



# KOLOKSIUM SISWAZAH KITA

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## ABSTRAK CALON SARJANA & DOKTOR FALSAFAH PENGAJIAN ETNIK

# KANDUNGAN

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# NURAZIMAH AZIZ

## **Kompetensi Global, Kewarganegaraan Ekologi, Dan Idea Bangsa Idaman Dalam Pendidikan Perubahan Iklim**

Pendidikan Perubahan Iklim merupakan satu agenda yang rancak diperbincangkan secara global. Hal ini termaktub dalam matlamat ke-13 Pembangunan Lestari (SDG) yang melibatkan tindakan iklim dan penglibatan warganegara. Justeru, konteks kewarganegaraan ekologi dilihat sinonim sebagai salah satu elemen kepada agenda ini. Ini kerana, warganegara merupakan individu yang berperanan sebagai ejen yang bertanggungjawab terhadap persekitaran kepada perubahan iklim. Sehubungan itu, idea kewarganegaraan global dan kompetensi global merupakan teras dalam konteks kewarganegaraan ekologi. Hubungan antara perubahan iklim dan peranan kewarganegaraan dicirikan oleh rasa tanggungjawab, kekitaan, dan kebersamaan dalam menangani perubahan iklim yang selari dengan idea 'Bangsa Idaman'. Justeru, kajian ini bertujuan untuk mengenal pasti konstruk kewarganegaraan global dan kompetensi global dalam konteks Kewarganegaraan Ekologi. Kajian ini juga dijalankan untuk meluaskan Teori 'Value-Belief-Norm' (VBN) dengan mengenal pasti pengaruh nilai dalam kalangan pelajar daripada dua latar belakang etnik yang berbeza iaitu etnik Melayu dan Cina terhadap idea 'Bangsa Idaman' kepada perilaku perubahan iklim. Teknik Delphi telah digunakan untuk mengenal pasti kompetensi global dengan pakar dari pelbagai disiplin (n=31). Survei (n=899) dijalankan untuk menguji kelayakan kompetensi global tersebut. Alpha Cronbach pula digunakan untuk mengenal pasti kompetensi global pelajar terhadap Pendidikan Perubahan Iklim. Seterusnya, tiga konstruk Kewarganegaraan Global dikenal pasti iaitu kompetensi global, penglibatan warga global, dan tanggungjawab sosial. Indeks kebolehpercayaan Cronbach's Alpha menunjukkan kompetensi global dan penglibatan warga global mempunyai dimensi yang kuat dalam Kewarganegaraan Global. Dapatan kajian juga menunjukkan bahawa idea 'Bangsa Idaman' dipengaruhi oleh nilai yang pelbagai dari kedua-dua latar belakang etnik yang berbeza. Kesimpulannya, kedua-dua etnik dilihat mempunyai ciri-ciri warganegara ekologi yang baik secara sosial dalam menangani isu perubahan iklim.

# SHEIKH UMAR BAGHARIB ALI

## **Study on Issues and Challenges of Malay Small Pineapple Farmers in Malaysia**

Malaysia, a key player in the global pineapple export market, faces inherent disparities in the ownership and management of pineapple cultivation, particularly among small-scale Malay farmers. This study explores the complex socio-economic and political dynamics within the Malay community, scrutinising the challenges and opportunities of small-scale pineapple farmers. The research seeks to understand the impact of economic structural changes on these farmers and explore avenues for fostering economic fairness in the industry. Employing a mixed-method approach, the study integrates quantitative and qualitative analyses. The data collection strategy involves surveys, semi-structured in-depth interviews, focus group discussions (FGDs), and text analysis. The sampling methodology consists of Simple Random Sampling (SRS) for quantitative surveys and purposive sampling for semi-structured interviews and FGDs in qualitative approaches. The findings are expected to provide a nuanced understanding of the economic dynamics within the country, shedding light on the challenges faced by small Malay pineapple farmers. The study aims to contribute valuable insights towards establishing a more inclusive and equitable pineapple sector, benefiting all stakeholders involved. This research holds significance in shaping policies and interventions that address the specific concerns of small-scale Malay pineapple farmers, fostering sustainable development in the Malaysian pineapple industry.

