



NARATIF BAHARU UKM  
**UNIVERSITI  
WATAN KITA**

Fakulti  
**Sains Sosial  
& Kemanusiaan**  
*Faculty of Social Sciences & Humanities, UKM*

# Mention 2023

**18th Biennial International Conference on  
Media and Communication**

*"Media and Communication Transformation in  
Facing the VUCA Era: Impact and Challenges"*

**14-16 NOVEMBER 2023**

**Faculty of Social Sciences & Humanities,  
Universiti Kebangsaan Malaysia**

*Organised & Sponsored by*

**Mention**  
PUSAT KAJIAN MEDIA DAN KOMUNIKASI  
Center for Research in Media and Communication

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## INTRODUCTION

It is with great pride and anticipation that we welcome you to the 18th edition of MENTION2023, held under the auspices of the Centre for Research in Media and Communication at Universiti Kebangsaan Malaysia. This year, we delve into the critical and ever-evolving realm of media and communication, especially pertinent in the VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) era. Our central theme, "Media and Communication Transformation in Facing the VUCA Era: Impact and Challenges," encapsulates the dynamic and multifaceted nature of our field in the face of global challenges and rapid changes.

MENTION2023 is not just an academic platform; it's a confluence of ideas, experiences, and research from diverse perspectives. We are honored to host renowned speakers such as Prof. Dr. Bridget Welsh from the University of Nottingham Malaysia, Dr. Ary Ginanjar Agustin, founder of the ESQ Group, and Chenie Yoon, Deputy Head of Content Policy at Google Asia Pacific, among others. Their insights will undoubtedly enrich our discussions and understanding of the media landscape.

Our conference spans a wide array of critical sub-themes, reflecting the multifaceted nature of media and communication today. These include 'Health Communication & Global Agenda,' focusing on cross-border and crisis communication, 'Communication Policy and Issues in the New Era,' addressing ethics, policies, and social capital, 'Media and Information Literacy,' which delves into media, language, and power, and 'Media Technology and Creative Content,' exploring digital media's role in politics and the economy.

The three-day conference, from 14th to 16th November, will feature an array of parallel sessions, keynote speeches, and a plenary session panel with distinguished figures like Datuk Suhaimi Sulaiman, Prof. Dr. William R. Davie, and Sakina Mohamad, moderated by

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Assoc. Prof. Dr. Jamaluddin Aziz. These sessions promise to be intellectually stimulating and offer a platform for robust discussion and networking.

As we gather here, we aim not just to share knowledge but to inspire action and collaboration that can shape the future of media and communication in the VUCA era. MENTION2023 is a testament to our commitment to understanding and shaping the media and communication landscape globally.

We hope that your participation in MENTION2023 will be both enriching and enlightening, offering new perspectives and forging connections that transcend geographical and disciplinary boundaries.

Welcome to MENTION2023, where we confront challenges, embrace transformation, and shape the future of media and communication.

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# CONFERENCE SCHEDULE



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*"Media and Communication Transformation in Facing the VUCA Era: Impact and Challenges"*



# 18th Biennial International Conference in Media and Communication (MENTION 2023)

"Media and Communication Transformation in Facing the VUCA Era:  
Impact and Challenges"

14-16 November 2023

Faculty of Social Sciences and Humanities  
Universiti Kebangsaan Malaysia

## PROGRAMME TENTATIVE

| 14 NOVEMBER 2023 (TUESDAY, DAY 1) |   |
|-----------------------------------|---|
| 08.30 - 09.00 am                  | Registration  |
| 09.00 am – 11.00 am               | <b>Parallel Session 1</b><br>Room 1A<br>Room 1B<br>Room 1C<br>Room 1D   |
| 11.00 am - 11.20 pm               | Break   |
| 11.20 am - 12.45 pm               | <b>Keynote Speaker 1</b><br><b>Dewan Perdana FSSK</b><br><br><b>Professor Dr Bridget Welsh</b><br><b>University of Nottingham, Malaysia</b><br><i>"Stop, Look, Listen &amp; Re-Learn: Lessons from Elections in Southeast Asia"</i> |
| 12.45 - 2.00 pm                   | Lunch Break   |
| 2.00 pm - 4.00 pm                 | <b>Parallel Session 2</b><br>Room 2A<br>Room 2B<br>Room 2C<br>Room 2D   |
| 4.00 pm                           | Tea-Break and End of Day 1  |

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## 15 NOVEMBER 2023 (WEDNESDAY, DAY 2)

|                     |  |
|---------------------|--|
| 08.30 - 09.00 am    | Registration   |
| 9.00 am - 11.00 am  | <b>Parallel Session 3</b><br>Room 3A<br>Room 3B<br>Room 3C   |
| 11.00 am - 12.00 pm | <b>Keynote Speaker 2</b><br><b>Dewan Perdana FSSK</b><br><br><b>Dr. H.C. Ary Ginanjar Agustian</b><br><b>President/Founder, ESQ Group of Companies</b><br><i>"Realization of Back to Basic of Human Technology and Communication Technology in Facing VUCA"</i>  |
| 12.00 am - 1.00 pm  | <b>Keynote Speaker 3</b><br><b>Dewan Perdana FSSK</b><br><br><b>Ms Chenie Yoon</b><br><b>Deputy Head of Content Policy</b><br><b>Google Asia Pacific</b><br><i>"Building a Resilient and Healthy Online World in The Asia Pacific - A Shared Responsibility"</i>   |
| 1.00 pm - 2.15 pm   | Lunch Break  |
| 2.15 pm – 3.30 pm   | <b>Opening Ceremony</b><br><b>Dewan Perdana FSSK</b><br><br>National Anthem<br>Varsiti Kita<br>Recital of Doa<br><br><b>Welcoming Address</b><br><b>Dr Maizatul Haizan Mahbob</b><br>MENTION2023<br>Programme Director<br><br><b>Opening Speech &amp; Officiating Ceremony</b><br><b>YBhg. Prof.Kadaruddin Aiyub</b><br>Dean<br>Faculty of Social Sciences and Humanities<br>Universiti Kebangsaan Malaysia<br><br>Opening Montage |

