



UPM
UNIVERSITI PUTRA MALAYSIA
BERSIKUTU BERSAMA SAMA



ICOSSH2019

International Conference on **Social Science and Humanities 2019**

8th-9th October 2019 | Parkcity Everly Hotel Bintulu, Sarawak MALAYSIA

Contact Us

If you have any question or inquiries, please contact us at icossh2019@upm.edu.my
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AGRICULTURE • INNOVATION • LIFE



International Conference on Social Sciences and Humanities 2019

8-9 October 2019

Parkcity Everly Hotel Bintulu, Sarawak MALAYSIA

www.btu.upm.edu.my

The International Conference of Social Sciences and Humanities (ICOSSH 2019) is an international conference organized by the Faculty of Social Sciences and Management, Universiti Putra Malaysia Bintulu Campus. It aims to be a platform for sharing and fostering knowledge in all disciplines of social sciences and humanities.

This conference offers opportunities for interactions between scholars, academicians and individuals who are able to contribute towards promoting international scholarly exchange and facilitating global intercultural awareness. This flagship conference organized by Universiti Putra Malaysia Bintulu Campus envisages interdisciplinary discussions and promotes new knowledge in the broad fields of social sciences and humanities.

The theme for ICOSSH 2019 is 'Integrating the Culture and Civilization of the Nusantara : Perspectives of the Social Sciences and Humanities'. The conference includes studies within the areas of social science such as language, literature, history, politics, archaeology, culture, religion, psychology and other fields.

Objectives

- To establish networking among academicians through interaction and exchange of knowledge and research findings.
- To provide platforms for researchers to discuss contemporary issues based on their areas of research interest and expertise.
- To explore new research collaborations between academicians, universities and organizations

Keynote Speakers

- Prof. Ulung Datuk Dr Shamsul Amri Baharuddin (UKM)
- Prof. Dr Victor T. King (UBD)
- Prof. Dr Chairil Effendy (UNTAN)
- Prof. Jayum Jawan (UPM)
- Prof. Datin Paduka Dr. Samsinar Md Sidin (UNIRAZAK)

Theme

"Integrating the Culture and Civilization of the Nusantara : Perspectives of the Social Sciences and Humanities"

ICOSSH 2019 provides a forum for presenting research findings and advances in the fields of social sciences and humanities. The conference will attract leading scientists, researchers and practitioners in the domain of social science from around the world. Accordingly, topics of interest for submission include, but are not limited to:

Social Sciences

- Accounting
- Anthropology and Sociology
- Communication
- Culture
- Economics
- Education
- Entrepreneurship
- Finance
- Islamic Studies/Theology
- Language
- Literature
- Management
- Marketing
- Philosophy
- Public Administration
- Tourism & Hospitality

Journal Publication

Selected papers accepted for presentations will be Double Peer Blind Reviewed and published in Scopus and Indexed Journals.

Languages

- Bahasa Malaysia
- Bahasa Indonesia
- English

Registration Fees (excluding publication fees)

Attendee Type	Early Bird (Before 4 July 2019)	Regular (5 July – 17 Sept 2019)
Presenter (Local)	RM500	RM600
Presenter (International)	USD250	USD300
Presenter (Student-Local)	RM300	RM400
Presenter (Student-International)	USD200	USD250
Participant (Local)	RM200	RM200
Participant (International)	USD150	USD200
Post Conference Tour		
Local : RM100	International : USD100	

Key Information

Conference Theme :
"Integrating the Culture and Civilization of the Nusantara : Perspectives of the Social Sciences and Humanities"

Location & Venue :
Parkcity Everly Hotel Bintulu, Sarawak
Jalan Tun Razak, 97000 Bintulu, Sarawak
Malaysia
Tel : +6086 318 888
Email : reservation.pehb@theeverlygroup.com

Conference date :
Tuesday, 8 October 2019 to Wednesday, 9 October 2019

Abstract submission deadline :
Tuesday, 4 June 2019

Final notification deadline :
Friday, 14 June 2019

Full paper submission deadline :
Sunday, 15 September 2019

Final registration deadline :
Tuesday, 17 September 2019

* Submit early to take advantage of the discounted registration rates.

