhmana usaha British mengendalikan masalah tersebut. Metod yang digunakan dalam kajian adalah bersifat kualitatif. Kajian mendapati bahawa institusi mental yang dibangunkan adalah usaha terbaik British untuk menangani masalah ini.

Kata kunci: Institusi mental wanita, Negeri-negeri Selat, pentadbiran British

PENGUNDI MUDA DAN POLITIK BERTERASKAN INTEGRITI DAN AGAMA MENJELANG PRU-15

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Golongan muda merupakan bakal pemimpin masa hadapan. Had umur layak mengundi dalam pilihan raya umum adalah 21 tahun, namun pindaan terhadap Perlembagaan Persekutuan yang diluluskan dan dikuatkuasakan pada tahun 2021, usia layak mengundi telah diturunkan kepada 18 tahun. Ini secara automatik, memberikan golongan muda hak untuk mengundi pada Pilihanraya Umum ke-15. Golongan muda ini dipilih sebagai fokus kajian kerana dikatakan mempunyai pandangan dan idea yang lebih agresif dan logik berbanding golongan yang lebih berusia yang lebih memilih parti atau calon berdasarkan pengalaman dan nilai-nilai sentimental yang ada dalam diri mereka. Tujuan kajian ini adalah untuk menganalisa faktor yang mempengaruhi pengundi muda untuk keluar mengundi dengan meneliti apakah faktor keagamaan dan integriti calon memberi kesan kepada corak pemilihan calon. Kajian ini telah dijalankan menggunakan kaedah kuantitatif untuk mengumpul data primer melalui instrumen soal selidik dan pemilihan melalui rawak mudah. Responden untuk kajian ini adalah difokuskan kepada belia yang dikategorikan sebagai pengundi muda yang berusia di antara 18-25 tahun sebagai fokus kajian tanpa menetapkan jumlah responden yang perlu menjawab soal selidik yang disebarikan selama dua bulan yang telah dilakukan melalui platform dalam talian iaitu Google forms, FB, Whatsapp, Telegram dan Instagram. Seramai 454 orang responden telah menepati ciri-ciri responden yang telah ditetapkan oleh pengkaji. Data yang diperolehi telah dianalisis secara deskriptif menggunakan aplikasi SPSS versi 23 untuk melihat taburan pemilihan pengundi muda dan dibincangkan berdasarkan min pengundi muda. Dapatan kajian menunjukkan bahawa majoriti golongan pengundi muda ini sangat bersetuju bahawa calon yang dinamakan oleh setiap parti politik itu semestinya seorang yang mementingkan agama manakala untuk tahap integriti dapatan kajian menunjukkan bilangan pengundi yang bersetuju dan sangat bersetuju agak seimbang dalam kebanyakan soalan yang dikemukakan.

Kata kunci: Pengundi muda, pandangan, integriti, agama, kuantitatif

DAY 2 – 17 MAY 2023

PARALLEL SESSION 4A

CULTURAL DIFFERENCES IN PERCEPTION OF EMOTIONAL IMAGES

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Much recent research on affective processes has used the Nencki Affective Picture System (NAPS) (Marchewka et al., 2014), a set of images standardized for use across a large number of western populations (e.g., Ruiz-Padial, 2021). Despite evidence that people from Western and Asian cultures respond to images differently (Shirai & Watanabe, 2022), the NAPS images have not been validated for use in Malaysia. This study aims to present preliminary validation data from Malaysia that compares the ratings of affective images drawn from the two NAPS subsets of Animals and People between Western and Malaysian samples. The method used was an online quasi-experimental approach to collect Malaysians' ratings of the Valence, Arousal and Approach/Avoidance for each affective image, and these ratings were compared with rating indices from the original NAPS validation study. The data was analysed using Mixed ANOVA with the NAPS subsets of Animal vs People as the between-subject variable, and the Malaysian vs Western image ratings as the within-subject variable. This study found there were significant differences across all parameters. The only significant main effect was for Arousal whereby Malaysians gave higher ratings for both Animal and People images. Both main and interaction effects were significant for Valence and Avoidance/Approach. Malaysians showed lower positive Valence for both sets of images and a lower tendency to Approach affective images in comparison to Westerners. The implications of these findings and future research directions are briefly discussed.

Keywords: NAPS, affective images, cultural differences, Valence, Arousal.

PERANAN NGO DALAM MEMPERKASAKAN SOSIOEKONOMI GOLONGAN IBU TUNGGAL

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Ibu tunggal merupakan tonggak keluarga yang memegang pelbagai tanggungjawab dan Amanah demi meneruskan kelangsungan hidup yang amat mencabar pada ketika ini. Sokongan daripada persekitaran seperti badan bukan kerajaan dilihat berupaya memperkasakan kehidupan mereka khususnya dari aspek sosioekonomi. Justeru, kajian ini bertujuan untuk menyelidik peranan NGO dalam memperkasakan sosioekonomi ibu tunggal. NGO memainkan peranan yang penting dan amat diperlukan dalam meringankan beban yang ditanggung oleh golongan ibu tunggal. Pemeraksanaan sosioekonomi bagi

golongan ini perlu diberi perhatian oleh NGO untuk memastikan golongan ini tidak keciciran dalam mempertingkatkan kelangsungan hidup. NGO berperanan memberi sokongan sosial dari segi bimbingan spiritual dan motivasi untuk menjadikan seorang ibu tunggal itu mampu berdepan dengan pelbagai cabaran dalam kehidupan seharian. Dari sudut ekonomi, NGO pula berperanan dalam memberi bimbingan menaik taraf hidup dengan menyediakan dana awal untuk golongan ini memulakan perniagaan sebagai pendapatan utama atau sampingan bagi meneruskan kelangsungan hidup. Sebuah kajian dengan menggunakan pendekatan kualitatif telah dilakukan. Kaedah persampelan bertujuan digunakan dengan memilih 5 responden yang terdiri daripada ibu tunggal dan ditemu bual secara mendalam. Dapatan kajian menunjukkan peranan NGO berupaya memperkasakan sosioekonomi golongan ibu tunggal. Maka, kajian ini mencadangkan pemeraksanaan sosioekonomi ibu tunggal melalui pelan tindakan yang relevan untuk mempertingkatkan kelangsungan hidup mereka.