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|                   |  |
|-------------------|--|
|                   | Photography session  |
| 3.30 pm – 4.30 pm | <p><b>Plenary Session</b><br/> <i>"Chaos and Credibility: Media's Role in Conflict Reporting in a VUCA World"</i></p> <p>Moderator:<br/> <b>Associate Professor Dr Jamaluddin</b><br/> <b>Centre for Research in Media and Communication (MENTION)</b></p> <p><b>Panelist</b></p> <p><b>Prof William Richardson Davie</b><br/> <b>University of Louisiana at Lafayette</b></p> <p><b>Datuk Suhaimi Sulaiman</b><br/> <b>Jabatan Penyiaran Malaysia</b></p> <p><b>Puan Sakina Mohamed</b><br/> <b>Digital Media Division, BERNAMA</b></p> |
| 5.00 pm           | End of Day 2/Tea Break   |

| 16 NOVEMBER 2023 (THURSDAY, DAY 3) |   |
|------------------------------------|---|
| 08.30 - 09.00 am                   | Registration  |
| 09.00 am – 11.00 am                | <p><b>Parallel Session 4</b><br/> Room 4A<br/> Room 4B<br/> Room 4C<br/> Room 4D</p>  |
| 11.00 - 11.30 am                   | Break   |
| 11.30 - 12.30 pm                   | <p><b>Closing Ceremony</b></p> <p>Appreciation remarks by Conference Director</p> <p><b>Closing Speech</b><br/> <b>YBhg. Prof. Dr. Kadaruddin Aiyub</b><br/> Dean<br/> Faculty of Social Science and Humanities<br/> Universiti Kebangsaan Malaysia</p> <p><b>Award presentation</b><br/> Best Presentation</p> |

|                 |  |
|-----------------|--|
|                 | Conference montage<br>Photography Session  |
| 12.30 - 1.00 pm | <b>MOU Signing</b><br>UKM and Universitas Gunadarma<br>UKM and Universitas Negeri Yogyakarta |
| 1.00 pm         | End of Conference  |

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## DAY 1 - 14 NOVEMBER 2023

### PARALLEL SESSION 1A : 9.00 -11.00AM

Bilik Aktiv, 4th Floor, Block D

Faculty of Social Sciences and Humanities

| TIME                | PRESENTER  | SESSION CHAIR |
|---------------------|--|---------------|
| 9.00 AM - 9.20 AM   | Bianyi Liang, Hasrul Hashim, Abdul Latiff Ahmad<br>Universiti Kebangsaan Malaysia<br><i>Exploring Chinese Cultural Identity in Malaysian-Chinese Films</i>   | Hasrul Hashim |
| 9.20 AM - 9.40 AM   | Wang Changsong<br>Xiamen University Malaysia<br><i>Transnational Cinematic Experience: Chinese Film Imports and Their Performance in Malaysia</i>  |               |
| 9.40 AM - 10.00 AM  | Yueshi Ma, Julia Wirza Mohd Zawawi, Zulkifli Mohamad<br>Universiti Putra Malaysia<br><i>Revelation from the Cultural Phenomenon of Aofei Animation Derivatives on the Chinese Entertainment Industry and Global Market</i>   |               |
| 10.00 AM - 10.20 AM | Galkanda Arachchige Nalin Sampath, Lalith Senarathna, Sudesh Mantillake, Priyantha Fonseka<br>Postgraduate Institute of Humanities and Social Sciences (PGIHS), University of Peradeniya, Sri Lanka<br><i>Process of Developing the Script for a Theatre Based Intervention on Alcohol Related Health and Social Messages (ARHSM): A Practice-Led Study Based on Sri Lanka</i> |               |
| 10.20 AM - 10.40 AM | Jamaluddin Aziz<br>Universiti Kebangsaan Malaysia<br><i>Push! Exploring the Myth of Childbirth in Selected Malay Films</i>   |               |
| 10.40 AM - 11.00 AM | Q & A  |               |
| 11.00 AM - 11.20 AM | BREAK  |               |