# WANG SUYUE

## **The globalization of the Chinese Language: A Comparative Analysis on Chinese as a Second Language Textbooks in Two Selective Countries**

In the context of super-diversity and globalization of social development, the localization of language education is highly noteworthy. Learners are bound to deal with values, beliefs, ideologies and common-sense concepts during language learning, and based on the dual nature of the definition of social reality, language learning is inevitably associated with the social reality of intercultural communication. Considering textbooks as a product of culture and pedagogy, this static time capsule includes cultural connotations, ideologies, and related social realities. Building on local materials based on differentiated ideologies, textbooks use language to construct a localized world of contemporary China. This study chose a qualitative approach to describe the ideological changes induced by the treatment of culture in textbooks, using ethnography and combining survey to collect the necessary data feedback. By comparing textbooks in Mandarin from different countries and analyzing their impact on stakeholders based on similarities and differences in the cultural adaptations, social realities depicted, and ideologies embodied in the textbooks, this study aims to enrich the study of superdiversity and positively influence Chinese language localization education in various regions.

# NUR ANIS AMALINA AMIR HAMZAH

## **Implementasi Perpaduan Kefahaman Terkini Untuk Meningkatkan Tahap Perpaduan Dalam Kawasan Rukun Tetangga: Konsep dan praktis**

Selama hampir lima dekad, Malaysia telah memfokuskan usaha mencapai kehidupan bermasyarakat yang aman, sejahtera dan harmoni berlandaskan perpaduan untuk menunjang pembangunan negara. Pembangunan Kawasan Rukun Tetangga (KRT) sejak 1975 merupakan inisiatif terbesar Malaysia proses penyatupaduan multientik secara menyeluruh dan teratur. Sehingga kini, sebanyak 8,397 Kawasan Rukun Tetangga telah diwujudkan di seluruh Malaysia untuk menggerakkan usaha mengukuhkan perpaduan dalam kalangan masyarakat setempat. Walaupun pelbagai usaha berterusan telah digerakkan untuk mengukuhkan perpaduan khususnya dalam Kawasan Rukun Tetangga, namun tahap pencapaiannya masih diperdebatkan oleh pelbagai pihak. Konsep perpaduan kefahaman baharu berasaskan tiga kata serangkai iaitu perpaduan yang diidamkan, kesepaduan yang dicapai dan penyatupaduan yang diusahakan masih kabur di sebalik konsep perpaduan kefahaman awal yang bersifat simplistik, mekanistik dan literal. Kajian ini bertujuan meneliti pengimplementasian konsep perpaduan kefahaman terkini untuk meningkatkan tahap perpaduan dalam Kawasan Rukun Tetangga berdasarkan teori dan praktis. Pendekatan kuantitatif berasaskan reka bentuk kajian tinjauan dilaksanakan dalam Kawasan Rukun Tetangga terpilih mengikut zon Utara, Tengah, Selatan, Pantai timur dan Malaysia Timur. Seramai 500 responden akan dipilih menggunakan pensampelan rawak pelbagai peringkat iaitu bandar/luar bandar dan tiga komposisi etnik terbesar. Kajian ini melibatkan penelitian aktiviti yang telah dijalankan dan tahap kefahaman responden terhadap aktiviti berkenaan berdasarkan. Analisis deskriptif dijalankan kepada semua pemboleh ubah kajian. Ujian-t akan digunakan untuk menentukan perbezaan pencapaian tahap perpaduan antara bandar/luar bandan dan etnik, manakala analisis regresi berbilang akan digunakan untuk menentukan pencapaian tahap perpaduan berdasarkan konsep dan praktis perpaduan kefahaman terkini. Dapatan kajian empirikal ini dapat menunjukkan tahap perpaduan sebenar yang telah diusahakan dan dicapai dalam Kawasan Rukun Tetangga berdasarkan konsep perpaduan terkini sebagai suatu petunjuk pencapaian perpaduan dalam negara ini. Melalui kajian ini, konsep dan pelaksanaan perpaduan kefahaman terkini yang telah diusahakan oleh kerajaan sejak 2013 melalui pelbagai dokumen polisi dapat ditentukan pencapaiannya supaya proses penambahbaikan dapat digerakkan secara bersepadu pada semua peringkat di seluruh negara.