Kata kunci: Pemeraksanaan, Sosioekonomi, Sistem Sokongan, Ibu Tunggal, NGO

IMPACT OF FISCAL DECENTRALIZATION AND VILLAGE FUNDS ON INFRASTRUCTURE IMPROVEMENT IN THE FRAMEWORK REDUCE POVERTY RATE

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The aim of this research is to examine the impact of the Balancing Fund on the improvement of infrastructure in the regions in order to reduce poverty levels. This research uses a combination of quantitative and qualitative methods. This research consists of secondary data from 415 districts of 33 provinces in Indonesia from 2015-2021 and was collected from the Central Statistics Agency (BPS). This research used the Panel Data Regression approach and SLR analysis to examine that impact. From the research, it was found: (i). Village Funds have a negative and significant influence on infrastructure in Indonesia; (ii). Infrastructure Budget Allocation has a negative and significant impact on infrastructure; (iii). Population density has a positive and significant influence on infrastructure in the WIB, WITA, and WIT areas; (iv) the Regional Independence Index has a significant effect on the distribution of all regions on infrastructure; (v). Foreign investment has a negative and significant impact on all districts on infrastructure; (vi) Regional Competitiveness has a positive and significant impact on infrastructure; and (vii) Infrastructure formed based on the 6 independent variables above does not affect the level of poverty in Indonesia.

Keywords: Village Fund, Infrastructure Budget Allocation, Poverty Level, Panel Data Regression, SLR.

RHETORICAL MOVES ANALYSIS IN INSTAGRAM ADVERTISEMENTS WRITTEN BY WOMEN ENTREPRENEURS

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In the rapidly evolving digital economy, social media has emerged as a crucial tool for small and medium-sized enterprises (SMEs) to promote their products and services. In Malaysia, where English serves as a lingua franca for intercultural communication and business activities, English language skills are essential for non-native English speaking SMEs to conduct business at the international level. However, there is limited research on how Malaysian SMEs write effective online advertising strategies, especially in social media. To address this research gap, this study employs genre analysis to investigate the rhetorical moves employed by women entrepreneurs in Malaysia in their online advertisements on Instagram. A total of 15 Instagram accounts owned by women entrepreneurs in the bakery industry were analyzed, and the findings suggest that the most effective rhetorical moves used by these SMEs are the use of hashtags and soliciting responses in their social media marketing. These results are consistent with previous research on social media advertising that has shown the importance of engaging with consumers through call-to-action strategies. This study contributes to the literature on social media advertising by providing insights into the rhetorical strategies used by women entrepreneurs in Malaysia. It highlights the significance of understanding the language and cultural context in which SMEs operate to develop effective marketing communication strategies. Moreover, this study also contributes to the literature on genre theory by showcasing how it can be applied to analyze digital advertising genres.

Keywords: *Women entrepreneurs, SMEs, genre analysis, online advertisement.*

PARALLEL SESSION 4B

ANALYSIS OF CONNECTIVITY POLICY AND IMPLEMENTATION OF SEA TOLL PROGRAM IN AREA DISADVANTAGED, REMOTE, OUTERMOST AND BORDER

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The phenomenon of price disparity emerges in the Indonesian region, especially in Disadvantaged, Remote, Outermost, and Border areas (3TP area). The presence of multimodal transportation connectivity plays an important role in accordance with the 2015-2019 RJPM and Presidential Regulation of the Republic of Indonesia No. 70 of 2017 concerning Public Administration for the Transportation of Goods to and from the 3TP Area.

The purpose of this study is to analyze: (i) Policies for implementing sea tolls, air bridges, and road transportation programs; (ii) Connectivity effectiveness in implementing sea highways, air bridges, and road transportation programs; and (iii) Specific policies implementation for the provision of staple goods and essential goods in 3TP areas. The method used is a qualitative analysis through the Focus Group Discussion (FGD) and descriptive data for the period 2015 to 2022. This study found that: (i) the connectivity policy for implementing sea tolls, air bridges, and road transportation have been able to have an impact on reducing price disparities in 3TP areas; (ii) it needed to increase competitiveness in the aspects of technology utilization, development of business actors' performance and improvement of transportation facilities and infrastructure; and (iii) in the medium term, it is important to accelerate the construction of asphalt roads in the 3TP area.

Keywords: *Sea toll, air bridge, maritime outlet, price disparities.*

IMPACT OF NATIONAL CONNECTIVITY, SERVICE PERFORMANCE AND TRANSPORTATION SAFETY POLICIES ON THE STATE BUDGET REALIZATION IN THE FRAMEWORK OF ENHANCING PERFORMANCE AND EFFICIENCY OF THE MINISTRY OF TRANSPORTATION

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This study aims to measure the impact of national connectivity policies, service performance and transportation safety on the achievement of the realization of the State Budget in order to improve the performance and efficiency of the Ministry of Transportation. This study uses performance achievement data and managed resources from 522 work units in the Land, Sea, Air and Railway Transportation Sub-sectors for 2017-2021. Method of this study uses the DEA approach and Panel Data Regression analyses. The findings of this study indicate that: (i) There are 2 inefficient DMUs, namely the Directorate General of Sea Transportation in 2017-2018 and 2020, and the Directorate General of Air Transportation in 2021; (ii) The index of public satisfaction with transportation services has a positive and significant influence on the realization of the state budget; (iii) The ratio of the incidence of transportation accidents has a negative and significant impact on the realization of the state budget; (iv). DEA efficiency level has a positive and significant impact on the realization of the state budget; (v). Infrastructure has a positive and significant impact on the realization of the state budget; and (vi). The absorption of human resources for transportation graduates has a positive and significant impact on the realization of the state budget.