**PARALLEL SESSION 1B :9.00 -11.00AM**

Bilik Seminar, 4th Floor, Block D  
Faculty of Social Sciences and Humanities

| TIME                | PRESENTER   | SESSION CHAIR         |
|---------------------|---|-----------------------|
| 9.00 AM - 9.20 AM   | Choong Kam Poh<br>Xiamen University Malaysia<br><i>Are Instagram Users Disengaged from News? A Qualitative Study on Incidental News Exposure and Engagement on Instagram</i>  | Shahrul Nazmi Sannusi |
| 9.20 AM - 9.40 AM   | Li Xinyu, Sabariah Mohamed Salleh, Abdul Latiff Ahmad<br>Universiti Kebangsaan Malaysia<br><i>Bibliometric Analysis of Fake News</i>  |                       |
| 9.40 AM - 10.00 AM  | Wang Yao, Shamsiah Abd Kadir, Shahrul Nazmi Sannusi<br>Universiti Kebangsaan Malaysia<br><i>Framing 2022 Russia-Ukraine Conflict: Investigation of Chinese Mainstream Media Coverage on Douyin</i>                      |                       |
| 10.00 AM - 10.20 AM | Weilun Ju, Emma Mirza Wati Mohamad, Shahrul Nazmi Sannusi<br>Universiti Kebangsaan Malaysia<br><i>School Bullying and Responsibility: A Qualitative Content Analysis of School Bullying Coverage in Malaysian Media</i> |                       |
| 10.20 AM - 10.40 AM | Muhamad Izzuddin Zainudin<br>Multimedia University<br><i>The Relationship between TAM and TPB Integrative Model and Online Civility Among Malaysian Youth</i>   |                       |
| 10.40 AM - 11.00 AM | <b>Q &amp; A</b>  |                       |
| 11.00 AM - 11.20 AM | <b>BREAK</b>  |                       |

**PARALLEL SESSION 1C :9.00 -11.00AM**

Bilik Mesyuarat MENTION, 4th Floor, Block D  
Faculty of Social Sciences and Humanities

| TIME              | PRESENTER  | SESSION CHAIR         |
|-------------------|--|-----------------------|
| 9.00 AM - 9.20 AM | Nur Hidayah Salam Hussain, Muhammad Hakimi Tew Abdullah, Norwati Roslim, Zainal Abidin Razak<br>Universiti Teknologi Mara, Sekolah Menengah Kebangsaan Khir Johari<br><i>The Relationship between Risk Communication and Community's Safety in Hulu Langat during Post Flood Hazards</i> | Mohd Nor Shahizan Ali |
| 9.20 AM - 9.40 AM | Anak Agung Dian Andriyani, I Dewa Ayu Devi Maharani Santika, Mohd Nor Shahizan Ali<br>Mahasaraswati Denpasar University  |                       |

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|---------------------------|--|--|
|                           | <i>Tri Hita Karana Interpersonal Communication Concept of Code Mixing in relation to Buying and Selling in Local Traditional Markets</i>   |  |
| <b>9.40 AM-10.00 AM</b>   | Anita Rosana, Ahmad Sihabudin, Suraya Mansur, Irfan Fauzi<br>Universitas Nasional, Universitas Sultan Ageng Tirtayasa, Universitas Mercubuana; Indonesia<br><i>Symbolic interactionism on the Creative Message Art of Rajah Titi Mentawai Tattoos as a Cultural Identity</i> |  |
| <b>10.00 AM -10.20 AM</b> | Yuli Widiانا, Mohd Nor Shahizan Ali, Syed Nurulakla Syed Abdullah, Wenny Wijayanti<br>Universitas Katolik Widya Mandala Surabaya<br><i>Phatic Communicative Strategies of Female Fashion Online Sellers In E-Commerce Live Show</i>  |  |
| <b>10.20 AM -10.40 AM</b> | Vimala Govindaraju<br>Universiti Malaysia Sarawak<br><i>Challenges faced by Lecturers in teaching Interpersonal Communication Skills Online to Medical Students at University Malaysia Sarawak</i>   |  |
| <b>10.40 AM-11.00 AM</b>  | <b>Q &amp; A</b>   |  |
| <b>11.00 AM -11.20 AM</b> | <b>BREAK</b>   |  |

### **PARALLEL SESSION 1D :9.00 -11.00AM**

Makmal Tayangan Finas, 3rd Floor, Block D  
Faculty of Social Sciences and Humanities

| <b>TIME</b>                    | <b>PRESENTER</b>  | <b>SESSION CHAIR</b> |
|--------------------------------|---|----------------------|
| <b>9.00 AM<br/>9.20 AM</b>     | Bi Shanshan, Abdul Latiff Ahmad, Jamaluddin Aziz<br>Universiti Kebangsaan Malaysia<br><i>Academic Adaptation of Chinese Postgraduate students in Malaysia</i>   | Abdul Latiff Ahmad   |
| <b>9.20 AM -<br/>9.40 AM</b>   | Lui Pick Wan<br>Xiamen University Malaysia<br><i>Exploring the Cultural Intelligence Development: A Preliminary Study on The Expatriate in Tourism Sector</i>   |                      |
| <b>9.40 AM-<br/>10.00 AM</b>   | Li Yunyao, Wan Amizah Wan Mahmud, Hasrul Hashim<br>Universiti Kebangsaan Malaysia<br><i>A Comparative Analysis on the Dissemination of Chinese Traditional Culture between Yunting and Ximalaya FM</i>  |                      |
| <b>10.00 AM -<br/>10.20 AM</b> | Wang Zhikun, Syafila Kamarudin, Hani Salwah Yaakup<br>Universiti Putra Malaysia<br><i>The Mediating Effect of Chinese Douyin Audiences' Travel Intention on Stimulus and Audiences' Travel Behavior</i> |                      |

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|----------------------------|---|--|
| <b>10.20 AM - 10.40 AM</b> | Mastura Mahamed, Mihaaraini Md Ghani<br>Universiti Putra Malaysia<br><i>A Systematic Review of Media Literacy and Information Usage: Current Insights and Future Directions</i> |  |
| <b>10.40 AM- 11.00 AM</b>  | <b>Q &amp; A</b>  |  |
| <b>11.00 AM - 11.20 AM</b> | <b>BREAK</b>  |  |