Payment Method

Log in to <http://icossh2019.upm.edu.my/> for detail.

Important Dates

Abstract submission	4 June 2019
Final notification deadline	14 June 2019
Full paper submission deadline	15 September 2019
Final registration deadline	17 September 2019
Conference date	8-9 October 2019

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Keynote Speakers



Prof. Ulung Datuk Dr.
Shamsul Amri Baharuddin
Universiti Kebangsaan
Malaysia



Prof. Dr. Victor T. King
Universiti Brunei
Darussalam



Prof. Dr. Chairil Effendy
Universitas Tanjungpura
Indonesia



Prof. Dr. Jayum Jawan
Universiti Putra Malaysia



Prof. Datin Paduka
Dr. Samsinar Md Sidin
Universiti Tun Abdul Razak

<http://icossh2019.upm.edu.my/>



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POST CONFERENCE TOUR PACKAGE

INFORMATION ON THE TRIP TO LEPO' BADENG SUNGAI KOYAN, BELAGA.

This village is inhabited by the Kenyah Badeng ethnic group. The village is inhabited by about 3000 people and consists of about 300 family units. The distance from Bintulu to Lepo' Badeng Sungai Koyan, Belaga is about 130km. The people of this village are Christians. They are members of the Roman Catholic Borneo Evangelical Mission/Sidang Injil Borneo (S.I.B). The community leaders i.e. the Headman and the Village Chief.



Pic 1
Gateway
Picture



Pic 2
Route Map

The Kenyah Badeng are a sub-ethnic group of the Kenyah people who are very industrious and creative in many ways. Most of the population is engaged in agricultural activities as a source of income. The Kenyah Badeng were among the first to promote 'sape' music as a musical instrument and it has become well known all over the world. Sape music is also used in various Kenyah Badeng cultural activities including important cultural festivals and ceremonies to greet guests to the longhouse.



Pic 3:
Jabung
Otang
Presentation



Pic 4:
Handicraft
Product



Pic 5:
Traditional
Costumes



Pic 6:
Datun
Julud



Pic 7:
Cemetery
Carvings

The Kenyah Badeng are very skilful at handicraft. Among the handicraft items produced are items made out of beads, rattan, bamboo, wood and many more. The uniqueness of Kenyah Badeng handicraft compared to handicraft produced by other ethnic groups lies in the attention to detail and fine quality of the handicraft, which make them a firm favourite by visitors to the longhouse.

The importance of the heritage of producing handicraft is clearly demonstrated in the lives of the Kenyah Badeng community and is displayed in the items used from the cradle to grave.

The main economic activity among the Kenyah Badeng is agriculture. Most of the villagers in Uma Badeng plant hill paddy as well as other cash crops such as pepper and oil palm.



Pic 8:
Hill Paddy
Harvesting



Pic 9:
Oil Palm



Pic 10:
Black
Pepper

TOUR ITINERARY

Date : 10 October 2019
(Thursday)

0630-0900

Departure to Lepo' Badeng,
Sungai Koyan, Belaga

0900-1300

Performance and Demonstration

- Lekopa (Long dance)
- Parap performance
- Breakfast
- Welcoming speech
- Jatung Otang performance
- Sape performance
- Datun Julud performance
- Kancet Lasan
- Kancet Lasan performance by participant
- Rattan handicraft demonstration
- Bead embroider Demonstration
- Photography session using Orang Ulu Traditional costumes



1300-1400

Lunch

1400-1600

Departure back to Bintulu

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Proposed research chair a tribute to late CM

Yunus Yusop

BINTULU: The proposed creation of the 'Pehin Sri Adenan Satem Research Chair' is a noble initiative undertaken by Universiti Putra Malaysia (UPM) Bintulu Campus in giving recognition and paying tribute to the late chief minister's contribution to Sarawak and its people, says Minister of Tourism, Arts and Culture Datuk Abdul Karim Rahman Hamzah.