Keywords: *Performance, efficiency, data envelopment analysis (DEA), panel data regression.*

THE EFFICIENCY MODEL OF THE REGIONAL DEVELOPMENT BANK ON SUMATERA ISLAND: A PANEL DATA REGRESSION AND NVIVO ANALYSIS APPROACH

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This research aims to analyze the transformation policy's impact on the efficiency model of the Regional Development Bank (BPD) on Sumatera Island, Indonesia. This method used regression panel data analysis. Data for this research was derived from each BPD's annual financial statements and from The Indonesian Banking Directory. The data consist of several Bank financial indicators (NPL, Total Assets/Bank Size, CAR, BOPO, LDR, NIM, and Deposits), corporate governance variables (GCG) on efficiency (EFF) from the year 2016-2020. The sample in this research is all BPD on the island of Sumatera, namely Bank Aceh, Bank Sumut, Bank Riau Kepri, Bank Nagari, Bank Jambi, Bank Bengkulu, Bank Lampung, and Bank Sumsel Babel. Hypothetical results on the efficiency model show that only 3 variables (Bank Size, CAR, and NIM) significantly influence BPD efficiency. Based on FGD results, all categories of informants suggest that BPD transformation policies need to develop technology, develop MSMEs, increase HR competencies, strengthen governance, service convenience & speed, BPD mergers, IPOs, capital strengthening, credit consortiums, the urgency of R&D, Consolidation, KUB, strengthening of risk management, and strengthening of compliance. This research implies that it is hoped that stakeholders, especially banks and regulators, can jointly create steps in order to maximize efficiency, besides that the regulators also create an increase in credit demand in the market through public policies. In addition, with the synergy between stakeholders, it will have an effect on increasing economic output in each region, ultimately maximizing the BPD's potential.

Keywords: *Transformation policy, local development bank efficiency, financial indicator, Nvivo.*

THE SHIFTING MODE OF TRANSPORTATION POLICY FROM TRUCK TO TRAIN

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Logistics transportation in Indonesia is still dominated by road transport, particularly trucks. This condition led to an increase in traffic accidents and road damage. Due to their handling, schedules, and accessibility, trains have not become the predominant mode of transportation for business actors. The purpose of this research is to examine, analyze and formulate why, how, and the impact of shifting mode policies on the national economy. The method of this research is a qualitative approach and data was obtained through Focus Group Discussion (FGD). The results of the research show that the urgency that drives the policy of shifting logistics modes from trucks to trains is logistics costs, congestion, road damage, and driver safety. The other findings are human resource factors and logistics

infrastructure. Recommendations from the monetary side that there is further handling to maintain inflation stability with government policies (fiscally), several policies to support the acceleration of the transfer of modes of transportation such as increasing human resource competency, improving logistics infrastructure, improving information technology, and the Zero Over Dimension Over Load policy must also continue to pay attention to the negative impact on entrepreneurs (private sector) so that the trade-off between environmental and economic sustainability impacts is maximum.

Keywords: *Human Resources, Infrastructure, Shifting Mode, FGD.*

MENEROKA PERSEPSI MAJIKAN TERHADAP ORANG KENA PENGAWASAN (OKP) DALAM PROSES KEPULIHAN PENYALAHGUNAAN DADAH

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Kepulihan penagihan merupakan suatu proses kompleks yang melibatkan pelbagai faktor psikososial. Walaupun banyak program pemulihan telah dilaksanakan namun statistik penyalahgunaan dadah setiap tahun masih tidak menunjukkan pengurangan. Masalah utama yang sering dihadapi oleh Orang Kena Pengawasan (OKP) ialah kesukaran mendapat pekerjaan. Justeru, kajian kualitatif dengan pendekatan kajian kes ini bertujuan untuk meneroka pandangan dan persepsi majikan terhadap penerimaan OKP sebagai pekerja. Kajian ini menggunakan kaedah persampelan bertujuan dengan menjalankan perbincangan kumpulan fokus (focus group discussion; FGD) ke atas informan yang mewakili majikan. Keputusan kajian menunjukkan komitmen OKP dengan program pemulihan AADK dan keyakinan wakil majikan terhadap program pemulihan AADK adalah faktor yang menentukan penerimaan majikan terhadap OKP sebagai pekerja. Majikan masih mempunyai persepsi negatif dan stigma terhadap OKP di antaranya adalah perlu mendapat persetujuan dan keyakinan pekerja-pekerja lain dalam pengambilan OKP dan kecenderungan OKP untuk relaps menyebabkan OKP sukar untuk diterima sebagai pekerja. Seterusnya, ciri-ciri OKP yang meyakinkan majikan untuk menerima mereka bekerja termasuklah OKP menunjukkan minat, berupaya menjadi contoh, mampu meyakinkan majikan untuk konsisten pulih, berupaya mengawal emosi dan menunjukkan sikap yang baik. Kajian ini merumuskan bahawa OKP perlu membina jati diri, pengetahuan yang jitu, pemantapan sahsiah dan sendiri dalam meyakinkan majikan untuk mengambil mereka sebagai pekerja. Seterusnya, majikan dan rakan sekerja pula perlu memberikan keyakinan dan kepercayaan dalam memberi peluang kepada OKP menjadi pekerja yang berkualiti. Implikasi kajian ini dapat menyumbang ke arah pembentukan garis panduan dari segi pengambilan pekerjaan berstruktur dan berpandu dalam kalangan OKP.

Kata kunci: *Kepulihan, majikan, stigma, penyalahgunaan dadah.*

PARALLEL SESSION 4C

TOWARD AN EAST-WEST DISCOURSE ON FEMINIST TRANSLATION STUDIES

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Feminist translation studies have gained significant attention in recent years, with scholars exploring the intersections of translation and gender, power, and identity. However, much of this scholarship has been situated within Western contexts, with limited attention paid to the unique experiences and perspectives of feminist translation in the East. This article aims to contribute to a more inclusive and diverse discourse on feminist translation studies by examining the ways in which feminist translation is practiced, theorized, and experienced in both the East and West. The method used by author is descriptive qualitative method. The study found a more inclusive and collaborative dialogue among feminist translators and scholars from different regions, with the goal of promoting greater mutual understanding, cross-cultural exchange, and social justice.