## PARALLEL SESSION 2A :2.00 - 4.00PM

Bilik Aktiv, 4th Floor, Block D

Faculty of Social Sciences and Humanities

| TIME                     | PRESENTER   | SESSION CHAIR         |
|--------------------------|---|-----------------------|
| <b>2.00 PM - 2.20 PM</b> | Noor Khairin Nawwarah Khalid, Aini Maznina A. Manaf<br>International Islamic University Malaysia<br><i>Managing Organisational Change: The Role of Sensemaking and Emotional Reflexivity</i>              | Shamsiah<br>Abd Kadir |
| <b>2.20 PM - 2.40 PM</b> | Guo Jingjing, Julia Wirza Mohd Zawawi, Syafila Kamarudin<br>Universiti Putra Malaysia<br><i>The Mediating Role of Trust in Public Engagement Via Chinese Government Tiktok during the Covid-19 Crisis</i> |                       |
| <b>2.40 PM- 3.00 PM</b>  | Jiang Mei Lian, Abdul Latiff Ahmad<br>Universiti Kebangsaan Malaysia<br><i>New Media and Cross-Cultural Adaptation: A Bibliometric Analysis Using VOSViewer</i>   |                       |
| <b>3.00 PM - 3.20 PM</b> | Farhana Zamil Tinny, Abdul Latiff Ahmad, Shahrul Nazmi Sannusi<br>Universiti Kebangsaan Malaysia<br><i>Issues and Challenges in Acculturation among the Rohingya Refugees in Bangladesh</i>               |                       |
| <b>3.20 PM - 3.40 PM</b> | Wang Zijun<br>Universiti Putra Malaysia<br><i>A Systematic Literature Review of Attachment Theory's Impact of Emotional Attachment in Digital Media Communication</i>                                     |                       |
| <b>3.40 PM- 4.00 PM</b>  | <b>Q &amp; A</b>  |                       |
| <b>4.00 PM</b>           | <b>TEA BREAK AND END OF DAY 1</b>   |                       |

**PARALLEL SESSION 2B : 2.00 - 4.00PM**

Bilik Seminar, 4th Floor, Block D  
Faculty of Social Sciences and Humanities

| TIME                 | PRESENTER   | SESSION CHAIR   |
|----------------------|---|-----------------|
| 2.00 PM -<br>2.20 PM | Nurul Akqmie Badrul Hisham<br>Xiamen University Malaysia<br><i>New Korean Wave: Social Media as Agent of Mediatization Process of the Non-K-Pop Cultural Product Among Malaysian Youth</i>  | Jamaluddin Aziz |
| 2.20 PM -<br>2.40 PM | Muhammad Farid, Jeanny Maria Fatimah, Fauzan Hidayatullah, Mursalim, Rahman Saeni<br>Hasanuddin University<br><i>Transformation and Challenges in Understanding Nonverbal Communication in the VUCA Era: A Perspective from Gandrang Bulo Traditional Dance</i> |                 |
| 2.40 PM-<br>3.00 PM  | Weiwei Cao, Jamaluddin Aziz<br>Universiti Kebangsaan Malaysia<br><i>Harper's Bazaar as a "Wedding Company": Magazines' Queerbaiting in Chinese Digital Queer Fandom</i>   |                 |
| 3.00 PM -<br>3.20 PM | Tengku Siti Aisha Tengku Mohd Azzman, Aini Maznina A. Manaf, Nurfarhanis Fadzil<br>International Islamic University Malaysia<br><i>The persuasiveness of celebrity Muslim preachers on social media: The ELM perspective</i>                                    |                 |
| 3.20 PM -<br>3.40 PM |   |                 |
| 3.40 PM-<br>4.00 PM  | Q & A   |                 |
| 4.00 PM              | TEA BREAK AND END OF DAY 1  |                 |

**PARALLEL SESSION 2C :2.00 - 4.00PM**

Bilik Mesyuarat MENTION, 4th Floor, Block D  
Faculty of Social Sciences and Humanities

| TIME                 | PRESENTER  | SESSION CHAIR          |
|----------------------|--|------------------------|
| 2.00 PM -<br>2.20 PM | Irfan Fauzi, Andi Mirza Ronda, Suraya Mansur, Anita Rosana<br>Universitas Nasional, Universitas Sahid, Universitas Mercu Buana<br><i>Government Strategic Communication In National Online Media News At The Covid-19 Pandemic Era</i> | Maizatul Haizan Mahbob |
| 2.20 PM -<br>2.40 PM | Das'ad Latif, Nosakros Arya<br>Universitas Hasanuddin<br><i>Navigating Political Information in The VUCA Era: The Role of Online Media in Enhancing Political Literacy in South Sulawesi, Indonesia</i>                                |                        |



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|------------------------------|--|
| <b>2.40 PM-<br/>3.00 PM</b>  | Nosakros Arya, Sudirman Karnay, M. Iqbal Sultan, Das'ad Latif, Rahmat Muhammad<br>Universitas Hasanuddin<br><i>Challenges of Media Objectivity in The VUCA Era: Case Study of Kompas.com's Reporting on Corruption Law Revision in Indonesia</i> |
| <b>3.00 PM -<br/>3.20 PM</b> | Usman, Amirsyah, Haidir Fitrah Siagian<br>Universitas Islam Negeri Alauddin Makassar, Universitas Muhammadiyah Jakarta<br><i>University Students' Engagement with Ulama's Political Messages in Social Media</i>                                 |
| <b>3.20 PM -<br/>3.40 PM</b> |  |
| <b>3.40 PM-<br/>4.00 PM</b>  | <b>Q &amp; A</b>   |
| <b>4.00 PM</b>               | <b>TEA BREAK AND END OF DAY 1</b>  |