"During his lifetime, Tok Nan' (Adenan) had brought enormous progress to our communities for the sake of unity in diversity, regardless of race or religion.

Through the proposed establishment of the Pehin Sri Adenan Satem Research Chair, the efforts invested into the study of Bornean ethnicities can be expanded further through the establishment of 'Big Data' that is based on various research on our local communities," he said, using the nickname that the late Adenan was fondly referred to as.

Abdul Karim was speaking at the launch of the International

Conference of Social Sciences and Humanities (ICOSSH 2019), themed 'Integrating the Culture and Civilisation of Malay Archipelago: Perspectives of the Social Sciences and Humanities', where he represented Chief Minister Datuk Patinggi Abang Johari Tun Openg, here yesterday.

Adding on, Abdul Karim hoped that the support from the government and his ministry would spur more research works, especially the study of local ethnic groups in Sarawak, which could also be used as a reference in the formulation of policies in the development of the state.

"Therefore, we welcome the setting-up of the proposed Tok Nan Research Chair, which will be housed under the Borneo Ethnic Research Centre at UPM Bintulu Campus, and to be administered by the Faculty of Social Sciences and Management.

"This will assist us in the field of social science research that is related to Bornean ethnic groups, especially those found in Sarawak," he added.

Abdul Karim pointed out that the research funds would be

channelled through his ministry and he hoped that with such funding, the establishment of the Borneo Ethnic Big Data initiatives could be realised.

He believed that the value of Borneo Ethnic Big Data would be enormous because it would attract more local and foreign researchers to come to Sarawak to carry out research especially in the field of ethnic studies.

Earlier, UPM Bintulu director Prof Dr Bujang Kim Huat said the proposal to set up the 'Pehin Sri Adenan Satem Research Chair' was the institution's way of acknowledging the late Adenan's endeavour in preserving harmony among the various ethnic groups in Sarawak.

"Until now, the people of Sarawak still remember vividly Tok Nan's contributions and sacrifices even though his is no longer with us.

"He was widely respected because he was known as a people-oriented leader regardless of race and so on. In his efforts to preserve the ethnic identity in Borneo, he had succeeded in removing the term 'Others' in the



Abdul Karim (second right), together with (from left) Sharkawi, Amelia, Mohamad Maulana and Bujang, jointly launch ICOSSH 2019.

declaration of racial identity in Sarawak.

"Through his efforts, Sarawak's indigenous ethnics can be designated by writing their own ethnic names in all official government forms," said Bujang.

Prof Dr Victor King from University Brunei Darussalam,

Prof Ulung Datuk Dr Shamsul Amri from Universiti Kebangsaan Malaysia and Prof Dr Jayum Jawan from UPM were the keynote speakers during the morning session of the conference yesterday.

Various topics would be presented during the course of

the two-day event.

Also present yesterday were ICOSSH 2019 chairman Dr Mohamad Maulana Magiman, Sarawak Arts Council chief executive officer Sharkawi Amit and Sarawak Convention Bureau chief operating officer Amelia Roziman.

'ICOSSH a platform for researchers to present findings on Borneo'

BINTULU: The International Conference on Social Sciences and Humanities (ICOSSH 2019) aims to create an opportunity for local and international researchers to present the findings of their studies, says Universiti Putra Malaysia (UPM) Bintulu Campus director Professor Dr Bujang Kim Huat.

He said in line with the conference theme 'Integrating the Culture and Civilisation of Malay Archipelago: Perspectives on the Social Sciences and Humanities', participants would be able to

exchange ideas and information to produce more quality researches, especially those related to Borneo.

"The diversity of the population in Borneo is undeniable, particularly in Sarawak. To date, Sarawak comprises a total of 27 major ethnic groups numbering nearly 2.81 million people, who are divided into 52 sub-ethnic groups according to their respective settlements.