Keywords: Feminist, Translation studies, discourse, identity

THE NARRATIVE (RE)CONSTRUCTION OF AN INTERNATIONAL ANTI-FASCIST IDENTITY: A REREADING OF TRANSLATED ANTI-FASCIST LITERATURE (1939-1946)

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The Second World War was the largest war in the history of mankind so far. During this protracted war, a large amount of anti-fascist literature were translated among victimized nations and areas, which played an indispensable part in assisting the solidarity and unity of the anti-fascist camp. Such a unique role of translation in the intercultural context, however, was seldom noticed by previous studies which instead tended to discuss the significance of these translated literature on the agenda of national salvation and rejuvenation. Hence, this study intended to give a case rereading of some well-known Chinese translation of English anti-fascist literature and English translation of Chinese anti-Japanese literature(1939-1946), in an attempt to explore what a part if any did these translated literature have in such an intercultural context of global war and how did the translation as a means of narrative offer a conduit of (re)constructing an international anti-fascist identity among fascism-stricken community worldwide. Critical Discourse Analysis (CDA) was used to analyze how narratives were reframed in these translated texts to remould people's views of fascism, of the reality of global war, of the relations of different ideologies so as to build psychological and moral grounds for an intercultural anti-fascist identification. It was found that these translated literature nourished an international anti-fascist identity by repackaging narratives in at least three aspects. Firstly, the humanistic narratives about the war prevailing in English anti-fascist

literature were understated or even expurgated in their Chinese version for highlighting a dominant anti-fascist ideology. Secondly, to broaden the base of support for the anti-fascist camp, the narratives about political or ideological conflict were subtly obliterated in the English translations of Chinese anti-Japanese literature. Thirdly, the anti-fascist protagonists were inclined to be recast as the embodiment of justice and righteousness in both the Chinese and English translated literature, for the purpose of establishing the moral ground for an anti-fascist identification on the part of readership. The findings are expected to provide some enlightenment about approaches to any international dispute cutting across ethnic, racial, religious, national and cultural boundaries at the time when the globalization and economic integration expedite.

Keywords: Narrative (re)construction, an international anti-fascist identity, translated anti-fascist literature.

PROFILE AND ENTREPRENEURSHIP LITERACY AMONG THE FORMER INMATES IN MALAYSIA

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This study is carried out with the objective of identifying the profile and entrepreneurship literacy among the former inmates in Malaysia. This study was conducted using a quantitative cross-sectional survey design. A total of 350 prisoners who have been released from detention but are still under the supervision of the Malaysian Prisons Department (JPM) have been selected as respondents to the study. Results shows that the majority of the respondents who took part with the study are those between the age of 31 years old until 40 years old (40.4 percent), Malays (78.8 percent), Muslim (86.4 percent) and mostly are men (93 percent) and not married (53.1 percent). Moreover, their education level are mostly at SPM level (42.7 percent) and were employed before they were imprisoned (88.1 percent). Results also shows that the income earned by most respondent before imprisonment are at the B40 level specifically at the B1 category which are those in B40 level earned under the amount of RM2,500 (72.9 percent). Results on the interest of the respondent towards entrepreneurship shows that they are interested in doing business (59.6 percent) even though majority of them have never been involved in doing any business (66 percent) and have any family members who are involved in entrepreneurship (62.1 percent) nor have they ever been taking any course in entrepreneurship (87 percent). Descriptive analysis of the study found that the entrepreneurship literacy among the former inmates at a high level (55.6 percent). Only 1.2 percent of them have a very low literacy level on entrepreneurship and the rest have a moderate level of entrepreneurship literacy (43.2 percent). The implication of this study would help the organization that provides assistance and hope in

giving equal opportunity to former inmates to integrate into the community and begin a new life after their sentence in prison.

Keywords: Profile, prisoners, parole, literacy, entrepreneurship

PATTERNS OF REQUEST AND REQUEST RESPONSE STRATEGIES AMONG MALAYSIAN MALAYS

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Many previous studies on requests claim that Malay native speakers prefer indirectness more than directness when requests are constructed. However, in three other request studies, Malay native speakers were found to have chosen directness which contradicts the traditional belief of the Malay speaking style. This study aims to examine strategies of requests and request responses for material and non-material wants carried out by adult Malay speakers of English in instant messaging (IM) group communication. The method used by the authors is a language-focused content analysis that employs a qualitative approach. The preliminary findings of this study found that Malay native speakers prefer directness more than indirectness while requests are being conducted and Supportive Moves are used to mitigate their requests.

Keywords: *Speech act, request strategies, request response strategies, head acts, supportive moves*

PARALLEL SESSION 4D

KERJASAMA ANTARABANGSA DALAM PENGGUNAAN AMAN ANGKASA LEPAS: KEPERLUAN KEPAKARAN GOVERNANS ANGKASA MALAYSIA

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Wacana dalam membicarakan astropolitik atau hubungan antarabangsa (HA) di ruang angkasa telah meningkat semenjak 15 tahun yang lalu. Dua peristiwa yang menjadi antara faktor perkembangan ini ialah apabila negara China disenarai hitam daripada Stesen Angkasa Antarabangsa pada 2011 dan pertumbuhan peranan syarikat komersial di dalam sektor angkasa. Selari dengan perkembangan pesat sektor angkasa dunia, Malaysia telah membentuk Dasar Negara 2030 yang meletakkan keinginan Malaysia untuk meningkatkan dan mengukuhkan kerjasama jaringan antarabangsa. Penulisan ini bertujuan melakukan penelitian terhadap sebuah sub-topik dalam kajian HA di Malaysia yang berkait rapat dengan fenomena ini iaitu Governans Angkasa. Ia dimulakan dengan melihat

perkembangan sektor angkasa yang melibatkan pelbagai aktor negara dan bukan negara, di mana tumpuan khusus akan diberikan kepada aktor bukan negara iaitu kumpulan pakar atau komuniti epistemik. Kajian akan menjelaskan trend pendidikan tertiar Malaysia dalam bidang sains dan governans angkasa dalam membentuk ekosistem yang menyokong perkembangan sektor angkasa. Penulisan ini memberi penekanan terhadap bagaimana kumpulan pakar mempengaruhi wacana governans angkasa global semasa, lantas menjelaskan keperluan Malaysia terhadap kepakaran di dalam bidang ini agar membantu ia mencapai objektif dasar angkasa negara. Kajian ini tidak lain dan tidak bukan adalah bertujuan untuk merumuskan aspirasi dekolonialisasi terhadap pengaruh barat dalam pendidikan HA di Malaysia dengan menjelaskan mengapa penting untuk negara ini membangunkan kepakaran dalam bidang governans angkasanya selain hanya menumpukan kepakaran dalam sains angkasa.