### PARALLEL SESSION 2D :2.00 - 4.00PM

Makmal Tayangan Finas, 3rd Floor, Block D  
Faculty of Social Sciences and Humanities

| TIME                         | PRESENTER   | SESSION CHAIR   |
|------------------------------|---|-----------------|
| <b>2.00 PM -<br/>2.20 PM</b> | Hasrullah, Nosakros Arya<br>Universitas Hasanuddin<br><i>Addressing Volatility, Uncertainty, Complexity and Ambiguity (VUCA): The Power of Digital Literacy and Social Media Engagement in the Political Sphere of Makassar and Gowa, Indonesia</i> | Normah Mustaffa |
| <b>2.20 PM -<br/>2.40 PM</b> | Chu Yujing, Julia Wirza Mohd Zawawi, Rosmiza Haji Bidin<br>Universiti Putra Malaysia<br><i>Risk Communication in News Curation by Social Media Users during Public Health Events</i>  |                 |
| <b>2.40 PM-<br/>3.00 PM</b>  | Hazlin Falina Rosli, Asep Kurniawan, Nur Aisyah Ismail,<br>Universiti Islam Selangor<br><i>Kesihatan Mental dalam Kalangan Mahasiswa di Institut Pengajian Tinggi</i>   |                 |
| <b>3.00 PM -<br/>3.20 PM</b> | Dongke Pan, Shahrul Nazmi Sannusi, Ammar Redza Ahmad Rizal<br>Universiti Kebangsaan Malaysia<br><i>Exploitation in Digital Labour on social media: Comparing TikTok users of Malaysia and China</i>   |                 |
| <b>3.20 PM -<br/>3.40 PM</b> | Jamilah Maliki, Khadijah Mohamad Tuah, Normah Mustaffa, Malia Taibi, Ting Su Hie, Vimala Govindaraju, Nur Shaykilah Ali Osman<br>Universiti Malaysia Sarawak<br><i>Self-expression and Mental Wellbeing of Malaysian Youths in Social Media</i>     |                 |
| <b>3.40 PM-<br/>4.00 PM</b>  | <b>Q &amp; A</b>  |                 |
| <b>4.00 PM</b>               | <b>TEA BREAK AND END OF DAY 1</b>   |                 |

## DAY 2 - 15 NOVEMBER 2023

### PARALLEL SESSION 3A :9.00 -11.00AM

Bilik Aktiv, 4th Floor, Block D

Faculty of Social Sciences and Humanities

| TIME                   | PRESENTER   | SESSION CHAIR    |
|------------------------|---|------------------|
| 9.00 AM<br>9.20 AM     | Wang Yuan<br>Universiti Kebangsaan Malaysia<br><i>Moderating Effect of Seeking Professional Help for Mental Health on The Relationship Between Health Literacy and Seeking Behavior in Chinese Men</i>  | Emma<br>Mohammad |
| 9.20 AM -<br>9.40 AM   | Norli Yusof, Hazlin Falina Rosli, Nur'Aina Nabila Dundai Abdullah, Nur Aisyah Ismail<br>Universiti Melaka, Universiti Islam Selangor<br><i>Tahap Kesedaran Pelajar Mengenai Kesihatan Mental Dalam Kalangan pelajar Di Institut Pengajian Tinggi</i>          |                  |
| 9.40 AM-<br>10.00 AM   | Jiang Xiaoyu<br>Universiti Putra Malaysia<br><i>A Comparative Analysis of Crisis Communication Strategies: Handling Faculty Academic Misconduct and Sexual Misconduct in Chinese Higher Education Institutions</i>  |                  |
| 10.00 AM -<br>10.20 AM | Zeti Azreen Ahmad, Aini Maznina, Sofiah Samsudin, Mazni Buyong, Fuad Sawari<br>International Islamic University Malaysia<br><i>A Qualitative Study on the Challenges of Healthcare Workers in Managing Covid-19 in Malaysia: A Highlight On Communication</i> |                  |
| 10.20 AM -<br>10.40 AM |   |                  |
| 10.40 AM-<br>11.00 AM  | Q & A   |                  |
| 11.00 AM -<br>11.20 AM | BREAK   |                  |

### PARALLEL SESSION 3B :9.00 -11.00AM

Bilik Seminar, 4th Floor, Block D

Faculty of Social Sciences and Humanities

| TIME               | PRESENTER   | SESSION CHAIR    |
|--------------------|---|------------------|
| 9.00 AM<br>9.20 AM | Mohd Zaidi Abu Seman, Wan Amizah Wan Mahmud, Muhammad Adnan Pitchan<br>Universiti Kebangsaan Malaysia<br><i>Penerimaan Perkhidmatan OTT RTMKlik dalam Kalangan Pengguna Lembah Kelang</i> | Adnan<br>Pitchan |

|                            |  |  |
|----------------------------|--|--|
| <b>9.20 AM - 9.40 AM</b>   | Ng Wen Zhi, Prasana Rosaline Fernandez<br>Xiamen University Malaysia<br><i>Exploring Consumer Preferences: Organic vs. Non-Organic Body Wash Brands in Malaysia</i>  |  |
| <b>9.40 AM- 10.00 AM</b>   | Woon Pei Ying, Surendev Singh<br>Xiamen University Malaysia<br><i>The Impact of Fast-Food Video Advertisements Through the Eyes of Young Creative Industry Practitioners</i>   |  |
| <b>10.00 AM - 10.20 AM</b> | Xue Ming, Jamaluddin Aziz<br>Universiti Kebangsaan Malaysia<br><i>Research on the Characteristics of Fusion Creation of Streaming Media Platform And Traditional Tv Dramas :A Case Study of Taiwanese Drama Psychic Girl</i> |  |
| <b>10.20 AM - 10.40 AM</b> |  |  |
| <b>10.40 AM- 11.00 AM</b>  | <b>Q &amp; A</b>   |  |
| <b>11.00 AM - 11.20 AM</b> | <b>BREAK</b>   |  |