**Kata Kunci :** Perpaduan, kesepaduan, penyatupaduan, pembangunan negara, komuniti

# XIONG YINGYAO

## **The Positioning Of Ethnic Folk Songs As A National Intangible Heritage In China: A Case Study Of Yunnan Folk Song Chorus**

Chinese folk song is one of the most popular and synonymous art forms with Chinese cultural heritage. The rapid upward trend of modernization and the influx of influential foreign music culture via globalization has led to the unprecedented survival crisis of ethnic folk songs. Nevertheless, the Belt and Road Initiative (BRI) introduced by China's President Xi Jinping in 2013 provides a good platform for the inheritance and development of Chinese folk songs in the new era. Against this background, this study delves into the issue of positioning minority ethnic folk songs as a national intangible heritage in China by taking Yunnan folk song chorus as a case study guided by three objectives viz., to identify elements of national that are included in the creation of new works of Yunnan folk song chorus , to examine how the regional, ethnic and cultural characteristics of choral works are interpreted and expressed during a performance on stage, and to determine the extent of how knowledge transfer on folk songs can be conducted efficiently in the formal education system. Qualitative data from interviews with authoritative agencies in folk songs, participant-observation in a folk song and performance creation and research study project as well as archival works on collections of folk song chorus, choral group and music studies' curriculum structure content from selected colleges and universities, were collected from a-year long fieldwork in Yunnan, China. Findings of the study indicate that folk song chorus is an imperative foundation of China's national intangible heritage and identity. As such, an understanding of the idea of an imagined cultural China, the mastery of relevant local knowledge and expressive abilities aside from the conventional musical skills, are required from the agencies and education system involved to further solidify effective appreciation and development of Chinese folk song chorus in the country and the world.

# NOOR ASHIKIN SAID

## **Effects Of Cultural Diversity In Technology Transfer: An Empirical Study Of Malaysia Manufacturing Company**

This research highlighted the effects of cultural diversity in technology transfer. It is conducted based on the theory of anthropotechnology. This research's time frame is from the year of 2015 until 2018 with focus on few aspects especially technology transfer, cultural differences and social structure. This research has three main objectives. First, to identify the way of VIRISTAM's modus operandi contribute to ease technology transfer between the technology sender and the technology receiver. Second, to analyse whether the non-technological indicators shape the modalities of technology transfer. Third, to assess the impact of VR technology transfer towards the organizational structure of CTRM. This research adopted a qualitative and quantitative approach to collect primary data at the fieldwork from in-depth interviews, non-participant observation, questionnaire, and focus group, along with secondary data collection through reports and documents. This research has few main findings. First, the importance of dynamic collaboration between the university-industry-government linkages does help in smoothen the technology transfer process. Every players has easy access to their ecosystem, networks, resources, technologies, and knowledge that enable all collaborators to value, increase efficiency, and competitiveness in developing their own technology. Second, the non-technological indicators shape the modalities of technology transfer. The linguistic, cognitive psychology and sociocultural factors maps the cultural differences that have to be incorporated in the original technology so that it fits to the needs of technology receiver. Technology transfer could only be completed if the receiver is able to fully adopt the technology. Lastly, the cultural differences between the technology provider and technology receiver affect the host organization by layers of micro, meso and macro level of social structures. There is cultural transmission in the form of learning module contained in the VR programme. Main factors that influencing the performance of the technology transfer in CTRM are the complexity of the VR technology, absorptive capacity, partner characteristics and inter-organizational relationships. Most importantly, based on the case of technology transfer in CTRM, researcher proposes that there is non-existence of a 'universal' machine that fits all.



# LI YANJUN

## **Heritage and Innovation, Development and Promotion of Guzheng**

This study will focus on the theme of "Inheritance and Innovation, Development and Promotion of Guzheng," delving into the contemporary status and influence of Guzheng music in society. It will explore how to innovate while preserving tradition and ensure a successful inheritance. Guzheng originated in China, with a history dating back over two thousand years to the Warring States period. Initially a silk-stringed instrument, the GuZheng has a rich cultural heritage. Entering the 19th century, with the development of cultural globalization, Guzheng faced a certain stagnation in its development. The diversification of styles due to historical and geographical factors hindered the standardization of techniques, making it difficult to adapt to societal changes and the growing demand for art. Adapting to the era's development, the diversity of musical styles in Guzheng is reflected in the variations of tones, string orders, and melodies. However, the variability in styles does not imply a need for diverse playing methods. The fundamental issue in contemporary Guzheng performance is to employ a scientifically standardized playing method for diverse musical styles. A scientific approach to playing various styles is essential for the continued development of Guzheng performance techniques. Balancing the preservation of stylistic characteristics and breaking free from the limitations of a singular style requires establishing a unified, scientific playing method while retaining distinctive techniques from various schools. This coexistence with modern techniques is the path for the positive development of Guzheng performance art. This study will research aspects such as the ethnic and temporal nature of Guzheng, traditional inheritance, and innovative development. Its aim is to provide theoretical support for the inheritance, innovation, development, and promotion of Guzheng music, contributing to the protection and prosperity of Guzheng culture. Simultaneously, through discussions on the new era and artificial intelligence, it seeks to provide insights for the future expansion and transformation of Guzheng art, enabling it to find broader development opportunities in contemporary society.