Kata kunci: Astropolitik, hubungan antrabangsa, dasar angkasa 2030, governans angkasa, Dekolonialisasi.

BOOK TO DIGITAL MENU IN POST COVID-19 ERA. ACCEPTANCE OF QR CODE IN F&B INDUSTRY

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The implementation of QR code (Quick Response) has become widespread in many countries including, Malaysia. The increasing trend of its adoption can be seen greatly in many restaurants, where these scannable black-and-white codes has been used for taking the customers' orders and collecting data on the customer experiences for the services provided. Due to the several factors such as the need for limiting the number of staff working in the premises and to have minimal contact between staffs with the customers during covid-19 era, have led to the need for the QR code adoption in F&B industry. Since then, the restaurants' owners have continuously upgraded their software application to enhance the customers' experiences. The customers can simply view the restaurant menu to make their orders. It has been almost two years since the Covid-19 era, and the QR code is continuously and increasingly being used in almost all restaurants in Malaysia. Although QR codes can be seen as an enabler for better customer experiences by the restaurants' owners, but the customers themselves might have a different experience when using this QR code. This study aims to examining customers' experiences using QR codes to make their order utilising theory of Technology Adoption Model (TAM). Perceived usefulness and perceived ease of use factors will be used to determine whether these factors may affect the customers' experiences. The method that will be used by the authors is a descriptive quantitative method. The collection of data will be in the form of questionnaires and which later will be distributed to the customers of the restaurants that implement QR codes. This study hopes

to find the factors which could enhance the customers' experiences when using the QR codes. This will give the opportunity for the business owners to improve their services and provide better customer experiences in their restaurants. It is also hoped that better customer experiences, will not only lead to a boost in the sales of the restaurants but also will lead to customer retention.

Keywords: Post Covid-19, QR code, F&B industry, customers' experiences, Malaysia.

FAKTOR YANG MEMPENGARUHI PENERIMAAN PENGGUNA TERHADAP APLIKASI KESIHATAN MUDAH ALIH DIKALANGAN PELAJAR UTM SPACE

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Kepentingan mengamalkan gaya hidup sihat adalah untuk mencegah diri dari dijangkiti penyakit kronik seperti kencing manis, darah tinggi dan obesiti. Kesihatan tidaklah tertakluk kepada kesihatan fizikal sahaja, malah ia merangkumi kesejahteraan mental, emosi, dan sosial. Teknologi memudahkan seseorang itu menjaga kesihatannya dengan menggunakan aplikasi kesihatan mudah alih. Terdapat banyak aplikasi kesihatan mudah alih yang boleh dimuat turun melalui sistem appstore dan juga playstore. Oleh itu, kajian ini dijalankan bagi mengetahui apakah faktor yang mempengaruhi penerimaan pengguna terhadap aplikasi kesihatan mudah alih dikalangan pelajar UTM SPACE. Selain itu, kajian ini juga dijalankan bagi mengetahui apakah masalah yang dihadapi pelajar dalam penggunaan aplikasi kesihatan mudah alih. Kajian ini dilakukan menggunakan metodologi kuantitatif dengan kaedah pengedaran borang soal selidik secara dalam talian melalui aplikasi whatsapp. Hasil kajian mendapati terdapat hubungan yang positif diantara faktor dan penerimaan pengguna terhadap aplikasi kesihatan mudah alih.

Kata kunci: Kesihatan mudah alih, kesihatan digital, telefon pintar, aplikasi mudah alih.

NARRATIVE STRUCTURE IN JAPANESE CHILDREN'S BOOK AKAGE NO POCHI BY YAMANAKA HISASHI

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Akage no Pochi is the first Japanese children's book with social realism written by Yamanaka Hisashi. For Yamanaka, everything that happens to and around children must be illustrated realistically in children's literature. Through a realism based on his own childhood distrust of and antipathy to adults, Yamanaka attempts to illustrate what a sincere child may be in his fictional works. In regards to this, this article aims to show the narrative structure of Yamanaka Hisashi's *Akage no Pochi*. One substantial effort to investigate fiction written for children is

through the narrative elements inside it, for a narrative structure is of textual components rich in ideology. Through a narratological reading, this article shows that, in the narrative structure of *Akage no Pochi*, the narrator, who tells the story in third-person point of view, mostly tells the background of the child characters condition and also voices the child characters feelings. Additionally, the focalization also plays an important part in illustrating the child character's subjectivity in the book.

Keywords: Japanese children's book, social realism, narrative structure, narratology.

REVIEW OF GEN Z CHINESE COLLEGE STUDENTS' GENDER AWARENESS AND ATTITUDES: THEMES AND TRENDS

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This study includes a thorough assessment of the literature on gender awareness and gender role views among Chinese college students from the Generation Z, with an emphasis on identifying key themes and trends in the available research. Gender roles and attitudes in traditional Chinese society have a significant impact, although Gen Z college students in China appear to have a reasonably high degree of gender awareness and tend to have more liberal attitudes regarding gender roles, according to recent studies. To fully comprehend the subtleties and intricacies of this population's attitudes regarding gender, more study is required. Yet, gender stereotypes and prejudices still remain within this group. The review highlights several variables, such as parental education and profession, media exposure, cultural values, and educational attainment, which affect gender attitudes and awareness. The study also looks at how gender beliefs affect social and political concerns including family planning, women's rights, and gender equality. Overall, the literature analysis emphasises the complexity of the subject and the need for more study to better comprehend the factors influencing gender views and awareness among Gen Z college students in China.

Keywords: Gen Z, Chinese college students, gender awareness, gender role attitudes.