### PARALLEL SESSION 3C : 9.00 -11.00AM

Bilik Mesyuarat MENTION, 4th Floor, Block D  
Faculty of Social Sciences and Humanities

| TIME                       | PRESENTER  | SESSION CHAIR    |
|----------------------------|--|------------------|
| <b>9.00 AM 9.20 AM</b>     | Chang Yiming, Abdul Latiff Ahmad, Hasrul Hashim<br>Universiti Kebangsaan Malaysia<br><i>Socialization: A review of research on intercultural adaptation of Chinese undergraduates in Malaysia</i>  | Arina Anis Azlan |
| <b>9.20 AM - 9.40 AM</b>   | Chen Jing, Kamarudzaman Md Isa<br>City University Malaysia<br><i>Study on the activation of traditional villages in Jiaozuo in the new media era: A case study of Pingdingyao village</i>  |                  |
| <b>9.40 AM- 10.00 AM</b>   | Siti Haslina Hussin, Ammar Redza Ahmad Rizal, Dayang Aizza Maisha Abang Ahmad<br>Universiti Kebangsaan Malaysia, Universiti Malaysia Sarawak<br><i>Young Adults' Circular Economy Behavioral Intentions in Malaysian Digital Marketplace</i> |                  |
| <b>10.00 AM - 10.20 AM</b> | Fei Tian Xiang, Chen Xia<br>Universiti Kebangsaan Malaysia<br><i>How Humor with Accent Affects Intergroup Communication: An Experimental Study based on Stereotype Content Model</i>   |                  |
| <b>10.20 AM - 10.40 AM</b> |  |                  |

|                        |       |  |
|------------------------|-------|--|
| 10.40 AM-<br>11.00 AM  | Q & A |  |
| 11.00 AM -<br>11.20 AM | BREAK |  |

## DAY 3 - 16 NOVEMBER 2023

### PARALLEL SESSION 4A :9.00 -11.00AM

Bilik Aktiv, 4th Floor, Block D

Faculty of Social Sciences and Humanities

| TIME                   | PRESENTER   | SESSION CHAIR     |
|------------------------|---|-------------------|
| 9.00 AM<br>9.20 AM     | Suraya Mansur; Nurhayani Saragih; Mohamad Saifudin Bin Mohamad Saleh; Huzaifah Malahayati; Ayu Sabrina Anshari; Fatimah Azzahra Hasanuddin<br>Universitas Mercu Buana,Universiti Sains Malaysia, Universitas Brawijaya Malang, Universitas Indonesia<br><i>The Ministry Of Health's Campaign "Preventing Stunting Is Important" On Youtube On The Knowledge And Attitudes Of High School Students</i> | Khairulwafi Mamat |
| 9.20 AM -<br>9.40 AM   | Afdal Makkuraga Putra, Awaliyah Rizka Safitri<br>Universitas Mercu Buana<br><i>Implementation of a Health Communication Strategy in the success of the Covid-19 Vaccine Program in West Jakarta</i>   |                   |
| 9.40 AM-<br>10.00 AM   | Kiayati Yusriah, Fransiska Sekar Widyaningrum<br>Universitas Gunadarma<br><i>Vaccination Compliance Influenced by the Attractiveness of Covid-19 Spokesperson Dr. Reisa Broto Asmoro and the Credibility of Instagram @kemenkes_ri owned by Ministry of Health Republic of Indonesia</i>  |                   |
| 10.00 AM -<br>10.20 AM | Anindita Susilo, Ensi Rama Putra, Melly Ridaryanthi<br>Universitas Mercu Buana, Jakarta<br><i>Challenges in Managing Organization Reputation in VUCA Era Through Digital Media: A Case Study on the 50th Anniversary of Perhimpunan Hubungan Masyarakat Indonesia (PERHUMAS Indonesia)</i>  |                   |
| 10.20 AM -<br>10.40 AM |   |                   |
| 10.40 AM-<br>11.00 AM  | Q & A   |                   |
| 11.00 AM -<br>11.20 AM | BREAK & CLOSING CEREMONY  |                   |