**Key Words** : GuZheng; Inheritance and Innovation; Development and Promotion;

# YIN SHUANG

## **Understanding of Torch Festival of the Yunan Province Between Two Different Eras (1980s-1990s and 2010s-2020s)**

The purpose of this PhD thesis is to examine how the Torch Festival in Yunnan Province changed across two distinctly different time periods, from the 1980s to the 1990s and from the 2010s to the 2020s. This research aims to highlight the cultural shifts, societal changes, and historical processes that have shaped the Torch Festival over time by a thorough comparative investigation of the cultural, social, and historical features of these times. The study methodologies build an extensive and profound knowledge framework by encompassing in-depth inquiries of customs, rituals, and community relationships. In Yunnan Province, the Torch Festival symbolized a deeply ingrained custom that preserved cultural identity and community solidarity in the 1980s and 1990s. Because it was a symbol of communal cohesion and preserved traditional cultural legacy, the event was very important to the local society at this time. The festivities promoted communication and cooperation among the community in addition to strengthening people's sense of identity with their cultural heritage. During this time, the Torch Festival embodied the fundamental ideals of social cohesion and cultural legacy, representing a significant cultural experience. Globalization and technology improvements, however, had a significant impact on the Torch Festival as society continued to evolve over the 2010s and 2020s. In light of the effects of the digital era, traditional celebration activities faced issues of transformation and adaptation. This thesis will investigate in detail how the Torch Festival managed to strike a balance between modernity and tradition throughout this time, looking at the ways in which social media, digital media, and urbanization shaped and changed traditional culture. Comprehensive examination of historical records, community surveys, and in-depth interviews with Torch Festival participants will all be used as research methodologies. By employing these methodologies, this thesis aims to offer a comprehensive and multifaceted examination of the development of the Torch Festival in Yunnan Province over the course of two discrete historical periods. It will also examine the festival's many functions in the modern social environment, as well as the intricate effects it has on cultural identity and social structure. We may gain a deeper understanding of the socio-cultural components' developmental trajectory and provide insightful information for future cultural preservation and heritage initiatives by conducting a thorough analysis of the Torch Festival in two distinct eras. This study urges a balance between upholding tradition and addressing the demands of contemporary society, which not only advances academic understanding of cultural evolution but also offers useful suggestions for cultural preservation and sustainable development in Yunnan Province.

# YANG SIDIAN

## **Exploring the Integration of National Culture and Regional Culture in Cross-Cultural Context: A Comparative Study**

This study takes Chinese films published post 2000 as a unit of analysis. It provides a cultural overview and interpretation of the emergence, development, inheritance, and strategies of ethnic minority costume culture, ancient traditional costume culture, and modern costume culture in Chinese films published during this period. In 2000, Chinese films began to make their presence felt at the Oscars and received global attention. However, current research on Chinese film costumes lags behind the rapid development of the Chinese film industry and the artistic height of Chinese film costumes. This study illustrates the importance of inheriting Chinese costume culture through the culture embodied in Chinese ethnic minority films, traditional costume films, and modern costume films. From the aspects of film art, costume culture, national culture, sociology, semiotics, and aesthetics, this study elaborates and demonstrates the achievements of the inheritance of Chinese costume culture by Chinese films in the past 20 years. This study attempts to summarise the costume significance of Chinese film in line with costume culture from theoretical inquiry and case studies through the qualitative research methodology. At the same time, the study also considers the characteristics and problems of costume design and selection in Chinese films in the process of globalization. The study proposes a strategy to establish a system of Chinese film costume design and selection and a feasible way for Chinese film costume culture to face the future.

**Key Words:** Film Costume; Costume Culture; Ethnic Culture; Cultural Symbol; Cultural Inheritance

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