PARALLEL SESSION 5A

THE IMPACT OF THE DEVELOPMENT POLICY OF PANARUKAN PORT FACILITIES ON SITUBONDO REGIONAL ECONOMY

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Since the 16th century, Panarukan has been one of East Java's most significant port cities. Panarukan Port is located in Situbondo Regency, where it played a vital part in the economy during its heyday. The purpose of this research was to analyze and examine the impact of the development of port facilities on the performance of logistics, sea trade, and the optimization of the Panarukan Port, as well as the economic growth of Situbondo Regency. This research used a qualitative methodology through Focus Group Discussion (FGD) and NVivo analysis. Based on the processing results, several nodes indicate the impact of the development of Panarukan port facilities on logistics performance, including port development, logistics performance, the tourism sector, expansion of shipping lanes, loading and unloading, infrastructure, and shipping line expansion. Meanwhile, the impact of Panarukan Port development on aspects of sea trade and Situbondo's economy is reflected in several nodes, such as the development of port facilities and an increase in per capita income. Regarding the development of port facilities, logistical performance yields price disparities. The only effects of logistics performance on Situbondo Regency's sea trade and economy are the availability of goods, inflation, and logistics costs. Several nodes reflect the constraining factors, including infrastructure, loading and unloading activities, logistics costs, navigation, and green ports. Based on the results above, the development of the Panarukan Port infrastructure can support logistics performance, which can provide business opportunities by opening new routes for ship operators, with implications for reducing logistics costs and the level of price disparity. A reduction in the level of price disparity will further help economic development in the Situbondo area.

Keywords: Port facilities, logistics performance, panarukan port, situbondo regional economic growth.

IMPACT OF THE ADJUSTMENT OF THE BOUNDARY BETWEEN FLIGHT INFORMATION REGION (FIR) JAKARTA-SINGAPORE ON NON-TAX STATE REVENUE (PNBP) AND INDONESIAN FLIGHT NAVIGATION SERVICE COSTS

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In 2022, The Presidential Regulation of the Republic of Indonesia No. 109 of 2022 stipulated the Ratification of the Agreement between the Government of the Republic of Indonesia and the Government of the Republic of Singapore regarding the Adjustment of Boundaries between the Flight Information Region of Jakarta and the Flight Information Region of

Singapore. The purpose of this research is to analyze and examine the impact of the policy on adjusting the boundaries between the flight information region of Jakarta and the flight information region of Singapore on: (i) the condition of Perum LPPNPI revenue and non-tax state revenue (PNBP); (ii) the readiness of stakeholders for the impact of the policy; (iii) the readiness of human resources (HR) Aviation navigation; and (iv) navigational competitiveness in policy implementation. The method used is a qualitative approach through Focus Group Discussion (FGD) and processed with NVivo. The result of the research: (i) the policy of adjusting the boundaries (FIR alignment) will increase the capacity of the air space, and it is anticipated that the potential for an increase in air transportation traffic will have a positive effect on the governments revenue as it will increase the revenue of Perum LPPNPI and PNBP; (ii) The readiness of Perum LPPNPI as an operator with the number; (iii) level of HR competence (skills) as well as readiness (Hardware and Software) to support the improvement of HR competence; and (iv) in terms of monitoring and controlling the policys impact on adjusting the boundaries between FIR Jakarta and Singapore) The synergy between Stakeholders and Tariff Regulation is required to enhance competitiveness. After the FIR limit adjustment policy has been implemented, this policy offers great promise for increasing PNBP and supporting the improvement of HR competencies so that they can provide seamless services between Indonesia and Singapore after the FIR limit adjustment policy is implemented.

Keywords: Jakarta and Singapore FIR limit adjustment policies, aviation navigation, PNBP, navigation service fees, human resources and technology.

IMPACT OF DUMAI PORT PERFORMANCE ON IMPROVING REGIONAL AND NATIONAL ECONOMIC IN THE FRAMEWORK OF ACHIEVING SUSTAINABLE DEVELOPMENT

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In the era of globalization, ports play a crucial role in sustaining the economy. Port development is expected to be in accordance with the concept of sustainability (sustainable port). The purpose of this research is to analyze and examine the impact of Dumai Port activities on: (i) the concept of sustainability; (ii) port performance; (iii) contribution to the local and national economy; and (iv) strategies to reduce barriers and improve performance. The method used is a qualitative approach through Focus Group Discussion (FGD) and processed with NVivo. Based on the result of the research, it was found that: (i) Dumai Port activities already refer to the concept of sustainability; (ii) positive performance increases where there is development in Port activities, such as increasing the smoothness of the loading and unloading process, increasing the quality of connectivity and reducing logistics costs; (iii) Contribution to the economy local and national such as employment absorption and increasing regional income and the trade sector; and (iv) the main obstacles are the quality of infrastructure and road access as well as the quality of Human Resources (HR). The strategy needed is coordination between stakeholders in developing the future performance

of Dumai Port. Recommendations for the revision of regulations that support infrastructure facilities and the quality of human resources.

Keywords: *Sustainability, infrastructure, economic contribution, HR quality, port of Dumai*

PSYCHOSEMANTICS AND ITS IMPERATIVE TOWARDS THE REPRODUCTION OF IDEOLOGY IN THE MADANI NARRATIVE

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The Malaysian social construct is heavily impacted by the reproduction of ideology amplified by social media in various aspects either in politics, economy, and culture. The lack of positive representation towards political narratives in social media are often due to various reasons either being too ethnocentric, or too religious that were deemed to be unprogressive which hinders social reform. The study's focus is to explore the impact of the social meaning to reproduce ideology in the MADANI narrative, and its influence on public diplomacy. It is a phenomenological qualitative study that applied Van Dijk's Critical Discourse Analysis Method. The sample is taken from BERNAMA Facebook page on the 19th of January 2023, iterating the MADANI mandate by the 10th Malaysian Prime Minister, YAB Datuk Seri Anwar Ibrahim. Macro level analysis is applied to analyse the social meaning and the reproduction of ideology. It can be concluded that the social meaning succeeded in constructing positive social cognition in nation building that reproduces the nationalist ideology.