**PARALLEL SESSION 4B :9.00 -11.00AM**

Bilik Seminar, 4th Floor, Block D  
Faculty of Social Sciences and Humanities

| TIME                | PRESENTER  | SESSION CHAIR   |
|---------------------|--|-----------------|
| 9.00 AM - 9.20 AM   | Irmulansati Tomohardjo, Yulia Hidayati, Mohd Nor Shahizan Ali, Haekal Fajri Amrullah<br>Universitas Mercu Buana, Universiti Kebangsaan Malaysia<br><i>The Meaning of Intercultural Communication Competence in Public Relations and Tourism Practice by Youths in South Jakarta and Tangerang City Indonesia</i> | Nurzihan Hassim |
| 9.20 AM - 9.40 AM   | Melly Ridaryanthi, Anindita Suilo, Nevita Kristines<br>Universitas Mercu Buana<br><i>Intercultural Communication Challenges And The Coping Strategies Among The Fresh Graduates In The Vuca Era</i>  |                 |
| 9.40 AM- 10.00 AM   | Tuti Widiastuti, Edy Prihantoro<br>Gunadarma University, Indonesia<br><i>Managing Anxiety and Uncertainty on the Smart City of Indonesian National Capital Relocation to Paser Penajam, East Kalimantan</i>  |                 |
| 10.00 AM - 10.20 AM | Nur Kholisoh, Wahyudi<br>Universitas Mercu Buana<br><i>Social Media Management In Increasing Revenue Of Television Stations In The Digital Era (Case Study Of Rajawali Television (Rtv))</i>   |                 |
| 10.20 AM - 10.40 AM | Tri Wahyu Retno Ningsih, Edy Prihantoro, Dwi Asih Haryanti, Sabrina Rahma Utami<br>Gunadarma University<br><i>Language and Power: A Critical Discourse Analysis on News in Online Media</i>  |                 |
| 10.40 AM- 11.00 AM  | Q & A  |                 |
| 11.00 AM - 11.20 AM | <b>BREAK &amp; CLOSING CEREMONY</b>  |                 |

**PARALLEL SESSION 4C :9.00 -11.00AM**

Bilik Mesyuarat MENTION, 4th Floor, Block D  
Faculty of Social Sciences and Humanities

| TIME              | PRESENTER   | SESSION CHAIR           |
|-------------------|---|-------------------------|
| 9.00 AM - 9.20 AM | Rizky Wulan Ramadhani, Sabrina Rahma Utami, Noviawan Rasyid Ohorella, Dwi Asih Haryanti, Cholidah Astri Pertiwi<br>Gunadarma University<br><i>The Perspectives Of Gender Relation Through X, Y, Z Generations</i> | Ammar Redza Ahmad Rizal |



|                     |   |  |
|---------------------|---|--|
| 9.20 AM - 9.40 AM   | Noorzihidayah Md Noor, Maizatul Haizan Mahbob, Mohd Azul Mohamad Salleh<br>Universiti Kebangsaan Malaysia<br><i>Kepentingan Kitaran Komunikasi Dalam Organisasi</i>   |  |
| 9.40 AM - 10.00 AM  | Noviawan Rasyid Ohorella, Edy Prihantoro, Matrisnya Hermita, Sariyati, Rizky Wulan Ramadhani<br>Gunadarma University<br><i>Online Media Constructs And Frames In Reporting On Air Pollution Problems In Jakarta</i>                             |  |
| 10.00 AM - 10.20 AM | Sabrina Rahma Utami, Rizky Wulan Ramadhani, Edy Prihantoro, Matrisnya Hermita, Budi Hermana<br>Gunadarma University<br><i>Digital Movement of Opinion "IKN Forest City" as Environment Communication of Ibu Kota Nusantara (IKN) in Twitter</i> |  |
| 10.20 AM - 10.40 AM |   |  |
| 10.40 AM - 11.00 AM | Q & A   |  |
| 11.00 AM - 11.20 AM | <b>BREAK &amp; CLOSING CEREMONY</b>   |  |

#### PARALLEL SESSION 4D :9.00 -11.00AM

Makmal Tayangan Finas, 3rd Floor, Block D  
Faculty of Social Sciences and Humanities

| TIME                | PRESENTER  | SESSION CHAIR           |
|---------------------|--|-------------------------|
| 9.00 AM - 9.20 AM   | Rizky Wulan Ramadhani, Sabrina Rahma Utami, Ahmad Fathoni, Cholidah Astri Pertiwi, Sugiharti Binastuti<br>Gunadarma University<br><i>Distribution of Information in The Media and Public Opinion Related to PPKM Policies</i>  | Sabariah Mohamed Salleh |
| 9.20 AM - 9.40 AM   | Rajab Ritonga, Marsetio, Edi Prihantoro, Haresti Asysy Amrihani<br>Gunadarma University, Defense University of Indonesia, University of Indonesia<br><i>The Construction of Reality in the Practice of Non-Mainstream Media Journalists Taking Bribes in Indonesia</i> |                         |
| 9.40 AM - 10.00 AM  | Edy Prihantoro, Rizky Wulan Ramadhani, Sabrina Rahma Utami, Trini Saptariani, Anacostia Kowanda<br>Gunadarma University<br><i>Enhancing Soft Power: The Implementation Of Digital Diplomacy By The Indonesian Consulate General In Dubai</i>                           |                         |
| 10.00 AM - 10.20 AM | Pitoyo, Engkus Kuswarno, Edy Prihantoro<br>Gunadarma University, Padjajaran University<br><i>Construction Of Meaning And Communication Of Ahmadiyah Prophet Mirza Ghulam Ahmad</i>   |                         |

|                                |   |  |
|--------------------------------|---|--|
| <b>10.20 AM -<br/>10.40 AM</b> | Sabariah Mohamed Salleh<br>Universiti Kebangsaan Malaysia<br><i>JomCheck: An Analysis of Tips Submitted by the Public During GE15</i> |  |
| <b>10.40 AM-<br/>11.00 AM</b>  | <b>Q &amp; A</b>  |  |
| <b>11.00 AM -<br/>11.20 AM</b> | <b>BREAK &amp; CLOSING CEREMONY</b>   |  |

**THANK YOU AND SEE YOU AGAIN AT MENTION2025**

Mention 2023

18th Biennial International Conference on Media and Communication

*"Media and Communication Transformation in Facing the VUCA Era: Impact and Challenges"*