"Hence, the unique diversity of lifestyles, origins, cultures, socio-economy - to name a few - creates new prospects for discussions," he

said in his address for the opening of ICOSSH 2019 here yesterday.

Tourism, Arts and Culture Minister Datuk Abdul Karim Rahman Hamzah officiated at the event, representing Chief Minister Datuk Patinggi Abang Johari Tun Openg. Bujang said the conference would establish a number of studies based on the culture of Borneo, particularly Sarawak, which would serve as a reference source for future researchers and Sarawak government policymakers.

"In line with one of the thrusts in

UPM Bintulu Campus, we are also actively involved in Borneo Ethnic research pertaining to Borneo ethnic culture, arts, customs, rituals, food - to name a few.

"Indeed, this international conference serves as a platform for the convergence of ideas to produce and facilitate more collaborations in Borneo Ethnic research," he added.

Bujang also said UPMKB had been involved in various fields and collaborations with the Sarawak government and had, thus far, made numerous advancements

including research in agriculture and engineering as well as social science.

"Substantially, this effort will be continued through the involvement of diversified fields of research and collaboration. UPM Bintulu Campus strives towards five academic and research thrusts which are in the fields of agriculture, forestry, engineering and renewable energy, industrial chemistry, ethnicity and social economy."

He pointed out that UPM Bintulu Campus had just begun

offering a new social science programme, the Bachelor of Science (Human Development and Management).

The amiden intake was last month, while three new programmes - Bachelor of Entrepreneurship, Bachelor of Social Sciences, and Diploma of Human Development - would commence next year, he added.

Bujang also extended his gratitude to Abdul Karim's ministry for granting a sum of RM111,000 towards the international conference.



OPENING CEREMONY

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OPENING CEREMONY

by

**THE HONOURABLE
DATUK ABDUL KARIM RAHMAN HAMZAH**
Minister of Tourism, Arts and Culture
Minister of Youth and Sports

**ICOSSH
2019**
International
Conference on
Social Sciences
and Humanities
2019

Tuesday, 8th October 2019, 8.30 am
Grand Millennium Ballroom, ParkCity Every Hotel Bintulu,
Sarawak, Malaysia









Pelancaran
KURSI PENYELIDIKAN
Pehin Sri Adenan Satem

untuk
DANA PENYELIDIKAN ETNIK BORNEO
di UPM Kampus Bintulu Sarawak

daripada
KERAJAAN NEGERI SARAWAK

8 Oktober 2019

ParkCity Everly Hotel Bintulu, Sarawak





GRAND
MILLENNIUM BALLROOM





NIGERIAN EXHIBITION

The exhibition is a platform for showcasing the rich cultural heritage and diverse talents of Nigeria. It features a variety of exhibits, including traditional crafts, contemporary art, and historical artifacts. The event is designed to provide a comprehensive overview of Nigeria's multifaceted identity and its contributions to the global community.

The exhibition is held at the National Convention Centre, Lagos, from October 1st to 10th, 2023. It is open to the public and is a must-visit for anyone interested in Nigerian culture and history.

and Civilization of the Nusantara:
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Sarawak MALAYSIA





From the Sociology of the "Social" to
the Sociology of the "Cultural": East-
West Parallels and the Southeast
Asian Context

Victor T. King
Institute of Asian Studies
Universiti Brunei Darussalam









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TOURISM AND HOSPITALITY

LANGUAGE
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PHILOSOPHY

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Malah terdapat sejumlah anak-anak masyarakat Vaie telah menguasai pelbagai lapangan kehidupan dan mempunyai status sosial yang membanggakan contohnya YB Datuk Haji Talib Zulpilip, Datuk Amar Awang Asfia Awang Nasar, Dr Adi Badiozaman Tuah dan lain-lain lagi dalam bidang masing-masing.











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ENGLISH

ENTREPRENEURSHIP

CULTURE

ANTHROPOLOGY
AND

CULTURE

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