Keywords: *Psychosemantics, social media warfare, ideological square, semantic macrostructure*

FAKTOR-FAKTOR PEMILIHAN KERJAYA KEUSAHAWANAN DALAM KALANGAN REMAJA B40: KAJIAN AWAL DI PUSAT PERUMAHAN RAKYAT LEMBAH KLANG

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Kajian ini dijalankan untuk mengenal pasti kecenderungan keusahawanan dan aspirasi kerjaya terhadap keusahawanan dalam kalangan remaja B40. Seramai 80 remaja B40 yang menetap di kawasan Pusat Perumahan Rakyat (PPR) di Lembah Klang telah mengambil bahagian dalam kajian ini. Kajian ini menggunakan pendekatan tinjauan dan mentadbir soal selidik yang didasari oleh pengukuran tertentu. Dapatan menunjukkan tahap kecenderungan keusahawanan dan aspirasi kerjaya yang sederhana tinggi. Kajian juga mendapati faktor-faktor seperti pengetahuan asas keusahawanan, kesediaan diri, motivasi

diri dan ketahanan diri mempunyai hubungan positif yang signifikan dengan kecenderungan keusahawanan dan aspirasi kerjaya terhadap keusahawanan dalam kalangan remaja B40. Sikap teliti dan personaliti kejujuran diri yang rendah menunjukkan hubungan positif yang signifikan dengan kecenderungan keusahawanan dan aspirasi kerjaya terhadap keusahawanan dalam kalangan remaja B40. Walaupun remaja ini menghadapi pelbagai cabaran dan kekangan, mereka tetap menunjukkan minat dan personaliti yang baik untuk menceburi bidang keusahawanan. Justeru, pihak berkepentingan wajar menambahkan lagi aktiviti berkaitan pendidikan keusahawanan terutamanya kepada kumpulan kurang berkemampuan demi menjamin kerjaya dan gaya hidup yang berkualiti pada masa hadapan.

Kata kunci: Kecenderungan keusahawanan, aspirasi kerjaya ke arah keusahawanan, remaja B40.

PARALLEL SESSION 5B

THE IMPLEMENTATION OF ISPS CODE IN INDONESIAN PORTS AND ITS IMPACT ON NATIONAL INCOME

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This study aims to measure and analyze: (i) the Impact of Government Policy on the Implementation of ISPS Code in Ports on State Revenues; and (ii) Stakeholder expectations for the Implementation of the ISPS Code in Indonesian Ports. The method used is a combined method which consists of a quantitative approach using the 2021 Indonesia Input-Output table and qualitative data by using NVivo analysis. The results of the study found that: (i) the implementation of the ISPS Code in Indonesian Ports increases national income including an increase in GDP (0.003%), income from workers (0.00003%), income from taxes minus subsidies on products (0.017%), and income from taxes on Production subsidies (0.002%); and (ii) Stakeholder expectations that the Government needs to resolve obstacles to the implementation of the ISPS Code including Complying Ports in implementing the ISPS Code which is not yet in accordance with the rules of the game as stipulated, synergistic coordination between stakeholders, port authorities have not played an active role, weakness in human resources in numbers and qualifications, bureaucracy convoluted, and lack of up-to-date technology.

Keywords: ISPS Code; Ship and Port Facilities Security; National income; Input-output analysis.

THE INFLUENCE OF LEADER MOTIVATING LANGUAGE ON PSYCHOLOGICAL SAFETY AND CHANGE ENGAGEMENT AMONG UNIVERSITY ACADEMICS

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This is a quantitative study that reports on the findings of 289 university academics' change engagement. Using the Motivating Language Theory (MLT), this study aims to predict which dimension of leader motivating language (directive, empathetic, or meaning-making) is a significant factor in elevating university academics' psychological safety and change engagement. The method of analysis used in this study is partial least squares path modelling. The analysis revealed that all three motivating languages influence change engagement through psychological safety. This study contributes to MLT and enriches the knowledge of human resource practitioners in using leader motivating language to promote university academics' psychological safety and elevate their level of change engagement by ensuring the success of change initiatives.

Keywords: Leader motivating language, Psychological safety, Change engagement, University academics

MARITIME ENVIRONMENTAL PROTECTION POLICY AND THE NATIONAL ECONOMY

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This study aims to identify and analyze: (i) the Impact of Marine Environmental Protection Policies on the National Economy; and (ii) stakeholder expectations of Marine Environmental Protection Policies. This method combines the quantity with the Indonesian 2021 input-output table and the quality method with the NVivo application. The study found that: (i) the Impact of the Maritime Environmental Protection Policy on the National Economy including savings from environmental and social damage compensation policies if replaced with government policies on the micro small and medium enterprises sector through CSR programs or for health and prevention of Covid 19, can provide significant additions to changing output, employment and GDP growth. Apart from that, the Marine Environment Protection policy, especially for oil spills in 2021 which is implemented by the government through the technical Ministry, also provides additional output, employment, and GDP; and (ii) Stakeholder expectations of the Marine Environment Protection Policy, among others Improving coordination between stakeholders, Human Resource Development, collaborating with external national and international parties, and Utilization of technology is needed to increase transparency, improve data quality, and information disclosure, and improve quality governance.

Keywords: Maritime environmental, oil spill, national economy, input-output analysis.

WORKPLACE BARRIERS FOR YOUTH WITH DISABILITIES

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One strategy for empowering the disabled is to provide them with employment opportunities that enable them to become independent and proactive members of society. Yet, people with disabilities face unique limitations/challenges compared to ordinary individuals. The process of workplace adaptation and retention is a challenge that must be overcome. This study explores the barriers faced by college graduates with disabilities in the workplace. Twenty research participants participated in this study, including visually, cognitively, auditory, and physically challenged graduates. This qualitative study investigates the initial employment challenges using the phenomenology approach. The information about the study participants was acquired via focused group discussions (FGD). The data were then analysed using the Interpretive Phenomenological Analysis (IPA) method. Environmental hurdles (such as inaccessible public facilities), workplace obstacles (such as acceptance by employers, coworkers, job characteristics, and facilities for disabled workers), and personal obstacles were highlighted as the most significant challenges faced by disabled workers (such as self-confidence, less assertive, new field). This study reveals that people with disabilities face unique challenges at work that non-disabled workers may not, especially regarding the accessibility of facilities and the perception of handicapped workers abilities. Also, solutions to improve the tough working conditions for people with disabilities are presented.

Keywords: Youth with disabilities, workplace barriers, empowerment, challenges.