## ABOUT KEYNOTE SPEAKERS

### KEYNOTE SPEAKER 1



**Dr Bridget Welsh** is an independent scholar, political analyst and consultant on political risk currently based in Kuala Lumpur. She is currently an Honorary Research Associate with the University of Nottingham Asia Research Institute Malaysia (UoNARI-M). She is also a Senior Research Associate of the Hu Feng Center for East Asia Democratic Studies of National Taiwan University and a Senior Associate Fellow of The Habibie Center. She specializes in Southeast Asian politics, with a focus on Malaysia, Myanmar, Singapore and Indonesia. An author and editor of numerous books, reports and articles, her latest book is *Sabah from the Ground: 2020 Elections and Politics of Survival* was published in 2021 and forthcoming book *Democracy Landed? The Habibie Legacy* will be out this year. She taught at John Cabot University, Ipek University, Singapore Management University, SAIS (JHU) and Hofstra University. She received her Ph.D in political science from Columbia University, language training at Cornell University (FALCON) and B.A. from Colgate University. She is a regular columnist for *Malaysiakini* and frequent commentator on regional politics. Her podcasts include the *Kerusi Panas* and *Straight Talk Southeast Asia*.

Mention 2023

18th Biennial International Conference on Media and Communication  
"Media and Communication Transformation in Facing the VUCA Era: Impact and Challenges"

## KEYNOTE SPEAKER 2



**(Dr) Ary Ginanjar Agustian** is an extraordinary individual with a prolific and influential career. He is the founder of numerous entities, including ESQ Group, ESQ Leadership Center, ESQ MPP, ESQ Tours & Travel, ESQ 165 Suite, ESQ Malaysia Sdn Bhd, and ESQ Business School. He has left a significant mark as an entrepreneur and author, with his ESQ book selling over 2.5 million copies. His impact extends beyond business, as he is recognized as an icon in character-building and a leader in character development. He has been awarded by the Vice President of Indonesia for his contributions to intellectual property and has received accolades for his inspirational work. Furthermore, he holds various positions in organizations and councils, such as being a member of the Dewan Pertimbangan KADIN Indonesia and serving as the Secretary of the Dewan Penasehat ICMI. His multifaceted roles as a motivator, author, entrepreneur, and educator highlight his immense influence and contributions to society.

### KEYNOTE SPEAKER 3



**Chenie Yoon** is a seasoned professional in the intersecting fields of technology and human rights. Currently serving as the Deputy Head of Content Policy for Asia-Pacific at Google, Chenie brings nearly two decades of experience in policy-making, government relations, and advocacy. Stationed in Singapore since December 2021, she oversees a wide array of content policies that align with Google's strategic interests in the Asia-Pacific region. Before her current role at Google, Chenie served as the Head of Public Policy, Government, and Philanthropy for Twitter in Korea for nearly four years. Her tenure at Twitter solidified her reputation as a leader in public policy matters, particularly in Korea. Chenie's commitment to human rights and policy research has also been evidenced by her roles at various organizations. She worked as a Subnational Researcher at the Open Government Partnership and was a Fellow at the Korea Human Rights Foundation. Earlier in her career, she spent two years as an Associate Human Rights Officer at the United Nations Office of the High Commissioner for Human Rights in Switzerland. She also held multiple roles, including that of a Human Rights Counselor and Communications Officer, at the National Human Rights Commission of Korea.



## ABOUT PLENARY SPEAKERS

### PLENARY SPEAKER 1



**Prof. Dr. William R. (Bill) Davie** holds the Board of Regents professorship in communication at the University of Louisiana, Lafayette. He received a Fulbright award to Malaysia and UKM in 2023 after serving as a Fulbright teaching and research scholar in China (2015-16). Professor Davie is the co-author of three textbooks along with journal articles and conference papers on media literacy, law and ethics. He has collaborated with professors in the United Arab Emirates and Qatar and presented his research at conferences of the Broadcast Education Association (BEA), the International Communication Association (ICA), and Association of Education of Journalism and Mass Communication (AEJMC).

## PLENARY SPEAKER 2



**Datuk Suhaimi Sulaiman** is the author of “I Hate Reading the Teleprompter”, Suhaimi is one of Malaysia’s top media personalities. With more than 32 years of experience as producer, broadcast journalist, anchorman, media consultant and content strategist, Suhaimi practiced a hands-on approach in leadership. Currently Suhaimi is the Director General of RTM, leading more than 4,400 employees of Radio Television Malaysia (RTM). Before this, he was the Chief Executive Officer of Sarawak Media Group’s TVS. Together with a young and very resourceful team, TVS, based in Kuching, Sarawak, was launched in less than 3 months, on October 10, 2020. The general entertainment TV channel is available to Astro channel 122. Back in 2007, Suhaimi helped set up a 24/7 television news channel, Astro AWANI, and went on to become its Chief Executive Officer and Editor-in-Chief. His leadership helped steer AWANI to the forefront of thought leadership with compelling content. The annual REUTERS Institute Digital News Report 2018, in its study of the local media, found that Astro AWANI was the most trusted Malaysian news source. Suhaimi’s efforts in successfully transforming Astro AWANI from predominantly TV based to online and mobile did not go unnoticed. He was awarded the MPI-PETRONAS Special Jury Award for Leadership in Journalism by the Malaysian Press Institute in April 2019.

## PLENARY SPEAKER 3



**Sakina Mohamed** is the editor and head of the Digital Media division at Bernama. She has 20 years of experience in journalism, 10 of which as a sub-editor and five as an editor. She currently heads the team that runs the agency's social media operations and was responsible for the establishment of the data journalism unit in Bernama in 2021.