PARALLEL SESSION 5C

SIMBOL SEBAGAI INTERPRETASI KATA OLEH GENERASI ABAD KE-21

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Perubahan zaman bukan sahaja memberi impak kepada perubahan cara hidup tetapi juga melibatkan perubahan kata yang digunakan seiring perubahan zaman. Kebanyakan manusia kini lebih kreatif dalam membentuk simbol kata dengan menggunakan kata yang sedia ada. Ketika ini dapat dilihat banyaknya penggunaan simbol dalam menginterpretasikan kata yang digunakan. Lazimnya, penggunaan simbol ini bertujuan untuk memberikan makna yang berbeza daripada makna asal sesuatu perkataan. Makna yang terdapat pada sesuatu simbol

juga boleh berbentuk positif dan juga negatif. Oleh itu, kajian ini bertujuan untuk mengenal pasti penggunaan simbol yang dijadikan sebagai kod kata dan seterusnya menjadi slanga generasi masa kini. Reka bentuk kajian ini adalah menggunakan kaedah kualitatif dan kaedah pengumpulan data adalah secara pemerhatian. Kajian ini berdasarkan teori semiotik. Melalui, teori ini, tanda atau simbol dianggap sebagai salah satu bentuk kaedah penyampaian komunikasi yang berkesan serta memberikan maksud tertentu. Simbol-simbol yang dipilih sebagai data kajian ini juga merupakan simbol-simbol yang kerap digunakan dalam komunikasi. Dapatan kajian ini menunjukkan simbol-simbol yang diguna pakai dapat dikelaskan kepada beberapa aspek iaitu haiwan, tumbuhan, benda dan perbuatan. Pengkaji percaya bahawa kajian berkaitan simbol ini boleh diperluas kepada aspek tabu dan sebagainya yang menyentuh aspek kebahasaan seperti kesantunan berbahasa.

Kata Kunci: Teori semiotik, simbol, kod kata, komunikasi.

HUMANITIES IN CRISIS: ADAPTING COMPUTING TECHNOLOGY TO LITERARY ANALYSIS IN THE DIGITAL AGE

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The digital age has brought about significant changes in the way we consume, analyze, and interpret literature. The abundance of digital texts and the ease of access to computing technology have created new opportunities for scholars in the humanities to explore and analyze literary works. However, the rapid pace of technological innovation has also created a crisis in the humanities, as many scholars struggle to keep up with the latest tools and techniques for literary analysis. This paper reviews how computing technology can be adapted to aid in literary analysis and explores the challenges facing scholars in the humanities in the digital age. The current study applies a bibliometric analysis of study on the interdisciplinary study of computing and literary study using CiteSpace. The paper discusses the importance of collaboration between scholars and technologists in developing new tools and techniques, and highlights some of the key developments in digital humanities research. The paper also presents a case study of a project that uses machine learning algorithms to analyze a large corpus of literary texts. The project demonstrates the potential of computing technology to provide new insights into literary works and suggests that the humanities can benefit greatly from incorporating computational methods into their research practices.

Keywords: Computing, literary study, cite space.

KEPENTINGAN KEDUDUKAN GEOGRAFI PULAU FALKLAND UNTUK BRITAIN DAN ARGENTINA SEBELUM KRISIS DI ATLANTIK SELATAN 1982

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Kajian ini menumpukan perbincangan kepada kepentingan kedudukan geografi Pulau Falkland di kawasan Atlantik Selatan kepada Britain dan Argentina sebelum berlakunya perang pada tahun 1982. Peperangan ini disebut oleh para sarjana sebagai Perang Falkland yang membabitkan konflik ketenteraan antara Argentina dengan Britain yang ingin mempertahankan isu pemilikan di samping kedaulatan atas pulau tersebut. Kajian ini bertujuan membuktikan bahawa Pulau Falkland ini penting kepada kedua-dua negara dalam soal sempadan geografi serta potensi keuntungan ekonomi di pulau berkenaan sejak kurun ke-19 sehingga tahun 1982. Britain telah mencapai kemenangan ke atas Argentina dalam perang terbabit bahkan Pulau Falkland seterusnya kekal sebagai Wilayah Seberang Laut Britain sehingga kini. Metode yang digunakan oleh penulis adalah metode kualitatif melalui penelitian dan analisis ke atas dokumen-dokumen primer dari arkib-arkib terpilih khususnya The National Archive (TNA) di London dan arkib atas talian, Margaret Thatcher Foundation. Pada masa yang sama, dokumen sekunder yang terdiri daripada artikel jurnal dan buku turut digunakan bagi melengkapkan kronologi perbincangan dengan lebih objektif dan autoritatif. Kajian ini mendapati bahawa Argentina dan Britain mempunyai kepentingan tersendiri ke atas Pulau Falkland terutama dalam isu sempadan geografi dan potensi ekonomi sehingga kedua-dua negara tersebut sanggup untuk berperang pada tahun 1982.

Kata kunci: Pulau Falkland, atlantik selatan, sempadan geografi, potensi ekonomi, perang Falkland.

MEDIA SOSIAL DAN BUDAYA 'SHARENTING' DALAM KALANGAN IBU BAPA DI MALAYSIA

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Dalam rangka sosialisasi moden, budaya berkongsi atau *sharenting* adalah fenomena sosial yang kian berkembang. Fenomena sosial ini telah muncul akibat daripada proses pemodenan dan globalisasi yang berterusan yang berlaku pada masa ini. Proses ini didorong oleh penciptaan dan penggunaan teknologi dalam kehidupan seharian manusia. Matlamat kajian ini adalah berkenaan budaya berkongsi dalam kalangan ibu bapa di Malaysia terkait dengan isu kefahaman dan amalan budaya berkongsi di media sosial mereka. Kaedah kajian ini adalah kuantitatif dengan soal selidik secara google form dijawab oleh responden kajian yang dipilih secara sukarela menjawab. Kajian ini mendapati bahawa

konsep budaya berkongsi serta keinginan ibu bapa memaparkan aktiviti keluarga termasuk anak-anak menjurus kepada amalan perkongsian dilakukan oleh mereka.

Kata kunci: Delikuensi, ibu bapa, kanak-kanak, media sosial, *sharenting*.



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